

**Dr. Nicholas Lakra**  
Assistant Professor  
Department of Culture and Media Studies  
Central University of Rajasthan  
NH – 8, Bandarsindri, Kishangarh – 305 801,  
Dist. Ajmer (Rajasthan), INDIA  
Email: [lakra.nicholas@curaj.ac.in](mailto:lakra.nicholas@curaj.ac.in)  
[Lakra.nicholas@rediffmail.com](mailto:Lakra.nicholas@rediffmail.com)

## Educational Qualifications

**Ph.D.** in Journalism and Mass Communication from Banaras Hindu University (BHU), Varanasi

**The title of Ph.D. thesis:** *‘A critical Analysis on tribal representation in mainstream media in India’* pursued under the supervision of Prof. Sisir Basu, Dept. of Journalism & Mass communication (BHU).

**Master of Journalism (M.A.):** Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal

**UGC-NET:** Mass Communication and Journalism

**P.G. Diploma in Human Rights** from Indian Institute of Human Rights, New Delhi

**Bachelor of Arts (BA)** from Purvanchal University, Jaunpur, Uttar Pradesh. The main subjects in the B.A. included: Philosophy, Hindi Literature, Political Science.

**Intermediate** from JP Mehta Mahapalika IC, Varanasi

**Matriculation** from St. Joseph High School Mahuadanr, Latehar, Jharkhand

## Area of Interests

- Journalism and Media studies
- Intercultural communication
- Communication Research
- Human Rights studies
- Indigenous Culture

## Publications

### Articles

1. Tribal Representation in mainstream media in India: A Critical Analysis. *Social Action*, Vol. 60, No. 4, Oct.-Dec. 2010, pp. 369-384. (ISSN 0037-7627)
2. The Policies of Exclusion and Inclusion and Media Representation of the Tribal Communities. *The BHU Journal of Communication Studies*, Vol. 01, Issue 01, July 2011, pp. 67-79 (ISSN 2231-5578)
3. Tribal Identity in Diversity: A Linguistic Perspective. *International Journal of tribal literature and cultural studies*, Vol. 1/Issue 1 – July 2015, pp. 75-86 (ISSN 2395-5848)
4. Digital Inclusion and Indigenous People. *Centurion Journal of Multidisciplinary Research*, Vol 7, No. 2, April-Sept. 2017, pp. 14-26 (ISSN 2395-6224 Online Version)
5. An Image Without Camera: An Analysis of Digital Visual Effects in Hindi Films. *Pramana Research Journal*, Volume 9, Issue 4, 2019, ISSN NO: 2249-2976 (Co-author)
6. नई शिक्षा नीति – 2020: सम्भावनाएँ और चुनौतियाँ ATISHAY KALIT, Vol 9, 2022, ISSN: 2277-419X
7. The Rise of Digital Journalism: New Trends and Challenges, *Journal of the Oriental Institute*, 2023, ISSN: 0030-5324
8. Representation of Transgenders in Visual Media: A Critical Analysis of LGBTQ Youth Perception, *IIS Univ. J.A.*, Vol. 13 (4), 315-332 (2024)
9. “Can the subaltern speak”? in Indian cinema: Decoding the tribal women in Kamla (1984), *Swami Vivekananda Advanced Journal for Research Studies*, Issue 1 Vol2 (2025) ISSN: 2584-105X
10. Boycott trend in Bollywood films: A critical analysis of perception in India, *The Academic International Journal of Multidiscipline Research*, Vol 3, Issue 4, April 2025, ISSN: 2583-973X
11. From silence to speech: Subaltern resistance in Lal Salaam (2002), *Communication Today*, Vol. 29, No. 3, July-September 2025, ISSN: 0975-217X
12. Inequality representation of journalists in media houses: A critical Review, *Communication Today*, Vol. 29, No. 3, July-September 2025, ISSN: 0975-217X
13. न्यू मीडिया में सांस्कृतिक पहचान: मॉरिशस टाइम्स का विश्लेषण, संवाद पथ, अप्रैल-जून, 2025, ISSN:2581-7353

### Chapters in edited books

1. **Nation-building, Intercultural Communication for Cultural Harmony**, in Ed. **Anand Shankar Singh (Ed.)**, *Role of Media in Nation Building (2016)* Cambridge Scholars Publishing (ISBN (10):1-4438-9096-0, (13):978-1-4438-9096-0).
2. डिजिटल शिक्षा और नवाचार, किताबवाले, नई दिल्ली, 2025, ISBN- 978-93-49531-60-4

## Seminars & conference paper presentations

### International

- 1) *Tribal Languages and Cultural Identity Perspectives*, at International Conference on Identity, Ecology and Culture in Twentieth Century Literatures, 6-8 February, 2014 organized by Dept. Of English, University of Rajasthan, Jaipur.
- 2) *Digital inclusion and indigenous people*, in International conference on 'Narrativising indigeneity - looking to the future' from 24-27 Feb. 2016, organized by Centurion University, Odisha
- 3) *Media pluralism and sustainable development in India*, at international seminar on the theme Reinventing Nationalism Secularism & pluralism, media Discourse & Deconstruction, organized by Department of Communication and Journalism, Guahati University, Assam, India, in collaboration with Department of Mass Communication, Mizoram University, Aizawl, India, November 11&12, 2017.
- 4) *Aadi Dharam and Sustainable Development*, in an International Conference on 'Tribal Philosophy', organized by Dr. Ram Dayal Munda Tribal Welfare Research Institute, Ranchi, January 17-19, 2020.
- 5) *Tribal knowledge system: An integrational understanding of Supreme-human-world and its relevance in contemporary world*, organize by Dr Ramdayal Munda Welfare Research Institute, Ranchi, during 9<sup>th</sup>-10<sup>th</sup>, 2022.
- 6) *Illigal Immigrants and Religious Indintity Conflict in Indian News Debate*, in 24<sup>th</sup> Discourse Net Conference on Discourse Communication as Propaganda, Sept. 7-9, 2020, Organized by Jan Zienkowski, Brussels
- 7) *Tribal knowledge system: an inter-relational understanding of Supreme Being-Human-World, and its relevance in contemporary world*, organized by Dr Ram Dayal Munda Tribal Welfare Research Institute, Ranchi, Government of Jharkhand, on the occasion of Jharkhand Janjatiya Mahotsav, 9-10 August, 2022
- 8) *Representation of Indigenous Knowledge for Sustainable Future: A critical Analysis*, International Conference Connect 360: Sustainable & Innovation Incorporating Indian Knowledge System, organized by School of Journalism and Mass Communication & Jamia Millia Islamia, During 15-17 April 2025
- 9) *Press Freedom, Democracy and the Vision of Viksit Bharat & 2047*, International Conference, Organized by APEX University, Jaipur & SAARC Journalist Forum India Chapter, during 25-26 April 2025

## National

- 1) *Nation Building, Inter Cultural Communication for Communal Harmony*, at UGC sponsored National Seminar on Role of Media in Nation Building, March 01-02, 2014 organized by Iswar Saran Degree College University of Allahabad, Allahabad.
- 2) *Human Rights Education: Issues & Challenges*, Feb. 21 & 22, 2015, DBS (PG) College, Dehradun
- 3) मॉरीशस में भारतीय डायस्पोरा और डिजिटल मीडिया: शिक्षा और जनसंचार के परिदृश्य में सांस्कृतिक पहचान का संरक्षण, National conference, organized by Indira Gandhi Open University, on 27 Sept. 2024
- 4) *Cultural and educational exchange between diaspora communities and Indian students through New Media*, National conference, organized by Mahatma Gandhi Antarrashtriya Vishwa Vidyalaya, Vardha, during 2-3 October 2024.

## Sessions chaired

- 1) Chaired a session in the National Seminar on Media and Subalterns in India, organized by the Department of Culture and Media Studies, Central University of Rajasthan, on March 16-17, 2017.

## Invited Lectures/Resource Person

- 1) Delivered three lectures on October 03-04 on Research Methodology in ICSSR Sponsored Training Programme on Research Methodology organized by Department of Political Science, Jai Narain Vyas University, Jodhpur, Sept. 28 – Oct. 7, 2015
- 2) Delivered a lecture on the topic: Cultural Heritage and its conservation: An Introduction, during three-day DST sponsored National Workshop on Application of Artificial Intelligence for conservation of Cultural Heritage of India, 13-15 March, 2020
- 3) Delivered a lecture on the topic: *Dimensions of Research & Research Paradigm: Epistemology, Ontology, Axiology, Research methodology workshop*, School of Social Sciences, Central University of Rajasthan, on 12/01/2021.
- 4) Delivered a lecture on the topic: *Philosophy of Social Science Research*, Research methodology workshop, School of Social Sciences, Central University of Rajasthan, on 14/12/2021.
- 5) Delivered a lecture on the topic: *Dimensions of Research & Research Paradigm*, Research methodology workshop, school of Social Sciences, Central University of Rajasthan, on 13/12/2022

## Orientation/ Refresher Course/ Faculty Development Programme

- 1) **Orientation Program from 12 March 2015 to 8 April, 2015 organized by** UGC-Human Resources Development Centre, Ranchi University Ranchi, Jharkhand.
- 2) **Refresher Course on ‘Communication for Development’ from October 23 to November 12, 2017,** jointly organized by Department of Communication and Journalism and UGC-Human Resource Development Centre, Gauhati University, Gauhati, supported by UNICEF, Assam.
- 3) **FDP on Philosophical Foundation of Social Research, March 2021, (NPTEL)**
- 4) **FDP on Inculcating Universal Human Values in Technical Education, 21-23 Oct. 2024, AICTE**
- 5) **FDP on Digital Tool for Teaching and Learning, 11-15 Nov. 2024, NITTTR, Bhopal**
- 6) **FDP on Soft Skill & Holistic Development, 5-9 May 2025, NITTTR, Bhopal**

### Short Program

- 7) **Karmayogi Certificate on: Core Areas of Artificial Intelligence, by Indian Institute of Technology (IIT), Madras, 9 April, 2026**
- 8) **Karmayogi Certificate on: Fundamentals of Generative Artificial Intelligence, by Indian Institute of Technology (IIT) Madras, 8 April, 2026**
- 9) **Karmayogi Certificate on: Indian Knowledge System: Perspective on Public Administration, by Indian Institute of Management, Bangalore, 8 April, 2026**

## Workshop Organized

- 1) PI – (Convenor)- National seminar on Media and Subalterns in India, March 16-17, 2017, sponsored by ICSSR, New Delhi.
- 2) PI – (Convenor)- National level workshop on Application of Artificial Intelligence for Conservation of Cultural Heritage of India, March 13-15, 2020, sponsored by DST, New Delhi.
- 3) A member organizing Committee, Indian Society for Theatre Research, X International Conference, Organized by Deptt. Of Culture and Media Studies, Central University of Rajasthan, Jan. 8-11, 2014.

## Workshops attended

- 1) Attended workshop on *Vikas Ke Liye Patrakarita*, jointly organized by Makhan Lal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, and Federation of Working Journalist, Bhopal, during 12-16 March, 2004.
- 2) Attended workshop on *Sansadiya Prakriya Evam Vyavhar*, organized by Makhan Lal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal, during 26-27 March, 2004
- 3) National workshop on writing research proposal, March 11-16, 2008, Dept. of Journalism and Mass Communication, Banaras Hindu University, Varanasi
- 4) Attended workshop on *Mahila Sashaktikaran Evam Bal Vikas*, organized by DBPG College Dehradun, during 20-22 February, 2015
- 5) Attended one day orientation workshop on ‘*Best Teaching Practices*’, on October, 4, 2013, organize by Central University of Rajasthan
- 6) Attended in One Day workshop on ‘*ASER-16’-Dissimination*’, organized by Pratham Education foundation, Jaipur and Central University of Rajasthan on 9-3-2017
- 7) Attended workshop on *Film Preservation and Restoration Workshop India 2018*, Organized by Fiaf, during 15-22 November 2018

## Thesis Supervision

### *Ph.D. Thesis*

- 1) Research title: “*The Digital Turn in Hindi Film Industry: An Analysis of Visual Effects*”, of Research Scholar Mr. Mahesh Kumar Meena (Batch- 2013-**Awarded**)
- 2) Research Title: “*Media Representation of Nomadic Tribes: A Socio-Cultural Study in Rajasthan*”, of Ms. Geeta Shahu (Batch 2014- **Awarded**)
- 3) Research Title: “*A Critical Study on Minority Representation In Mainstream Media In India*” of Raheem Khan, (Batch 2019 – **Awarded**)
- 4) Research Title: “*Tribal Women in Hindi Cinema Since 1990-2020: A Content Analysis on Their Representation*” of Shalini Kumar (Batch 2022- **Ongoing**)
- 5) “*A study of socio-economic status of journalists in print and electronic media*”, Km. Ankita Patel, (2023 Batch-**Ongoing**)
- 6) “*Tribal practice of storytelling for transmission of indigenous Knowledge System: A Study on Bhil Tribe*”, Mr. Yogesh Lal Yadav (2025 Batch- **Ongoing**)

## **Master Thesis**

- 1) Dissertation title: “*Relevance of inter-caste marriages in the caste system of India*” of Manoj Barupal, Batch 2012-14. **(Awarded)**
- 2) Dissertation title: “*Impact of social media on society and politics of India*” of Akshat Vishista, Batch 2012-14, **(Awarded)**
- 3) Dissertation title: “*Status of women in Rajput community: A critical analysis*” of Sunita Chauhan, Batch 2012-14. **(Awarded)**
- 4) Dissertation title: “*Constructing A ‘Paranoic Society’: The Effect of Reality Shows*” of Swati Pareek, Batch 2013-15. **(Awarded)**
- 5) Dissertation title: “*Representation of Senior Citizens in Media: A Critical Study*” of Sonali Sapna, Batch 2014-16. **(Awarded)**
- 6) Dissertation title: *Media Literacy In Post Covid Era: Clout Culture*, of Jerin James, Batch:2019-2021. **(Awarded)**
- 7) Dissertation title: *New Farm Laws And The Representation Of The News In The National Daily Newspapers*, of Kopal Halan, Batch:2019-2021. **(Awarded)**
- 8) Dissertation title: *How did Arabi-Malayalam literature influence cultural communication of the Malabar Mapilla Muslims*, of Mohammed Hashfaqu, Batch:2019-2021. **(Awarded)**
- 9) Dissertation title: *A critical study on the evolution of female representation in the marvel cinematic universe*, of Besty Varghese, Batch 2020-2022. **(Awarded)**
- 10) Dissertation title: *Critical analysis of transgender representation in Indian film*, of Dhruva Ranjan Jal, Batch 2020-2022. **(Awarded)**
- 11) Dissertation title: *A critical study on the impact of Instagram on mental heal of youth during Covid-19 pandemic*, of Wasil Ahammed EV, Batch 2020-2022. **(Awarded)**
- 12) Dissertation title: *Impact of fake news on youth: a study on facebook*, of Lokesh Khatana, Batch 2021-2023. **(Awarded)**
- 13) Dissertation title: *A study on Narratives of marginalized communities in Telegu Cinema*, of Usnagari Sandeep Kumar, Batch 2021-2023. **(Awarded)**
- 14) Dissertation title: *A study on impact of mobile on folk media practice of Dangaria Kandha Tribe*, of Rohit Kumar Suna, Batch 2021-2023 **(Awarded)**
- 15) Dissertation title: *Impact and reception of selected Malayalam OTT released movies in 2021 on other language audiences*, of Sabas Jadeen, Batch 2021-2023. **(Awarded)**
- 16) Dissertation title: *Transgender Representation and Drug Trafficking in India: A Content Analysis of Netflix Series “She”*, of Harikrishna Jakhar, Batch 2022-24. **(Awarded)**
- 17) Dissertation title: *A Study of Media Coverage on Development of Tribes in Selected District of Madhya Pradesh*, of Punita Garg, Batch 2022-24 **(Awarded)**
- 18) Dissertation Title: *Examining Consumer Perception and Brand Impact of ‘Stop the Beauty Test’ Campaign*, of Yashaswini Kaushal, Batch 2022-24. **(Awarded)**
- 19) Dissertation title: *Indian stand-up comedy’s use of political satire: An analysis of its function*, of Hambeer Singh Rajawat, batch 2023-25. **(Awarded)**

## Teaching Experience

Teaching in the department of Culture and Media Studies, Central University of Rajasthan from 25/07/ 2013 till date

## Main courses teaching

### *MA Culture and Media Studies*

- Communication: Theories and Models
- Communication Research
- International-Intercultural Communication & Current Affairs
- Media law and ethics
- Indigenous Culture
- Development Communication & Social Connect

### *Pre-Ph.D. Course work*

- Research Methods for Media and Cultural Studies

## Administrative responsibilities

- Coordinator of the Department, from 25<sup>th</sup> July 2019-13<sup>th</sup> Sept. 2022
- Warden- Boys Hostel- August 2013 – August 2016.