


DR. AAHANA B. CHOPRA

Present Designation	ASSISTANT PROFESSOR Kalindi College, University of Delhi, India	
Mobile	+91 9711018999	
Email	aahana@kalindi.du.ac.in	
Educational Qualifications		
Degree	Institution	Year
Ph.D. in Mass Communication	G.G.S.I.P. University, New Delhi, India	2021
UGC NET		2014
M.A MASS COMMUNICATION	Kurukshetra University, India	2009-11
PG DIPLOMA- DEVELOPMENT COMMUNICATION	AJK MCRC, Jamia Millia Islamia, New Delhi, India	2008-09
BA (HONS.) ENGLISH	Indraprastha College for Women, University of Delhi, India	2005-08
Career Profile		
<ul style="list-style-type: none"> • Assistant Professor - Department of Journalism, Kalindi College, University of Delhi, India (October 2023-present) • Assistant Professor - Department of Multi-media & Mass Communication, Indraprastha College for Women, University of Delhi, India (August 2017 – October 2023) • Assistant Professor - Madhu Bala Institute of Communication and Electronic Media , affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India (April 2012-June 2015) • Assistant Professor - Amity School of Communication, Amity University, New Delhi, India (July 2015-Sept 2015) • Assistant Professor - Madhu Bala Institute of Communication and Electronic Media , affiliated to Guru Gobind Singh Indraprastha University, New Delhi, India (Oct 2015-July 2017) • Guest Lecturer - YWCA of Delhi, New Delhi , India (June 2011-March 2012) • Media Studies Trainer - Manavsthali School, R-Block, New Rajinder Nagar, New Delhi, India (April 2011-March 2012) 		
Administrative Assignments		Year
<ul style="list-style-type: none"> • Coordinator- Workshop on Producing a Documentary Film, Kalindi College, Univ. of Delhi • Co-convenor – Workshop on Developing Integrated Marketing Communications, Kalindi College, Univ. of Delhi • Coordinator – ‘Amrit Kalash Yatra’, Chief Guest: Sh. Manoj Tiwari (Honble MP, Rajya Sabha) • Member, Design Committee, Indraprastha College for Women, University of Delhi 		1 December 2023 7 November 2023 October 2023 July 2023-onwards

<ul style="list-style-type: none"> • Member, PRO Committee, Indraprastha College for Women, University of Delhi. • Coordinator, Inaugural session of Annual Cultural Festival ‘Shruti’ of IP College for Women • Social Media Champion, Indraprastha College for Women, University of Delhi. • Dept. Convenor, Academic Standard Committee (ASC) • Faculty supervisor/ advisor for National Webinar on ‘Media Representation of Women in Sports’ • Faculty supervisor of National Online Media Festival 2021 • Faculty supervisor of National Conference on ‘Gender and Media’ • Member, Admission Committee, B.A. (H) Multi Media & Mass Communication, IPCW • Faculty supervisor of Annual International Media festival of the dept. of Multi Media and Mass Communication, <i>Lights-Camera-Action!</i> • Member, Prizes Committee, Dept. of Multi Media & Mass Communication, IPCW • Advisor, BMMMC Student Association (2018-2021) • Member, Course Committee, B.A. (H) Multi Media and Mass Communication, I.P. College for Women, University of Delhi. • Reviewer for the Journal of Innovation for Inclusive Development (ISSN 2456-4478), Centre for Earth Studies, Indraprastha College for Women, University of Delhi. • Prepared proposed Curriculum/ Syllabi for BA (JMC), for GGSIPU, w.e.f. July 2016 • Festival Coordinator of FIRST FRAME 2015- 7th International Students’ Film Festival & F8: Fourth National Photography Competition & Exhibition, organised by MBICEM • Faculty Supervisor for Annual Magazine of MBICEM- JHANKAAR (2014, 2015) • Prepared study material in ‘Self learning mode’ for BJ(MC) in IGNOU pattern, as per G.G.S.I.P.U Syllabus • Recorded video lectures for BJ(MC) • Prepared study material in ‘Self learning mode’ for PGDJMC (Post graduate diploma in Journalism & Mass Communication) programme for Dyalbagh Educational Institute • Prepared reading material on News Reporting, Mass communication, Cyber journalism, media production for YWCA of Delhi 	<p>July 2023-onwards March 2023 February 2023-present</p> <p>July 2022-present 19-23 August 2021</p> <p>Feb-March 2021 4-5 November 2019 2019</p> <p>2018-2022 2018-2019, 2020, 2021</p> <p>2018-2022</p> <p>2018-2019, 2019-20, 2020-21, 2021-22</p> <p>2018</p> <p>2016 2015</p> <p>2014, 2015</p> <p>2012-2015</p> <p>2012-2017</p> <p>2010</p>
Memberships	
<ul style="list-style-type: none"> • Member, Advisory Panel, Central Board of Film Certification (CBFC), Ministry of Information & Broadcasting, Govt. of India • Member, Screening Committee, Chitra Bharati Film Festival • Member, Working Committee, GMEC, Global Media Education Council • Member, IAMCR, International Association for Media and Communication Research • Member, AMIC, Asian Media Information and Communication Centre 	
Areas of Interest / Specialization	
<ul style="list-style-type: none"> • Communication Theory • Visual Communication & Graphic Design (Specialization) • Development Communication (Gold Medallist) • Documentary • Media Research • Digital Media / Social Media 	
Subjects Taught	

- Media Research/ Communication Research
- New Media/ Digital Media
- Communication Theory and Practice
- Graphic Design and Visual Images/ Visual Communication
- Advertisement and Media
- Documentary
- Social Media
- Development Communication
- Public Service Broadcasting
- Social Media
- Principles of Mass Communication
- Media Laws & Ethics
- Print Media
- Public Relations
- Media Writing
- History of Print & Broadcasting in India
- Communication Media & Society

Publications Profile in APA Format

Chopra AB, Jain D and Ladda I. 2022. Impact of Covid-19 Pandemic on the Print Media Industry in India: A Study. *Journal of Global Communication*, Vol. 15, No. 2, pp. 137- 146.

Chopra, A. B. 2022. ‘Mass Communication Model for Raising Awareness towards Bio-toilets’. *International Journal of Social Science and Economic Research*, Volume:07, Issue:01 (January 2022). DOI: 10.46609/IJSSER.2022.v07i01.017 URL: <https://doi.org/10.46609/IJSSER.2022.v07i01.017>

Chopra, A. B., & Trehan, K. 2020. ‘Sociocultural Messages in Indian Cartoon Programmes: A Semiotic Analysis of ‘Roll No. 21’’. *Wesleyan Journal of Research*, Vol 13 No 16 (September 2020)

Chopra, A. B., & Trehan, K. 2019. ‘Workshops as a Methodological Intervention to Assess Media Literacy amongst Children with Special Reference to Learning through Cartoons in India’. *Journal of Content, Community and Communication*. JCCC, 5 (10), 11-28, 2019, DOI: 10.31620/JCCC.12.19/03

Chopra, A. (2019). ‘Gender and Violence in Indian Television: Where are the Ethics?’. Profiling *Women in Progressive India*. Kunal Books: New Delhi.

Gaur. A., Chopra, A. (2018). ‘Absurdist Humour in India: A coping mechanism and an indictment of the prevalent social structure: Media and Youth Engagement’. *Change, Development, Governance and Participation* (pp 01-09). Delhi: Scholar Publishing House, Global Books Organisation.

Chopra, A., Manisha. (2018). ‘Role of Indian Media in Encouraging National Debates’. *Media, the State and Marginalisation: Tackling Challenges*. Cambridge Scholars Publishing.

Chopra, A., Manisha (2017). ‘Portrayal of Women in Indian Advertisements, Women Empowerment’. *Skill Enhancement and Media: Prospects and challenges* (pp 01-07). Delhi: Global Books Organisation.

Conference Organization/ Presentations/ Chair/ FDPs/ Guest Lectures

Dates

FDP: NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC).

19-29 December 2023

Organised by: Centre for Professional Development in Higher Education (UGC-MMTC), University of Delhi

Presented Paper: Authenticity in Children’s Media: Devising a model of consumption of media content by children in India.

28 May 2023

Organised by: International Communication Association (ICA), Manipal Regional Hub-2023 by Manipal Institute of Communication, Manipal, Karnataka.	
Presented Paper: Authenticity of Real-life Adaptations on OTT: a study of Indian web shows	28 May 2023
Organised by: International Communication Association (ICA), Manipal Regional Hub-2023 by Manipal Institute of Communication, Manipal, Karnataka.	
Presented Paper: Impact of Covid-19 Pandemic on the Print Media Industry in India: A study	11-12 November 2022
Organised by: GCRA International Online Conference "Communication Research in the Pandemic Times: Implications for Theory Building and Policy Research"	
Presented Paper: Cartoon Programmes as a tool of Media Literacy in India: A Study (BEST PAPER AWARD)	3 July 2022
Organised by: DME school of Media in collaboration with Deakin University, Melbourne, Australia.	
Moderator: Panel Discussion on 'Violation of Ethics in Electronic Media'	6 April 2022
Organised by: GMEC, Global Media Education Council	
Guest Lecture: Media Research & Communication	March 2022
Organised by: India Today Media Institute, India Today Group, Noida	
Guest Lecture: SEO and SMO for Digital Content Creation	20 th March 2022
Organised by: AAFT E-Learning Asian Academy of Film & Television, Noida	
Guest Lecture: Images and Graphics for Digital Media	23 rd March 2022
Organised by: AAFT E-Learning Asian Academy of Film & Television, Noida	
Resource Person: SEO & SMO Techniques (Online course in Content Writing)	21 st Feb – 11 th March 2022
Organised by: Rizvi College Of Arts , Science & Commerce, Mumbai	
Chair: Technical Session of National Conference on Media and Communication in the New World Order	17 th December 2021
Organised by: VSJMC, Vivekananda Institute of Professional Studies (VIPS), Pitampura, New Delhi.	
Presented Paper: A study on the digital social lives of children in India	27 th November 2021
Organised by: 28th AMIC International Annual Conference, Philippines University	
Video Presenter: Expert in the Television Programme- School Education launched by Ministry of Education, Govt. of India under PM e-Vidya.	9 th November 2021
Topic: Graphic Design and Visual Images	
Presented Paper: Role of Cartoon Programmes in Creation of Indigenous Repository of Knowledge in Crisis Situation: A Study at 7 th International Conference- 'Reshaping the Landscape of Media during the Crisis Situation'	17 th September 2021
Organised by: Maharaja Agrasen Institute of Management Studies, New Delhi	
Faculty Development Programme on 'Post COVID-19: Media, Entertainment and Digital Consumption'.	23 rd to 28 th August 2021
Organised by VSJMC, Vivekananda Institute of Professional Studies (VIPS), Pitampura, New Delhi.	

<p>National Webinar on ‘Media Representation of Women in Sports (19th to 23rd August 2021)</p> <p>Advisor to this festival, organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.</p>	19 th to 23 rd August 2021
<p>Participated in WJEC-IIMC-UNESCO Roundtable Conference 2021</p> <p>Organised by Indian Institute of Mass Communication (IIMC), New Delhi</p>	10 th – 11 th August 2021
<p>Discussant in the Webinar on Post Graduate Diploma in Digital Content Creation & Communication</p> <p>Organised by Vivekananda Institute of Mass Communication, VIPS, Pitampura, New Delhi</p>	11 July 2021
<p>National Online Media Festival (20th Feb – 13th March 2021)</p> <p>Advisor to this festival, organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.</p>	20 th Feb – 13 th March 2021
<p>International Webinar on Mass Communication Tools: From theory to practice (25-28 August 2020)</p> <p>Attended the online webinar on Introduction to Multi Media and Mass Communication Tools: From Theory to Practice, being held from 25th to 28th August 2020. The webinar was organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.</p>	25-28 August 2020
<p>Faculty Development Programme (24-30 July 2020)</p> <p>One week’s FDP on ‘Basics of Online Teaching and Learning’, organised by Indraprastha College for Women, University of Delhi.</p>	24-30 July 2020
<p>Faculty Development Programme (25-31 May 2020)</p> <p>Online FDP on ‘Quantitative analysis using SEM & qualitative analysis using Nvivo Software’ organised by Amity University, Gwalior and TUHH, University of Hamburg, Germany-</p>	25-31 May 2020
<p>Presented Paper: Deconstructing the Socio-cultural Messages in Indian Cartoon Programs: A Semiotic Analysis of ‘Roll No. 21’ 27th AMIC International Annual Conference</p> <p>Organised by: Chulalongkorn University in Bangkok, Thailand</p>	17-19 June 2019
<p>FDP on ‘How to publish in Socopus and High Index Journals?’</p> <p>Organised by: International Management Institute, New Delhi</p>	6 – 7 June 2019
<p>Chaired the Technical Session: Dr. Ambedkar’s Philosophy and its Future Vision National Seminar on ‘Dr. B.R. Ambedkar as the architect of Modern India’.</p> <p>Organised by: Dr. B.R. Ambedkar Study Circle, Kalindi College, University of Delhi</p>	10 th April 2019
<p>Presented Paper: Role of Cartoon Shows in Overall Development of Children 26th AMIC International Annual Conference.</p> <p>Organised by: School for Communication, Manipal Academy of Higher Education (MAHE), Karnataka, India.</p>	7-9 June 2018
<p>Presented Paper: Absurdist Humour in India: A Coping Mechanism and an Indictment of the Prevalent Social Structures National Conference on “Media Youth Engagement: Change, Development, Governance and Participation”, sponsored by Northern Regional Centre, ICSSR, Delhi.</p> <p>Organised by: Vivekananda Institute of Professional Studies, New Delhi</p>	21-22 April 2018

<p>Presented Paper: Cartoon Shows as an Instructional Medium for Promoting Social Values in Children Children's Media Symposium: From Print to Screen</p>	24-26 November 2017
<p>Organized by: University of Sunshine Coast, Australia.</p>	
<p>Presented Paper: Media Literacy for Rural Women: Need & Importance NATIONAL SEMINAR on Women rights and responsibilities in progressive India: A discourse Sponsored by: All India Journalist Welfare Association Organized by: Kalindi College, University of Delhi, New Delhi</p>	23 & 24 March, 2017
<p>FDP on 'Research Skills Development' Organised by Madhu Bala Institute of Communication and Electronic Media, GGSIP University</p>	16-27 May 2016
<p>Paper: PORTRAYAL OF WOMEN IN INDIAN ADVERTISEMENTS National Conference on "Women Empowerment, Skill Enhancement & Media: Prospects & Challenges" Organized by: Vivekananda School of Journalism & Mass Communication, Vivekananda Institute of Professional Studies (Affiliated to GGSIP University), New Delhi</p>	22-23 April 2016
<p>Paper: ROLE OF INDIAN MEDIA IN ENCOURAGING NATIONAL DEBATES NATIONAL SEMINAR on "Media, State and the Marginalized: Tackling Challenges" Organized by: Department of Journalism, Kalindi College, University of Delhi</p>	16-17 March 2016
<p>Paper: ROLE OF ICTs IN NATION BUILDING NATIONAL SEMINAR Organized by: Amity School of Communication, Amity University Madhya Pradesh, Gwalior-474005</p>	27 March 2015
<p>Presented Paper: Portrayal of Women in Realistic Cinema NATIONAL SEMINAR on Gender Sensitization & Media Sponsored by: ICSSR Delhi Organized by: University School of Mass Communication, Guru Gobind Singh Indraprastha University, New Delhi</p>	27 & 28 February, 2014
<p>Presented Paper: Role of ICTs in Global Communication INTERNATIONAL CONFERENCE on Information & Communication Flow in Third World Organized by: Department of Journalism & Mass Communication, Maharaja Agrasen College (University of Delhi), New Delhi</p>	21st & 22nd February, 2014
<p>Presented Paper: Role of Indian Television in Overstating Violence against Women NATIONAL CONFERENCE Organized by: Department of Journalism, Maharaja Agrasen College, University of Delhi, New Delhi</p>	8 th March 2013
<p>Presented Paper: Role of Indian Films in Representing Violence against Tribal Women NATIONAL SEMINAR Organized by: Indira Gandhi National Tribal University, Amarkantak (M.P), India</p>	1 st & 2 nd March, 2013
<p>Presented Paper: Media Studies in School Curriculum: Obstacles, Challenges and Possibilities INTERNATIONAL CONFERENCE Organized by: The 5th GCRA International Conference, held at Guangzhou, CHINA.</p>	December 2011
<p>Awards and Distinctions</p>	
<p>Gold Medalist in Post Graduate Diploma in Development Communication from A.J.K. Mass Communication Research Centre, Jamia Millia Islamia, New Delhi, 2008-09</p>	
<p>Web Articles Published</p>	

- <https://organiser.org/2023/03/08/164126/entertainment/gulmohar-representation-of-beauty-strength-and-connection-of-indias-culture-traditions/>
- <http://www.hardnewsmedia.com/forum/post/slumdog-debate-unrealised-stardom>

Industry Experience

- Assistant Director, **Big Synergy productions** (*Aap Ki Kachehri, Kiran ke sath*, Season 3)- February 2011- May 2011
- Sr. Sub-editor, **Dainik Jagran** (Leading Hindi Daily Newspaper)- 2011
- Sr. Multimedia Sub-Editor, www.onlymyhealth.com, www.jagrancityplus.com , www.jagran.yahoo.com: **A Dainik Jagran Group**- Nov 2009 – Dec 2010
- Shot an advertisement on consumer awareness (*'Jaago Grahak Jaago'*)- 2009
- Scripted and performed for a show called **'ROCK THE VOTE'** for **CNN-IBN.**- 2009



Signatures