

**Ms. Pushplata**

Assistant Professor, Department of Mass Communication & New Media

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**Area of Interest:** Advertising and Public Relations, Photography, Film Studies, Documentary Production, Video Production, New Media, Brand and Content Marketing

**Skill-** Still Photography-(DSLR) and Videography, Good Knowledge of Microsoft office and Adobe Photoshop  
Basic photo editing

**ACADEMIC QUALIFICATIONS**

Year	Degree
August 2021 – present	Pursuing PhD from Department of Journalism & Mass Communication, Manav Rachna International Institute of Research and Studies, Faridabad, Haryana
December-2014	Qualified CBSE NET in Journalism and Mass Communication
October-2013- March 2015	M.Phil. (Journalism and Mass Communication) from Maharishi Dayanand University, Rohtak with 66.85% Topic- “Effects of Facebook Advertising on Youth.”(A quantitative study on Youth of age group between 17-26 years)
July 2010 – August 2012	M. Sc. (Advertising Management and Public Relations) from Guru Jambheshwar University of Science & Technology, Hisar with 78.6% Papers included: Communication and Mass Communication Theories, Creativity in Advertising and PR, Social marketing and Development Communication, Media Productions, Media Management, Business Communication, Media Laws and Media Research.
July 2007 – June 2010	B. A. (Mass Communication and Video Production Hons.) from St. Xavier’s College, Ranchi with 69.3 % Papers included: Media Communication theories, Media Writing, Media Productions, Media Management, Advertising and PR, Cinema ,Media Laws and Media Research.
2007	10+2 (Science) from Army School, Ranchi Cantt affiliated to CBSE with 61.8 %.
2004	Matriculation from Army School, Bathinda Cantt affiliated to CBSE with 69.8 %.

**Award:**

Felicitated by Director General Doordarshan Kanchan Prasad and Resident Commissioner J&K Dr. Rashmi Singh and at Sambhav Ustav 25-29 July 2024.

**Publications:**

- (2024). Patriotic Expressions & Messages: Analyzing the lyrics of 'O, Mera Rang De Basanti Chola', Communicator-The Journal of Indian Institute of Mass Communication, pp 84-94, Vol-LIX (4), October- December 2024 (ISSN:0588-8093), UGC-CARE Listed Research Journal
- (2024). Brand Building and Social Media: Instagram as an Emerging Platform. New Trends in Advertising and Branding and Marketing, pp 189-200, (ISBN:978-93-89484-96-0)
- (2024). Study on the Impact of Tinka Tinka Jail Radio on Inmates in District Jail, Karnal. Communication Today, pp 81-89, Vol.28, No.1-2 (ISSN: 0975-217X)
- (2024). Documentary Activism in the New Media Space: Social Media as an Emerging Platform for Activism. Journalistic and Creative Freedom: Prospects and Challenges, pp 42-49, (ISBN: 978-93-5996-149-1)
- (2021). Indian New Wave Cinema- The Artistic Expression of Reality. The Paradigm Shift in Indian Cinema- Concepts and Applications, pp61-66, (ISBN: 978-93-90980-16-1)
- (2019). Book Review – Media, the State and Marginalisation- Tackling Challenges. Communicator-The Journal of Indian Institute of Mass Communication, pp173-175, Vol-LIV, (ISSN:0588-8093) UGC- CARE Listed Research Journal

**e-content :**

- (2021) E-Content Developer and Resource person – Paper Title- “Community Media and Development” for the syllabus of BA (Journalism and Mass Communication) Programme at Dr. Babasaheb Ambedkar Open University, Ahmedabad, Gujarat

**Paper Presentation :**

- (2023). Documentary Activism in the New Media Space: Social Media as an Emerging Platform, presented at national conference on “Journalistic and Creative Freedom: prospects and Challenges” organised by Department of Journalism and mass communication, Faculty of science and Humanities, SRM Institute of Science and Technology, Kattankulathur, 21<sup>st</sup> and 22<sup>nd</sup> September 2023
- (2023). Brand Building and Social Media: Instagram as an Emerging Platform, presented at international conference on “Identity, Culture and Agenda Newscast,” organised by Delhi Metropolitan Education, Noida in collaboration with Deakin University, Melbourne, Australia, 22<sup>nd</sup> June 2023
- (2018). Locating Subalterns in Media Text Amidst Politics of Representation: A study of the news coverage of women issues” (Joint paper) presented at the national seminar on “Towards the Subaltern in Knowledge: Literature, Nature, Culture, Society & Media”, Department of English, Pondicherry University, 4-5 October 2018

**Seminars /Workshop/FDPs :**

- Participated in 7-days Skill Development Program organised by Faculty of Media Studies and Humanities, Manav Rachna International Institute of Research and Studies on “Media Mastery on Media Skills” conducted from 8<sup>th</sup> July- 15<sup>th</sup> July 2024
- Participated in 7-days Faculty Development Program organised by Faculty of Media Studies and Humanities, Manav Rachna International Institute of Research and Studies on “Mastering Qualitative Research: Advanced methods and Practical Applications “conducted from 11<sup>th</sup> march- 18<sup>th</sup> march 2024
- Participated in one-day Webinar organized by Communication Today on ‘Gandhi in Cinema’

held on 30<sup>th</sup> January 2023.

- Participated in 7days online FDP /Workshop organized by Numerical Analytics Instruments Pvt Ltd. held from 13<sup>th</sup> to 18<sup>th</sup> January 2022 on “Qualitative Data Analysis Using Nvivo”
- Participated in One-day Webinar organized by Faculty of Media Studies and Humanities, Manav Rachna International Institute of Research and Studies on 11th October, 2021 on ‘Unequal Pay Gender Discrimination at News- Media Workplace’.
- Participated in 7days National online workshop/FDP organized by Ramanand Arya D.A.V College University of Mumbai from 6th- 12th June 2020 on ‘Research Methods and Techniques’.
- Participated in One-day Webinar organized by SRM institute of Science and Technology Ramapuram Campus, Chennai on 14th July 2020 on ‘Contemporary Trends in Literature and Culture’
- Attended Open frames Film Festival 2017 and also participated in 2days’ intensive workshop organised by PSBT in 2017 on Film Appreciation and documentary Production.
- Participated in national seminar on “media education- challenges and solutions” in 2016 organized by IIMC, New Delhi.
- Participated in International Science Film Festivals and Workshop on Science Film in 2016 organized by CSIR- NPL.
- Participated in 3-days workshop organized by Public Service Broadcasting Trust (PSBT) in 2016 on documentary Production.

## Experience

### Teaching experience- 9.6years

**Institution : Lady Shri Ram College for Women (Delhi University)**

**Status : Assistant Professor**

**Duration : From 17<sup>th</sup> February 2016 to 22<sup>nd</sup> July 2024**

**Teaching Area:** Photography, Advertising and Public Relations, Video production, Film Appreciation, New Media, Documentary Production, Radio Production, Introduction to Broadcast Media

<b>Work Experience and Position of Responsibilities</b>		
Lady Shri Ram for Women	Assistant Professor (Ad-hoc)	17 February 2016- 22 July 2024
<p><b>1. Internal Assessment In-charge , Department of Journalism 2017 -2021, 2022-2024</b></p> <ul style="list-style-type: none"> <li>- Timely submission of subject-wise faculty data every semester to college admin as well as to the university for smooth functioning of question- paper setting</li> <li>- Addressed student queries pertaining to discrepancies in students IA mark lists</li> </ul> <p><b>2. Association- In charge, Department of Journalism 2022- 2024</b></p> <ul style="list-style-type: none"> <li>- Coordinated with college website team and worked on data for website update related to department profile, faculty profile, faculty publication, department events reports.</li> </ul> <p><b>3. Time-table In-charge , Department of Journalism 2019-2020 , 2022-2024</b></p> <ul style="list-style-type: none"> <li>- Timely prepared the department time-table for two semesters and coordinated with time-table committee</li> </ul> <p><b>4. Core committee member IQAC 2023-2024</b></p> <ul style="list-style-type: none"> <li>- Coordinated, collated, verified and uploaded data on portal for IT/Computer, Placement cell, Student union cell and Library</li> </ul> <p><b>5. Library -In-charge , Department of Journalism ,2018-2019, 2022-24</b></p> <ul style="list-style-type: none"> <li>- Recommending and Preparing list of books related to syllabus every year for college library</li> </ul> <p><b>6. Scholarship/ Freeship Coordinator, Department of Journalism (2020, 2022-2024)</b></p> <ul style="list-style-type: none"> <li>- Meticulously collated and verified student data for scholarship / Freeship for all 3 years</li> </ul> <p><b>7. Faculty achievement data/ Alumni /Student Higher Education Coordinator , NIRF NAAC Visit</b></p> <ul style="list-style-type: none"> <li>- Maintain up-to date database of faculty achievement/Alumni/Student higher education of Department of Journalism</li> <li>- Facilitate connections between alumni and current students while fostering a sense of community</li> </ul> <p><b>8. Attendance In-charge , Department of Journalism 2016- 2020, 2022-2024</b></p>		

**9. Department Secretary 2017- 2021**

**10. Faculty publication data/ student field trip/ Student internship data NIRF 2016- 2022**

**11. Staff Advisor, Projekt 2017- 2024**

- Provide guidance and mentorship to the projekt society (Photography and video making society) for efficiently organizing their photography, film screening and film workshops
- Supervised projects and one speaker session during Tarang

**12. Staff Advisor, Hive 2018- 2019**

- Provide guidance and mentorship to the Hive students to showcase their best talents in college events

**13. Data coordinator, Department of Journalism week Survey 2018**

**Institution : Kamla Nehru College , Delhi University**

**Status : Guest Lecturer**

**Duration : From 16<sup>th</sup> January 2025- 16<sup>th</sup> March 2025**

**Teaching Area: Film Appreciation, Media, Gender & Human Rights, Culture and Communication**

**Institution : DAV Centenary College, Faridabad**

**Status : Guest Lecturer**

**Duration : From 17<sup>th</sup> July 2015 to 12<sup>th</sup> January 2016**

**Teaching Area: Public Relations, Advertisement, Print Production, News Writing, Photograph**

**Institution : Jyoti Vidyapeeth Women's University, Jaipur**

**Status : Guest Lecturer**

**Duration : From January 2015 to June 2015**

**Teaching Area: Video Production, Public Relations, Advertisement and Development Communication**

**Industry Experience**

**Company : Buzz Communications Pvt Ltd. New Delhi**

**Profile : Public Relations Executive**

**Duration : 16<sup>th</sup> April 2013 - 16<sup>th</sup> September'2013**

Clients: Toyota Kirloskar Motors, La Trobe University, Australia,

**Company : Good Relations India Pvt Ltd, Delhi**

**Profile : Associate Account Executive**

**Duration : From September 2012 to 15<sup>th</sup> April 2013**

Clients: Apple, CNBC TV-18, Capitalvia, Milagrow Robots, Fitness First, Newcastle university UK, ICICI, CNBC TV-18 Young Turks show

**Public Relations Trainee at India News Communications Limited**

Clients: Kamdhenu Steel, Indian Council of Agriculture Research, Park Plaza

- Key responsibility areas – Research work, writing Press Release, article and feature story, Presentation for Clients, Making monthly dossiers of news coverage for client

**Public Relations Trainee, Corporate Affairs & Communications, Tata Steel.**

Date: February 2010- April 2010

- Key responsibility areas- Manage internal inhouse events for employees, proof reading for inhouse newsletter, managed the inhouse audition of employees for selection of anchoring at Founder's Day event. Documented and listed the entire archives for Centre for excellence (CFE, Tata Steel, Jamshedpur)

**Production Work**

Documentary Title: Jhaankti Jhuggiyan – Documentary on People of slum areas of Ranchi Duration: 12 minutes  
Public Service announcement -Project Title: Say no to Drugs, Duration: 1 minute