DEPARTMENT OF VISUAL COMMUNICATION

Personal Information



Name: PEDDIBOINA LALITHA

Designation: Assistant Professor

Department: VISUAL COMMUNICATION AND ELECTRONIC MEDIA

Qualification: MA JOURNALISM AND MASS COMMUNICATION, APSET

Specialization: Journalism and Mass Communication,
Visual Communication, Electronic Media

Date of Joining the Institution: 29.07.2020

Total Teaching Experience: 6 Years

Official Email ID: lalithaviscom@gmail.com

Contact Number (Optional): +91 9494532559

Qualification	Specialization	University	Year
Ph.D.	Journalism and mass communication	Acharya Nagarjuna University Guntur	2023 Registered
NET / SLET	APSET Journalism and Mass Communication	AP	2019
MA	Journalism and Mass Communication	Acharya Nagarjuna University Guntur	2020
B.Sc.	Visual Communication & electronic Media	Andhra Loyola College Affiliated Krishna University	2018

Teaching Interests:

- Journalism and Mass Communication
- Visual Communication
- Electronic Media
- Media Writing and Reporting
- Public Relations and Advertising
- Digital Media and Content Creation
- Communication Skills

- Research Interests:

- Digital Journalism
- Social Media and Communication
- Electronic Media Studies
- Media Ethics
- Visual Communication
- OTT Platforms

- Emerging Areas of Research:

Courses Taught

- **Undergraduate Courses:** Introduction to Communication Theories, Mass Communication Theories, Elements of Film, Development Communication, Introduction to Journalism, Print Journalism, Broadcast Communication, Broadcast Journalism, Dissertation, Research Methodology, Advertising, Anchoring, Social Media and Online Journalism, News Writing and Reporting, Writing for Media,
- **Postgraduate Courses (if applicable) :** Nil
- **Value-Added/Certificate Courses:** Broadcast Journalism,

Academic Responsibilities

- Board of Studies Member: Board member for Viscom
- Academic Coordinator: Staff Coordinator for the Dept of Viscom
- IQAC/NAAC Responsibilities: Editorial Board for IQAC NEWSLETTER

Professional Memberships

- Membership in Professional Bodies: Chairperson for Department of Journalism and Mass communication at Krishna University

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FDPs / Workshops / Conferences

- **Faculty Development Programmes Attended:** Five dad online FDP on "Qualitative and Quantitative Data Management in social science Research" hosted by the department at media studies,St.Aloysius deemed to be university, manguluru, in collaboration with the department of Mass Communication & Journalism, St. Francis college for women, Hyderabad from August 10-14, 2026.

- **Faculty Development Programmes Attended: Five-Day International Online FDP** title "The Mindful mentor- A Proactive Framework for Fostering student Resilience & mental well-Being" Nov 11th – 15th 2025.
- **One week national Level Online Faculty Development Programme** on Outcome based education and Application of Generative AI in teaching and research organized by IQAC and Exam Cells of St. John Technical & educational Campus, palghar in association with IPSR Solutions from 19th November 2025 to 26th November 2025.
- **One week online National Faculty Development Programme** on Emerging Dimensions in Law organized by Guru Angad dev Teaching Learning centre, SGTB Khalsa College, University of Delhi under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of ministry of Education from 9th January 2023 to 16th January 2023.
- **Workshops/Seminars/Conferences: 7-Day International Online workshop** on Literature Review: Narrative & Systematic" organized by NSS Hindu College, Changanacherry, Kottayam, Kereala from 6th May to 14th May 2022.
- **National Webinar** entitled "Experiential Learning as Envisaged in NEP-2020" organized by Guru Angad dev Teaching Learning centre, SGTB Khalsa College, University of Delhi under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT) of ministry of Education on 19th June 2022.
- Resource Person/Invited Talks:

Contact Office Address: Department of Visual Communication and Electronic media, Andhra Loyola College (Autonomous), Vijayawada – 520008