

RAVINDRA KUMAR VEMULA

Assistant Professor
Department of Communication
English and Foreign Languages University
Hyderabad, INDIA

EDUCATION

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|------|-----------------------------------|--|
| PhD* | Communication | (University of Hyderabad, India) |
| MA | Communication | (University of Hyderabad, India) |
| BS | Zoology (Hons), Botany, Chemistry | (Utkal University, Bhubaneswar, India) |

** Social Construction of Sexual Health in India: A Communication Analysis of HIV/AIDS messages*

TEACHING & RESEARCH RECORD

- November 2009- Till date – Assistant Professor, English and Foreign Languages University, Hyderabad

TEACHING INTERESTS

Communication and Development, Health Communication, Mass Communication Theory and policies, Communication Research Methods, Audience Research, Media Effects, International Communication.

RESEARCH INTERESTS

Role of media in social change/ Communication strategies for HIV & AIDS prevention/ Media effects/ International communication, Media Systems Research

RESEARCH ACTIVITIES AND ACTIVITY PROFILE

Current Project:

- **Co-Investigator for the Media Systems in Flux: The challenge of the BRICS countries”** study in India. This project is funded by University of Tampere, Finland and lead by Prof. Kaarle Nordenstreng. (<http://www.uta.fi/cmt/tutkimus/BRICS/members.html>)

SCHOLARLY PRODUCTIVITY

I. JOURNALS

- *Ramaprasad, Jyotika, Nagamallika Gudipaty, and Ravindra Kumar Vemula.* "Indian journalists: Personal passion, organisational dynamics and environmental forces." *African Journalism Studies* 36.3 (2015): 61-86. **Print ISSN 2374-3670 | Online 2374-3689**
- *Vemula, Ravindra Kumar (2014),* Teaching Development to the Communication students in India: Challenges and Prospects, , *International Journal of Communication Development* , Vol.3, Issue 3, October –December 2013. **ISSN 2331-2498**
- *Vemula Ravindra Kumar (2012)* Communicating Climate Change in India: The role of media in disseminating effective information to the various stake holders, *International Journal of Communication Development* , Vol.2, Issue 1, pp. 46-51, April-June 2012. **ISSN 2331-2498**
- *Vemula ,Ravindra Kumar (2011) ,* Population Control and HIV/AIDS: Politics of Sexual Health in India, *Media Asia, Vol. 38. pp 163-172. ISSN: 0129-6612*
- *Vemula ,Ravindra Kumar (2011),* Sexual Health Policies in the Countries: Lessons for India, *Journal of Creative Communications*, 6(3) pp. 225-240. Sage Publications. **ISSN: 0973-2586**
- *Ingle, Hrishikesh Sudhakar & Vemula, Ravindra Kumar (2012),* Representation and Social Construction of HIV and AIDS in the mainstream Hindi Cinema in India: A study on the discourses of normative sexual health. *Journal of Global Communication*, Vol. 5, No. 2, July-Dec 2012. **ISSN: 0974-0600**
- *Vemula, Ravindra Kumar (2005)* Communicating Sexual Health in street Children: A model for Behaviour Change Communication, *Indian Anthropologist*. Vol. 35 (1& 2), pp. 153-164. **ISSN 0970 0927**

II. BOOK CHAPTERS

- *Olikal Sajith & Vemula, Ravindra Kumar (2015)* Public Health Care in Private Hospitals: A Critical Analysis of *Aarogyasri* Health Insurance Scheme of Andhra Pradesh, India. *Health and Media. Eds (McFarland Books) (In Print)*
- *Vemula, Ravindra Kumar (2015)* Role of mhealth in India: understanding the futuristic ramifications for community empowerment. *Health Communication in the Changing Media Landscape: Perspectives from Developing Countries. Eds (Palgrave) (in Print)*
- *Vemula, Ravindra Kumar (2014),* Communicating HIV & AIDS prevention in India: Identifying appropriate health management policies for sustainable development. *Healthcare Management and Communication in Developing Countries: Challenges and Solutions. (Eds).* Lexington Books. NY. **ISSN 978-0-7391-8566-7**
- *Vemula, Ravindra Kumar (2016),* Technological Manifestations - Changing Paradigms of News Rooms in Brazil and India. *The BRICS Journalist in the Age of Net Mobility*, Internationalizing Media Studies series (Routledge) (In print)
- *Wasserman, Herman, Maria Anikina, Muniz Sodre Cabral, Jyotika Ramaprasad, Ravindra Kumar Vemula, Yu Xu (2016)* News making: Current Perspectives, *The BRICS Journalist in the Age of Net Mobility*, Internationalizing Media Studies series (Routledge) (In print)

III. BOOKS

- Health Communication in the Changing Media Landscape: Perspectives from Developing Countries (2016) (Palgrave MacMillan under the *Global Transformations in Media and Communications Research – A Palgrave/IAMCR series.*)

IV. READING MATERIALS

Vemula Ravindra Kumar et al. (2014). English Communication Course. Student Activity Book -1. National University Students' Skill Development Programme. Mumbai: Tata Institute of Social Sciences

Vemula Ravindra Kumar. (2014). English Communication Course. Teacher's Handbook - 1. National University Students' Skill Development Programme. Mumbai: Tata Institute of Social Sciences

PRESENTATION IN CONFERENCES/SEMINARS/WORKSHOPS

INTERNATIONAL

- Presented the paper *Changing Face of Indian Women Journalists: Narratives and Notions* at the International Association for Media and Communication Research (IAMCR) Conference at Leicester, United Kingdom (July 2016).
- Presented the paper *Technological manifestations: The Changing paradigms of news rooms, journalists & organizations: Delhi & Hyderabad, India* at INTERCOM Conference, Federal University, Rio de Janeiro, Brazil (September 3, 2015)
- Presented the paper *Profiling Journalists: The changing dynamics of Indian media system* at the International Association for Media and Communication Research (IAMCR) Conference at Montreal, Canada (July 2015).
- Presented the paper "*Locating 'Indian identity and ideology' in the international media systems: India- a case study*" at International Moscow readings conference. Moscow State University. Moscow, Russia (November 2013)
- Presented the paper "*Communicating HIV & AIDS prevention in India: Identifying appropriate health management policies for sustainable development*" at the International Association for Media and Communication Research (IAMCR) Conference at Dublin, Ireland. (June 2013).
- Presented a paper for the panel "*Critical analysis of EE interventions in developing countries: India- a case study*" at the International Association for Media and Communication Research (IAMCR) Conference at Dublin, Ireland. (June 2013).

- Presented the paper “, *Population Control and HIV/AIDS: Politics of Sexual Health in India*, International Association for Media and Communication Research (IAMCR) Conference at Durban, South Africa. (June 2012).
- Presented the paper “*Diffusion & Adoption of an e-society: The myths & politics of ICT for poor in India.*” at the International Association for Media and Communication Research (IAMCR) Conference at Istanbul, Turkey. (July 2011).
- Presented the paper “*Representation and Social Construction of HIV/AIDS in the Mainstream Hindi Cinema in India: A Study on the Discourses of Normative Sexual Health*, at the International Association for Media and Communication Research(IAMCR) Conference at Istanbul, Turkey (July 2011)

NATIONAL

- Presented a paper “*Public health care in Private hospitals: A critical analysis of Arogyasri Health Insurance Scheme of Andhra Pradesh*” at the International Conference on Managing Health Communication (ICMC-2014). Mudra Institute of Communication, Ahmedabad (MICA) (February 2014).
- Presented the paper “*Climate Change in India: Negotiating communication messages in the information age*” at the National Seminar on Climate change: Effects of sustainable livelihoods. Andhra University ((March 2013).
- Presented the paper “*Teaching Development to the Communication students in India: Challenges and Prospects*”, at the National Seminar on Media Education, Dept. Of electronic media and communication, Pondicherry University (Dec 2011)
- Presented the paper “*Communicating Climate Change in India: The role of media in disseminating effective information to the various stake holders*” at the National Seminar on Climate Change: 2010, M S University, Baroda (Oct 2010).

MEMBERSHIP AND SERVICES IN PROFESSIONAL ORGANIZATIONS

- **Co-Chair HIV/AIDS and Communications Working Group, International Association for Media and Communication Research (IAMCR)**
- International Communication Association (ICA)

ACADEMIC MEMBERS

- Guest Editor for the Journal of Critical Arts (JCA)
- Reviewer for Journal of Health Communication (JCH)
- Editorial member of International Journal of Communication and Health (IJCH)
- Member of MCJ board of studies, English and Foreign Languages University, Hyderabad

- Local Organizing committee, IAMCR 2014 HYDERABAD
- Coordinator, MA- Mass Communication and Journalism Programme, EFLU. (2012-2014)