

Dr. Neeru Prasad

*Assistant Professor,
Department of Culture & Media
Studies School of Social Sciences
Central University of Rajasthan, Bandarsindri*

Presently:-

Asst. Professor,
Central University of Rajasthan

Academic Qualifications:

- **UGC NET Qualified – Twice (June 2006 & Dec.2006)**
- **PhD in New Media from the Department of Journalism & Mass Communication, Lucknow University, Lucknow. The title of the Research is “Development of Online Journalism & the Challenges of Print Media.”**
- Master of Mass Communication, Lucknow University, Lucknow (Ist Division)
- P.G. Diploma in Media Writing, Lucknow University, Lucknow (Ist Division)
- Certificate in Office Automation.
- Certificate in website Development & Deployment.
- Bachelors in Science (B.Sc.) with Botany & Chemistry as main subjects, Central University of Allahabad, Allahabad.

Honours and Awards:

- Member of Editorial Board of „Theatre Street Journal (TSJ)“, an Online Research Journal, ISSN No. 2456–754X.
- Felicitated by the Central University of Rajasthan for academic achievements during March 2013- February 2014
- Member of Prospectus Committee (Academic Session 2013-14), Central University of Orissa, Koraput.
- Member of Selection Committee for Library Trainee, Nominated by then Hon. Vice Chancellor, Central University of Orissa, March

19th 2013.

- Member of „Supervising Invigilators“ committee, End Semester Examination (May 2012), Central University of Orissa.
- Member of Executive Committee for Newsletter / Annual Report, 2013, Central University of Orissa.
- UGC NET Qualified – Twice (June 2006-Dec. 2006)
- Merit Holder in the Department of Journalism and Mass Communication, University of Lucknow.

Research Supervision:

PhD

1. Dalit Identity in Indian Hindi Cinema, (Scholar Name: Juhee Prasad, Central university of Rajasthan, Registered in 2020)
2. MEDIA EFFICACY AND DEVELOPMENT IN INDIA A Study of Health Awareness among Women in Lucknow, Uttar Pradesh (Scholar Name: Anushka Srivastava, Central University of Rajasthan, Registered in 2019)
3. An Analysis of reflect- effect studies of media on society: A Case Study of “Bhopal gas tragedy” (Scholar Name: Armendra Amar, Central University of Rajasthan, Registered in 2013-2018)

MA dissertations:

1. Efficacy of Social Marketing in Padmapur village, Orissa (Priyaranjan Swain, Central University of Orissa, 2012)
2. Status of Film Theatres in Koraput District: A study of Jeypore, Koraput & Sunabeda, Orissa, (Mikhael takri, Central University of Orissa, 2012)
3. The Status of Rural Journalist: A Study of Koraput District, Orissa (Sujata Kumari Jena, Central University of Orissa, 2012)
4. Effectiveness of Media in “Save the Girl child” Campaign (Swatika, Central University of Orissa, 2012)
5. Coverage of Sports News in Odiya Newspapers: A Comparative Study of Sambad and Samaj (1st feb-15th feb-13), (Atmaprakash Behra, Central University of Orissa, 2013)
6. Impact of Advertising on Society: Negative and Positive aspects of Advertising (M Abhishek, Central University of Orissa, 2013)
7. Theatre Olympiad in the context of theatrical tradition in Odisha, (Snata Mohanty, Central University of Orissa, 2013)
8. Case study of public relations activities in Ministry of Tourism, Government of India, (Sumit, Central University of Orissa, 2013)
9. Portrayal of Women in Cinema: A Study on Gender Discrimination Exploring Identity: A Case Study of Deepa Mehta’s Films (Neha Jain, Central University of Rajasthan, 2014)
10. Flexibility in Issues Coverage in Print Media: A content analysis on Dainik Navjyoti, dainik Bhaskar, Rajasthan Patrika (Sakshi Jain, Central

- University of Rajasthan, 2014)
11. Youth Identity and Social Networking Sites (Sushant Mishra, Central University of Rajasthan, 2014)
 12. Public Service Advertising and the notion of spreading awareness (Anurag Verma, Central University of Rajasthan, 2015)
 13. The Impact of Community Radio Local Communities (Geo P John, Central university of Rajasthan, 2020)
 14. Oral Songs and Their Translation of Gadia Lohar Tribe (Himanshu, Central university of Rajasthan, 2020)
 15. Media trail in Sushant Singh Rajput Case (Kirti Kiran, Central university of Rajasthan, 2020)
 16. Role of Transgender in Hindi Cinema (Pinki Kadwe, Central university of Rajasthan, 2020)

Academic Activities:

1. **Attended one Week FDP:** Textual and Discursive Construction of Media Innovation and Entrepreneurship, organized by the Department of Journalism and Mass Communication, **ST Pauls College Bengaluru**, 30 January- 04 February 2023
2. **Paper Presented:** “Over-the-top Platforms and Selective Exposure: An Analysis of Consumer Choice and Perceptions, International Conference on “Changing Media Landscapes in South Asia”, organized by the Department of Media Studies, **Kristu Jayanti College Autonomous, Bengaluru**, 06 March, 2023
3. **Paper Presented:** ‘Advertisements and social Cause: A Critical Analysis of Campaign promoting Gender Equality’, in an International Conference on ‘Communication Trends and practices in Digital Era’, (COMTREP 2022), **Amity School of Communication, Amity University, Uttar Pradesh**, 29-30 March, 2022
4. **Paper Publication:** ‘Inclusivity in Contemporary Hindi Cinema: A Case of Dalit Tokenism’, **Journal of Media and Communication**, December 2022, eISSN: 2581-513X
5. **Paper Publication:** ‘Social and Behavior Change Communication and Health: Evidence from a systematic literature Review’, **Shodha Prabha (UGC Care Journal)**, April 2022, No.-2, ISSN-0974-8946
6. **Paper Presented:** ‘Social and Behavior Change Communication and Health: evidence from a systematic literature Review’, International Conference on Digital Culture and Politics (Beyond Identity and Power), organized by the Department of Visual Communication, **SRM Institute of Science and Technology, Tamil Nadu**, 21-25 March, 2022
7. **Attended Seven days FDP:** “Digital Tools for Communication and Social Research”, from 27 Jan to 02 Feb 2022 at **Amity University, Uttar Pradesh Noida**.
8. **Contributed** (along with Dr. Anoop Kumar) towards the conduct of a Webinar and Workshop entitled “Excellence in Online Education” organized by Department of Culture and Media Studies, **Central University of Rajasthan** on the

occasion of National Education Day, the Birth Anniversary of Maulana Abul Kalam Azad on 11th November, 2020 for the faculty members of CURAJ.

9. **Published Book Chapter:** Role of Media in Nation Building, Role of Media in Nation Building edited by Anand Shankar Singh 2016, Cambridge Scholar Publishing, ISBN (10): 1-4438-9096-0 ISBN (13): 978-1-4438-9096-0, Page 64-76
10. **Paper Publication:** Social Relevance of Indian Folk Theatre-A study on the concerning issues/character of society portrayed by Indian Folk theatre, Theatre Street Journal, Vol.1, No. 1, 27 March 2017, ISSN 2456-754X
11. **Attended Refresher Course:** in “Research Methodology in Social Sciences”, Scored grade A, Academic Staff College, Aligarh Muslim University, Aligarh, 28 January-18 February, 2015.
12. **Paper Presented:** ‘Cinema is mirror of our society’: Exists no more, International conference of Rajasthan International Film Festival, Jawahar Kala Kendra, Jaipur, November, 2014.
13. **Paper Publication:** Folk Media: An Active Media for Communication Campaigns in Digital Era, Global Media Journal-Indian Edition, Sponsored by the University of Calcutta, Winter Issue/December 2013, Vol.-4, No.-2, ISSN-2249-5835.
14. **Paper Publication:** Growing *Click Crime*: Unethical Use of Internet, Communication Today, Rajasthan University, Jaipur, Rajasthan, Vol.-15, No.-4, Oct-Dec., 2013, ISSN--0975-217X.
15. **Attended One Day” Orientation Programme:** Best Teaching Practices, 4th Oct. 2013, Central University of Rajasthan.
16. **Paper Presented:** Media: As a Carrier of Social & Cultural Values, National Seminar (U.G.C. Sponsored): Role of Media in Nation Building, Iswar Saran Degree College, University of Allahabad, Allahabad, March 01-02, 2014
17. **Organizing Committee Member:** Contributed as a member of Organizing Committee, Xth Annual International Conference, Interdisciplinary Negotiations in Performing Arts: Indo-Global Praxis, 8th -11th January 2014.
18. **Attended Orientation Programme:** Scored „A“ Grade, UGC Academic Staff College, Aligarh Muslim University, Aligarh, 31st March – 27th April 2013.
19. **Participated:** Climate Change: Research, Awareness and Capacity Building” 80th Annual Session of NASI, The National Academy of Sciences, India, 2nd – 4th December, 2010, Jaipur National University, Jaipur.

Experience (Total- 15 Years):

Academic (Teaching)

- As a Permanent Faculty: (2007-Till)

1. 1st August, 2013 to till date (Permanent / Regular): Central University of Rajasthan, Ajmer. Designation: Asst. Professor
 2. 5th January 2012 to 31st July 2013 (Permanent / Regular): Central University of Orissa, Koraput. Designation: Asst. Professor
 3. 1st June 2010 to 26 Dec.2011: - Jaipur National University, Employer: Jaipur National University, Jagatpura, Jaipur. Designation: Asst. Professor
 4. September 2009 to May, 30, 2010:-Employer: Maharana Institute of Communication Studies, Lucknow. Designation: Sr. Lecturer
 5. 4th December 2007 to August, 2009: Employer: Mangalayatan University, Beswan, Aligarh. Designation: Lecturer
 6. August 2007 to November 2007:- Employer: Department of Mass Communication, Jahangirabad Institute of Technology, Jahangirabad, Barabanki; Designation: Lecturer
- As a Visiting Faculty: (2005-2007)
 1. January 2006 –December 2007:- Employer: Lal Bahadur Shashtri Institute of Management, Lucknow.
 2. September 2005 to December 2005:- Employer: International Institute of Journalism and Mass Communication, Lucknow.

Industrial (2002-2007)

Professional and Other Creative Accomplishments

As a Media Expert, associated with two largely circulated Hindi Dailies of Uttar Pradesh, *Daily Hindustan* and *Rashtriya Sahara*. And other media houses like Doordarshan, AIR, Jansatta, Indian Express, Feature Agency (Rashtriya Feature & News Agency), Swatantra Bharata.

As a Contributor/Contractual Anchor and Broadcaster:

(Freelancer)

1. **As a feature writer** Associated with Daily ***Hindustan & Rashtriya Sahara*** from **2002-2007**. Contributed more than hundred features and cover stories on various subjects like cultural advancements and change, visual arts from theatres to fine arts to sculptures, women & children related issues, women empowerment, technological advancements taking place

in Lucknow, life style, new business opportunities, various perspectives of higher education, health activism etc.

2. **Doordarshan Lucknow: As an anchor** and resource person, worked for *Doordarshan Lucknow Kendra*, Lucknow. Prepared & presented anchor based stories on social and educational issues especially related to youth, one of the popular programme named „Yuva Manch“. Also prepared scripts on issues related to old age people for the programme titled „Saanjh Ke Saayey“.
3. **All India Radio Lucknow & Jaipur: As a Broadcaster** delivered a number of talks both live & recorded on various social and science issues related to women and children. Also prepared some interesting radio scripts on basic and applied sciences for children broadcasted from *All India Radio, Lucknow and Jaipur*.
4. **Also contributed (as a story writer) articles based on soft human stories to the weekly ‘Sahara Samay’, and to the magazine supplement of Hindi dailies like „Swatantra Bharat“ and „Jansatta“.**

Publication Achievement:

More than *100 articles* have published during freelancing work in Newspapers.

Computer Savvy:

- Operating System: Windows XP, 2003, 2007 & 2010.
- Packages: MS Office – Word, Power Point.
- Designing & Layout- InDesign, QuarkXPress, Page-maker

(Dr. Neeru Prasad)