

Curriculum Vitae

Dr. John Babu Koyye

MJMC; MA; MA; BEd; PGDL; Ph.D

Assistant Professor

Department of Journalism and Mass Communication

Acharya Nagarjuna University, Guntur Dist, AP, India

Cell: 98481 12395

john4media@gmail.com

9-9-43, Mangapuram Colony

LBC Post, Church Street

Visakhapatnam – 530 017

Education

- Ph.D Andhra University, Visakhapatnam, Jan, 2010
- MJMC, AU, Visakhapatnam, 1995 (First Class)
- MA Philosophy, AU 1995 (First Class)
- MA Religious Studies AU 1994 (First Class)
- PGDL (Linguistics), AU 1995 (Second Class)
- B.Ed, DNR CE, Bhimavaram AP 1991(Second Class)

UGC NET/ SLET Exam

- SLET Exam Qualified, Nov 1998, Regd No. 336001

Teaching Experience

- Acharya Nagarjuna University, Department of Journalism and Mass Communication, Guntur, since August 2010.
- Distance Education of ANU, Contact Programme for PG Journalism course since Aug 2010, at Mahatma Gandhi College, Guntur, AP

Area of interest

- Radio and TV broadcasting
- Cultural and traditional communication

Date of Birth : 15 January, 1969 Narsapuram, West Godawari Dist. AP, and age 42 years

Community : BC-C (OBC)

Publications

Book titled *Role of Radio in Primary Education (2010)*, Kaniskha Publishers, Distributers: New Delhi, ISBN: 978-81-8457-216-2

Book translation from American English to Telugu *Nazarene Israel: The original faith of the apostles (2009)*, an American research work on Jewish and Christian religions. Author: Norman B. Willis (Yosef ben Ruach), USA. Telugu Translation: K. John Babu, Pasupuleti Publishers, Vijayawada.

Articles in National Journals

An evaluative study on the effectiveness of 'Vindham Nerchukundam' a radio programme for upper primary school, *Communicator*, Journal of Indian Institute of Mass Communication, New Delhi: Vol. xxxx (2) July-Dec. 2005.

Evaluation research: An overview, *Media Mimansa*, Journal of Communication Research, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal: Vol 4 (1), July – September 2010 (With DVR Murthy).

Mulyankan Sodhe: Eke Simhavalokan, *Samachar sodhe* Hindi Journal of Media Mimansa of Communication Research, Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal: Vol 4 (1), July – September 2010 (With DVR Murthy).

Articles in Research Books

Media and communicational technology in teaching education, in K. P. Subba Rao (ed) 'Teacher Education and Global Trends' 2007, pp No: 139, Bharani Printers, Visakhapatnam.

Adult education through radio broadcasting: An evolving strategy of extending services of universities in XI five years plan, in Y. Bhaskaracharyulu (ed) 'Adult education' 2009, pp No. 223-230, APH Publishing Corporation, New Delhi.

Mass media: Educating rural areas, in Y. Bhaskaracharyulu (ed) 'Education for sustainable livelihoods in rural areas' 2009, Sarup Book Publishers Pvt.Ltd, New Delhi.

Production of materials (Media related)

Video Documentary Film on HIV/ AIDS: for creating awareness to the Telugu people (with MISPA, NGO) 2005, Visakhapatnam.

Puppetry (Folk Theatre) and Audio Songs CD on HIV/AIDS to be played at the time of puppet show for creating awareness to the Telugu people, 2004 Visakhapatnam.

Small scale Research

An evaluative study on the effectiveness of 'Vindam Nerchukonam' a radio programme for Primary school submitted in District Institute of Education and training (DIET) Bhimili 2005, sponsored by Sarva Siksha Abhiyan (SSA), Department of Secondary Education, Hyderabad.

An evaluative study on the effectiveness of 'Vindam Nerchukonam' a radio programme for Upper primary school submitted in District Institute of Education and training (DIET) Bhimili 2007, Sponsored by Sarva Siksha Abhiyan (SSA), Department of Secondary Education, Hyderabad.

Media Research Survey

All India Radio - Audience Research Survey: Quick feedback survey of the programmes of All India Radio conducted in 1995-1996 at Visakhapatnam, by Audience Research Unit, AIR, Visakhapatnam.

Doordarshan - Audience Research Survey: Regional Language Satellite Channel Programmes and DART rating survey conducted from 05-09-1996 to 15-10-1996 at Visakhapatnam, by Audience Research Unit, Doordarshan, Hyderabad.

IIMC – Base Line Survey: Water and Sanitation Baseline Survey for Rajiv Gandhi National Drinking Water Mission conducted for 40 days from 05-09-1996 to 15-10-1996 at East Godawari District AP, by Indian Institute of Mass Communication New Delhi.

Seminar papers presented on Media topics - 14 (International 3, National 10, State 1)

S N	Seminar	Title of the Paper	Title of the Conference	Organized by	Date & Place
1	Inter national	<i>Degrading ethical values of Media: A philosophical</i>	First Asia Philosophy Congress	Indian council of Philosophical Research (ICPR)	03-06 Mar, 2010, NJU, New

		<i>dimension</i>			Delhi
2	Inter national	<i>Media Ethics: A philosophical view in the context of emerging global society'</i>	Interim World Philosophy Congress (IWPC) 81 st session	Indian Philosophical Congress (IPC)	15-20, Dec 2006, Delhi University, New Delhi
3	Inter national	<i>Communication channels in eradication of poverty and participatory development in India</i>	Poverty in the contemporary world- Malady, Remedy	Center for Scientific Socialism, Acharya Nagarjuna University	17 th – 20 th -Aug, 2011 4Days Seminar
4	National	<i>What is the original name of God in the Bible?</i>	Relevance of Philosophy in 21 st century	Dept of Philosophy, Andhra University.	27 – 28 Jan 2006, AU Visakhapatnam
5	National	<i>Adult education through radio broadcasting: An evolving strategy</i>	Evolving strategies for extension services of universities in 11 th 5year plan	Dept of Adult & Continuing Education, Andhra University	7 - 8 Oct 2006, AU Visakhapatnam
6	National	<i>Media and communication technology in teacher education</i>	Teacher education and global trends	Dept of Education, A U, Visakhapatnam	29-30 Dec 2006, AU Visakhapatnam
7	National	<i>Mass Media: Educating in rural areas</i>	Education & Sustainable Livelihoods in Rural Areas	Adult Education, AU & South Indian Regional Committee, AICMED	7 - 9 Jan 2007, A U Visakhapatnam
8	State Level SCERT AP	<i>The Effectiveness of Vindham Nerchukundham: A radio programme for primary school</i>	Research Seminar	State Council for Educational Research and Training (SCERT) Hyderabad, Andhra Pradesh	6-8 March 2007, Hyderabad, Andhra Pradesh
9	National	<i>Participated as a Discussant</i>	Mind and Consciousness: Some Contemporary Perspectives	Dept of Philosophy AU	5-7 July, 2010 AU Visakhapatnam
10	National	<i>Role of electronic Media in Teacher Education</i>	Pioneering Trends in Teacher Education	Dept of Education, Acharya Nagarjuna University, Guntur	20-21, March 2011 ANU, Guntur
11	National	<i>Media Ethics: An essential need to revive</i>	Media Trends & Ethics -211	Dept of Journalism, Krishna University & Press Academy AP	20-21, March 2011 Machilipatnam

12	National	<i>Print Media and Ambedkar's Secular Ideology</i>	Dr. B.R. Ambedkar and Secularism	Center for Ambedkar Chair, Acharya Nagarjuna University	23-24, March 2011 ANU Guntur
13	National	<i>The role of Mass Media in development of Dalits: A strategy for inclusive Growth</i>	Social Exclusion and Approaches for Inclusive Growth	Center for Study of Social Exclusion and Inclusive Policy, AU	24-25, March 2011 AU Visakhapatnam
14	National UGC-SAP	<i>Mass Media role in eradication of child Labor</i>	Child Rights-A Human Rights Perspective	Dr. BR Ambedkar College of Law, AU	27 March, 2011 AU Visakhapatnam

Workshops attended

Fifteen days National workshop on **Role of Traditional Media Puppetry in Education** conducted at New Delhi during 1-15 June, 2005 by CCRT under the aegis of Ministry of Culture, Govt of India

Fifteen days National workshop on **SUPW and Work Experience** conducted at Udaipur, Rajasthan, during 10-23 March, 2006 by CCRT under the aegis of Ministry of Culture, Govt of India

Five days State level workshop on **Graded Vocabulary on First Language Telugu** at Hyderabad, during 4-8 Nov, 2007 by Department of Research and Innovation, SCERT AP

Guest Speech as Resource person

On **Media ethics and problems of rural reporters'** in two day training classes for rural reporters conducted by Press Academy of AP at ANU during 16 and 17 March 2011

On **'Imposing Censorship on media'** organized by the District Public Relation Office, Visakhapatnam on 10 Jan, 2010

On **Cultural communication** in training for NSS Programme Officers, ANU September 12, 2010

On **Awareness and communication** in a training for NSS volunteers of Medicos, NRI Medical Research Center, China Kakani, Nove 20, 2010

On **Traditional media and Cultural communication** in a training for NSS Programme Officers, ANU July 11, 2011, given Puppet Show on AIDS Awareness.

On **Traditional media: An essential need in NSS programmes** in a training for NSS Programme Officers, ANU July 21, 2011, given Puppet Show on Child Labor.

On **Cultural communication** in training for NSS Programme Officers, ANU September 9, 2011

Other Information

NCC 'C' & RDC, Participated in Republic Day Parade Marching contingent -1989 at New Delhi, attended 23 NCC camps, obtained C Certificate, ranked Under Officer (CUO)

Founded a social organization **MISPA** (Mission for Integration Service Peace & Awareness) Society, Regd: 1935/96, with an aim of Health, Education and Awareness through Puppet Shows, Audio CDs, and Video Documentary film on AIDS

Felicitation

By **Smt. D. Purandeswari Devi**, Central Minister of State for Human Resources Development (HRD) For Educational Achievements on 2nd July 2010 in Visakhapatnam

By the Central Board for Workers Education (**CBWE**) Visakhapatnam for Social Service in 14, Nov 2006

By the **Lions Club** Visakhapatnam for best Teaching on the eve of Teachers Day in 2005