

Profile

Rev. Fr. Gaddam Rayappa SJ M.A.(Folklore), MA (Mass Comm.), B.Ed, NET



Designation	Assistant Professor
Department	Visual Communication and Electronic Media
Date of Birth	05.10.1975
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Education:

Details	Year	Institution	Percentage/ Grade
B.Sc.	2003	Andhra Loyola College, Vijayawada	74.9%
MA	2006	Manomaniam Sundaranar University, Tirunelveli	75.22%
NET	2008	UGC – MHRD, New Delhi	
B.Ed.	2014	Sri Krishna Devaraya University, Anantapur	6.53 GPA
MA	2020	Madurai Kamaraj University, Madurai	58.5%
Ph.D.	2022	Andhra University, Visakhapatnam	Pursuing

Experience:

Period	Designation	Institution / Organization
2016-2024	Assistant Professor	Andhra Loyola College (Autonomous), Vijayawada

Courses Taught:

Year	Title(s) of the Courses
2017-18	Value Education, Human Communication, Media Culture and Society, Introduction to Communication Theories

2018-19	Public Relations and Corporate Communications, Folk Arts of Andhra Pradesh, Media and Culture, Mass Media Research, Dissertation, Campaign Strategies
2019-21	Public Speaking and Presentation Skills, Media Laws and Ethics, Theater Arts, Management of Electronic Media
2021-22	Development Communication, Management of Electronic Media, Media Research Methodology
2022-23	Development Communication, Management of Electronic Media, Public Speaking and Presentation, Media Laws and Ethics

Research Profile: Journalism and Mass Communication

Research Area: Visual Communication

Research Publications: 01

Professional Development Activities – Participations

<Details of FDP / PDP / Seminars /Conferences etc.>

Year	Programme	Number
2022-23	ICSSR Two-Day National Seminar	1