



@ Assistant Professor (On Contract)

Media Studies Department

Malayalam University, Malappuram

Kerala, India

Dr. Anto P Cheertha

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**PhD / Master of Communication & Journalism (MCJ)/ Bachelor of Education (B.Ed)/ BA
(English)/ UGC-NET**

Career Objective:

As a team player, I would like to conceptualize new and fresh ideas in order to boost institutional welfare and to execute teaching cum research projects at its best. Teaching as an ever learning and relearning experience, the optimum use of my potential will enhance to define passionate teacher in myself. The challenges involved in this profession must be a catalyst for me to uphold teaching as a great journey and a noble career as well.

Qualification:

- Sep 2020: PhD awarded, completed under the guideship of Dr M S Sapna, Dept of Communication and Journalism, University of Mysore
- June 2018: Professional PG Diploma (Public Relation Management, Distance Education), Madurai Kamaraj University – Tamil Nadu, India
- 2013-2014: Bachelor of Education (B.Ed English), St. Joseph Training College, Mannanam, Kottayam, MG University

- 2009-2011: Master of Communication and Journalism (MCJ), Department of Journalism, University of Calicut
- June 2011: Qualified National Eligibility Test (NET) – Mass communication and Journalism (Subject)
- 2005-2008: BA Functional English, Christ College, Irinjalakuda, University of Calicut

Course	Board/University	Year of passing	Percentage
S.S.L.C	Kerala General Education Board	2003	81
Plus Two	Kerala Higher Secondary Education Board	2005	80
BA Functional English	Christ College, Irinjalakuda (University of Calicut)	2005-2008	72
MCJ(Master of Communication & journalism)	Journalism Dept., University of Calicut	2009-2011	68.86
B.Ed (English)	St Joseph Training College, Mannanam, MG University	2013-14	86
PG Diploma (Professional Public Relation Management)	Madhurai Kamaraj University	2017	56
PhD in Journalism & Mass Communication	Dept. of Journalism & Mass Communication, University of Mysore	2016 - 2020	Awarded

Experience:

- Sep 2017 – till date : Assistant Professor (on contract), Media Studies Department, Malayalam University, Tirur, Kerala
- June 2016 – July 2017 : Broadcast Journalist at Reporter TV (Kerala Based 24x7 News Channel), Delhi Bureau
- Mar 2015 – June 2016 : Assistant Professor on Contract, Dept. of Journalism and Mass Communication, University of Kannur, Kerala, India
- Dec 2014 – Mar 2015 : Assistant Professor (Guest Faculty), Noble Women's College, Manjeri, Malappuram, Kerala
- July 2012- Mar 2013: Assistant Professor (Guest Faculty), Department of Mass Communication and Journalism, NMSM, Govt. College, Kalpetta, Wayanad, Kerala
- June 2013 – Oct 2013: Assistant Professor (Guest Faculty), Department of Mass Communication and Journalism, NMSM, Govt. College, Kalpetta, Wayanad, Kerala
- Oct 2011 – July 2012: Guest Teacher, HSST, Govt. Higher Secondary School, Chelari, Malappuram, Kerala
- Completed six weeks internship programme at New Indian Express daily, Kozhikode, Kerala
- June 2008- Oct 2009: Process Executive- Infosys BPO, E-City, Bangalore

PhD Research Profile

Research topic: *Media Coverage of Climate Change: Journalistic Perspective, Practice & Organizational Policy in Kerala*

Research mode : Part-time

Registration : June 2016

Status : PhD Awarded (Sep, 2020)

Research Guide : Dr Sapna M.S, Associate Professor, DOS in Communication & Journalism, University of Mysore

Brief about PhD Research Work

Media communication on climate change is increased to become a media research domain. There are studies that tell how the media portrays the climate change issue, and its influences among public perception and policy makers understanding. It is evident from the academic reviews that media plays a significant role in the public understanding and their perception of climate change issues. So media contents relating to climate change issues must have that much credibility and acceptance in the way of addressing this global issue of the hour. Hence, as media contents are developing by the journalists; undoubtedly journalists' perceptions, level of understanding, pattern of journalistic practices and organizational policies towards climate change issues should be investigated and thoroughly studied.

To read detailed research synopsis;

<https://drive.google.com/file/d/1eZRIWIWOxuLpDGCMVdpqUhSif4aNjNtj/view?usp=sharing>

Workshops and Seminars Attended:

Name of Conference/Seminar/Workshop Attended	Date	Type (National/International)	Organized by
Data Journalism	08 th December 2018	National Workshop	Google News & Data Boot Initiative
Kerala History Conference	16 – 18 November 2018	International Conference	Thunchath Ezhuthachan Malayalam University
Media and Cultural Diversities	21 – 23, March 2018	National Seminar	Media Studies Department, Malayalam University, Tirur
Health Communication & Social Change	3 – 4, January 2018	National Seminar	UGC UPE FA-II, University of Mysore, Mysuru
International Communication	30 Oct – 4 Nov 2017	National Seminar	UGC UPE FA-II, University of Mysore, Mysuru
Multi-disciplinary Research Workshop	6 – 8, Oct 2017	National Workshop	IDS, BIMS, AIRA, Department of Public Administration
Communication &	11 – 12,	National Seminar	UGC UPE FA-II,

Social Change	December 2017		University of Mysore, Mysuru
Influences and Implications of New Media Technologies	12 th February 2016	National Seminar	M.O.P Vaishnav College, Chennai
Media and Human Rights	22 nd & 23 rd January 2016	National Seminar	St Xavier's College, Vaikom
Pedjourn	13 – 14 Dec 2015	National Workshop	Kerala Media Academy, Kakknad
Media, Technology and Democracy	30 th Sep & 01 st Oct 2015	National Workshop	Newman College, Thodupuzha, Kerala
Social Media 360*	29 th September 2015	National Seminar	Garden City College, Bangalore
Digital Media	19 th August 2015	Professional Development Workshop	ICFJ and U.S Consulate General, Chennai
Framing Future Development Model for Kerala	07 th February 2013	National Workshop	Department of Economics, NMSM Govt. College, Wayanad
Navigatio-2012	30 th September 2012	National Workshop	Department of Mass Communication, NMSM, Govt. College, Wayanad
Women in Media	04 th February 2010	National Workshop	Department of Mass Communication, Calicut University
Educational Visual Communication	04 th January 2010	National Workshop	Department of Mass Communication, Calicut University

Research Paper Presentations:

Title of the Paper	Date	Type (National/International)	Organised by	Name of the Seminar
Prospects of Folk Mediated Communication on Climate Change Issues	15 – 17, Mar 2019	International Seminar	Department of Media Studies, Malayalam University	Folklore, Philosophy & Other Issues

in Kerala				
Should media literacy be inevitable for climate change education? A systematic review analysis	12 – 14, Mar 2019	National Seminar	Dept. of Communication & Journalism, University of Calicut	Whither Media Education? Ideals, Practices & Predicaments from India
Online news media framing of ‘Kerala Flood 2018’ as climate change issue? A study based on news reports from August – December 2018	14-15, Feb 2019	International Seminar	Post Graduate Dept. of Economics, M.E.S Asmabi College, Kodungallur	Climate Change Resilience: Views from Economics & Environment
Games for climate change: is it an excuse for children to play video games?	5,6 & 7 Feb 2019	National Seminar	Department of Mass Communication & Journalism, Kannur University	Traditions & Transitions of Ethical Concerns in Digital Media
Mediated Climate Change Imageries; A Systematic Review Analysis	14, 15 Dec 2018	National Seminar	NMSM, Govt College, Kalpetta, Wayanad	Climate Change and Rural Livelihood
Media Communication and Climate Change: A Study on Online Malayalam Newspaper Framing of ‘Ockhi’ Cyclone	26 – 28, February 2018	National Seminar	Department of Communication & Journalism, University of Kerala	Trending - Disciplinarily Convergence in Media
Media and Social Construction of Climate Change Issues: Study on Editorial Text of 2016 - 2017	10 th February 2018	International Seminar	Department of Journalism and Mass Communication, Periyar University, Tamil Nadu	Portrayal of Social Issues in Literature and Media
Media Communication and Climate Change: A Study on Online Newspaper Framing of ‘Ockhi’ Cyclone	23 – 24, January, 2018	National Conference	Department of Communication, Manonmaniam Sundarnar University, Thirunelveli, Tamil Nadu	Media & Community Development
Representation of Climate Change in	13 – 14, December	National Conference	Department of Communication	Changing Role of Media in India:

Online Edition of Indian Newspapers: Study Based on Hindu and Malayala Manorama	2017		and Journalism, Sri Padmavati Mahila University	Perspectives and Challenges
Social Media for a Cause: Reference to FTII Wisdom Tree Facebook Page	12 th February 2016	National Seminar	M.O.P Vaishnav College (Autonomous), Chennai	Social Media Age
Silent Scream Over Migration Debate: Reference to Aylan Kurdhi	22 nd and 23 rd January 2016	National Seminar	St Xavier's College, Vaikom, Kottaam	Media and Development
Need of Media Literacy Education in Schools; Reference to Media Convergence	30 th Sep & 01 st Oct 2015	National Seminar	Newman College, Thodupuzha	Media Literacy and Literature
Social Media – Media Space for Self Expression and Civic Participation; Reference to Spiral of Silence Theory	21 st September 2015	National Seminar	Garden City College, Bangalore	Social Media

Invited talk/Resource Person/Session Chaired:

Sl.No	Invited as	Type of Programme	Topic	Date	Programme Organised
1.	Session Chaired	International Seminar	Folklore, Philosophy & Other Issues	15 – 17 March 2019	Department of media studies, Malayalam University, Tirur, Malappuram
2.	Session Chaired	National Seminar	Neo Colonialism & Media Hegemony in Digito 'crazy' – A Critical Survey	07 February 2019	Department of Mass Communication & Journalism, Kannur University

Webinars/Online Courses Attended:

Name of Webinar/Online Course	Date	Type of Webinar (National/International)	Organized by
Public Health Emergency Communication	26/05/2020	International	Nehru Arts and Science College, Coimbatore
Media Representations in a Crisis: Domestic Violence During the COVID 19 Pandemic Lockdown	28/05/2020	National	Loyola College, Chennai
Media and Sustainability During the COVID 19 Pandemic: A Way Forward	27/05/2020	National	Loyola College, Chennai
The Role of Community Radio in Reaching the Unreached During the COVID Lockdown: A Way forward	23/05/2020	National	Loyola College, Chennai
A World After the Pandemic	09/05/2020	National	Immanuel Williams
Social Media News Consumption and Adolescents	28/05/2020	National	Narayanaguru College of Engineering, Chennai
Positive Journalism During Crisis	28/05/2020	National	The American College, Madurai
The Role of Media in Reclaiming Indigenous Knowledge System on Health and Medicine During the COVID 19 Pandemic	30/05/2020	National	Loyola College, Chennai
Decoding Examination During and post COVID 19	08/05/2020	National	Skillslate
Mainstream Media Reporting During COVID 19: An International	22/05/2020	International	Sir Syed College, Taliparamba

Experience			
In – Linea: E Learning and Digital Culture	20/05/2020	National	Sir Syed College, Taliparamba
Photo Journalism: The Need During Pandemic COVID 19	31/05/2020	National	St Pauls College, Bangalore
Post COVID World	27/05/2020	International	Mary Matha Arts and Science College, Wayanad
Media's Responsibility During the Pandemic	06/05/2020	National	Surana College, Bengaluru
During the Information Pandemic COVID 19	26/05/2020	National	Delhi Metropolitan Education
Faculty Development Programme	12/05/2020	National	Kristu Jayanthi College
Communicators' Dilemma: Media, Media Everywhere; Which Media to Choose	06/06/2020	National	Department of Communicative English, St Xavier's College for Women, Aluva
Media Studies – Post Pandemic: Challenges and Opportunities	17/06/2020	National	St Paul's College, Bangalore
Media Ethics During COVID 19: Pandemic	06/06/2020	National	School of Humanities, Journalism and Mass Communication, U.P. Rajarshi Tandon Open University, Prayagaraj
Media and Pandemic	07/06/2020	National	Department of journalism and Mass Communication, Khaja Bandanawaz University
Role of Development Communication in Society	26/05/2020	National	Amity University, Gwalior
Spatial Practice of Women Indian Cinema	08/06/2020	National	Professor G.R Center, For Cultural Studies and Archive, Kanyakumari
Fake News Duing the COVID 19 Lockdown: Strategies and Digital Tools to Tackle	05/06/2020	National	Loyola College, Chennai

Misinformation and Disinformation			
The Process of Digital Filmmaking and its Benefits in the Post COVID 19 Pandemic Era: The Future of OTT Platform,	07/06/2020	National	Loyola College, Chennai

PG level – Mini Dissertation Guided:

Sl.No	Name of the student	Research Topic	Academic Year/Reg.No	Institution
1.	Surekha K S	Mobile Applications and Communication: A Study Based on Tik Tok App	2018 – 2020/180514	Department of Media Studies, Malayalam University, Tirur
2.	Anjala Afzana C O	Significance & Prospects of All India Radio in Health Communication: Study Based on the Perspectives of AIR Media Persons in Kerala	2018 - 2020/180501	Department of Media Studies, Malayalam University, Tirur
3.	Biji Babu	Religious Icons in Malayalam Television Serials: A Study Based on Seetha & Vanambaadi	2018 - 2020/180506	Department of Media Studies, Malayalam University, Tirur
4.	Anagha A V	Middle Class Family Representation in Malayalm Serials: A Study based on Uppum Mulakum Serial	2017 - 2019/MU170501	Department of Media Studies, Malayalam University, Tirur
5.	Visna A P	Language and Region in	2017 – 2019/MU	Department of

		Cinema: A Study based on 'Sudani from Nigeria' & 'Kamattipadam'	170510	Media Studies, Malayalam University, Tirur
6.	Sangeetha A R	Environmental Depiction in Cinema: A Study based on 'Ottal' & 'Valiya Chirakula Pakshi'	2017 – 2019/MU 170515	Department of Media Studies, Malayalam University, Tirur
7.	Razana Raseek	Fake News Propagation: A Study among Journalists in Malappuram District of Kerala	2017 – 2019/ MU 170516	Department of Media Studies, Malayalam University, Tirur
8.	Pranav K	'Keni' and Ritual Communication: A Special Reference to Curuva Community in Wayanad	2016 - 2018/MU 160512	Department of Media Studies, Malayalam University, Tirur
9.	Rose Mary George	Alternative Media in Digital Space: A Study on 'The Wire' Online News Portal Reports	2016 - 2018/MU 160515	Department of Media Studies, Malayalam University, Tirur
10.	Neena Suran M.K	Facebook Using Pattern of Opinion Leaders: A Study on V.T Balram M.L.A Facebook Posts	2016 – 2018/ MU 160510	Department of Media Studies, Malayalam University, Tirur
11.	Aiswarya P.	Malayalam Newspapers & Trends in News Headlines: A Study on Malayala Manorama Sports Pages	2016 – 2018/ MU 160506	Department of Media Studies, Malayalam University, Tirur

Publications:

- Research paper '**Prospects of Folk Mediated Communication on Climate Change Issues in Kerala**', ISSN no. 9789384638986, Vol – 01, page no. 172 – 178, 2019, Journal of Folklore, Philosophy and Other Issues
- Research paper titled '**Mediating Climate Change Imageries: A Systematic Review Analysis**', ISBN no. 2277 – 5730, Vol – VIII, Issue – I, Jan – Mar 2019, Ajanta, An International Multidisciplinary Quarterly Research Journal (UGC Listed, Journal No – 40776)
- Research paper titled '**Climate Change Issues in Environmental Magazines: A Study on Media Framing in 'Down To Earth' Climate Change News Reports**', ISBN no. 978-93-5346-012-9, People First? Man, Machine and Milieu: An Anthology of Research papers in Humanities, Published by M.E.S Mampad College
- Research paper titled '**Media Communication and Climate Change: A Study on online English Newspaper Framing of 'Ockhi' Cyclone**', Vol 7(3) July – Sep, 2018, ISSN No. 2279-0543, International Journal of Scientific Research and Reviews (UGC Listed, Journal Number: 63179)
http://www.ijssr.org/download_1123.php
- Research Paper titled '**Media Framing of Climate Change Issues: A Study on Leading English Newspaper Editorials between the Period Jan – Dec 2017**', Vol. 8, Issue 3, March 2018, ISSN No. 2249-2496, International Journal of Research in Social Sciences (UGC Listed, Journal Number: 48887)
https://www.ijmra.us/project%20doc/2018/IJRSS_MARCH2018/IJMRA-13518.pdf
- Research paper titled '**Media and Climate Change Communication: A Systematic Review Based on Issues, Coverage and Framing**', Vol. 6, Issue 2, July – December 2017, ISSN No. 2348-5663, Communication & Journalism Research (UGC Listed)
- Research Paper titled '**Media Discourses and Social Construction of Climate Change Issues: Study on Editorial Texts of 'The Hindu' Newspaper between Jan – Dec 2017**', Vol.6, Issue

21, Jan-Mar 2018, ISSN No. 2347-2634, The Indian National Journal of English Language and Literature (UGC Listed, Journal Number: 62883)

- Research Paper titled ‘**Media Freedom and India @69**’, Vol.4, Issue 2, August 2015, ISSN No. 2395-1370, Media Journal, Kerala Media Academy (UGC Listed, Journal Number: 64360) <https://mediamagazine.in/content/media-freedom-and-india-69>

- Research Paper Titled ‘**Social Media- Media Space for Self Expression and Civic Participation; Reference to Spiral of Silence Theory**’, Vol 4, Issue 1, September 2015, ISSN NO: 2249-2542, Media Matters, Garden City College

Achievements:

- Second prize, Mobile Photography Contest (Club FM, Mathrubhumi), October 2014
- Second prize, Adventure Photography (Amateur Level) - Organised by Kerala State Youth Welfare Board & Tourism Department at Wagamon – 22 March 2014
- Best Actor- English drama(C-zone, University of Calicut-2009)
- Student Coordinator: Chronicle (Lab Newspaper, Journalism Dept., University of Calicut)
- Directed three short films titled ‘Islands’, ‘Beyond Margins’ and ‘Push Pull’ respectively.
- Carried out a mini research work titled as ‘Exploring the Prospects of Emotional Design of Newspaper’

Areas of Research Specializations:

- Environmental Journalism
- Media & Climate Change Communication
- Science Communication

Electronic/Broadcasting Media Experience Profile:

Name of organization/role designated /Period of Work	Major events/issues reported	Links of visual news reports

<p>Reporter TV 24/7 News Malayalam Channel Reporter Studio Complex HMT Colony (P.O) 683503 Ernamkulam, Kerala</p> <p>Role designated: Reporter, Delhi Bureau</p> <p>2016 - 2017</p>	<p>Uttar Pradesh/Punjab/Manipur Elections GST Demonetization Farmer Protests Kashmir conflicts Delhi Politics</p>	<p>https://drive.google.com/open?id=1RA4F69vTE7FE9HcgI0tVPrhmRo4bdyiM</p> <p>https://drive.google.com/open?id=1P8tGE-Bw1tjJYg-1sRcyYnzEbE5YDGsq</p> <p>https://drive.google.com/open?id=1dez3qLQ56c5qcw5TLHsFIK5dh6V4cGQC</p> <p>https://drive.google.com/open?id=1qzWA-U57msoV7dZdHpFj1hRc16DjiVN0</p> <p>https://drive.google.com/open?id=1uJTAyxO9jXeoCTZOdOwBwc_XmJ2MOyoa</p> <p>https://drive.google.com/open?id=1hD3-DCnQNNXtwNJfPKtwq5J1PT9i0mcP</p>
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Interested Areas:

Short film direction, Photography, Traveling, Cricket, Theatre arts, Reading

Reference:

1. Dr. N Muhammadali
Head of the Department
Journalism and Mass communication
University of Calicut
Calicut University Campus
(Mob - 09961566725)

2. Dr. Rajeev Mohan R
Assistant Professor & HOD
Media Studies Department
Malayalam University, Tirur
Malappuram, Kerala (Mob - 09895919443)

3. Dr Sudheer Shah Salam
Assistant Professor
Film Studies Department
Malayalam University, Tirur
Malappuram, Kerala (Mob - 09846444314)

4. Dr Sapna M S
Associate Professor
Department of Mass Communication and Journalism
University of Mysore
(Mob - 09845485234)

Acknowledgment:

I, hereby declare that the above furnished information is best of my knowledge and understanding.

Place: Thrissur, Kerala, India

Date : 05/12/2020



Signature

