


DR. AAHANA CHOPRA

Present Designation	ASSISTANT PROFESSOR Kalindi College, University of Delhi, India	
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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 - Manavsthal School, R-Block, New Rajinder Nagar, New Delhi, India (April 2011-March 2012)		
Academic & Leadership Roles		
Research-Focused & Capacity Building Initiatives		
<ul style="list-style-type: none">Convenor/Coordinator for multiple research-based workshops:<ul style="list-style-type: none">“Variables and Measurement Scales in Research”“Ethical Practices in Communication Research”“Developing Integrated Marketing Communications”“Producing a Documentary Film”Co-convenor, Annual Quality Assurance Report (AQAR), Kalindi College (2023–24)		

<ul style="list-style-type: none"> • Faculty Coordinator, National Conference on ‘Gender and Media’, IPCW (2019) • Faculty Coordinator, National Webinar on ‘Media Representation of Women in Sports’ (2021) • Reviewer, <i>Journal of Innovation for Inclusive Development</i> (ISSN 2456-4478), IPCW • Content creator for research-based study material (IGNOU & DEI, 2010–2017) • Recorded lectures and modules on Cyber Journalism, News Reporting, and Media Production
Government & National Engagements <ul style="list-style-type: none"> • Coordinator, Community Capacity Building Workshops under <i>Viksit Bharat Mission</i> • Member, Viksit Bharat Ambassador Club, Kalindi College • Organiser for <i>Amrit Kalash Yatra</i> with Hon’ble MP Sh. Manoj Tiwari
Media, Journalism & Communication Initiatives <ul style="list-style-type: none"> • Faculty Coordinator, Annual International Media Festival – Lights Camera Action! (2018–2022) • Convenor/Coordinator for workshops on: <ul style="list-style-type: none"> ◦ <i>Social Media Marketing & Tactics</i> ◦ <i>Storytelling in Photography</i> ◦ <i>Digital Composition & Lighting</i> ◦ <i>Filmmaking and Visual Communication</i> • Coordinator for events in collaboration with Ministry of Defence, UDAAN, Sanskar Bharti, Delhi Kala Utsav, and Lalit Kala Akademi
Curriculum & Academic Governance <ul style="list-style-type: none"> • Member, Course Committees for BA (JMC) at both GGSIPU and Delhi University • Department Convenor, Academic Standards Committee (ASC), IPCW • Advisor, Student Academic Council & BMMC Student Association (IPCW & Kalindi College) • Member, Admission, Prize, and PRO Committees
Institutional Coordination & Cultural Engagement <ul style="list-style-type: none"> • Deputy Superintendent of Examinations (May–June 2024) • Convenor, Announcements & Media Coordination for: <ul style="list-style-type: none"> ◦ <i>National & International Conferences</i> ◦ <i>Annual Day, Freshers’, Alumnae Meet, and College Cultural Fests</i> • Social Media Coordinator, Kalindi College (2024–present) & IPCW (2023)
Memberships/ Panels/ Expert <ul style="list-style-type: none"> • Member, Advisory Panel, Central Board of Film Certification (CBFC), Ministry of Information & Broadcasting, Govt. of India • Member, Preview Committee, Consortium of Educational Communication (CEC), UGC • Member, Screening Committee, Bharat Film Festival, organized by IIMT and Ministry of Culture, Govt. of India • Member, Screening Committee, Chitra Bharati Film Festival, Bhartiya Chitra Sadhna • Member, ICA (International Communication Association) • 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"> • Research • Development Communication (Gold Medallist) • Communication Theory • Visual Communication & Graphic Design • Documentary • Digital Media / Social Media/ Multimedia

Subjects Taught

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

Research Tools & Technical Skills

- *Qualitative Software*: NVivo
- *Quantitative Tools*: SPSS, Excel
- *Survey & Field Tools*: KoBoToolbox, Google Forms, ODK
- *Analysis Techniques*: Thematic & Content Analysis, Grounded Theory, Descriptive Stats
- *Visualization*: Tableau, Excel
- *Referencing & Writing*: Mendeley, LaTeX, MS Word (Academic Style)

Publications Profile in APA Format

Chopra, A. (2025). *Screening gender: How Indian cartoons shape young minds*. In *Gender identity, and intersectionality in global screen media*. Bloomsbury. ISBN: 9789369523023

Chopra, A., & Gautam, P. (2025). *Women, democracy and social justice in Indian cinema: A study through Ambedkar's vision*. *Caraivéti*, 8(2). (January–June 2025).

Chopra, A. (2025). *Relevance of homage in Hindi cinema: The purpose, the populace and the provenance*. *Vimarsh Pravah: An Open Access, Bi-Annual, Blind Peer Reviewed E-Research Journal*, 1(2).
<https://www.vimarshpravah.com>

Chopra, A., & Shukla, A. (2024, December). *Exploring the misuse of deepfake technology in India: Implications for society*. *Global Media Journal, Indian Edition*, 16(2). ISSN 2249-5835.
<https://gmj.manipal.edu/issues/Dec2024>. (UGC-Care listed)

Chopra, A.B., Verma, K., Arora, P. (2024). Evaluating AI's Role in Combating Fake News in India: A Study. *Journal of Communication and Management*, 3(3), 200-209 DOI: 10.58966/JCM2024332 (UGC-Care listed)

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. (UGC-Care listed)

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) (UGC-Care listed)

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 (Scopus Indexed/ UGC-Care listed)

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/ Resource Person	Dates
Presented Paper: Digital Pathways to Viksit Bharat: Women-Led Handicraft Markets and the Role of Communication Technologies Organised by: Delhi College of Arts and Commerce, National conference on 'Media's Pivotal Role in Shaping the Discourse of Viksit Bharat @2047 (sponsored by ICSSR)	17 July 2025
Presented Paper: Newspaper Coverage of Indian General Elections: an analysis of Agenda Setting Theory Organised by: ICAN International Conference	17 April 2025
Presented Paper: Sustainable Solution for Textile Waste Management: a model of communication. Organised by: ICAN International Conference	16 April 2025
Moderator: Panel Discussion on 'AI & Future of Media: Ethics and Innovations' Organised by: ICAN	16 April 2025
Guest Lecture: Development Communication Practices Organised by: Indian Institute of Mass Communication	March 2025
Moderator: Panel Discussion on 'Communication, Technology and Democratic Transformations' Organised by: GMEC, Global Media Education Council	28 February 2025
FDP: NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC). Organised by: Centre for Professional Development in Higher Education (UGC-MMTTC), University of Delhi	8-17 October 2024
Presented Paper: Relevance of Homage in Hindi Cinema: The purpose, the populace and the provenance. Organised by: 30 th AMIC Annual Conference, at Communication University of China (CUC), Beijing, China	September 25, 2024
Resource Person: Online Workshop on Wordpress Website Production Organised by: Bharati College, University of Delhi	September 21, 2024
Attended Workshop: Chat GPT and AI Tools Organised by: Skill Nation CEO, Mr. Jatan Shah, Microsoft Certified Trainer	August 7, 2024

Presented Paper: Increasing misuse of AI through deepfake technology in India in National Seminar on Emergence of 'Bharat as Vishwa Guru' Role of Education, Media and Artificial Intelligence, sponsored by ICSSR Organised by: VSJMC, Vivekanada Institute of Professional Studies (VIPS), Pitampura, New Delhi.	March 20-21, 2024
Presented Paper: Navigating the Indian Digital Age : Tackling Fake News with AI- in National Seminar on Emergence of 'Bharat as Vishwa Guru' Role of Education, Media and Artificial Intelligence, sponsored by ICSSR Organised by: VSJMC, Vivekanada Institute of Professional Studies (VIPS), Pitampura, New Delhi.	March 20-21, 2024
FDP: Two-Week interdisciplinary Refresher Course in MOOCS 36.0 Organised by: Teaching Learning Centre, Ramanujan College	08 - 22 March, 2024
Orientation & Induction: Online Induction Training/ Orientation Programme for Faculty in Universities/ Colleges/ Institutions of Higher Education from Organised by: Teaching Learning Centre, Ramanujan College	22 Jan 2024 - 20 Feb 2024.
FDP: NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC). Organised by: Centre for Professional Development in Higher Education (UGC-MMTTC), University of Delhi	19-29 December 2023
Presented Paper: Authenticity in Children's Media: Devising a model of consumption of media content by children in India. Organised by: International Communication Association (ICA), Manipal Regional Hub-2023 by Manipal Institute of Communication, Manipal, Karnataka.	28 May 2023
Presented Paper: Authenticity of Real-life Adaptations on OTT: a study of Indian web shows Organised by: International Communication Association (ICA), Manipal Regional Hub-2023 by Manipal Institute of Communication, Manipal, Karnataka.	28 May 2023
Presented Paper: Impact of Covid-19 Pandemic on the Print Media Industry in India: A study Organised by: GCRA International Online Conference "Communication Research in the Pandemic Times: Implications for Theory Building and Policy Research"	11-12 November 2022
Presented Paper: Cartoon Programmes as a tool of Media Literacy in India: A Study (BEST PAPER AWARD) Organised by: DME school of Media in collaboration with Deakin University, Melbourne, Australia.	3 July 2022
Moderator: Panel Discussion on 'Violation of Ethics in Electronic Media' Organised by: GMEC, Global Media Education Council	6 April 2022
Resource Person: Guest Lecture on Media Research & Communication Organised by: India Today Media Institute, India Today Group, Noida	March 2022
Resource Person: Guest Lecture on SEO and SMO for Digital Content Creation Organised by: AAFT E-Learning Asian Academy of Film & Television, Noida	20 th March 2022
Resource Person: Guest Lecture on Images and Graphics for Digital Media Organised by: AAFT E-Learning Asian Academy of Film & Television, Noida	23 rd March 2022

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, Vivekanada 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	
Resource Person/ 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, Vivekanada Institute of Professional Studies (VIPS), Pitampura, New Delhi.	
National Webinar on ‘Media Representation of Women in Sports (19th to 23rd August 2021)	19 th to 23 rd August 2021
Advisor to this festival, organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.	
Participated in WJEC-IIMC-UNESCO Roundtable Conference 2021	10 th – 11 th August 2021
Organised by Indian Institute of Mass Communication (IIMC), New Delhi	
Discussant in the Webinar on Post Graduate Diploma in Digital Content Creation & Communication	11 July 2021
Organised by Vivekananda Institute of Mass Communication, VIPS, Pitampura, New Delhi	
National Online Media Festival (20th Feb – 13th March 2021)	20 th Feb – 13 th March 2021
Advisor to this festival, organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.	
International Webinar on Mass Communication Tools: From theory to practice (25-28 August 2020)	25-28 August 2020
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.	
Faculty Development Programme (24-30 July 2020)	24-30 July 2020
One week’s FDP on ‘Basics of Online Teaching and Learning’, organised by Indraprastha College for Women, University of Delhi.	
Faculty Development Programme (25-31 May 2020)	25-31 May 2020
Online FDP on ‘Quantitative analysis using SEM & qualitative analysis using Nvivo Software’ organised by Amity University, Gwalior and TUHH, University of Hamburg, Germany-	

Presented Paper: Deconstructing the Socio-cultural Messages in Indian Cartoon Programs: A Semiotic Analysis of 'Roll No. 21' 27th AMIC International Annual Conference	17-19 June 2019
Organised by: Chulalongkorn University in Bangkok, Thailand	
FDP on 'How to publish in Socpus and High Index Journals?'	6 – 7 June 2019
Organised by: International Management Institute, New Delhi	
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'.	10 th April 2019
Organised by: Dr. B.R. Ambedkar Study Circle, Kalindi College, University of Delhi	
Presented Paper: Role of Cartoon Shows in Overall Development of Children 26th AMIC International Annual Conference.	7-9 June 2018
Organised by: School for Communication, Manipal Academy of Higher Education (MAHE), Karnataka, India.	
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.	21-22 April 2018
Organised by: Vivekananda Institute of Professional Studies, New Delhi	
Presented Paper: Cartoon Shows as an Instructional Medium for Promoting Social Values in Children Children's Media Symposium: From Print to Screen	24-26 November 2017
Organized by: University of Sunshine Coast, Australia.	
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	23 & 24 March, 2017
FDP on 'Research Skills Development' Organised by Madhu Bala Institute of Communication and Electronic Media, GGSIP University	16-27 May 2016
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	22-23 April 2016
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	16-17 March 2016
Paper: ROLE OF ICTs IN NATION BUILDING NATIONAL SEMINAR Organized by: Amity School of Communication, Amity University Madhya Pradesh, Gwalior-474005	27 March 2015
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	27 & 28 February, 2014
Presented Paper: Role of ICTs in Global Communication	21st & 22nd February, 2014

INTERNATIONAL CONFERENCE on Information & Communication Flow in Third World Organized by: Department of Journalism & Mass Communication, Maharaja Agrasen College (University of Delhi), New Delhi	
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	8 th March 2013
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	1 st & 2 nd March, 2013
Presented Paper: Media Studies in School Curriculum: Obstacles, Challenges and Possibilities INTERNATIONAL CONFERENCE Organized by: The 5 th GCRA International Conference, held at Guangzhou, CHINA.	December 2011
Awards and Distinctions	
<p>Felicitated for the contribution as the member of the screening committee of the 5th Chitra Bharti Film Festival, held in Panchkula by esteemed Sh. Manmohan Vaidya ji (Sah sar karwah, Rashtriya Swayamsevak Sangh), Prof. Brij Kishore Kuthiyala ji (President, Bhartiya Chitra Sadhna), Sh. Pawan Jindal ji (Prant Sanghchalak, Haryana), February 2024</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>	
Industry Experience	
<ul style="list-style-type: none"> Assistant Director, Big Synergy productions (<i>Aap Ki Kachehri, Kiran ke sath</i>, 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 (<i>'Jaago Grahak Jaago'</i>)- 2009 Scripted and performed for a show called 'ROCK THE VOTE' for CNN-IBN.- 2009 	



Signatures