

FACULTY PROFILE

1. Personal Information:

Name: Dr. Tarakeswara Rao Ippili
Designation: Assistant Professor
Department: Journalism and Mass Communication
Landline/Mobile: 9441130082
Email: tarakeswara.rao@ctuap.ac.in



2. Area of Specialization:

Contemporary Journalism, New Media and Digital Media Studies, Development Communication, Global Communication, and Media Research.

3. Academic qualification [List highest degree awarded first]

Ph.D. (Journalism and Mass Communication, 2018)
Institution: Dept. of Journalism and Mass Communication, Acharya Nagarjuna University

M.A. (Journalism and Mass Communication, 2012)
Institution: Dept. of Journalism and Mass Communication, Acharya Nagarjuna University

B.A. (Economics, 2009)
Institute/Univ.: Dr. B.R. Ambedkar Degree College, Osmania University

Qualified for Assistant Professorship

UGC-NET, June 2012 - Mass Communication and Journalism

AP-SET - 2016 - Mass Communication and Journalism

4. Work/Teaching Experience: [please indicate the most recent work experience first]

1. Working as Assistant Professor for the Department of Journalism and Mass Communication, Central Tribal University of Andhra Pradesh, Vizianagaram, from December 2022 to till date.
2. Worked as Assistant Professor for the Department of Journalism and Mass Communication, Mandsaur University, from August 2021 to December 2022.

3. Worked as Assistant Professor (on contract) for the Department of Journalism and Mass Communication, Central University of Karnataka, from August 2019 to June 2021.
4. Worked as Assistant Professor (on contract) for the Department of Media and Communication, the Central University of Tamil Nadu, from July 2018 to May 2019.
5. Worked as copy editor in NTV News Channel of Rachana Television Pvt. Ltd., from June 2012 to August 2013.
6. Worked as copy editor in CVR News Channel of Image Broadcasting India Pvt. Ltd., from August 2013 to October 2015.

5. Research. Scholarly. Professional and Scientific Activity:

Research publications in peer-reviewed journals (National /International) (UGC /Scopus /SCI/SCIE/WoS etc.)

- 1) Tarakeswara Rao Ippili & John Babu Koyye. **“Fostering Development and Community Resilience: The Role of Folk Media and Literature in the Digital Age”**, in *Shodhkosh: Journal of Visual and Performing Arts*, Vol. 5, Issue 3, March 2024, pp. 177-191, ISSN: 2582-7472.
- 2) Tarakeswara Rao Ippili. **“Ethical Considerations and Accuracy in the Digital Age_ Understanding Transformative Media Practices”** in *International Journal of Emerging Technologies and Innovative Research*, Vol. 10, Issue 3, March 2023, pp. 515-524, ISSN: 2349-5162.
- 3) Tarakeswara Rao I. & Arun Kr. Jaiswal. **“Mobile Phone Revolution and its Impact on Environment”** in *Communication Today*, Vol. 26, Issue 4, October-December 2022, pp. 37-48, ISSN: 0975-217X
- 4) Tarakeswara Rao I. & Arun Jaiswal. **“वेबसेरिएस में समातहि सामतियों का समाज पर प्रभाव”** in *Jankriti*, Vol. 84, Issue 4, April 2022, pp. 61-70, ISSN: 2454-2725
- 5) Tarakeswara Rao I. **“Editorial Cartoons as a Vehicle of News Agenda: How the National Dailies Illustrate Indian Politics”** in the *International Research Journal of Social Sciences*, Vol: 10, Issue 3, July 2021, pp. 8-14, ISSN: 2319-3565
- 6) Tarakeswara Rao I. **“Content Analysis of Political Advertisements in Local Newspapers”** in the *Research Journal of Recent Sciences*, Vol: 10, Issue: 1, January 2021, pp. 28-34, ISSN: 2277-2502.

- 7) Tarakeswara Rao I. **“Understanding the Impact of Social Media Educational Advertising on Professional Course Students in Hyderabad”** in the *International Journal of Media, Journalism, and Mass Communication*, Vol: 6, Issue: 3, September 2020, pp. 14-25, **ISSN: 2454-9479**, DOI: <http://doi.org/10.20431/2454-9479.0603003>
- 8) Tarakeswara Rao I. **“The Growing Use of Social Media in Politics: How the Indian Politicians Using Twitter in Political Information Sharing”** in the *Global Journal for Research Analysis*, Vol: 9, Issue: 7, July 2020, pp. 1-6, **ISSN: 2277-8160**, Impact Factor: 5.956, UGC Indexed No. 49177*, DOI: <https://www.doi.org/10.36106/gjra>
- 9) Tarakeswara Rao I. **“Social Media Networking Sites Usage among Girl Students: A Survey Analysis”** in the *International Journal of Management and Social Sciences Research*, Vol: 7, No: 1, January 2018, pp. 23-34, **ISSN: 2319-4421**, Impact Factor: 5.462, UGC Indexed No. 48431*
- 10) Tarakeswara Rao I. **“Social Media Impact on Acharya Nagarjuna University Students: A Survey Analysis”** in the *International Journal of Research in Economics and Social Sciences*, Vol: 7, Issue: 12, December 2017, pp. 787-804, **ISSN: 2249-7382**, Impact Factor: 6.939, UGC Indexed No. 48858*
- 11) Tarakeswara Rao I., Madhu Babu J. & Venkateswarlu S. **“Media Use Habits of S.T. Students of Acharya Nagarjuna University: A Survey Analysis”** in the *International Journal of Research in Economics and Social Sciences*, Vol: 7, Issue: 11, November 2017, pp. 197-210, **ISSN: 2249-7382**, Impact Factor: 6.939, UGC Indexed No. 48858*
- 12) Tarakeswara Rao I. & Madhu Babu J. **“Framing Analysis of Protest against War by World Newspapers: A Content Analysis”** in the *International Journal of Management and Social Sciences Research*, Vol: 6, No: 9, September 2017, pp. 63-75, **ISSN: 2319-4421**, Impact Factor: 5.462, UGC Indexed No. 48431*
- 13) Tarakeswara Rao I. **“Corporate Social Responsibility and Advertising”** in the *International Journal of Multi Educational Research*, Vol: 6, Issue: 8(4), August 2017, pp. 127-135, **ISSN: 2277-7881**, Impact Factor 4.527, UGC Indexed No. 41602*
- 14) Tarakeswara Rao I. & Venkateswarlu S. **“Social Media Gives Voice to Voiceless Dalits in India: An Analysis”** in the *International Journal of Multidisciplinary Educational Research*, Vol: 6, Issue: 3(1), March 2017, pp. 139-149, **ISSN: 2277-7881**, Impact Factor 4.527, UGC Indexed No. 41602*
- 15) Tarakeswara Rao I., Venkateswarlu S. & Manjunath J. **“How the Indian Magazines Framing the Image of Muslims”** in the *International Journal of*

Multidisciplinary Educational Research, Vol: 5, Issue: 11 (1), November 2016, pp. 50-73, **ISSN**: 2277-7881, JISRAF Impact Factor 4.527, UGC Indexed No. 41602*

- 16) Tarakeswara Rao I. & Madhu Babu J. “**Book Reviews of Fourth World Nations Published in the Indian Newspapers: A Content Analysis**” in the International Peer Reviewed Journal *the Cultural and Literary Nationalism of Fourth World*, Vol: 2, Issue: 1, June 2016, pp. 60-68, **ISSN**: 2349-3038
- 17) Tarakeswara Rao I., Madhu Babu J. & Venkateswarlu S. “**Trust Worthiness in e-Commerce Sites: A Content Analysis**” Published on *CLEAR International Journal of Research in Management, Science & Technology*. Vol. 6, Issue 11, Jan - June 2016, pp. 49-67, **ISSN** 2249-3506
- 18) Tarakeswara Rao I., Madhu Babu J. & Venkateswarlu S. “**Coverage of Syrian Refugee Conflict: A Content Analysis of Foreign and Indian Media**” Published on “*International Journal of Education for the 21st Century*, Vol. 2, Issue No. 1, Jan – June 2015, pp. 9-23, **ISSN**: 2349-5774
- 19) Tarakeswara Rao I., Madhu Babu J. & Venkateswarlu S. “**Coverage of Controversial Section 66A of Indian Information Act 2000: A Content Analysis of Four Newspapers**” Published in *International Journal of Communication and Social Research*, 2015, Vol. 3, No. 1, Pp. 47-64, **ISSN**: 2319-605X

Research publications in conference (National /International)

- 1) Tarakeswara Rao I., Madhu Babu J. & Venkateswarlu S. “**CSR Practices in Media Industry: A Special Reference to TV9 Telugu**” in Global Summit on “Corporate Social Responsibility.” Ed. R. Siva Rama Prasad, IMRF International Publishing House, 2017, Pp. 357-360. **ISBN** 978-93-86435-04-0
- 2) **Tarakeswara Rao I., Manjunath J. & Venkateswarlu S. “The Role of Media in Promoting Health Education**” in Swachh Bharat-Role of Society,”2015, pp. 185-187, **ISBN** No. 978-93-85100-50-5.

Books published as author or co-author or editor - NIL

Book chapters published as author or co-author

- 1) Tarakeswara Rao Ippili. “**Bridging the Education-Employability Gap: Evaluating the Impact of NEP 2020 in India**” in ‘Innovate, Educate, Elevate: NEP 2020 and the Future of Learning,’ ed. Ed. Ambar Pandey, Raj Pravin, T., & Ramya K. Prasad, Eureka Publications, 2024, pp. 25-36. **ISBN**: 978-81-19567-64-5
- 2) Tarakeswara Rao Ippili. “**Transforming Teacher Education in India: The Impact and Relevance of National Education Policy 2020**” in ‘NEP 2020:

Implementation and Challenges,' ed. Asadullah Khan & Abul Foyes Md Malik, Think Pen Publication, June 2024, pp. 51-59. **ISBN:** 978-81-973750-1-9

- 3) Tarakeswara Rao Ippili. **"The Dawn of New Frontiers: Exploring Emerging Media Platforms"** in "Media & Journalism Transformations: Emerging Trends and Paradigm Shifts," Ed. Ambar Pandey, Raj Pravin, T., & Ramya K. Prasad, Eureka Publications, 2024, pp. 169-197. **ISBN:** 978-81-19567-30-0
- 4) Tarakeswara Rao Ippili. **"Technological Disruption in Media: Challenges and Opportunities"** in 'Research in India,' Vol-1, Ed. Prof. Dinesh R. Jaronde, Ramanshil Publication, May 2024, pp. 61-69. **ISBN:** 978-93-92310-95-9
- 5) Tarakeswara Rao I. **"Effect of Pharmaceutical Wastes on Human Life: The Role of Local Newspapers in Environmental Communication"** in 'Multidisciplinary Subjects for Research,' Vol-1, Ed. Prof. R.B. Saksena & Dr. Dilip A. Ode, Red Shine Publishers, August 2020, pp. 260-268. **ISBN:** 978-1-71695-479-5
- 6) Tarakeswara Rao I. & Madhu Babu J. **"News Coverage on Media and Social Media by National & International Press: A Content Analysis with Special References to World Nations"** in "Mediascape in 21st Century: Emerging Perspectives," Ed. Manukonda Rabindranath et al., Kanishka Publishers, 2018, Pp. 339-351. **ISBN:** 978-81-934480-4-5
- 7) Tarakeswara Rao I. & Madhu Babu J. **"Coverage of Travel and Tourism News Items by International and National Newspapers: A Content Analysis with Special References of World Nations"** in "Emerging Trends in Tourism & Hospitality Industry," Ed. P. Purna Chandra Rao, Paramount Publishing House, 2017, Pp. 117-128. **ISBN:** 978-93-85100-80-2
- 8) Tarakeswara Rao I., Venkateswarlu S. & Manjunath J. **"Coverage of Muslim Women Issues: A Content Analysis of Three Indian Magazines"** in "Women Empowerment-Marching Towards a Common Goal." Ed. Junofy Anto Rozarina N, Newsman Publications, 2016, Pp. 28-39. **ISBN** 978-9-35267-095-6
- 9) Tarakeswara Rao I., Venkateswarlu S. & Manjunath J. **"The Role of Media in the Development of Tourism"** in "Travel & Tourism: Challenges and Opportunity for Economic Development." Ed. K. Neela Mani Kanta, Paramount Publishing House, 2016, Pp. 144-146. **ISBN** 978-93-85100-43-7
- 10) Tarakeswara Rao I., Madhu Babu J. & Venkateswarlu S. **"Study of Multicultural Environment in Educational Institutions: A Special Reference to International Students in Acharya Nagarjuna University"** in "Classrooms of the Future – Interplay of Educational Psychology and Technology," Ed. Victoria Susan, Jayam Publications, 2015, Vol. 1, Pp. 250-266. **ISBN No.** 978-93-85108-13-6

Publications in conference proceedings as author or co-author or editor - NIL

Invited talks/lectures at professional or scientific meetings and conferences

- 1) Delivered a guest lecture on “**Journalism in the Age of Socia/New Media**” on 6th November 2023 at Department of Journalism and Mass Communication, Mandsaur University.
- 2) Delivered a guest lecture on “**News Literacy and Fact-Checking**” on 24 March 2023 at Cheran’s Arts and Science College.
- 3) Delivered a lecture in a Webinar on the topic “**Opportunity and Challenges in T.V. Journalism**” held on 20 April 2021, organized by the Department of Journalism and Mass Communication, Mandsaur University.
- 4) Delivered a lecture in a Webinar on the topic “**Effects of Covid-19 on the Indian Media Industry**” on 16 December 2020, organized by the Department of Journalism and Mass Communication, Mandsaur University.

Research presentations (oral or poster) at professional or scientific meetings and conferences

Any other publications

Ph.D. Guidance: NIL

Guided:

Guiding:

Research projects (ongoing/completed)

SI No.	Title of the project	Name of the funding agency	Grant amount	Duration	Date of commencement	Date of Completion
1						
2						
3						

Consultancy Projects (ongoing/completed)

SI No.	Title of the project	Name of the funding agency	Grant amount	Duration	Date of commencement	Date of Completion
1						
2						
3						

Intellectual Property Right (patents/copyright) - NIL

6. Membership of professional bodies:

1. Member, International Association of Mass Media Communication and Research.
2. Member, Indian Science Congress Association.

7. Editor of Journal/Reviewer of Journal /Member of Academic Bodies/Advisor:

1. **Editor**, *Dhimsa* Newsletter, Central Tribal University of Andhra Pradesh (CTUAP) — August 2024 to Present.
2. **Member**, Board of Studies in Department of Journalism and Mass Communication, Mandsaur University, 2021 – 2022.

8. Workshops/Conferences/Seminars Organized:

- 1) Organized a Workshop on “**Photography-Through the Lens: The Journey from Vision to Image**” at Department of Journalism and Mass Communication, Central Tribal University of Andhra Pradesh, Vizianagaram, on 20th August, 2024.
- 2) Organized a Social Conclave on “**Media, Culture and Social Action**” at the Department of Journalism and Mass Communication, Central Tribal University of Andhra Pradesh, Vizianagaram, on 6th November 2023.
- 3) Organized a talk on “**Content Writing Profession: Scope & Opportunities**”, at the Department of Journalism and Mass Communication, Central Tribal University of Andhra Pradesh, Vizianagaram, on 1st July 2023.

9. Workshops/ Seminars/Webinars attended:

- 1) Presented a Paper titled “**Technological Innovations and Social Solutions: A Comprehensive Review**” at ICSSR-sponsored Two-Day National Seminar on “Innovative Approaches to Social Impact in Vision Viksit Bharat@2047: Leveraging Emerging Technologies for Sustainable Development”, on June 27 & 28, 2024, organized by Department of Journalism and Mass Communication in association with IQAC and Research Promotion Council, Pazhassiraja College, Pulpally, Wayanad, Kerala.
- 2) Presented a Paper titled “**Empowering Communities: Leveraging Media for Resilient Civil Societies in India**” at the ICSSR-sponsored National Conference on “Viksit Bharat@2047: the Way Forward- Challenges & Prospects”, on March 30th & 31st, 2024, organized by School of Mass Communication, KIIT Deemed to be University, Bhubaneswar, Odisha.

- 3) Participated in the two-day International Seminar on “**Communication for Social Change**” organized by PG Dept. of Studies & Research in Journalism and Mass Communication, on February 7th & 8th, 2024, held at St. Philomena’s College (Autonomous) Mysuru, Karnataka.
- 4) Presented a Paper titled “**The Role of Media in Promoting Indigenous Cultural Values: A Special Reference to Odia Media**” at the two-day International Seminar on ‘Santha Kavi Bhima Bhoi and the Legacy of Mahima Cult’ organized by Central University of Odisha, Guru Ghasidas Viswavidyalaya, Central Tribal University of Andhra Pradesh, SOA Deemed University Bhubaneswar, and Centre of Excellence for Studies in Classical Odia, CIIL, joined hands with the Ministry of Education held on 25 November 2023.
- 5) Presented a Paper titled “**Psychological Impacts on Travel Behaviour Post-COVID-19**” at the 9th Conference on Transportation Systems Engineering and Management (CTSEM 2023), organized by the Transportation Division, Department of Civil Engineering, National Institute of Technology, Warangal, on 12 - 14 October 2023.
- 6) Presented a Paper titled “**Exploring the Role of Artificial Intelligence in Human Resource Management with a View on Opportunities and Challenges**” at the 1st IEEE International Conference on Multidisciplinary Research in Technology and Management – MRTM 23, organized by New Horizon College of Engineering, Bengaluru on 22 – 23, September 2023.
- 7) Presented a Paper on “**Farm Size’s Divergent Implications on Farm Earnings and Food Production**” at the National Seminar on “Contemporary Innovations in Agri-Business Management, Exports and Rural Development – Challenges and Opportunities” (CIABM 2023) Organized by Chandra Gupta Institute of Management, Patna, held on September 20, 2023.
- 8) Presented a Paper on “**A Study on the Investigating Habits of the Tribal People in the Andhra Pradesh**” at the Management Education and Research Colloquium (MERC), 2023 (19th – 21st May), organized by Indian Institute of Management, Kashipur.
- 9) Presented a Paper titled “**Exploring the Role of Artificial Intelligence in Human Resource Management with a View on Opportunities and Challenges**” at the International Conference on “Contemporary Challenges in Science and its Engineering Applications” (IC3SEA 2023), organized by Study World College of Engineering, Coimbatore, India, held on 05 – 06 May 2023.

10. Offline/Online Certifications

- 1) Completed **AICTE Evaluated 2-Week Patent Course**, organized by Andhra University and Turnip Innovations from 29 June 2024 to 10 July 2024.

- 2) Completed UGC-Sponsored **Faculty Induction Programme** (FIP-17) from 16 June 2023 to 17 July 2023 organized by UGC-Human Resource Development Centre, Kumaun University, Nainital, Uttarakhand.
- 3) Completed **Refresher Course in Media Literacy and NEP-2020 (IDC)** from 27 July to 9 August 2022 organized by UGC-Human Resource Development Centre, Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh.
- 4) Completed AICTE Training and Learning (ATAL) Academy Online FDP on “**NEP-2020: Implementation for Quality Education**” from 13-17 September 2021 at Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal.
- 5) Completed the **Online Training of Reuter’s Introduction to Digital Journalism** on 27 August 2021, sponsored by Facebook Journalism Project.
- 6) Completed AICTE Training and Learning (ATAL) Academy Online FDP on “**Photography & Media Communication**” from 13-17 October 2020 at Lendi Institute of Engineering & Teaching.
- 7) Participated in “**15 Days Short-term Course in SPSS**” from 16-30 August 2020 organized by the Indian Teacher Education Community in collaboration with the Department of Computer Applications, Sivananda Sarma Memorial R.V. College, Bengaluru.
- 8) Participated in Three Days Online Faculty Development Program (FDP) on “**Conducting and Publishing Quality Research**” organized by G.L. Balaji Institute of Management & Research (GLBIMR) PGDM Institute, Greater Noida, Uttar Pradesh, during July 27-29, 2020.
- 9) Participated in the Seven-Day Online International Faculty Development Programme on “**Contemporary Issues, Assessment, Collaboration, Research and Publication**” organized by the Faculty of Commerce & Research Studies, Swami Shukdevanand PG College, Shahjahanpur, U.P., in Association with Faculty of Commerce & Management, Mohammad Ali Jauhar University, Rampur, U.P. held from 15-21 June 2020.
- 10) Participated in the Seven Day Faculty Development Program on “**Institutional Benchmarking of Best Practices**” organized by DnyanPrabodhini Mandal’s Shree Mallikarjun & Shri. Chetan Manju Desai College, Canacona, Goa, held from 8-14 June 2020.
- 11) Participated in the One Week International Faculty Development Program on “**Research Methodology,**” organized by the Dept. of Communication Media, Auxilium College (Autonomous), Vellore, Tamil Nadu, in association with the School of Media and Communication, Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai, Tamil Nadu, from 4 - 10 June 2020. *Certificate ID: SSM-MC-996.*

- 12) Participated in a National Webinar Series (12 Sessions) on “**Knowledge Generation in Education during COVID-19 Pandemic – Qualitative Research**”, organized by Bombay Teachers’ Training College, HSNC University, Mumbai & Dept. of Education, University of Mumbai, held on 1 - 6 June 2020. *Certificate ID: W3QR-01924.*
- 13) Participated in 10days Webinar on issues like “**Academic Writings, Online Media, Lifestyle Communication, Data Journalism, Children and Media, Health Communication, Photojournalism,**” etc., organized by the Institute of Media Studies, Bhubaneswar, Odisha, from 26 May to 4 June 2020 during COVID-19 lockdown.
- 14) Participated in Three Day International Faculty Development Program on “**Online Teaching Strategies for Teacher Education**” jointly organized by Mount Tabor Training College (IQAC), Pathanpuram, & Dept. of Education, University of Kerala, Council for Teacher Education (CTEF) & Kerala University English Teacher Education Forum (KUETEF), held on 22-24, May 2020.
- 15) Participated in the Two-Week Capacity Building Program on **Media and Communication Studies** held from 17-29 April 2017 organized by the Centre for Culture, Media & Governance (CCMG), Jamia Milia Islamia, supported by UGC under Centre with Potential for Excellence in a Particular Area (CPEPA), New Delhi.

11. Awards/Fellowships/Distinctions/Achievements:

- 1) Founding Member of the Department of Journalism and Mass Communication, Central Tribal University of Andhra Pradesh and instrumental in the Curriculum development of MJMC course.
- 2) Founding Member of the Department of Journalism and Mass Communication, Central University of Karnataka and instrumental in the Curriculum development of MJMC course.
- 3) Instrumental in starting the Newsletter of Central Tribal University of Andhra Pradesh.
- 4) Instrumental in the development of the Green Room of Central Tribal University of Andhra Pradesh.

12. Other social responsibilities