



Dr.A.S. Balasubramanya
Former Emeritus Fellow
Department of Electronic Media
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CV

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Current Address

306 Rangashree Pearl Apartment Fifth Main
Raghuvanahalli Bangalore 560062

Date and Place of Birth

04 Feb 1952
Antharasanthe
H.D. Kote Taluk Mysore District

Educational Qualifications:

B.A with Journalism and Political Science as Major and Kannada as Minor subjects (1973) Secured Second Class. Maharaja College, Mysore.

M.A in Journalism (1975) Awarded a Gold Medal and two Cash Prizes for securing First Class and First Rank, Mysore University, Mysore.

Ph.D (1995) Title of the thesis: "Media habits and utilisation among High School Teachers of Karnatak". Mysore University, Mysore.

Attended a one-month Film Appreciation course conducted by FTII, Pune in 1976.

Field experience:

Worked for two years in two Kannada daily newspapers – Lokavani and Vishala Karnataka at Bangalore as Sub-Editor and Reporter during 1975-77

Teaching experience:

Emeritus Fellow Department of Electronic Media Bangalore University Bangalore 560056 (19 March 2015 to 19 March 2017)

Professor, Department of Mass Communication and Journalism, Karnatak University, Dharwad (23 Sept 1995 to 28-02-2014).

Reader, Department of Mass Communication and Journalism, Karnatak University, Dharwad (18 Dec 1982 to 22 Sept 1995).

Assistant Professor, Department of Communication, Bangalore University Bangalore (04 April 1977 to 17 Dec 1982).

Research experience:

Guided 25 students for Doctoral degrees and two students for their M.Phil degrees.

Specialisation:

Media Production, Media Law and Media Research

Research Projects:

Completed two major and two minor research projects sanctioned by UGC and ICSSR.

Publications:

47 research articles in national and international journals and more than 100 articles of general interest in leading Kannada and English newspapers and magazines.

Distinctions and Honours:

Received ‘Chankya’ award by the Public Relations Council of India (PRCI) for Academic Excellence in February 2013.

Awarded Fulbright Internship in Communication Technology and underwent training in Television production at Syracuse University, USA for eight months during 1990-91.

Visited leading Newspaper offices, Radio stations and TV studios in New York, Chicago, Orlando, Washington and London.

Countries visited:

USA, Canada, UK, Russia, Malaysia and Singapore.

Administrative experience:

Served as the Chairman of the Department for over 22 years and established it as a main centre of teaching, training and research in the area of communication and journalism.

Conducted over 20 national and regional seminars and workshops in the Department.

Participated in over 30 national and international seminars and workshops and presented papers

Served as Member of the UGC Panel on Mass Communication and Journalism for one term.

Served as a member of the Karnataka Media Academy for around 20 years.

Served as Syndicate Member of the University (14 Sept 2009 to 01 May 2010).

Served as an Academic Council Member of the University for over 20 years.

Dean, Faculty of Social Sciences, Karnatak University for two-years (01 May 2008 to 01 May 2010).

Served as Security Supervisor for a period of two years overseeing campus security.

Edited 'Karnatak University Bulletin' for over eight years.

Coordinator (2010-11) Educational Technology Multimedia Centre, which offers a two-year Electronic Media course.

Coordinator, Swamy Vivekananda Centre. Karnatak University from 2010 to 2013.

Member of the Committee which restructured the regulations governing Ph.D guidelines in 2010—11.

Conducted Foundation Lecture series in the University for over nine years as the Organizing Secretary.

Served as a Member of the Big Purchase Committee.

Associated with more than 30 leading universities as member of BOE, BOS, Faculty and Selection Committees.

Research Projects Completed:

- . Socio - Cultural implications of satellite TV programmes on Indian audience: A study (1995)
- Newspapers in Education (NIE): An evaluation (1999)
- Journalists in India: A study of their background, attitudes and professional problems(2005)
- A national survey of awareness, access and readership of online information in rural and urban India (2007).

Books

1. Museums (Kannada) Published by Karnataka Sahitya Parishat, Bangalore 1980
2. Mass Media & National Development (Kannada) Published by the Publication Division of Kamataka University, Dharwad 1986
3. Samvahana Padavivaranakosha (Dictionary of communication terms in Kannada) Published by the Kannada Development Authority, Bangalore 2002
4. Print and Electronic Media (Kannada) Editor Published by the Karnataka Media Academy Bangalore 2005
5. What next after M.A. in Journalism? (Kannada) Published by Karnataka Media Academy Bangalore 2014

Chapters

1. Effective use of posters in Mass Media & Development Published by the Department of Information & Publicity, Belgaum Division, Belgaum 1985
2. Newspapers and Folk Media in Folklore and Mass Media published by the Kamataka Janapada & Yakshagana Academy, Bangalore 1990
3. Foreign Media in India in Mass Media and Community (Kannada) published by Karnataka Sangha, K R Bellad college, Mundaragi 1999
4. Mass media and influence of political news on young-adults in Political Communication; The Indian experience Vol.2 Published by B.R.Pubsishing Corporation New Delhi 2003

5. Attracting student community to increase newspaper readership in Karnataka District Press (Kannada) Published by Karnataka Media Academy Bangalore 2006

Research articles in national and international journals:

1. Family Planning Messages; Believing the Source *Vidura* Vol.23 No.3 May-June 1986
2. Public Confidence in News Media *Vidura* Vol. 24. No.4 July-August 1987
3. Press Coverage of Second SAARC Summit in Karnataka Newspapers *Vidura* Jan - Feb1990
4. Does TV Affect School performance? *Vidura* Vol.27 No.4 July-Aug 1990
5. Astrological Columns in the Print Media *Vidura* Vol. 27 No.5 Sept-Oct 1990
6. Children's habit of Reading Newspapers *The Primary Teacher* Vol.16. No.4 Oct 1991
7. A study of Vagbhushana Journal (Kannada) *Karnataka Bharati* Vol.25 No.2 Nov.1992
8. Fine tuning Farmers needs *Vidura* Vol.30. No.3 Sept 1993
9. Radio as a Career Counselor *Communicator* Vol. 24 No.4 Oct-Dee 1994
10. A comparative study of Hindi and Kannada serials *Communicator* Vol.30 No.2, April-June 1995
11. A study of editorials in dailies (Kannada) Karnataka Bharathi Vol.28 No.12 Jan-Aug 1996 Karnatak Univ Dharawad
12. Exposure and utility of Internet among postgraduate and research students *Journal of Communication Studies*, MCRVP Bhopal Vol.1 No1 Jan-Mar 2002
13. A study on extent of satisfaction and preference pattern of readers of Kannada farm science magazines *Karnataka University Journal of Communication* Karnataka University Dharawad March 2002
14. Profile of Kannada farm magazines *Karnataka Journal of Agricultural Sciences* UAS Dharawad 15(4): (733-736) Dec 2002
15. Effectiveness of Kannada farm magazines as related to readers characteristics *Karnataka Journal of Agricultural Sciences*, UAS Dharawad 15(4): (737-739) Dec 2002

16. Problems of readers of Kannada farm magazines and their suggestions *Karnataka Journal of Agricultural Sciences* UAS Dharawad 15(4): (740-742) Dec 2002
17. Preference of readers for various aspects of Kannada farm magazines *Karnataka Journal of Agricultural Sciences* UAS Dharawad 15(4): (743-745) Dec 2002
18. Development of a scale to measure the effectiveness of Kannada farm magazines: *Journal of Communication Studies MCRPV, Bhopal Vol.2 No.1.* Jan-Mar 2003
19. Online Journalists: A study of their background, work culture and satisfaction level: *Karnataka University Journal of Communication* Karnataka University Dharawad December 2003
20. Impact of online newspapers on print media: The perspective of editors: *Journal of Communication Studies MCRPV, Bhopal* Vol.3 No.4 Oct-Dec 2004
21. Media gratifications and uses: *Communication Today* Jaipur July-Dec 2004
22. Media consumption pattern and exposure: *Journal of Communication Studies MCRPV, Bhopal* Vol.4 No.1. Jan-Mar 2005
23. Journalists in India- A study of their background, attitudes and professional problems- A summary of national survey findings: *Karnataka University Journal of Communication* Karnataka University Dharawad December 2004-05
24. Job satisfaction among Indian journalists: A study: *Karnataka University Journal of Communication* Karnataka University Dharawad December 2004-05
25. Indian Media: The emerging trends in Malahari Felicitation Volume in honour of Krishna Vattam Mysore March 2007
26. Kannada Press in Golden Jubilee of Karnataka Sahitya sanskriti Patha(Kannada) Published by Kannada University and Karnataka Gazetteer Department, Govt of Karnataka Bangalore March 2007
27. A study on feedback behaviour of extension personnel of Karnataka State Department of Agriculture Karnataka Journal of Agricultural Sciences Vol.21 (1) UAS Dharawad Jan-Mar 2008
28. Suggestions and preferences of TV programme coverage by farm women Green Farming An international agro journal Jodhpur Vol.2(3) 181-183 December 2008
29. Impact of TV watching habits of rural women in Dharawad Green Farming An international agro journal Jodhpur Vol.2(6) 408-410 March 2009
30. Influence of teleserials on youth *Karnataka University Journal of Communication* Karnataka University Dharawad April 2009

31. A study on mean and standard deviation values of communication efficiency with independent variables by different types of extension workers in sugar industries *Karnataka University Journal of Communication* Karnataka University Dharwad April 2009
32. Relationship between socio-personal characteristics and type of television programmes watched by rural women *Karnataka Journal of Agriculture Science* UAS Dharwad 22(2) (412-416) 2009
33. Effects of television programmes in empowering rural women *Karnataka Journal of Agriculture Science* UAS Dharwad 22 (2) (412-416) 2009
34. A study on feedback behaviour of private extension personnel *Indian Psychological Review* Vol.72 No.4 2009 APRC Agra
35. Comparative analysis of information acquisition pattern of extension personnel working in government and private sectors *Agriculture Update* Aug-Nov 2010 Vol 5 Issue 3 & 4 p.516-19
36. Comparative study on communication behaviours of extension personnel working in government and private sectors *Journal of Global Communication* Vol.4 N0.2 July-December 2011 p.122-126
37. Impact of Television viewing on family ties of rural women *The Andhra Agriculture Journal* 57(3):275-278, 2010 Bapala Andhra Pradesh
38. Communication efficiency and socio-economic characteristics of different types of extension workers in sugar industries *Karnatak University Journal of Communication* 51-59 Karnataka University Dharwad April 2010
39. A study of TV watching pattern among rural women *Karnataka University Journal of Communication* 79-84 Karnataka University Dharwad April 2010
40. A profile of Kannada journalists *Karnataka University Journal of Communication* 60-68 Karnataka University Dharwad April 2010
41. Characteristics of television owners in rural areas *Karnataka University Journal of Communication* 124-131 Karnataka University Dharwad April 2010
42. The constraints in empowerment of rural women *Agriculture Update* Volume 6 Issue 3& 4 Aug & Nov 2011 Pages 142-45
43. Association of socio-economic characteristics of SHG members with empowerment of women *Advance Research Journal of Social Science* 2 (2); 210-212 Hind Arts Academy Muzaffarnagar UP India Dec 2011
44. Gen Y Employee communication: Strategies and Measurement Techniques Volume2, Issue 11 (November- 2012) *International Journal of Research in Management, Economics and Commerce*, (e-journal) www.indusedu.org 2

45. The role of communication media in women empowerment perceived by SHG members *Orient Journal of Law and Social Sciences* Vol 7 Issue 5 April 2013 Secunderabad Pages12-17.
46. Impact of SHG membership on women empowerment *Orient Journal of Law and Social Sciences* Vol 7 Issue 5 April 2013 Secunderabad Pages76-81.
47. Perception, type of information and extent of agricultural information obtained through farm telecast farm programmes in Kannada channels *Orient Journal of Law and Social Sciences* Vol 8 Issue 4 March 2014 Secunderabad Pages 56-59

PhD's awarded under my guidance:

1. Candidate : P B Kunnur
Title : Impact of Rural Broadcasting: A case study of All India Radio, Dharwad.
Year of award : 1990
2. Candidate : AnuradhaDixit
Title : Communication of nationalist ideas through folk Songs: A case study of Northern Kamataka during freedom struggle.
Language : Kannada
Year of award : 1993
3. Candidate : O.P.Kakde
Title : An evaluation study of farm radio lessons on Sericulture
Year of award : 1995
4. Candidate : D.Boopahty
Title : Political and economic considerations in evolving media policies with reference to AIR and Doordarshan
Year of award : 1996
5. Candidate : G.D.Hallikeri
Title : Public opinion, communal harmony and the press
Year of award : 1996
6. Candidate : H K Mariswamy
Title : Media credibility: A study among professionals
Year of award : 1998
7. Candidate : L Manjunatha
Title : Circulation of Kannada Farm Magazines: An analytical study
Year of award : 1999

8. Candidate : Sankanagoudar Surekha K
 Title : Effectiveness of folk media in educating farmers about watershed Development: An experimental study
 Year of award : 1999
9. Candidate : S S Vijapur
 Title : Impact of political news on young adults: A study of Hubli- Dharwad city
 Year of award : 2000
10. Candidate : Rajeev.S.Kamble
 Title : Dr.Ambedkar as a Journalist: A study
 Year of award : 2003
11. Candidate : Smt.Neeta R.Inamdar
 Title : Growth of online newspapers and their implications on print medium: A study
 Year of award : 2003
12. Candidate : R.Kushal Kumar
 Title : Media consumption, factors and gratifications: A study
 Year of award : 2003
13. Candidate : Nagaraja N
 Title : An analysis of agriculture articles published in Kannada dailies
 Year of award : 2004
14. Candidate : V Sathi Reddy
 Title : A Sociological Study of Journalists
 Year of award : 2005
15. Candidate : Hiremath Suresh.M.
 Title : F M Halakatti as a journalist: A study
 Year of award : 2005
16. Candidate : Jahagirdar K.A
 Title : Communication behavior of extension personnel working in government and private sectors: A comparative study
 Year of award : 2006
17. Candidate : Hiremath Uma S
 Title : A critical analysis of television watching pattern and its impact on rural women
 Year of award : 2008
18. Candidate : Laxhsmikantha Nandini
 Title : Teleserials and socio-cultural values: A case study among the youth
 Year of award : 2008

19. Candidate : Kanavi Vijaykumar P
Title : Communication efficiency of extension workers in sugar industries
Year of award : 2008
20. Candidate : Chintamani Viswanath
Title : A study of Kannada Journalists
Language : Kannada
Year of award : 2012
21. Candidate : S B Patil
Title : Role of Communication in empowering women through SHG: A study
Year of award : 2012
22. Candidate : Ms.Rukma Vasudev
Title : Internal Communication Strategies and ROI: An Analysis of the Current Trends
Year of award : 2014
23. Candidate : Kamble Prabhakar Kuber
Title : Media convergence, A synthesis of new media technologies: An evaluation study among journalists
Year of award : 2015
24. Candidate : Devendrappa S. I.
Title : Farm Telecast in Kannada TV Channels
Year of award : 2015
25. Candidate : Chidanand Kammar
Title : Post-independent Kannada Press: An evaluative study
Year of award : 2015

I declare that the above furnished information is true to the best of my knowledge.

Dr.A.S. Balasubramanya