

RESUME

Name	DR. P. P. SHAJU
Present Designation	Associate Professor, Dept. of Journalism Mary Matha Arts & Science College Vemom P.O., Mananthavady, Wayanad Dt Kerala- 670645 Phone: 04935 242903 (res.), 09447887703 (mob) E-mail: shajupaily@gmail.com
Previous Designation	Founder Course Director (On Deputation), Dept. of Mass Communication and Journalism, Kannur University Talap Campus, Kannur (2010-2012)
Educational qualification	MCJ (Master of Communication and Journalism) from Dept. of Mass Communication, University of Calicut. (1998) Ph.D., Dept of Mass Communication and Journalism, University of Calicut (2011) for the thesis entitled <i>An Exploratory Study of the Portrayal and Negotiation of Culture in Malayalam Television Serials</i> under the Supervision of Prof. Syed Amjed Ahmed (Former Director, EMMRC, University of Calicut)
Age and date of birth	50 yrs, 25.05.1968

I. TEACHING EXPERIENCE

a. Under Graduate	18 years
b. Post Graduate	02 years
Total	20 years

II. BOOKS PUBLISHED

- Bahujana Madhyamagalum Samoohavum*** (Malayalam), published by Calicut University Central Co-operative Stores Ltd- 2018.
- History of Mass Media in India & Corporate Communication and Advertising***, published by Calicut University Central Co-operative Stores Ltd- 2018.

- c. ***Introduction to Communication and Journalism & News Reporting and Editing***, published by Calicut University Central Co-operative Stores Ltd- 2017.
- d. ***News Reporting and Editing*** published by Calicut University Central Co-operative Stores Ltd- 2016.
- e. ***Mass Media and Society*** published by Calicut University Central Co-operative Stores Ltd- 2016.
- f. ***Corporate Communication and Advertising*** published by Calicut University Central Co-operative Stores Ltd- 2016.
- g. ***Introduction to Electronic Media*** published by Calicut University Central Co-operative Stores Ltd- 2015.
- h. ***Writing for the Media*** published by Calicut University Central Co-operative Stores Ltd- 2014.
- i. ***Principles and Practice of Journalism*** published by Calicut University Central Co-operative Stores Ltd- 2002.
- j. ***An Introduction to Communication and Journalism*** published by Calicut University Central Co-operative Stores Ltd- 2009.
- k. ***Madhyma Padhnathinoru Aamugham,(Malayalam)*** published by Calicut University Central Co-operative Stores Ltd- 2009.
- l. ***History of Indian Mass Media*** published by Calicut University Central Co-operative Stores Ltd- 2010.
- m. ***Fundamentals of Advertising and Corporate Communication*** published by Calicut University Central Co-operative Stores Ltd- 2010.
- n. ***Principles of Reporting and Editing*** published by Calicut University Central Co-operative Stores Ltd- 2011.
- o. ***An Introduction to Mass Communication Studies***, published by Calicut University Central Co-operative Stores Ltd- 2011.
- p. ***Print Media Journalism***, published by Calicut University Central Co-operative Stores Ltd- 2012.
- q. ***Fundamentals of Communication and Media***, published by Calicut University Central Co-operative Stores Ltd - 2012.

III. ARTICLES PUBLISHED IN BOOKS/JOURNAL

- a) Television Soap Opera, a saga of unending story telling, published in International Journal of Advanced Research in Emerging Disciplines, ISSN;2348, Vol.4, Issue 1, June 2016
- b) Negotiation of Cultural themes in Malayalam television serials, published in Communication and Research Journal, Dept of Mass Communication and Journalism, ISSN:2348-5663, Vol.5, Issue 1, Jan-June 2016

- c) Author of Co-author of an article ***Mass Media and Exposing Corruption in Political Communication, the Indian Experience*** by Dr. Kiran Prasad (Editor) and published by BRPC Ltd., New Delhi (2003)
- d) Author of an article ***Women and Media in a Developed State: The Case of Kerala in Women and Media*** by Dr. Kiran Prasad (Editor) and published by BRPC Ltd., New Delhi (2005)
- e) Author of an article ***Emergency and Censorship: The dark side of emergency in Media Law and Ethics*** by Dr. Kiran Prasad (Editor) and published by BRPC Ltd., New Delhi (2008)
- f) Published several articles on various current affairs issues in magazines.

IV. PAPER PRESENTATIONS

- a) Presented a paper on ***Wielding power through fencing information*** at a UGC sponsored national seminar (January 17-18,2017) organised by Dept. of Mass Communication & Journalism, University of Calicut.
- b) Presented a paper on ***Hunting media jobs*** at a seminar (August 30,2016) organised by Dept. of Mass Communication & Journalism, University of Calicut.
- c) Presented a paper on ***Relevance of Documentary Film*** at a UGC sponsored national seminar (February 4-5, 2017) organised by Dept. of Mass Communication & Journalism, NMSM College, Kalpetta.
- d) Presented a paper on ***New trends in mass media*** at a UGC sponsored national seminar (February 25-26,2017) organised by Dept. of Mass Communication & Journalism, NMSM College, Kalpetta.
- e) Presented a paper on ***Attitude towards Sex and Violence among College Students*** at a national seminar (Dec.21,22; 2001) organised by Dept. of Journalism, Mangalore University.
- f) Presented a paper on ***Role of Mass Media Educator in the Era of Digital Revolution*** at a national seminar (January 29-30 2010) organised by Dept. of Mass Communication and Journalism, Karnataka University, Dharwad.
- g) Presented a paper on ***Role of Media in Higher Education*** at a national seminar (December 13-15, 2011) organised by Kannur University Union Research Centre & Central Library.
- h) Presented a paper on ***The Haves and Have nots of the Digital Revolution*** at a national seminar (March 2-3; 2012) organised by Depts. of Journalism, Political Science and English, Prajyoti Niketan College, Pudukkad, Thrissur.
- i) Chaired a session on Politics and Social Media : Commons in space online in a two day national seminar on Protest Politics Online organized by Dept of Political Science, Govt. Brennen College, Thalassery, Kerala.

V. MINOR RESEARCH PROJECT

Completed a minor research project awarded by UGC on **Representation and negotiation of women in Malayalam television serials.**

VI. MEMBERSHIP IN ACADEMIC BODIES

- a. Chairman, Board of Studies in Journalism (Combined), Kannur University,
- b. Former member, Academic Council, Kannur University,
- c. Convenor, Examination Inspection Team, Kannur University
- d. Former Member, Faculty of Communication, Kannur University, Kannur
- e. Member, Board of Studies in Journalism (UG), University of Calicut
- f. Member, Board of Studies in Journalism (PG), University of Calicut
- g. Member, Board of Studies in Journalism (UG), Mar Ivanios College (Autonomous), Thiruvananthapuram
- h. Member, Research Advisory Committee, Dept of Mass Communication and Journalism, University of Calicut, 2012.
- i. Trainer in Child Rights, UNICEF sponsored project under the supervision of KILA, Thrissur from 2012 onwards. Extends training programme to Post Graduate Students of Journalism.
- j. Academic Expert, Wayanad Press Academy
- k. Managing Committee member, Radio Mattoli, a community radio station in Mananthavady

VII. SEMINARS/CONFERENCES ATTENDED/CONDUCTED:

1. Co-organiser of the UGC sponsored national seminary held at Mary Matha Arts & Science College, Mananthavady (Feb 6-7,2017)
2. Attended a national seminar organised by Dept of Journalism, Mangalore University (Dec.21,22; 2001)
3. Attended a national seminar on Mass Media, the Matrix of culture, organised by Dept. of English, Prajyothi Niketan College, Pudukkad 2002
4. Attended a two-day national seminar on media organised by Sathyadeepam Weekly at Renewal Centre, Ernakulam, on August 17 &18, 2002.
5. Attended a ten day orientation programme for NSS Programme Officers conducted by NSS Training and Orientation Centre (Kerala), Rajagiri College of Social Science in 2002
6. Attended a five day Refresher course for NSS Programme Officers conducted by NSS Training and Orientation Centre (Kerala), Rajagiri College of Social Science from October 26-30, 2004.

7. Conducted a two-day workshop on Media and Democracy at Mary Matha Arts & Science College on January 29 & 30, 2004 in collaboration with Dept. English, Press Forum & Malanad Communications Ltd.
8. Conducted a one-day legal literacy workshop for the women students of at Mary Matha Arts & Science College on July 17, 2004.
9. Attended Colloquium on ***Emerging Trends in Mass Communication and Journalism Education***, organized by the Communication Discipline of the SN school, University of Hyderabad held from October 17-23, 2005
10. Attended a national seminar on Digital Determinism: Towards a New Mediascape, organised by Dept. of English, Prajyothi Niketan College, Pudukkad held on August 21-22, 2008
11. Attended a national seminar organized by (January 29-30 2010) organised by Dept. of Mass Communication and Journalism, Karnatak University, Dharwad.
12. Attended a national seminar organized by (October 12-14, 2011) organised by Dept. of Political Science, Govt. Brennen College, Thalassery, Kerala.
13. Session Convener of national seminar and presented a paper on *the Role of Media in Higher Education* at a national seminar (December 13-15, 2011) organised by Kannur University Union Research Centre & Central Library.
14. Attended and presented a paper on ***The Haves and Have nots of the Digital Revolution*** at a national seminar (March 2-3; 2012) organised by Depts. of Journalism, Political Science and English, Prajyoti Niketan College, Pudukkad, Thrissur.
15. Attended a two day Training of Trainer meeting on Child Rights and Media organized by KILA, Thrissur under the auspices of UNICEF on September 14-15, 2012.
16. Attended a five day Colloquium on Communication (October 15-20, 2012) organised by ASC, JNU New Delhi

VIII EXTENSION ACTIVITIES:

- a. Coordinator, IGNOU Study Centre, Mary Matha Arts & Science College, Mananthavady.
- b. Coordinator, Walk With a Scholar Programme, Mary Matha Arts & Science College, Mananthavady.
- c. Staff Editor of the College Magazine, Mary Matha Arts & College, Mananthavady during 1999-2000.
- d. Programme Officer, National Service Scheme (NSS), Mary Matha Arts & College, Mananthavady from 2003-2006.
- e. Programme Officer, Media and Film Club, Mary Matha Arts & College, Mananthavady from 2002 onwards
- f. Staff Advisor to the College Union, Mary Matha Arts & College, Mananthavady during 2000-2001, 2007-08, 2012-16.

- g. Resource Person, Academic Staff College (ASC), Kannur University.
- h. Chairman, Board of Examiners, Journalism (UG), Kannur University
- i. Question paper setter and chairman for PSC, LBS, University of Kerala, University of Calicut, Higher Secondary.