

RESUME



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Associate Professor & HoD

Department of Journalism and Mass Communication

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Teaching Philosophy

In the era of massive open online courses (MOOCs), the concept of teaching has undergone sea-change. The old-style information parting with top-down approach has got a severe jolt; more so in the discipline of Mass Communication teaching which is a super dynamic program expanding both vertically and horizontally every moment. In this backdrop, I prefer to call myself a facilitator who needs to bring together the different streams of belief, opinion, and assumptions to one platform for logical inquiry and verification and filter out the best for consumption of students.

Experience

Working as an Associate Professor in the Department of Journalism and Mass Communication of *Central University of Odisha, Koraput* since 2024.

Worked as an Assistant Professor in the Department of Media and Mass Communication of *Central University of Tamil Nadu, Thiruvavur* from 2016 to 2024.

Worked as an Assistant Professor in the Department of Journalism and Mass Communication of *Lingaya's Lalita Devi Institute of Management & Sciences (LLDIMS), New*

Delhi; School of Journalism and Film Production, *Lovely Professional University, Jalandhar (Punjab)* and Amity School of Communication (ASCO), *Amity University Rajasthan, Jaipur* from 2006 to 2016.

Worked as a NACO Fellow on a *National AIDS Control Organisation (NACO), New Delhi*, Ministry of Health (Govt. of India) fellowship from 2012 to 2013.

Worked as a Senior Analyst for *Copal Partners, Gurgaon* in 2005.

Worked as a Project Assistant in *Hemophilia Federation (India), New Delhi* from 2004 to 2005 for the project, “Living with Hemophilia in India, phase 2”, with the help of Danish Hemophilia Society (DHS), Denmark and funded by DANIDA (Danish International Developmental Assistance).

Worked as an Announcer-cum-Compere in *All India Radio (AIR), Berhampur* from 2000 to 2003.

Research Papers/Articles

1. C, A., Gouda, N. K., & Patnaik, S. K. (2024). Beyond heroes and villains: portrayal of healthcare workers in film “Virus”. *ShodhKosh: Journal of Visual and Performing Arts*, 5(3), 139–147. <https://doi.org/10.29121/shodhkosh.v5.i3.2024.1218>
2. Patnaik, S. K., & Gouda, N. K. (2024). from social ties to spatial belonging: rethinking home in refugee studies with a focus on Deep Halder’s Blood Island. *ShodhKosh: Journal of Visual and Performing Arts*, 5(2), 39–44. <https://doi.org/10.29121/shodhkosh.v5.i2.2024.1209>
3. Rijitha, R., & Gouda, N. K. (2022). Mediating folk media message in social media: challenges, adaptations, opportunities and threats. *ShodhKosh J Vis per Arts*, 3(1), 426–436.
4. Gouda, N. K. (2022). Role of digital media in reducing HIV/AIDS stigma & discrimination: A study of Ganjam district of Odisha. *Communication Today*, 26(1-2), 257–271.

5. Parveen, B., & Gouda, N. K. (2021). Motivation for social media engagement: A systematic literature review (SLR). *Journal of Media and Communication*, 6(1), 196-219.
6. Parveen, B., & Gouda, N. K. (2021). Media Education in Tamil Nadu. *Communication Today*, 25, 257-271.
7. Gouda, N. K., Biswal, S. K., & Parveen, B. (2020). Application of artificial intelligence in advertising & public relations and emerging ethical issues in the ecosystem. *International Journal of Advanced Science and Technology*, 29(06), 7561-7570.
8. Parveen, B., & Gouda, N. K. (2020). Multimodality and ICT in empowering Muslim Women: An evaluation of government of India schemes. *Studies in Indian Place Names*, 40(48), 292-301.
9. Gouda, N. K., & Parveen, B. (2020). Media education in Tamil Nadu. *Communication Today*. 25(1), 176-181.
10. Barclay, F, P., Shamala, R., Boobalakrishnan, R. & Gouda, N. K. (2020). Clean India campaign: Awareness, adoption, usage and barriers. *Journal of Media and Communication*, 4(2), 72-97.
11. Gouda, N. K. (2019). Mass media coverage of HIV/AIDS: The unintended consequences. *J Med Com*, 3, 1-16.
12. Chacko, A. T., & Gouda, N. K. (2018). Role of communication in addressing myths and prejudices Surrounding menstrual hygiene: A male perspective. *Journal of Media and Communication*. 2(1). 50-63.
13. Mahapatra, P.K. & Gouda, N. K. (2016). Usage of tribal dialects in development communication in undivided Koraput district of Orissa. *International Journal of Tribal Literature and Cultural Studies*. 2(1). 110-123.
14. Gouda, N. K. (2015). Role of communication to manage low-volume and high-cost diseases like Hemophilia—A study in Delhi-national capital region. *Amity Journal of Media and Communication Studies*. 4(1). ISSN 2231-1033.
15. Gouda, N.K. (2013). Role of media in perpetuating and combating social exclusion. *Scholar's View: International Journal of Media and Management*. 2. ISSN 2319- 121X.
16. Gouda, N.K., & Mishra, P. (2012). Digital Media as an Advertising Tool: A Critical Analysis. *Scholar's View: International Journal of Media and Management*. 1. ISSN 2319- 121X.

17. Gouda, N.K., & Mishra, P. (2012). RTI Act: 2005 & Media—A bird's eye view. *Journal of Global Information and Business Strategy*. 4. ISSN no.: 0976- 4925
18. Mehta, P., & Gouda, N.K. (2011). Advertising through Mobile Phones. *Lingaya's Lalita Devi Journal of Professional Studies*. 1. ISSN 2230- 987X

Book Chapters

1. Rajendran, P., Gouda, N.K., Srinivasavarathan, S. (2023). Understanding the Digital Divide in Inclusive Classrooms. In: *The Palgrave Handbook of Global Social Problems*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-68127-2_419-1
2. Gouda, N. K. (2023). Living with reduced HIV/AIDS stigma and discrimination: A migrants-theoretical scheme. In *Sustainable Health Through Food, Nutrition, and Lifestyle* (pp. 289-306). Singapore: Springer Nature Singapore.
3. Parveen, B., & Gouda, N. K. (2022). Conceptualization and operationalization of social empowerment of women through social media: A systematic review of literature. *Atmanirbhar Bharat and Media On the Road to Success*. Today & Tomorrow's Printers and Publishers, New Delhi. ISBN: 9789391734305.
4. Rijitha, R., & Gouda, N. K. (2022). Youngsters and Their Reliance on Social Media for Subjective Well-Being and Mental Health—A Review. *Atmanirbhar Bharat and Media On the Road to Success*. Today & Tomorrow's Printers and Publishers, New Delhi. ISBN: 9789391734305.
5. Biswal, S. K., & Gouda, N. K. (2020). Artificial intelligence in journalism: A boon or bane? *Optimization in machine learning and applications*, 155-167. Singapore: Springer Nature Singapore.
6. Parveen, B., & Gouda, N. K. (2022). Use and misuse of social media in disaster relief and rehabilitation. In Barclay, F. P., & Boobalakrishnan, N. (Eds.). *Social Media in India: Regulatory Needs, Issues and Challenges* (pp.190-213). SAGE Publications India Pvt. Limited. ISBN: 978-93-5479-075-1(HB).
7. Gouda, N. K., Patnaik, S. (2020). Themes in controversial movies of Deepa Mehta's elements trilogy - Fire, earth and water. In Goswami, M. P. *Bollywood Cinema: A Kaleidoscopic View*. ABS Books, Delhi. ISBN: 978-93-87229-37-2.

8. Baggio, R.Jr, & Gouda, N.K. (2018). Role of Communication in bridging the gap between rural community and local administration: A Participatory rural appraisal in T.Pudupatti Village of Tamil Nadu. *Mediascape in 21st Century: Emerging Perspectives*. Kanishka Publishers, New Delhi. 978- 81- 934480- 4-5.
9. Chacko, T. A. & Gouda, N. K. (2018). Breaking of Gender Stereotypes in Indian Advertising: A Review of A Few Television Commercials Posted in YouTube with over A Million Views. *Indian Cinema-Filmic Content, Social Interface and New Technologies*. Ane Books Pvt. Ltd 2. ISBN: 978- 93- 8676- 159-0.
10. Chacko, T. A. & Gouda, N. K. (2018). Representation of caste in Indian cinema: A comparative study of Marathi movie Sairat and its Hindi remake Dhadak. *Indian Cinema-Filmic Content, Social Interface and New Technologies*. Kanishka Publishers. ISBN 978 81 8457863 8.
11. Sethi, G. & Gouda, N. K. (2016). Underrepresentation of Dalits in Indian News Media and Ambedkar: A Literature Review. *Babasaheb Dr. B.R Ambedkar And Social Democracy*. Sunrise Publications, Delhi. ISBN no.: 978-93- 80966-82-3.
12. Gouda, N. K. (2016). Writing Headlines for Print Media. *Writing for Media*. Nirmal Publications, New Delhi. ISBN no.: 978-81-86400-365- 6.
13. Behera, S. K., Gouda, N. K. & Kar. S. (2012). Management of Media during Anna Hazare's India against Corruption fast at Ramlila Madian, New Delhi: A 360-degree analysis. *Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media*. University of Calcutta. ISBN no.:81-86263-02-4.

Books Edited

1. Goswami, M. P., Radha, B., Gowda, N. (2022). *Atmanirbhar Bharat and Media*, Today & Tomorrow's Printers and Publishers. New Delhi. (ISBN 978-93-91734-30- 5).

MOOCs Content Developed

1. Created a unit on *Concepts and Philosophy of Extension* for Master of Arts (Rural Development) published by Indira Gandhi National Open University, New Delhi in 2023. May be accessed @ <http://egyankosh.ac.in//handle/123456789/99263>

Ph.D Awarded

1. Dr. Binish Parveen (R180802). Awarded in March 2024 by Central University of Tamil Nadu, Thiruvarur. Ph.D title: Influence of Social Media on Social Empowerment of Muslim Women: An Empirical Study

Funded Project/Consultancy/Collaboration

1. “Capacity Building and Promoting Good Husbandry Practices among Livestock Farmers for the Livelihood, Sustainable Livestock Production and Upholding Public Health” as Co-PD funded by DST, New Delhi in 2021 (Ongoing).
2. “Rural Household Vulnerability and Unhygienic Practices, Its Impact on Health and Effective Interventions through Swachh Bharat Mission: An Empirical Study in Thiruvarur District of Tamil Nadu” as Co-PD funded by ICSSR, New Delhi in 2018 (Completed).
3. “Towards Effective Implementation of Swachh Bharat Mission (Gramin): Evaluation of Awareness, Access, Adoption, Usage and Barriers using the Health Belief Model” as PI funded by NCRI, Hyderabad in 2018 (Completed)

Expert in Selection Panel

1. Served as an expert in the selection of Assistant Professors of Odisha State Open University (OSOU), Sambalpur

Paper Presentation in Seminars/Conference

1. Paper presented, co-authored with Binish Parveen on Multimodality and ICT in Empowering Muslim Women: an Evaluation of Government of India Schemes in an *Impress-ICSSR Sponsored National Seminar on “The Role of Media and Culture on Indian Family System in the Process of Nation Building” on 13th December 2019* organised by Women's Studies Centre, Holy Cross College (Autonomous), Tiruchirappalli (TN)

2. Paper presented, co-authored with Binish Parveen on *Role of Social Media in Relief & Rehabilitation: A Case Study of Kerala Floods* in a national conference on *Media Literacy in Digital Age* organised by Department of Communication, Manonmaniam Sundaranar University, Tamil Nadu from 31 January to 1 February, 2019.
3. Paper presented on *Mass Media Coverage of HIV/AIDS: The Collateral Damage* in an international conference on *Media and the Marginalised Communities* organised by the School of Mass Communication, KIIT Deemed to be University, Bhubaneswar, India from on 21-22 December 2018.
4. Paper presented, co-authored with Amala Chacko on *Representation of Caste in Indian Cinema: A Contemporary Study of Marathi Movie Sairat and Its Hindi Remake Dhadak* in an international Conference on *Indian Cinema and Alternate Networks* organised by Delhi Metropolitan Education, Noida, India on 17 November 2018.
5. Paper presented, co-authored with Amala Chacko on Myths, prejudices surrounding menstruation and role of communication in menstrual hygiene management (MHM): A review of literature in a national seminar organised by the department of Social Work, CUTN on 6th March 2018.
6. Paper presented, co-authored with Amala Chacko on Breaking of Gender Stereotypes in Indian Advertising: A Review of A Few Television Commercials Posted in Youtube with over A Million Views, National Conference on Gender and the media; 4 to 6th January 2018, Anna University.
7. Paper presented, co-authored by Amala Chacko on Coverage of *Tamil Nadu Farmers' Protest of 2017 Held in New Delhi by the Times of India—The Largest Circulated English Daily of India* in an international conference held at Periyar University 10th February 2018.
8. Presented a paper on Role of Media in the Discrimination of 'Strong-Gender' in India: Review of a Few Cases in All India Media Educators Conference, 2016 organized by Centre for Mass Comm., Jaipur University and Amity University, Jaipur from 22-24 April 2016.
9. Attended and presented a paper in an International Conference on "Changing Paradigms of Media Landscape in the Digital Age 2.0" from 20th to 22nd November 2015 at Amity University, Jaipur.
10. Presented a paper on Exploring Communication Patterns and Practices for Reducing HIV/AIDS Stigma & Discrimination in Healthcare Settings in All India

- Media Educators Conference organized by Centre for Mass Comm., Jaipur University and Manipal University, Jaipur from 2-4 April 2015.
11. Participated in a seminar called “An introduction to bibliometrics, journal impact factor, citation index scientometric database.” On 16th February 2015 organized by Amity University Rajasthan, Jaipur.
 12. Attended and presented a paper in an International Conference on “Changing Paradigms of Media Landscape in the Digital Age—Issues and Perspectives” from 4th to 5th March 2011 at Amity University, Jaipur.
 13. Attended and presented a paper in UGC sponsored National Seminar on “Social Impact of Right to Information-2005” from January 15- 16, 2011 at MGKV, Varanasi.
 14. Attended and presented a paper in a National Seminar on “Contemporary Issues in Management” from 11th to 12th March 2011 at LLDIMS, New Delhi.

Academic Training Participation

1. Attended Refresher Course at UGC-HRDC, Bangalore University, Bangalore in Media and Development from 13th February 2020 to 27th February 2020 and obtained Grade A⁺.
2. Participated in a Three –Day national level MDP on Data Analysis through SPSS 09, May 2019 to 11, May 2019 organised by Department of Commerce - PG Studies, JAIN, Deemed-to-be University, Bangalore.
3. Participated in a Two-Week ICSSR-sponsored Capacity Building Programme on Balancing Empirical Research with Qualitative Ways of Knowing: Mixed Method Research (MMR) Approaches for Social Scientists organised by the School of Communication, Central University of Tamil Nadu, from February 13-24, 2019.
4. Participated in workshop titled Data Analysis for Research in Management and Social Sciences organised by the Centre for Distance Education, Anna University, Chennai from July 19th to July 21st, 2018.
5. Participated in a eleven- day research methodology course in social sciences sponsored by Niti Ayog, New Delhi from 15th June to 25th June, 2018 at A.K.Dasgupta Centre for Planning and Development, Visva-Bharati, Santiniketan.
6. Participated in a workshop Social Media-Use and Effect organized by Ministry of Human

Resource Department, New Delhi on 10th April 2018.

7. Attended a two-day Deleuze Camp from 14th and 15th Feb. 2018 at Chennai organised by Deleuze and Guattari Studies in India Collective.
8. Attended a week-long workshop on Script Writing II by renowned script writer Mr. Bala Senthilkumar in the month of January 2018.
9. Participated in a two-day workshop on 'Writing for Research Journals' with Resource Person Prof. Dr. T.T. Sreekumar, EFLU, and Hyderabad from 27 and 28 November 2017 at Central University of Tamil Nadu.
10. Attended a week-long 'Workshop on Documentary Production' from Aug 28 to Sept 3, 2017. Renowned author and filmmaker Dr. Vasuki Belavadi, Professor, Department of Communication, University of Hyderabad was the resource person.
11. Attended Orientation Course at UGC-HRDC, University of Hyderabad, Hyderabad from 6th July 2017 to 2nd August 2017.
12. Attended a six-day workshop on Teaching and Researching Community Media: A 6 day workshop on Curriculum development & Research methodology at University of Hyderabad from March 16-21, 2017.
13. Attended a workshop on two-day workshop on "Cinematographer as Co-author of Cinema," organized by the Department of Media and Mass Communication, Central University of Tamil Nadu, on Sept. 1 -2, 2016.
14. Participated in a workshop on Basics of Photography organized by Amity School of Communication, Amity University, Jaipur on 19th April 2016.
15. Participated in a workshop on Basics of Audio Productions and Programming organized by Amity School of Communication, Amity University, Jaipur on 13th April 2016.
16. Participated in a workshop on Digital & Social Media Marketing organized by Amity School of Communication, Amity University, Jaipur on 11th March 2016.
17. Participated in a workshop on Changing Dimensions of PR in Today's Scenario organized by Amity School of Communication, Amity University, Jaipur on 19th January 2016.
18. Attended a workshop on Science Communication organized by Amity School of Communication (ASCO) of Amity University Rajasthan, on 4th September 2015.
19. Participated in an FDP on plagiarism on 18th February 2015 Amity University Rajasthan, Jaipur.
20. Participated in an FDP on Communication skills on 1st August 2014 organized by Amity University Rajasthan.
21. Attended a workshop on Teaching Methodology in June 2011 at LLDIMS, New Delhi.
22. Attended a workshop on Teaching Methodology for Mass Communication in June 2011 at LLDIMS, New Delhi.

23. Attended an FDP on Team Building conducted by Aubade Consulting Pvt. Ltd in February 2011 at LLDIMS, New Delhi.
24. Attended an FDP on Managing Change in Business Environment conducted by Aubade Consulting Pvt. Ltd in February, 2011 at LLDIMS, New Delhi.
25. Attended a five-day training course on Media Ethics and Human Rights for Media Persons of Orissa from Feb. 21-25, 2000, organized by Commonwealth Journalists Association, London (U.K).

Conference/Workshop/Seminar Organized

1. Organized a One-day workshop on “Photography” in collaboration with Nikon India Private Ltd. on 18 February 2025, as Convener.
2. Organized a One-day workshop on “Visual Content Verification” in association with NEHU, Shillong, on 28 January 2025, as Convener.
3. Organized a Two-day workshop-cum-training programme on “Open Access Publishing” supported by ORCID in collaboration with IIT-Delhi, on 13-14 December 2024, as Convener.

Resource Persons/Invited Lectures/Guest Lectures

1. Resource Person in a Webinar and delivered a talk on *Normative Theories: Philosophical Inspirations, Background and Need* conducted by IMS, Bhubaneswar on 02nd June 2020.
2. Delivered an Invited Lecture on *Understanding and Evaluating Mass Communication Theory* at the Department of Journalism and Mass Communication, Berhampur University, Odisha on 28 December 2018.
3. Delivered an Invited Lecture on *Discussing Media Theories in the Social World* at the Department of Journalism and Mass Communication, Berhampur University, Odisha on 28 December 2018.
4. Delivered an Invited Lecture on *Normative Theories of Mass Communication: A Conceptual & Philosophical Engagement* at the Department of Journalism and Mass Communication, Berhampur University, Odisha on 29 December 2018.
5. Delivered an Invited Lecture on *Citizen Journalism: A Bird's Eye View* at the

Department of Journalism and Mass Communication, Berhampur University,
Odisha on 29 December 2018.

Session Chair

1. Chaired a technical session on a Two-day ICSSR-sponsored National Seminar on “Atmanirbhar Bharat and Media: On the Road to Success”, on 28-29 April 2022
2. Chaired a thematic session on *Gender and Media* in an international conference on *Media and the Marginalised Communities* organised by the School of Mass Communication, KIIT Deemed to be University, Bhubaneswar, India from on 21-22 December 2018.

Administrative Responsibilities

1. Serving as Head of the Department, Department of Journalism and Mass Communication, Central University of Odisha since 2024.
2. Serving as Warden, Boys’ Hostel, Central University of Odisha since 2024.
3. Served as Department Coordinator, Department of Journalism and Mass Communication, Lingaya’s Lalita Devi Institute of Management & Science (LLDIMS), affiliated to GGSIP University, New Dehi for 01 year.

Membership/Fellowship

1. National AIDS Control Organization (NACO) Fellow 2011 of Ministry of Health, Govt. of India.
2. Joint Secretary, Odisha Communication Association, Odisha, India.
3. Member of Public Relations Society of India (PRSI), Jaipur Chapter.
4. Member All India Communication & Media Association (AICMA), New Delhi
5. Member in Editorial Board of Scholar’s View, a peer reviewed national journal.
6. Editor (Teachers) of Kalam-- Students’ Magazine of Central University of Tamil Nadu
7. Editorial Board Member, Journal of Media and Communication, Central University

of Tamil Nadu.

8. Associate Editor, Lapwing – CUTN Newsletter, Central University of Tamil Nadu.
9. News Editor, Opus—student magazine of department of communication.

Education

- 2015: Ph.D. from department of Journalism & Mass Communication, Berhampur University, Odisha. Title: *Role of communication in reducing HIV/AIDS stigma & discrimination: A study of Ganjam district of Orissa*. Supervisor: Dr. Sunil Kanta Behera, Berhampur University; Co-Supervisor: Dr. Geeta Bamezai, Indian Institute of Mass Communication (IIMC), New Delhi.
- 2008: MPhil. in Mass Communication, Vinayaka Missions University, Salem. Title of dissertation: *Role of communication to prevent hemophilia—with special reference to Delhi-NCR Region*. Supervisor: Dr. Dharmendra Singh, New Delhi.
- 2000-01: Master of Journalism and Mass Communication (MJMC) Berhampur University, Orissa. Specialization: Electronics Journalism.
- 1998-99: Bachelor of Journalism and Mass Communication (BJMC), Berhampur University, Orissa.
- 1994-97: B.Sc. (Chemistry), Khallikote (Autonomous) College.
- 1992-94: 10+2 Science, I.V. College, CHSE, Orissa.
- 1992: 10th U.S. High School, BSE, Orissa.

Recognition/Certification

1. Awarded NACO fellowship 2011-2012 (Ministry of Health, Govt. of India) for research on “Role of Communication in Reducing HIV/AIDS Stigma & Discrimination: A Study of Ganjam District of Odisha.”
2. Awarded ‘Best Research Paper’ award for the paper Role of Media in the Discrimination of ‘Strong-Gender’ in India: Review of a Few Cases in All India Media Educators Conference, 2016 organized by Centre for Mass Comm., Jaipur

University and Amity University, Jaipur from 22-24 April 2016.

3. University level award (1st prize) for Magazine Production at GGSIP university, Delhi.

Software Proficiency

- SPSS
- NVivo
- Adobe Premier Pro
- Sound Forge & Audacity
- PageMaker & InDesign

Languages Known

- English, Hindi, Oriya, Tamil & Tribal Languages of Odisha

Areas of Interest

- Communication Research
- Print Editing & Designing
- Audio Visual Editing
- Extension Activities

Personal Information

Father's Name : Mr. Bansidhar Gouda.

Born on : 11th July 1977

Permanent Address : Khodasingi, Ganjam, Orissa-760010.

Declaration

The above statements are true to the best of my knowledge.