



Dr Nikhil Kumar Gouda

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Phone: , 917073160852

Address: Thiruvarur ,Tamil Nadu,India - 610005

Expertise

Communication

Health Communication and Qualitative Research

Work experience

1. Central University of Tamil Nadu 2016 — Present

Assistant Professor

Thiruvarur

2. Amity University, Rajasthan 2014 — 2016

Assistant Professor

Jaipur

3. Lovely Professional University 2013 — 2014

Assistant Professor

Jalandhar

4. Lingayas Lalita Devi Institute of Management & Sciences 2006 — 2011

Assistant Professor

South

Education

1. Ph.D - 2015

Berhampur University

2. MPhil. - 2008

Vinayaka Missions Research Foundation

3. MJMC - 2000

Berhampur University

4. BSc. - 1997

KHALLIKOTE UNIVERSITY

Honours and Awards

1. Excellence in Reviewing - 2022

ShodhKosh: Journal of Visual and Performing Arts

2. Best Research Paper Award - 2016

All India Media Educators Conference, 2016

3. Performance in Teaching & Student Development - 2014

Lingaya's Lalitha Devi Institute of Management & Sciences, New Delhi

4. National AIDS Control Organization (NACO) fellowship - 2011

Ministry of Health, Government of India

Research Project

Rural Household Vulnerability and Unhygienic Practices, Its Impact on Health and Effective Interventions through Swachh Bharat Mission: An

Empirical Study in Thiruvarur District of Tamil Nadu

Role: CO-PI

Year 2018, Amount 800000

Towards effective implementation of Swachh Bharat Mission (Gramin): Evaluation of Awareness, Access, Adoption, Usage and Barriers using the Health Belief Model

Role: Principal Investigator

Year 2018, Amount 40000

Capacity Building and Promoting Good Husbandry Practices among Livestock Farmers for the livelihood, sustainable livestock production and upholding public health

Role: CO-PI

Year 2021, Amount 7135828

Membership In Professional Bodies

1. Board of Studies, Department of Media and Communication, Central University of Tamil Nadu, 2021
Member
2. Shodhkosh: Journal of Performing Arts, 2021
Reviewer
3. Institutional Innovation Council, Central University of Tamil Nadu, 2020
Member
4. Member All India Communication & Media Association (AICMA), New Delhi, 2018
Standard Membership
5. Journal of Media and Communication, 2017
Editorial Member
6. Public Relations Society of India (PRSI), Jaipur Chapter, 2016
Member

Membership In Committees

1. Syllabus Revision Committee of Central University of Tamil Nadu, 2018
Member
2. Syllabus Revision Committee of GGSIPU, New Delhi, 2011
Member

Publication

1. Living with Reduced HIV/AIDS Stigma and Discrimination: A Migrants-Theoretical Scheme
Gouda, Nikhil Kumar
, Year 2023, Pages 289--306
2. Role of Digital Media in Reducing HIV/AIDS Stigma \& Discrimination: A Study of Ganjam District of Odisha
Gouda, Nikhil Kumar
Communication Today, Volume 26, Year 2022, Pages 257271
3. Use and Misuse of Social Media in Disaster Relief and Rehabilitation
Parveen, Binish and Gouda, Nikhil Kumar
, Volume 1, Year 2022, Pages 190--213
4. Atmanirbhar Bharat and Media On the Road to Success
Dr. Manash Pratim Goswami, Dr. Radha Bathran & Dr Nikhil Kumar Gouda
Atmanirbhar Bharat and Media On the Road to Success, Volume 1, Year 2022, Pages 1-310
5. MEDIATING FOLK MEDIA MESSAGE IN SOCIAL MEDIA: CHALLENGES, ADAPTATIONS, OPPORTUNITIES AND THREATS
Gouda, Nikhil Kumar and R, Rijitha
ShodhKosh: Journal of Visual and Performing Arts, Volume 3, Year 2022, Pages 426--436
6. Media Education in Tamil Nadu
Gouda, Nikhil Kumar
Communication Today, Volume 25, Year 2021, Pages 176--181
7. Motivation for Social Media Engagement: A Systematic Literature Review (SLR)
Parveen, Binish and Gouda, Nikhil Kumar
, Year 2021
8. Clean India Campaign: Awareness, Adoption, Usage and Barriers

Barclay, Francis Philip, Shamala R, Boobalakashnan N, Nikhil Kumar Gouda
Journal of Media and Communication, Volume 4, Year 2020, Pages 72-97

9. **Artificial Intelligence in Journalism: A Boon or Bane?**

Biswal, Santosh Kumar and Gouda, Nikhil Kumar
, Volume 1, Year 2020, Pages 155--167

10. **Multimodality and ICT in empowering Muslim Women: An evaluation of government of India schemes**

Parveen, Binish and Gouda, Nikhil Kumar
Studies in Indian Place Names, Volume 40, Year 2020, Pages 292--301

11. **Application of Artificial Intelligence in Advertising \& Public Relations and Emerging Ethical Issues in the Ecosystem**

Gouda, Nikhil Kumar and Biswal, Santosh Kumar and Parveen, Binish
International Journal of Advanced Science and Technology, Volume 29, Year 2020, Pages 7561--7570

12. **Themes in Controversial Movies of Deepa Mehta 's Elements Trilogy - Fire, Earth and Water**

Patnaik, Sudhir and Gouda, Nikhil Kumar
, Volume 1, Year 2020, Pages 43--48

13. **Mass Media Coverage of HIV/AIDS: The Unintended Consequences**

Gouda, Nikhil Kumar
Journal of Media and Communication, Volume 3, Year 2019, Pages 1--16

14. **Role of Communication in Addressing Myths and Prejudices Surrounding Menstrual Hygiene: A Male Perspective**

Chacko, Amala T and Gouda, Nikhil Kumar
Journal of Media and Communication, Volume 2, Year 2018, Pages 50--63

15. **Research article Usage of Tribal Dialects in Development Communication in Undivided Koraput District Orissa**

Nikhil Kumar Gouda
, Volume , Year 2017, Pages

16. **Usage of Tribal Dialects in Development Communication in Undivided Koraput District of Orissa**

Mahapatra, Prasant Kumar and Gouda, Nikhil Kumar
International Journal of Tribal Literature and Cultural Studies, Volume 2, Year 2016, Pages 110--123

17. **Role of Communication to manage low-volume and high-cost diseases like Hemophilia**

NK Gouda
Amity Journal of Media and Communication Studies 4 (1), ISSN 2231-1033, Year 2015

18. **Role of Communication to manage low-volume and high-cost diseases like Hemophilia—A Study in Delhi-National Capital Region**

Gouda, Nikhil Kumar

Amity Journal of Media and Communication Studies, Volume 4, Year 2015, Pages ISSN--2231

19. RTI ACT, 2005 AND Media-A Bird'S Eye View

Gouda, Nikhil Kumar and Mishra, Pranav

, Year 2012