

Department of BS & H (English)

Name: Dr. V.V.Subba Rao
Designation: Professor
E-mail: venkatasubbaraovutla@gmail.com
Qualification: Ph.D.
Phone Number: 9885890269
Teaching Experience : 25 Years



Faculty(Details)

International /National Journals: 24

1. **V.V.Subba Rao, G.Kalpana Devi** “Teaching Literature with the collaboration of language teaching to technical students” Research Article in **Transctions on Engineering & Sciences (Techscripts)** Volume 2 Issue 6 June 2014 ISSN: 2347-1964
2. **V.V.Subba Rao,** “Image and Emotional Elements in Translation of D.Venkatramaiah’s short stories into English” Research Article in **Indian Chronicles of English Literature** Special Issue 2015 ISSN: 2321-0818
3. **V.V.Subba Rao,** “Revealing History Through Lyrics: A study on contemporary select lyrics in Telugu Movies” Research Article in **ELK Asia Pacific Journals** Special Issue 2015 ISSN: 978-81-930411-1-6
4. **V.V.Subba Rao, Dr.G.Mohana Charyulu** “Translation Methodologies : Re-creative Dynamics in Poetic Translation” Article in **English Studies International Research Journal** Volume 3, Issue 2, 2015 ISSN: 978-93-84124-46-5
5. **V.V.Subba Rao, Dr.G.Mohana Charyulu** “Innovative Procedures, strategies and methods in Translation” Article in **Vidyawartha : Interdisciplinary Multilingual Referred Journal** Volume 1, Issue 12, October 2015 ISSN: 2319 9318
6. **V.V.Subba Rao, Dr.G.Mohana Charyulu** “Visual Technique : An effective way to build Vocabulary” Research Article in **International Journal of English : Literature, Language & Skills (IJELLS)** Volume 4 Issue 4 January 2015 ISSN: 2278 - 0742
- 7.
8. G.Kalpana Devi, **V.V.Subba Rao** “Problems in the Acquisition of Second Language: A Study on Selective Students” Research Article in **Veda Journal of English Language and Literature (JOELL)** Volume 3 Spl. Issue1 2016 ISSN: 2349-9753
9. G.Kalpana Devi, **V.V.Subba Rao** “The Study of Feminism and Womanism in Namita Gokhale’s “Priya : In Incredible Indyaa” Research Article in **Scholar Critic** Volume 3 Issue 1 April 2016 ISSN: 2348-6937(Print), ISSN: 2348-6945(Online)
10. G.Kalpana Devi, **V.V.Subba Rao** “The image of Modern women in Namita Gokhale’s “Gods,

- Graves and Grandmother”** Research Article in **International Journal of Language, Literature & Humanities(IJELLH)** Volume 4 Issue 11 November 2016 ISSN: 2321-7065
11. Dr.G.Mohana Charyulu, **V.V.Subba Rao**, G.Kalpna Devi **“Patriotic Fervor from Regional to Global: A select study on Syamala Kalluri’s Twentieth Century Telugu Poetry Translation”** Research Article in **Langlit – An International Peer-Reviewed Open Access Journal** Volume 3 Issue 4 May 2017 ISSN: 2349-5189
 12. **V.V.Subba Rao**, **“D.Venkatramaiah Kathalu: Problems while Translating his short stories into English”** Research Article in **Language in India – Contemporary Literary Perspectives** September 2017 ISSN: 1930-2940
 13. G.Kalpna Devi, **V.V.Subba Rao** **“Various Roles and Responsibilities of an English Language Teacher”** Research Article in **International Journal of English Language, Literature and Translation Studies(IJELR)**Volume 4 Issue 4 December 2017 ISSN: 2349-9451
 14. G.Kalpna Devi, **V.V.Subba Rao** **“Impact of Technology in learning English Spelling”** Research Article in **International Journal for Research in Engineering Application & Management (IJREAM)** Special Issue March 2018 ISSN: 2454-9150
 15. G.Kalpna Devi, **Dr.V.V.Subba Rao** **“Integrated Approach – A Tool to Enhance English Speaking Skills”** Research Article in **i-manager’s Journal on English Language Teaching (JELT)** Volume 8 Issue 3 July-September 2018 ISSN: 2231-3338
 16. **Dr.V.V.Subba Rao**, G.Kalpna Devi, **“Developing English Speaking Skills in Adult Learners using Translation”** Research Article in **Research Journal of English (RJOE)** Volume 4 Issue 1 January 2019 ISSN: 2456-2696.
 17. **Dr.V.V.Subba Rao**, **“Creative Approaches in the Translations of Damodar Rao K”** Research Article in **Review of Research** Spl. Issue February 2019 ISSN: 2249-894X
 18. G.Kalpna Devi, **Dr.V.V.Subba Rao** **“Changing Social and Cultural Ambience in the Works of Namita Gokhale”** Research Article in **International Journal of Research** Volume 8 Issue 3 March 2019 ISSN: 2236-6124.
 19. **Dr.V.V.Subba Rao**, G.Kalpna Devi, **“A Comparative Study on Translations by Syamala Kallury’s “Twentieth Century Telugu Poetry” and Damodar Rao K’s “Pride of Place””** Research Article in **Infokara – An UGC-Care Approved Group A Journal** Volume 9 Issue 2 February 2020 ISSN: 1021-9056.
 20. G.Kalpna Devi, **Dr.V.V.Subba Rao** **“ACT (Attitude, Commitment and Teamwork) for the success of Co-Teaching”** Research Article in **The International journal of analytical and experimental modal analysis - An UGC-Care Approved Group II Journal** Volume 12 Issue 3 March 2020 ISSN: 0886-9367
 21. Dr. A.Purnachandra Rao, G.Kalpna Devi, **Dr.V.V.Subba Rao** **“Disintegration of Familial Relationships in Upamanyu Chatterjee’s “The Last Burden”** Research Article in **Journal of Critical Reviews – Scopus Indexed Journal** Volume 7 Issue 6 April 2020 ISSN: 2394-5125
 22. G.Kalpna Devi, **Dr.V.V.Subba Rao** **“Soft Skills Development through Literary Approach”** Research Article in **Journal of Xidian University - An UGC-Care Approved Journal** Volume 14 Issue 5 May 2020 ISSN: 1001-2400 <https://doi.org/10.37896/jxu14.5/072>
 23. Dr. G.Kalpna Devi, **Dr.V.V.Subba Rao** **“Video Recording: An effective method for exercising English Speaking Skills”** Research Article in **The International journal of analytical and**

experimental modal analysis - An UGC-Care Approved Group II Journal Volume 12 Issue 11
November 2020 ISSN: 0886-9367

24. Dr. G.Kalpna Devi, **Dr.V.V.Subba Rao** “**A NEW WOMAN IN NAMITA’S “PARO: DREAMS OF PASSION”**” Research Article in **International Journal Of English and Studies (IJOES)**, Volume 03 Issue 04 April 2021 ISSN: 2581-8333
25. Dr. G.Kalpna Devi, **Dr.V.V.Subba Rao** “**BOOSTING LEARNERS SPEAKING COMPETENCY USING VIDEO RECORDING**” Research Article in **Kala Sarovar (UGC Care Group-I Journal)**, Volume 24 Issue 04 October-December 2021 ISSN: 0975-4520

Conferences Co ordained: 01

As Co-Convener for International Conference on Recent Challenges in Science,
Engineering and Technology (ICRCSET-2020) 28th & 29th February 2020

Paper Presentations: 15

1. Presented a paper entitled “**Place of English Grammar in English Communication**” at National Conference on Methods, Materials and Techniques of Teaching English Language at **JKC College, Guntur** on 24th & 25th June 2010.
2. Presented a paper entitled “**Some Strategies in Non-Verbal Communication**” at International Conference on Applied Linguistics at **Acharya Nagarjuna University, Nagarjuna Nagar** from 15th to 18th December 2010
3. Presented a paper entitled “**Syntax and Vocabulary in Business and Technical English**” at 55th All India English Teachers’ Conference at **JKC College, Guntur** from 10th 12th January 2011
4. Presented a paper entitled “**Written English in Business and Technical Communication**” at National Conference on English for Specific Purposes at **Krishna University, Machilipatnam** on 4th & 5th February 2011
5. Presented a paper entitled “**Development of Communication Skills using Direct Method**” at National Conference on Communication Skills for Academic Excellence & Career Development” at **PVP Siddhartha Institute of Technology, Vijayawada** on 28th March 2014
6. Presented a paper entitled “**D.Venkatramaiah Kathalu: Problems of Translating D.Venkatramaiah’s Short Stories into English**” at International Interdisciplinary Conference on Language, Literature, Cultural Studies and Knowledge Resources (LLCSKR-2015) held at **Vignan University, Vadlamudi** on 5th and 6th February, 2015
7. Presented a paper entitled “**Image and Emotional Elements in Translation of D.Venkatramaiah’s short stories into English**” National Conference at **Acharya Nagarjuna University, Nagarjuna Nagar** on 13th – 14th February 2015
8. Presented a paper entitled “**Revealing History Through Lyrics: A Study on contemporary select lyrics in Telugu Movies**” National Conference at **K. L. University, Vaddeswaram** on 28th and 29th March 2015
9. Presented a paper entitled “**Translation Methodologies: Re-creative Dynamics in Poetic Translation**” “International Conference on Advances in English Studies & Women Empowerment” at **K. L. University, Vaddeswaram** on 21st and 22nd August 2015

10. Presented a paper entitled **“Problems in the Acquisition of Second Language: A study on selective Students”** National Seminar on Emerging Trends in English Language Pedagogy at Andhra Loyola Institute of Engineering & Technology, Vijayawada on 11-12 March, 2016.
11. Presented a paper entitled **“The study of Feminism and Womanism in Namita Gokhale’s ‘Priya: In Incredible Indyya’”** International Conference on Pluralism and Multiculturalism in Teaching & Research of English Language & Literatures at VIT University, Vellore on 15th & 16th April, 2016.
12. Presented a paper entitled **“Impact of Technology in learning English Spelling”** International Multidisciplinary Conference on Knowledge Sharing, Technological Advancements & Sustainable Development at PVP Siddhartha Institute of Technology, Vijayawada on 30-31st March 2018.
13. Presented a paper entitled **“Creative Approaches in the Translation Sensibility: A Study on Translations of Damodar Rao K”** National Conference on Regional Literature in English Translations: Global Perspectives at Vignan University, Vadlamudi on 15-16th February 2019
14. Presented a paper entitled **“Changing Social and Cultural Ambience in the Works of Namita Gokhale ”** National Level Conference on Latest Trends in the New Era of English Language, Literature & Cultural Studies at Vignan’s LARA Inst. of Tech. & Sciences, Vadlamudi on 23rd February 2019
15. Presented a paper entitled **“BOOSTING LEARNERS SPEAKING COMPETENCY USING VIDEO RECORDING ”** International Conference on Multidisciplinary Research in Science & Humanities(ICMRSH-2022) at Vasireddy Venkatadrai Institute of Technology, Nambur on 17th & 18th February 2022

FDP’s and Workshops Attended: 30

1. Participated **Quality Improvement Programme** conducted by Technical Teachers Training Institute, Hyderabad from 5th June to 9th June 2000.
2. Participated two day Work Shop on **“English Language Communications Skills Laboratory”** organized by UGC-Academic Staff College, Jawaharlal Nehru Technological University, Hyderabad, from 19th September to 20th September 2005.
3. Participated one day Work Shop on **“How to use a Language Lab Effectively”** organized by ETNL at Swarna Bharathi College of Engineering, Khammam, held on 29th July, 2006.
4. Participated two day Work Shop on **“Thought Structuring and English Language Communication”** organized by UGC-Academic Staff College, Jawaharlal Nehru Technological University, Hyderabad, from 17th September to 18th September 2007.
5. Participated a Seminar Cum Work Shop on **“Techniques in Teaching Phonetics”** organized by JKC College, Guntur on 22nd August 2008.
6. Participated National Seminar on **Methods, Materials and Techniques of Teaching English Language** at JKC College, Guntur on 24th & 25th June 2010.

7. Participated **International Conference on Applied Linguistics** at Acharya Nagarjuna University, Nagarjuna Nagar from 15th to 18th December 2010
8. Participated in **55th All India English Teachers' Conference** at JKC College, Guntur from 10th to 12th January 2011.
9. Participated **National Conference on English for Specific Purposes** at Krishna University, Machilipatnam on 4th & 5th February 2011
10. Participated **Two Day Faculty Development Programme on "English Teaching Strategies"** organized by Tirumala Engineering College, Narasaraopet, Guntur Dist. from 7th September to 8th September 2012.
11. Participated **Four Day Workshop on "Research Methodology"** organized by K L University, Vaddeswaram, Guntur Dist. from 8th July to 11th July 2014.
12. Participated Two Day International Interdisciplinary Conference on Language, Literature, Cultural Studies and Knowledge Resources (LLCSKR-2015) held at **Vignan University**, Vadlamudi on 5th and 6th February, 2015
13. Participated a **Workshop on Learning Oriented Assessment** by Angela French, Cela, University of Cambridge, UK at Vignan University on 6th February, 2015.
14. Participated **UGC Sponsored National Seminar on New Directions in English Language and Literature** at Acharya Nagarjuna University on 13th and 14th February 2015.
15. Participated **National Conference on Translation, Language & Literature (NCTLL)** at K. L. University, Vaddeswaram on 28th and 29th August 2015.
16. Participated **International Conference on Advances in English Studies & Woman Empowerment** at K. L. University, Vaddeswaram on 21st and 22nd August 2015.
17. Participated a Two Day **National Seminar on Emerging Trends in English Language Pedagogy** at Andhra Loyola Inst. Of Engg. & Tech., Vijayawada on 11th and 12th March 2016.
18. Participated **International Conference on Pluralism and Multiculturalism in Teaching and Research of English Language and Literatures** at VIT. University, Vellore on 15th and 16th April 2016.
19. Participated One day **National Workshop on Academic Writing: New Facets** at K. L. University, Vaddeswaram on 30th August 2017.
20. Participated One day **National Workshop on Need Based Curriculum in ELT: Perspectives and Possibilities** at K. L. University, Vaddeswaram on 31st August 2017.
21. Participated **Propell Workshop for the TOEFL iBT Test** organized by ETS on 19th November, 2017.

22. Participated a Workshop on **Happy Living in Smart Cities** organized by **PVP Siddartha Institute of Technology, Vijayawada** on 30-31st March 2018.
23. Participated a Three Day National Workshop on **Retooling Language Teaching to the Students of Professional Courses** organized by **KKR & KSR Institute of Technology & Sciences, Guntur** from 1st to 3rd November 2018.
24. Participated **NPTEL Workshop** organized by **RVR & JC College of Engineering, Guntur** on 7th December 2018.
25. Participated in a one week AICTE Sponsored Short Term Course **Appreciating Linguistics: An Interdisciplinary Approach** organized by **Indian Institute of Technology, Madras** from 7th October to 12th October, 2019.
26. Participated in Faculty Awareness Program on **NBA Accreditation** organized by **Shri Chhatrapati Shivajiraje College of Engineering, Pune** from 10th to 15th May, 2020.
27. Participated in One Week Faculty Awareness Program on **Outcome Based Education and NBA Accreditation** organized by **Shri Chhatrapati Shivajiraje College of Engineering, Pune** from 12th to 17th May, 2020.
28. Participated in One Week Online National FDP on **Possessing the Two Wardrobes : Communication and Writing** organized by **BVRIT, Hyderabad** from 25th to 31st May, 2020.
29. Participated in One Week Online National FDP on **Multidisciplinary Approach towards Emerging Trends in Science & Humanities** organized by **Ramachandra College of Engineering, Eluru** from 1st to 5th June, 2020.
30. Participated in Two day Online National FDP on **The Strategies for Enhancing Professional Communication** organized by **RISE Krishna Sai Prakasam Group of Institutions, Ongole** from 8th to 9th June, 2020.

Extra Responsibilities:

Head of the Department, BS&H
Officer In-Charge of Examinations
Convener of CIT Alumni Association
Convener of Canteen Committee