

Dr. Gurjeet kaur
Assistant Professor
P.G. Department of Journalism & Mass Communication
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DOB: 12th-10-1984



Educational Qualifications

Ph.D. in Media Studies

Chitkara School of Mass Communication, Chitkara University, Punjab (2022) PhD Thesis: *Mann Ki Baat Programme of All India Radio: a Study of its Content and Effectiveness*, Ph.D. Supervisor: Prof. Dr. Ashutosh Mishra.

Qualified U. G. C. (NET) in Mass Communication & Journalism(2012)
MAJMC-Department of Journalism & Mass Communication, Kurukshetra University, Kurukshetra (2009)

Bachelor of Arts (with English) Govt. College Chandigarh, Sector 42, Chandigarh, India (2003-2006)

PG Diploma in Translation- Panjabi University, Patiala (2007)

Bachelors of Education (B.Ed)- Kurukshetra University, Kurukshetra

Teaching/Research Experience

- 5th January 2022- till date
Assistant Professor in Department of Journalism & Mass Communication, GGDSD College, Chandigarh
Teaching Television Production, Radio Production, Indian Cinema, Online Journalism, Advertising, Mobile Journalism to undergraduate level.
- August 2013- June 2022
Assistant Professor in Chitkara School of Mass Communication, Chitkara University
Taught Specialization in TV Production, Specialization in Radio Production, Film Studies, Introduction to Reporting, Fundamentals of Journalism, Development Communication, Photography & Editing to undergraduate & Post- Graduate levels.

Areas of Interest

Electronic Media, Film Studies, Advertising & Public Relations, Online Journalism, Mobile Journalism, Rjying & Anchoring skills

Publications (Journal/Book Chapters)

Journal Publications:

Kaur, G., & Mishra, A. (2020). PM Narendra Modi's appeal on fighting against Covid-19: A study. *Journal of Content, Community & Communication*, 12(December), 140-149.

Kaur, G., & Mishra, A. (2022). Multi-thematic methodological path for the content analysis of Mann Ki Baat programme. *Int J Mech Eng*, 7, 6459-71.

Book Chapters:

Radio as a communication tool for popularizing clean india, vocal for local missions and for resurgence of New India. Amrit kaal and Changing Media, Khama Publisher, 2023.

**Seminars/
Conferences/Symposiums
(Paper Presented)**

- Presented paper on ‘Radio as a communication tool for popularizing clean India, vocal for local missions and for resurgence of New India (2023)’, National Conference on Amrit kaal and Changing Media: resurgence of New India

**Refresher
Courses/Workshops/
Training Programmes**

- Refresher Course on Media studies (Multidisciplinary) in September 2021 organized by Human Resource Development Centre, Allahabad University, UP
- Completed Sports Journalism short term course organized by Department of Journalism & Mass Communication, Manav Rachna International Institute of Research & Studies.
- Participated in the online programme on NEP orientation & Sensitization programme organised under Malaviya Mission Teacher training programme, Punjab University, Chandigarh in February 2024.

Invited Talks

- Resource Person on the topic ‘Fashion Photography’ a 2 days’ workshop organised by Fashion Designing Department in October 2023.
- Invited as a keynote speaker by All India radio, Patiala for an expert talk on ‘Changes patterns of Teaching during Covid-19’
- Invited by Prasar Bharti for a talk on ‘Relevance of Jan Bhagidari’ as Keynote speaker in 2023.
- Resource person in various career-oriented awareness sessions conducted for 12th standard students in 2022 & 2023.

**MAJMC Dissertation
Supervised
Awards/ Achievements**

- 16
- Felicitated with Governor award in 2023
- Received Best Short Video award on the theme ‘I love my Solar Chandigarh’ in 2023.
- Bagged Best paper award in International Conference on Strategic Communication in 2021, organized by GD Goenka university, Delhi
- Honored with Teacher’s Excellence award in 2019, Chitkara university, Punjab.

Administrative Experience

- Innovative Ambassador, Institution’s Innovation Council, GGSDS College, CHD
- Member, Gender Champions Club, GGSDS College, CHD
- Actively involved as Admission In-charge of B.Voc (Media & Entertainment) skill-based course since 2022.
- Active Member of GGSDS College’s Social Media Team.
- Successfully conducted Chitkara University Exams in 2016, 2017 & 2018 (odd & Even Sessions) as Superintendent & Deputy Superintendent.
- Chitkara university’s NSS School officer from 2016 to 2022, Chitkara University, Punjab.
- Member, Institution’s Innovation Council, Chitkara University, Punjab from 2017 to 2022.
- Supervisor of Viksit Bharat@ 2047 Drive at GGSDS College, CHD, organized in December 2023 which is the most significant campaign by the Government of India.
- Active member, Open Bazar, an event for budding entrepreneurs since 2022.

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