

## Junali Deka

Assistant Professor  
Mass Communication and Journalism  
School of Social Sciences  
Tezpur University  
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## Educational qualifications

Masters in Mass Communication, Assam University  
PhD in Mass Communication, Assam University  
UGC NET-JRF in Mass Communication and Journalism

## Research specialization

Information and Communication Technology (ICT) for Development and New media for social and cultural change

## Research experience

(Supervision of Master's dissertation)

### 2020

- Social Media Activism among University students (Tonoy Protim Neog)
- An analytical study of Bhaskar Hazarika's films (Lochan Kaushik)
- Gender representation in American sitcoms: An analysis on Friends- Kristishila Baruah

### 2018

- Portrayal of women in films in Deepa Mehta's film trilogy (Komal Doley)
- Emergence and Scope of News Portals in Assam (Nidarshana Mahanta)

### 2017

- Usage of Internet among the school-going children  
(A case study of Kendriya Vidyalaya, Tezpur University) by Debasis Pratim Sarma:
- Content analysis of the supplement *Purbachal* of *Amar Asom* (Tapas Mali)
- Gender- role, bias and stereotype-  
(A study of the Assamese memes on Social Media) by Sushmita Dey
- A study on the comparative content analysis of editorial section of two Assamese dailies; *Amar Asom*, *somiya Pratidin* (Upasana Swargiary)

## Teaching and Industry experience

- Four Years of Teaching experience (February 2017- till now) as Assistant Professor in the Department of Mass Communication and Journalism, Tezpur University, Assam.

Teaching experience in Post Graduate level in the following courses:  
(ICT for Development, Theories of C4D, Human Rights, New Media, Documentary film, Introduction to Journalism, CBCT on Practices and Principles of Communication)

Teaching experience in Integrated level in the following course:  
(Journalism)

- Five and half years of Teaching experience (July 2011-January 2017) as Assistant Professor in the Department of Culture and Media Studies, Central University of Rajasthan.

Teaching experience in Post Graduate level in the following courses:  
(Visual Culture, Cultural Studies, Documentary Film, New Media)

- Two years of industry experience as copyeditor at news portal IBNLive.com/CNN-IBN (Network 18) in Noida.

## E-resources

Created and designed video e-resource on topic titled, “*Fundamentals of Communication*” as an initiative of Teaching Learning Centre, MHRD on December 2018.

Link:[https://www.youtube.com/watch?v=fm\\_FJNA\\_8w4](https://www.youtube.com/watch?v=fm_FJNA_8w4)

Created and delivered e-resource on topic titled, “Science Communication: an interdisciplinary approach in Social Sciences” as part of National Resource Centre, under MHRD, Department of Mass Communication and Journalism, Tezpur University, January 2019.

Created, designed and delivered a audio-video lecture on ‘Writing for Science communication’ as an part of CODL, Tezpur University on February 2020.

Link:<https://youtu.be/3e5DzvgMtMY>  
<https://youtu.be/pe1-BuLGRV8>

## Publications

Published book chapter titled *Re-defining community architecture using traditional media in Exploring Eco Media – Raising Scientific Temper*, edited by Dr. Pamposh Kumar and Prof. S Nagarathinam, ISBN: 978-93-5321-816-4, Eco-Visioning Forum, Department of Communication, Madurai Kamaraj University, 2018

Published a book chapter titled *Glocalization of Assamese Folk Music and its reflection of ‘local identity’ in Contemporary Indian Theatre-Theatricality and Artistic Crossovers* edited by Ravi Chaturvedi and Tapati Gupta, ISBN 978-81-316-0856-2, Rawat publications, 2017

*ICT and E-governance initiatives in Assam: a policy perspective*, © 2014 IJIRT | Volume 1 Issue 4 | ISSN : 2349-6002, IJIRT 100121 International Journal of Innovative Research in Technology

*ICT and e-governance initiatives in Assam: Concerns and opportunities*, Education Plus, International Journal of Education and Humanities, Vol. III, No- 1, p-41-53, ISSN NO: 2277-2405

## Invited lecture

Delivered an audio-video lecture on '*ICT for Development: Socio-Cultural Perspective of E-Learning Society*' in the Third Webinar series organized by Institute of Media Studies, Bhubaneswar from 26 May to 4<sup>th</sup> June 2020.

## Orientation programme/Workshops attended/Organized

Organized Two-day youth connect workshop (blended mode) on 'COVID 19: promotion of health and well-being for students of North East region' sponsored by Rajiv Gandhi National Institute for Youth Development (RGNID), Sriperumbudur, held on 4-5 January 2021 at Department of Mass Communication and Journalism, Tezpur University.

Completed the International Webinar cum Workshop on *SDG Sensitive Risk Communication and Community Engagement (RCCE) Responses to COVID-19* organized by Department of Mass Communication and Journalism, Tezpur University in partnership with UNICEF Assam during 14-18 December 2020.

Completed the Weeklong Online Workshop on Assessment and Evaluation conducted in Online Mode during *August 24 and 29, 2020*, organized by Teaching Learning Centre, Tezpur University under PMMMNMTT Scheme of Ministry of Education, Government of India.

Completed Two Weeks Faculty Development Programme on "advanced concepts for developing Moocs" from July 02 - July 17, 2020, organized by Teaching Learning Centre, Ramanujan College, Delhi University, sponsored by Ministry of HRD, under PMMMNMTT scheme.

Participated and completed a 2-Week Faculty Development Programme on "managing online classes and co-creating Moocs 3.0" from July 25 - August 10, 2020 and obtained grade A+, organized by Teaching Learning Centre, Ramanujan College, Delhi University, sponsored by Ministry of HRD, under PMMMNMTT scheme.

Participated in a webinar on "*Building resilient communities during COVID 19: Response action from Media*" on 18<sup>th</sup> July 2020 conducted by Department of Mental Health Education, NIMHANS, Bengaluru.

Completed '*Effective and Efficient Online Teaching in the Age of Corona, A Hands On Workshop*' on 16 May 2020. The training was organised by the Teaching Learning Centre (ICT) at IIT Bombay, funded by the Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNMTT), MHRD, Govt. of India.

Attended one-day National Webinar on 'Rigour in Communication and Mass Media Research: Theories and Praxis' conducted by Department of Journalism and Mass Communication, Aliah University, held on 26<sup>th</sup> July 2020.

Participated in Refresher Course on Teacher Education (Interdisciplinary) from September 6<sup>th</sup>-September 20, 2019, organized by Department of Education in collaboration with TLC, Tezpur University under PMMMNMTT scheme of MHRD.

Participated in MHRD-sponsored One-week workshop on *Decoding Social Media, Dynamics, Uses and Abuses* from February 11-17, 2019, organized by the Department of Mass Communication and Journalism, Tezpur University, Assam

Completed month-long Induction Training of faculty conducted during November 26 and December 26, 2018, organized by Teaching Learning Centre, Tezpur University, under PMMMNMTT scheme of MHRD.

Participated in Faculty Development Programme on **Foundation Program in ICT for Education** conducted by Indian Institute of Technology Bombay from August 3, 2017 to September 7, 2017

Participated in UGC Sponsored Orientation Programme from 26 February to 25 March 2015 held in UGC Academic Staff College, Gauhati University.

Participated in one-week Workshop on "*Women Connect for Leadership and Change*" jointly organized by Women's Studies and Research Centre, Banasthali University, Rajasthan and Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamil Nadu from December 7-12, 2015.

Participated in Ecological Importance of Jaismand Water Ecosystem and Young Hands with Science Communication Skills-A brainstorming meet with Technical Advisory Committee for the programme of Science Communication for Ecological and Wash Future-A Jalsutra Initiative in Udaipur on 1<sup>st</sup> October 2015.

Participated in the Regional Youth Leadership Workshop for Eco& WaSH Futures organized by Punjab State Council for Science and Technology (PSCST), Chandigarh and NCSTC, Department of Science and Technology, 5<sup>th</sup> March 2014, Chandigarh

Worked as Organising Secretary in Four-day International Conference of Indian Society for Theatre Research (ISTR) in Association with International Federation for Theatre Research, hosted by the Department of Culture and Media Studies, Central University of Rajasthan, from January 8-11, 2014.

Worked as in-charge (camerawork) in Two weeks intensive workshop on documentary filmmaking from March 15-28, 2014, organized by Department of Culture and Media Studies, Central University of Rajasthan in collaboration with Prof. Bob Gliner, workshop director, St. Jose State University, California.

Worked as Director of Photography in fiction film production 'SAMVAD' (40 min) directed by Prof. Ravi Chaturvedi, former Head, Department of Culture and Media Studies, central University of Rajasthan, September 2013.

Worked as organizing secretary in a one-day National Symposium on 'Media in higher education and industry demands' organized by the Department of Culture and Media Studies, Central University of Rajasthan on September 7, 2013.

Participated on orientation workshop on "Best Teaching Practices" on October 4<sup>th</sup> 2013 at Central University of Rajasthan.

Worked as Coordinator in 'Two-Day workshop on *'Sustainability in Craft and Design'* conducted by Prof. Kevin Murray of RMIT University, Melbourne (Australia) on November 29- 30, 2012.

Participated in 'Two-day Faculty Workshop (Regional) on 'Teaching Media Policy and Law' by Centre of Culture Media and Governance (CCMG), Jamia Millia Islamia, A Central University, in collaboration Department of Public Policy and law Governance and Culture and Media Studies in Central University of Rajasthan on November 1, 2, 2012.

Participated in week-long workshop on "Professional Development Programme (P.D.P) on Science Communication through Mass Media' organized by Department of Mass Communication and Journalism in Tezpur University from October 1-6, 2012.

## Online Conferences/National Seminars/International Conferences

Participated and Presented paper titled 'towards a new 'digital future' in Northeast India at the Annual Conference of the International Association for Media and Communication Research, IAMCR Online 2020, hosted by Tampere University, Finland on 12-17 July 2020.

Participated and Presented paper on "Media representation of Northeast: looking forward to the new digital news discourse" in National Seminar on **Media Representation of NorthEast India: Looking back and looking forward** held 7-8<sup>th</sup> June 2019, organized by Department of Mass Communication, Rajiv Gandhi University, Arunachal Pradesh & Department of Mass Communication, Saint Claret College, Ziro in Don Bosco Institute, Guwahati.

Participated and Presented paper titled *Understanding Media and Communication in Web 3.0 Culture* in National Seminar on Communication Education 3.0: Synergizing Technology and Development during 25-26 March 2017, organized by Department of Mass Communication and Journalism, Tezpur University, Assam.

Presented paper on "New Media is the message: Understanding Media Education in Technospace" in National Conference on Quality Configuration for Media Education in India, jointly organized by Assam Don Bosco University and Mizoram University held on November 2-3, 2015, Guwahati.

Presented and published paper on *“Indian Traditional Media for Development Communication: Reference to Protection of Children’s Rights”* in Annual International Conference of Journalism and Mass Communication 2015, held on October 5-6, 2015, Singapore.

Presented paper on “Democracy, Consumerism and Experiment: Politics of Indian Cocktail Theatre in International Conference of IFTR in General Paper of “Values of democracy and performance on 9<sup>th</sup> July 2015, Hyderabad University.

Presented paper on *“Encryption of folk music and folklore for socio-political change: Revisit of Bhupen Hazarika’s songs”* in the General Conference Section of the XI Annual International Conference of ISTR, Mumbai, held on 14 to 17 January 2015.

Presented paper on *“Terrorizing the terror, trauma and tragedy in Fahrenheit 9/11”* at National Conference on “Interrogating Terrorism: Role of Media and Literature”, Jaipur held on 1-2 August 2014.

Presented a research paper titled ***‘Glocalization of Assamese folk music and its reflection of local identity’*** in an X Annual International Conference of Indian Society for Theatre Research (ISTR) on Interdisciplinary Negotiations in performing Arts: Indo-Global Praxis in Association with International Federation for Theatre Research held on January 8-11, 2014 in Central University of Rajasthan.

**Chaired a Panel session** on ‘Negotiating Technologies’ in X Annual International Conference of Indian Society for Theatre Research (ISTR) on Interdisciplinary Negotiations in performing Arts: Indo-Global Praxis in Association with International Federation for Theatre Research held on January 8-11, 2014 in Central University of Rajasthan.

Presented a research paper titled ***‘Novel to film: representation and problem of meaning in adaptation’*** in an International Conference on Literature, Language and Communication; An essential trident held on December 9-10, 2013 in Amity University, Lucknow campus.

Published feature articles on *‘Theory vs practical: who wins the battle?’* in August issue, *Voll, In and Around lab journal*, Department of Culture and Media Studies and *‘Does photographs speak reality’* in September issue, *Voll, In and Around lab journal*.

Presented a paper on *‘Role of Cinema in creating minority-majority divides’* on an International Conference on Minority Discourses Across Cultures organized by Department of English in association with CLAI in Central University of Rajasthan on 27-29 February, 2012.

Participated in 14<sup>th</sup> International Conference on Theme: “Transcending Disciplinary Decadence: Exploring Challenges of Teaching, Scholarship, and Research in the Humanities and Social Sciences organized by Forum on Contemporary Theory in association with IIS University, Jaipur on December 18-21, 2011.

Participated in National Seminar on Rajasthan cultural history and research prospects in Rajasthan. held in Rajasthan University, Jaipur on January 26-27, 2012.

Participated in National Seminar on ‘Challenges of Traditional Media in North East India’ organized by Department of Mass Communication, Assam University, Silchar.

Participated National Seminar on Right to Information; problem and prospect, organized by Department of Mass Communication, Assam University, Silchar

Participated at National Workshop for Young and Social Scientists on ‘Capacity building and Skill Upgradation’, organized by Indian Sociological Society, New Delhi and Rajhiv Gandhi Institute of Youth Development, Sriperumbudur.

## Lectures delivered

Lecture delivered on course papers “Television news writing and editing” in the Department of English, Central University of Rajasthan, 2015

Lecture delivered on course paper ‘Aesthetics of Film and appreciation” in the Department of English, Central University of Rajasthan, 2012

## Administrative positions

2011-2012: Worked as coordinator in Department of Culture and Media Studies, CURAJ

2011-2017: Worked as Department Placement Cell coordinator, CURAJ

2011-2013: Worked as Girls’ Hostel Chief Warden/Deputy Proctor, CURAJ

2018-2020: Worked as Warden, Transit Women Hostel-2, Tezpur University

2020: Senior Warden, PWH, Tezpur University

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