

Dr. Waheeda Sultana
M.A., Ph.D
Professor
e-mail: sultanawaheeda@yahoo.com



Dr. Waheeda Sultana holds a doctoral degree in Journalism and is a Professor in the department. She has authored several research articles on current media related issues in referred journals. Has also contributed Chapters in several books related to media, health, technology and women's issues. Presented research papers at national and international conferences. Visited Bangladesh, Malaysia, Sri Lanka and Hong Kong and presented papers. Areas of interest include Corporate Communication, applications of New media technology, Health Communication and Women and Media. Currently guiding seven doctoral candidates.

Appointed as the Deputy Director of the Asian Congress for Media & Communication (ACMC) National Council for India, an international professional organization in the fields of media, communication and language education. Served as a warden of Mangalore University Women's Hostel and as a Coordinator of UGC Remedial Coaching Centre for Minorities and Coordinator of UGC Entry in Service coaching for IAS, KAS for SC/ST Minorities and other OBC Students.

Research Paper Published

1. **Prof. Waheeda Sultana: "Public Relations Research: Some Perspectives Journals Media Mimansa"** Vol.4. No.1 July, September, 2010. Makhnlal Chaturvedi National University of Journalism and Communication, Bhopal.
2. **Prof. Waheeda Sultana and Sri Harikrishnana B "Social Networking sites and Usage among students: A Study"** in Mangalore University, Mass Communicator International Journal of Communication studies Vol; 6, No.2, April – June 2012.

Books/ Chapter Published

1. **Prof. Waheeda Sultana, "Health Issues and Concerns in Women's Magazines"** Feminist Development Communication, Published by the Women Press, New Delhi, 2009.
2. **Prof. Waheeda Sultana, "The Talk show Phenomenon", E – Journalism New Media and News Media, B.R. Publishing House, New Delhi, 2009.**
3. **Prof. Waheeda Sultana, "Images of Women in Indian Soap Operas", Women as Spectator and Spectacle, Foundation Books, 2010.**
4. **Prof. Waheeda Sultana and Harikrishnan B (2014), "Portrayal of Violence against Women: A Content analysis of Manipal Rape Reportage in Three leading English Dailies in Karnataka", *Human Rights, International Research Journal*, Vol. No. 2, Issue NO. 1, Month March, pp- 413 – 417, ISSN 2320 – 6942, IMRF Publications Andhra Pradesh, India.**

Presentation Conference/ Seminars/ Workshops

1. **Dr. Waheeda Sultana, "Political campaigns and celebrity endorsement: An Indian Experience",** paper presented in First International SEARCH Conference 2009 held kuala Lumpur on 29 and 30 May 2009.
2. **Dr. Waheeda Sultana, "Bhoomi Project: E – governance initiatives of Karnataka"** paper presented at e-Asia Conference, Shrilanka, held at December, 2-4, 2009.

3. **Dr. Waheeda Sultana, "Consumerism and Media" Some Reflections** paper presented in the National Seminar on Consumer Protection and Welfare: The role of Media at held on, March, 17 & 18, 2009 at Jnana Sahyadri, Kuvempu University.
4. **Dr. Waheeda Sultana:** presented a paper on **"Bhoomi: Taking ICT to farmers in Karnatak"** at the International Conference on Knowledge Globalization held in Dhaka, Bangladesh during, May, 8 -10, 2010.
5. **Dr. Waheeda Sultana:** Presented a paper on **"Web Journalism: The changing horizons of Journalism"** at the International Conference on "Global Communication, Local Perspective" held at the university of Hong Kong during December, 10 – 12, 2010.
6. **Dr. Waheeda Sultana:** Presented a on **"New Perspectives on Women's Issues in Media"** at the national Seminar on **"Gender and Human Rights: The Role of Media"** organized by university of Karnataka state women's university, during March 26 – 27, 2011 at Bijapur, Karnataka.
7. **Dr. Waheeda Sultana:** presented a paper on **"Consumerism and Media: Some issues and Concerns"** at the international conference on globalization and consumer protection: Challenges and strategies organized by research centre for consumerism, Kalasalingam University, Tamil Nadu, during January, 28 – 29, 2011.
8. **Dr. Waheeda Sultana: "Women Issues in Media: An Indian Perspective"** presented at International conference on Asian studies (ICAS – 2012) on July, 26-27, 2012, at Negombo, Srilanka.
9. **Dr. Waheeda Sultana: "Social Media Usage among health care Professional: A Study in Karnataka"**, Paper presented at National seminar on **"Social Media Interventions for Rural Development: Stages and Approaches"** on November, 1 – 2, 2012 at NIRD, Hyderabad.
10. **Prof. Waheeda Sultana:** Attended the International Conference on **Women Empowerment – 2014 (ICWE – 2014)** presented a paper on **"Portrayal of Violence against Women: A content Analysis of Manipal Rape Reportage in three leading English Dailies of Karnataka"** during March, 07 – 08, 2014 at Vijayawada, Andhra Pradesh.