

Curriculum Vitae

1. Personal Information

- **Full Name:** Dr. Deepika Gaurav
- **Designation:** Adjunct Associate Professor
- **Department/Discipline:** Media Studies
- **Date of Birth:** 19/11/1982
- **Gender:** Female
- **Nationality:** Indian
- **Address for Correspondence:** Flat No 102, Tower-1 1st Floor, Supertech Basera Sector 79b, Near NSG Camp, Manesar, Kasan, Gurugram 122003 Haryana
- **Mobile Number:** 8826788447
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- **LinkedIn/Research Profile (if any):** <https://orcid.org/0000-0003-0415-9759> ,
<https://in.linkedin.com/in/dr-deepikagaurav-215843225> and
<https://abcdindex.com/reviewer/dr-deepika-000-511-790>

2. Career Objective

To pursue excellence in teaching, research, and academic service in the fields of Media Studies, Cultural Studies, and Gender Studies by promoting critical inquiry, inclusive education, and socially relevant research, while contributing to the holistic development of students and the advancement of knowledge.

3. Educational Qualifications

Qualification / Course	Institution / University	Specialization / Thesis / Description	Duration
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PhD (Media and Cultural Studies)	Jawaharlal Nehru University – Centre for Media Studies, School of Social Sciences	Thesis: <i>Reading Television In Urban Slums: Meaning, Ideas, and Life Chances in Anand Nagar, Bhopal</i>	2013 – 2018
M.Phil. (Journalism and Mass Communication)	Devi Ahilya Vishwavidyalaya – School of Journalism and Mass Communication (SJMC)	Dissertation: <i>Primary Education and Role of Media: A Comparative Study of Government and Private Schools in Janak Puri, Delhi</i>	2008 – 2009
UGC NET (Qualified)	University Grants Commission	NET Qualified	2008
Master of Mass Communication (MMC)	Guru Jambheshwar University of Science and Technology	Mass Communication	2005 – 2007
B.Com (Pass)	University of Delhi – Bharti College	Commerce	2000 – 2003

Course / Certificate	Institution / Organization	Course Description	Duration
Short Term Course on English Phonetics and Phonology	Lovely Professional University – Human Resource Development Centre	Phonetics, Phonology, Pronunciation, Voice Accent and Modulation	Apr 2024 – May 2024
Certificate in Soft Skill & Personality Development	CSC Digital India in association with National Skill Development Corporation	Communication Skills, Presentation Skills, Job Interview Skills, Team Skills, Time Management Skills, Leadership Skills and Customer Service Skills	Feb 2024 – Apr 2024

4. Teaching Experience

- **Total Teaching Experience:** 9 Years
- **Total Industry Experience:** 6 years

5. Research Experience

- Areas of Specialization: Communication Theory, Media Writing, Communication Studies, Media Research, Cultural Studies, Gender Studies, Reception Studies, Ethnography, Qualitative Methodologies
- Research Projects Handled (Reviewed Research based Book for IGI Global)
- Research Guidance (Master and M.Phil.)

6. Publications

(A) Research Papers in Journals

1. 2017 – *Reading Television News in Anand Nagar Slums: Meaning, Ideas and Everyday Life*. Published in *Naveen Shodh Sansar*, Vol. I, pp. 284–287. ISSN: 2394-3793. UGC Jr. No. 64728. (Single Author, International, Peer Reviewed, UGC Listed)
2. 2017 – *Television Men's are not "Us": Pleasure, Oppositional Reading and Men's Lives in Anand Nagar*. Published in *Naveen Shodh Sansar*, Vol. II, pp. 249–252. UGC Jr. No. 64728. (Single Author, International, Peer Reviewed, UGC Listed)
3. 2018 – *Watching New National Leadership Images and Hopes of 'Ache Din' in Anand Nagar Slum*. Published in *International Journal of Communication Development*, Vol. 8, pp. 8–12. ISSN: 2231-2498. (Single Author, International, Peer Reviewed, UGC Enlisted – Journal No. 49378)
4. 2019 – *Kya Hum Aaj Bhi Adhyatmik Hai? Watching 'Mythology' and Young Lives in Anand Nagar*. Published in *The Journalist: A Media Research Journal*, Vol. 3, pp. 105–120. ISSN: 2231-2943. (Single Author, National, Peer Reviewed, UGC Approved – Journal No. 49283)

5. 2022 – *Television News, Political Choices and Voting Behaviours in Anand Nagar Slum Bhopal: An Ethnography Study*. Published in *Indian Journal of Mass Communication and Journalism (IJMCJ), Lattice Science Journal*, Vol. 1, pp. 29–35. ISSN: 2583-0651 (Online). DOI: 10.54105/ijmcj.C1012.031322. (Single Author, International, Peer Reviewed, Indexed)
6. 2023 – *YouTube Literacy, Critical Thinking and Engagement in Everyday Context*. Published in *Communication Today (A Media Quarterly Bilingual Journal)*, Vol. 27, pp. 145–155. ISSN: 0975-217X. (Co-Author, National, Peer Reviewed)
7. 2024 – *There are no Such ‘Bad Women’: Reading Text and Politics of ‘Conscious or Intended Pleasure’*. Published in *Media Watch (Sage Journals)*, Vol. 15, Issue 2. ISSN: 2249-8818. DOI: 10.1177/09760911241232947. (Single Author, International, Peer Reviewed)
8. 2024 – *Reinterpreting Buddhist Iconography: A Study of Craft Meanings and Uses in Everyday Living Architectures*. Published in *Chitrolekha Journal*, Vol. 8, Issue 1. ISSN: 2456-978X. DOI: 10.21659/cjad.81.v8n106. (Single Author, International, Peer Reviewed)
9. 2024 – *Silence, Meditation, and Communication: Reception and Uses of Meditation’s Potential in Interpersonal Dynamics*. Published in *Mass Communicator: International Journal of Communication Studies*, Vol. 18, No. 2, pp. 21–34. ISSN: 0973-9688. Impact Factor: 4.159. DOI: 10.5958/0973-967X.2024.00011.3. (Single Author, International, Peer Reviewed)
10. 2024 – *Engaging with ‘Peppa Pig’ and Family Dynamics: Examining Cross-Cultural Variations in Parental Approaches in Slums*. Published in *(Elsevier Journal)*, Vol. 33, No. 08, pp. 3291–3309. (Co-Author, International, Peer Reviewed, Indexed)
11. 2024 – *AI-Enhanced Cyberbullying and Its Influence on Youth: A Survey Study*. Published in *IIMC Communicator*, Vol. LIX (4), Oct–Dec 2024. ISSN: 0588-8093. (Co-Author, Peer Reviewed)
12. 2024 – *Shifting Cultures from Taboo to Awareness: Media Influence on Young Women’s Hygiene Practices and Menstrual Cup Use*. Published in *Yearly Academic Journal (2024–25)*, Vol. XXIV, pp. 111–126. ISSN: 2348-9014. (Co-Author, Peer Reviewed)

13. 2025 – *Being ‘Savdhaan’: Televised Crime, Cultivated Fear and Perceived Realities*. Published in *Communication Today (Lighthouse of Media Professionals)*, Vol. 29, No. 2 (April–June 2025). ISSN: 0975-217X. (Co-Author, National, Peer Reviewed)
14. 2025 – *The Politics of Division: Media-Driven Communication Strategies in Pre-Election Discourse*. Published in *Communicator – A Journal of the Indian Institute of Mass Communication*, Vol. LX-2 (April–June 2025). ISSN: 0588-8093. (Co-Author, National, Peer Reviewed)
15. 2025 – *Textiles in Cinema and Popular Culture: Pashmina as Signifier of Gender, Identity, and Power*. Published in *Media Mimansa – Quarterly Research Journal, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal*, Vol. 19, No. 2 (April–June 2025). ISSN: 2229-5593. (Co-Author, National, Peer Reviewed)

(B) Book/Book Chapter

1. 2023 – The Fantasy World of Gaming: What Kind of Experience Is It? (Fictional Experiences and Meanings). In: *Digital Literacy Essentials: Understanding and Engaging with Media*. Publisher: KK Publications. (National)
2. 2025 – Screening Subalternity: The Reception of Dalit Women’s Representation in Bollywood Cinema. In: *Beyond Dalit Women: Indian Media and the Multidimensional Shades*. Publisher: Naamak Publications (National)
3. 2025 – Stories of Sacrifice and Service: Bollywood’s Idealization of Woman Care Labour. In: *Intersecting Identities: Gender, Class, and Culture in Literature*. Publisher: Notion Press. (International)
4. 2025 – Chapter 11: Storytelling in Metaverse and Craft Compelling Narrative: Utilising Visuals and Emotional Resonance to Drive Engagements. In: *Data Driven Decisions: Leveraging Insights for Winning Marketing Strategies*. Publisher: Emerald Publishing (International)
5. 2026 – “Metaverse and Narrative Transportation: The Influence of Hyper-Communication on Performatives in Everyday Life.” In: *Securing the Metaverse in the Era of Scientific Competition*. Publisher: IGI Global. (International)

6. 2026 – “Musculinity in Makeup.” In: *Queerly Platformed: LGBTQ Realities, Resistance, and Algorithmic Life in the Age of Social Media*. Publisher: Routledge / Taylor & Francis. (International)
7. 2026 – “Negotiating Womanhood in the Mahabharata: Hegemony and Moral Dilemmas in Epic.” (National)
8. 2026 – ‘Seemit Azadi’ (Consolidated and Conditional Liberty): Televised Women and Shifting Cultures in Slums. In: *Women in Motion: Perspectives from the Indian Subcontinent*. Publisher: Peter Lang (International)
9. 2026 – Televised Representation and Life Chances: Gender, Aspiration, and Cultural Shifts in Marginalized Communities. In: *Gender Studies in the 21st Century – Multidisciplinary Insights (Section IV: Gender in Culture and Representation)*. (National)

(C) Conference

1. 2022 – “The Future of Digital Universities in India: Teacher-Student Attitude (ISO) Towards Access to Effective Education Through Virtual Mode.” Presented at the International Conference on New Dimensions in Higher Education in the Post Covid-19: Global Perspective, organized by the Department of Political Science, Government Degree College for Women, Begumpet, Hyderabad, Telangana, March 24–25, 2022. (International, Full Paper Presentation)
2. 2022 – “Discrimination Through Communication: In Special Reference of Transgender Society.” Presented at RTU Shodh Shikhar Paper Presentation, Rajasthan Technical University (RTU), March 25–26, 2022. (National, Full Paper Presentation)
3. 2022 – “Acknowledge Me: Representation of Transgender in Indian Media and Their Realities.” Presented at the Two Days Virtual National Seminar on Realities of Marginalisation and Marginality in Media, organized by the Department of Mass Communication, Mizoram University, April 21–22, 2022. (National, Full Paper Presentation)
4. 2022 – “Rashtrawad aur Azad Bharat ki Neev Rakhne mein Paramparagat Madhyamon ki Bhumika: Ek Vishleshanatmak Adhyayan.” Presented at the National Seminar on Indian

Media and the Freedom Movement, organized by IIMC and ICHR, New Delhi, April 27–28, 2022. (National, Full Paper Presentation)

5. 2022 – “Negotiating National Leadership Narratives and Hopes of ‘Atmanirbhar Bharat’: A Qualitative Perception Analysis.” Presented at Azadi ka Amrit Mahotsav: Journalism and Freedom Movement, organized by ICSSR and the Department of Journalism & Mass Communication, Gopal Narayan Singh University, Bihar, June 02–03, 2022. (National, Full Paper Presentation)
6. 2022 – “वायरल वीडियो और हिंदी समाचारों का ग्रामीण युवाओं पर प्रभाव (व्हाट्सएप्प के विशेष संदर्भ में).” Co-authored with Dr. Pushendra Vaskle and presented at the Online National Seminar on डिजिटल युग में हिंदी मीडिया और भारतीय समाज, organized by पत्रकारिता एवं नवीन मीडिया अध्ययन विद्यापीठ, IGNOU, New Delhi, September 30, 2022. (National, Full Paper Presentation)

7. Research Projects / Grants

8. Conferences / FDPs / Workshops Attended

1. 2005 – Seminar on Empowerment of Dalits, organized by International Media Institute. (*Participation*)
2. 2005 – Seminar on Information Technology, organized by International Media Institute. (*Participation*)
3. 2008 – Workshop conducted by UNICEF, organized by UNICEF and School of Journalism and Mass Communication, Devi Ahilya Vishwavidyalaya. (*Participation*)
4. 2022 – FDP on Writing Research Papers and Research Methodology Techniques, organized by Research Foundation of India. (*Participation*)
5. 2022 – FDP on National Education Policy 2020 and NAAC Perspectives, organized by Research Foundation of India. (*Participation*)
6. 2022 – Workshop on ICT Tools and Online Teaching, organized by Research Foundation of India. (*Participation*)
7. 2022 – Seven Day Training on SPSS – Introductory Module, organized by Research Foundation of India. (*Participation*)

8. 2024 – Five Day FDP on Game Design and Creativity, organized by Birla Institute of Technology, Mesra. (*Participation*)

9. Awards & Achievements

1. 2013–2018 – National Fellowship: Rajiv Gandhi National Fellowship (RGNF) – University Grants Commission, Govt. of India.
2. 2022 – National Award: Rashtriya Hindi Rakshak Samman – Rashtriya Hindi Rakshak Manch.
3. 2022 onwards – Editorial Board Member: Rashtriya Hindi Rakshak Manch (Status – Lifetime).
4. 2022 onwards – Editorial Board Member: IJBST Journal Group (Status – Lifetime).
5. 2022 onwards – Editorial Board Member: Edwin Group of Journals (Status – Lifetime).
6. 2023 – Reviewer: Media Watch (SAGE Publications).
7. Nov 2023 onwards – Board Member: South Asian Communication Association (SACA).
8. 2025 onwards – Editorial Board Member: The Chitrolekha Journal on Art and Design.
9. 2026 onwards – Reviewer: IGI Global – Peer Review and Research Evaluation for Book Projects.

10. Skills

1. Soft Skills: MS Office (Word, Excel, PowerPoint), Canva, Speakometer, English Phonetics Pro (Communication Skills, Presentation Skills, PPT Presentation, Public Speaking, Leadership, Team Management, Time Management, Interview Skills, Pronunciation & Voice Modulation, Customer Service Skills, CV Making)
2. Research Skills: SPSS, NVivo, ANOVA, Mendeley, Zotero, Google Fact Check Tools (Academic Writing, Research Methodology, Data Analysis, Media Research & Content Analysis, Fact Verification)
3. Writing Skills: QuillBot, Grammarly, Scribbr, MS Word (Track Changes Mode) (Academic Writing, Research Writing, News Writing, Content Writing, Editing &

Proofreading, Citation & Referencing, Report Writing, Literature Review Writing, Article & Paper Writing, Creative and Analytical Writing)