


DR. AAHANA CHOPRA

Present Designation	ASSISTANT PROFESSOR Kalindi College, University of Delhi, India	
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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/ Coordinator/ Convenor		Year
Convenor, Workshop on Social Media Tactics by Sh. Anand Saurabh (PRO, Ministry of Defence, Govt. of India) at Kalindi College, University of Delhi		11 September 2024
Convenor, Social Media of Kalindi College		July 2024-present
Deputy Superintendent of Examinations May-June 2024		May-June 2024
Coordinator, Workshop on Storytelling in Photography, Organised by UDAAN & Kirori Mal College, University of Delhi		7 May 2024
Co-convenor, AQAR, Kalindi College		2023-24
Member, Viksit Bharat Ambassador Club, Kalindi College		2024

Coordinator, Workshop on Photography, Organised by UDAAN & Delhi College of Arts and Commerce, University of Delhi	April 22, 2024
Convenor, Announcements, Annual Day, Kalindi College	9 April 2024
Coordinator, Filmmaking Workshop, organised by UDAAN and IP College for Women, University of Delhi	12-13-14 March 2024
Faculty Coordinator (advisor)- Workshop on 'Ethical Practices in Communication Research'.	22, February 2024
Member, Sponsorship Committee, Alumnae Meet 2024, Kalindi College	February 2024
Faculty Coordinator (advisor)- Workshop on 'Trailblazing Tactics: Charting the Course of Emerging Advertising Trends' under Viksit Bharat Mission	8, February 2024
Faculty Coordinator (advisor)- Workshop on 'Social Media Marketing' under Viksit Bharat Mission	9, February 2024
Coordinator, Photography Competition on 'Delhi ke Pracheentam Mandir' for Delhi Kala Utsav 2024, Organised by UDAAN & Sanskar Bharti at Lalit Kala Academy, Ravindra Bhawan	16 - 17 February 2024
Coordinator, Photography Exhibition on Hindvi Swarajya, Organised by UDAAN & Samiti Dilli at Ambedkar International Centre	16-17 January 2024
Advisor, Student's Academic Council of the Dept. of Journalism, Kalindi College	November 2023-present
Convenor, Media Club, Kalindi College	November 2023-present
Coordinator, Photography Workshop, Organised by UDAAN & Maharaja Agrasen College, University of Delhi.	7 November 2023
Co-convenor – Workshop on Developing Integrated Marketing Communications, Kalindi College, Univ. of Delhi	7 November 2023
Coordinator- 'Workshop on Producing a Documentary Film', Kalindi College, Univ. of Delhi	1 December 2023
Coordinator – 'Amrit Kalash Yatra', Chief Guest: Sh. Manoj Tiwari (Hon'ble MP, Lok Sabha)	October 2023
Coordinator, Photography Competition for Sahitya Kala Sangam 2024, Organised by UDAAN & PGDAV College (Evening), University of Delhi	14 October 2023
Coordinator, Workshop on Composition and Lighting in Digital Photography, Organised by UDAAN & Kalindi College, University of Delhi	6 October 2023
Member, Design Committee, Indraprastha College for Women, University of Delhi	July 2023- October 2023
Member, PRO Committee, Indraprastha College for Women, University of Delhi.	July 2023- October 2023
Coordinator, Inaugural session of Annual Cultural Festival 'Shruti' of IP College for Women, Masterclass with Navika Kumar	March 2023
Social Media Champion, Indraprastha College for Women, University of Delhi.	February 2023-October 2023
Department Convenor, Academic Standard Committee (ASC), Indraprastha College for Women, University of Delhi.	July 2022-October 2023
Faculty coordinator/ advisor for National Webinar on 'Media Representation of Women in Sports', Indraprastha College for Women, University of Delhi.	19-23 August 2021
Faculty coordinator of National Online Media Festival 2021, Indraprastha College for Women, University of Delhi.	Feb-March 2021
Faculty coordinator of National Conference on 'Gender and Media', Indraprastha College for Women, University of Delhi.	4-5 November 2019
Member, Admission Committee, B.A. (H) Multi Media & Mass Communication, Indraprastha College for Women, University of Delhi.	2019
Faculty coordinator of Annual International Media festival of the dept. of Multi Media and Mass Communication, <i>Lights-Camera-Action!</i> , Indraprastha College for Women, University of Delhi.	2018-2022
Member, Prizes Committee, Dept. of Multi Media & Mass Communication, IPCW	2018-2019, 2020, 2021
Advisor, BMMC Student Association, Indraprastha College for Women, University of Delhi.	2018-2022
Member, Course Committee, B.A. (H) Multi Media and Mass Communication, I.P. College for Women, University of Delhi.	2018-2019, 2019-20, 2020-21, 2021-22

Reviewer for the Journal of Innovation for Inclusive Development (ISSN 2456-4478), Centre for Earth Studies, Indraprastha College for Women, University of Delhi.	2018
Member, Course Committee, BA (JMC), Guru Gobind Singh Indraprastha University, w.e.f. July 2016	2016
Festival Coordinator of FIRST FRAME 2015- 7 th International Students' Film Festival & F8: Fourth National Photography Competition & Exhibition, organised by MBICEM	2015
Faculty Supervisor for Annual Magazine of MBICEM- JHANKAAR (2014, 2015)	2015
Prepared study material in 'Self learning mode' for BJ(MC) in IGNOU pattern, as per G.G.S.I.P.U Syllabus	2014, 2015
Recorded video lectures for BJ(MC)	2012-2015
Prepared study material in 'Self learning mode' for PGDJMC (Post graduate diploma in Journalism & Mass Communication) programme for Dyalbagh Educational Institute	2012-2017
Prepared reading material on News Reporting, Mass communication, Cyber journalism, media production for YWCA of Delhi	2010
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"> • Communication Theory • Visual Communication & Graphic Design • Development Communication (Gold Medallist) • Documentary • Media Research • Digital Media / Social Media/ Multimedia 	
Subjects Taught	
<ul style="list-style-type: none"> • Media Research/ Communication Research • 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 • Development Communication • Public Service Broadcasting • Media Laws & Ethics • History of Print & Broadcasting in India/ Print Media/ Media Writing 	
Publications Profile in APA Format	
<p>Chopra, A.B., Verma, K., Arora, P. (2024). Evaluating AI's Role in Combating Fake News in India: A Study. <i>Journal of Communication and Management</i>, 3(3), 200-209 DOI: 10.58966/JCM2024332</p> <p>Chopra AB, Jain D and Ladda I. 2022. Impact of Covid-19 Pandemic on the Print Media Industry in India: A Study. <i>Journal of Global Communication</i>, Vol. 15, No. 2, pp. 137- 146.</p>	

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/ Resource Person	Dates
<p>Presented Paper: Relevance of Homage in Hindi Cinema: The purpose, the populace and the provenance.</p> <p>Organised by: 30th AMIC Annual Conference, at Communication University of China (CUC), Beijing, China</p>	September 25, 2024
<p>Resource Person: Online Workshop on Wordpress Website Production</p> <p>Organised by: Bharati College, University of Delhi</p>	September 21, 2024
<p>Attended Workshop: Chat GPT and AI Tools</p> <p>Organised by: Skill Nation CEO, Mr. Jatan Shah, Microsoft Certified Trainer</p>	August 7, 2024
<p>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</p> <p>Organised by: VSJMC, Vivekanada Institute of Professional Studies (VIPS), Pitampura, New Delhi.</p>	March 20-21, 2024
<p>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</p> <p>Organised by: VSJMC, Vivekanada Institute of Professional Studies (VIPS), Pitampura, New Delhi.</p>	March 20-21, 2024
<p>FDP: Two-Week interdisciplinary Refresher Course in MOOCS 36.0</p> <p>Organised by: Teaching Learning Centre, Ramanujan College</p>	08 - 22 March, 2024
<p>Orientation & Induction: Online Induction Training/ Orientation Programme for Faculty in Universities/ Colleges/ Institutions of Higher Education from</p> <p>Organised by: Teaching Learning Centre, Ramanujan College</p>	22 Jan 2024 - 20 Feb 2024.

<p>FDP: NEP 2020 Orientation & Sensitization Programme under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC).</p> <p>Organised by: Centre for Professional Development in Higher Education (UGC-MMTTC), University of Delhi</p>	19-29 December 2023
<p>Presented Paper: Authenticity in Children’s Media: Devising a model of consumption of media content by children in India.</p> <p>Organised by: International Communication Association (ICA), Manipal Regional Hub-2023 by Manipal Institute of Communication, Manipal, Karnataka.</p>	28 May 2023
<p>Presented Paper: Authenticity of Real-life Adaptations on OTT: a study of Indian web shows</p> <p>Organised by: International Communication Association (ICA), Manipal Regional Hub-2023 by Manipal Institute of Communication, Manipal, Karnataka.</p>	28 May 2023
<p>Presented Paper: Impact of Covid-19 Pandemic on the Print Media Industry in India: A study</p> <p>Organised by: GCRA International Online Conference "Communication Research in the Pandemic Times: Implications for Theory Building and Policy Research"</p>	11-12 November 2022
<p>Presented Paper: Cartoon Programmes as a tool of Media Literacy in India: A Study (BEST PAPER AWARD)</p> <p>Organised by: DME school of Media in collaboration with Deakin University, Melbourne, Australia.</p>	3 July 2022
<p>Moderator: Panel Discussion on ‘Violation of Ethics in Electronic Media’</p> <p>Organised by: GMEC, Global Media Education Council</p>	6 April 2022
<p>Resource Person: Guest Lecture on Media Research & Communication</p> <p>Organised by: India Today Media Institute, India Today Group, Noida</p>	March 2022
<p>Resource Person: Guest Lecture on SEO and SMO for Digital Content Creation</p> <p>Organised by: AAFT E-Learning Asian Academy of Film & Television, Noida</p>	20 th March 2022
<p>Resource Person: Guest Lecture on Images and Graphics for Digital Media</p> <p>Organised by: AAFT E-Learning Asian Academy of Film & Television, Noida</p>	23 rd March 2022
<p>Resource Person: SEO & SMO Techniques (Online course in Content Writing)</p> <p>Organised by: Rizvi College Of Arts , Science & Commerce, Mumbai</p>	21 st Feb – 11 th March 2022
<p>Chair: Technical Session of National Conference on Media and Communication in the New World Order</p> <p>Organised by: VSJMC, Vivekananda Institute of Professional Studies (VIPS), Pitampura, New Delhi.</p>	17 th December 2021
<p>Presented Paper: A study on the digital social lives of children in India</p> <p>Organised by: 28th AMIC International Annual Conference, Philippines University</p>	27 th November 2021
<p>Resource Person/ Video Presenter: Expert in the Television Programme- School Education launched by Ministry of Education, Govt. of India under PM e-Vidya.</p> <p>Topic: Graphic Design and Visual Images</p>	9 th November 2021
<p>Presented Paper: Role of Cartoon Programmes in Creation of Indigenous Repository of Knowledge in Crisis Situation: A Study at 7th International Conference- ‘Reshaping the Landscape of Media during the Crisis Situation’</p>	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'. Organised by VSJMC, Vivekanada Institute of Professional Studies (VIPS), Pitampura, New Delhi.	23 rd to 28 th August 2021
National Webinar on 'Media Representation of Women in Sports (19th to 23rd August 2021) Advisor to this festival, organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.	19 th to 23 rd August 2021
Participated in WJEC-IIMC-UNESCO Roundtable Conference 2021 Organised by Indian Institute of Mass Communication (IIMC), New Delhi	10 th – 11 th August 2021
Discussant in the Webinar on Post Graduate Diploma in Digital Content Creation & Communication Organised by Vivekananda Institute of Mass Communication, VIPS, Pitampura, New Delhi	11 July 2021
National Online Media Festival (20th Feb – 13th March 2021) Advisor to this festival, organised by the Department of Multi Media and Mass Communication, Indraprastha College for Women, University of Delhi.	20 th Feb – 13 th March 2021
International Webinar on Mass Communication Tools: From theory to practice (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.	25-28 August 2020
Faculty Development Programme (24-30 July 2020) One week's FDP on 'Basics of Online Teaching and Learning', organised by Indraprastha College for Women, University of Delhi.	24-30 July 2020
Faculty Development Programme (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-	25-31 May 2020
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?' Organised by: International Management Institute, New Delhi	6 – 7 June 2019
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'. Organised by: Dr. B.R. Ambedkar Study Circle, Kalindi College, University of Delhi	10 th April 2019
Presented Paper: Role of Cartoon Shows in Overall Development of Children 26th AMIC International Annual Conference. Organised by: School for Communication, Manipal Academy of Higher Education (MAHE), Karnataka, India.	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> <p>Organized by: University of Sunshine Coast, Australia.</p>	24-26 November 2017
<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

Awards and Distinctions

Gold Medalist in Post Graduate Diploma in Development Communication from A.J.K. Mass Communication Research Centre, Jamia Millia Islamia, New Delhi, 2008-09

Web Articles Published

- <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