

**Name: Dr. Riya Mukhopadhyay**

Designation: Assistant Professor

Specialization: Journalism and Mass Communication**Email:** dr.riya_m@cms.ac.in**LinkedIn:** <https://www.linkedin.com/in/dr-riya-mukhopadhyay-ba424581/>**Qualification:**

- 2016 – 2022 Doctor of Philosophy (Journalism and Mass Communication) Tilak Maharashtra Vidyapeeth, Pune
- 2013 – 2015 Master of Arts (Journalism and Mass Communication) Himalayan University, Arunachal Pradesh
- 2010 – 2013 Bachelor of Journalism and Mass Communication Trinity Institute of Professional Studies, Guru Gobind Singh Indraprastha University, Delhi

Work Experience**Oct 2022 - Present Assistant Professor | CMS JAIN (Deemed-to-be University), Bengaluru**

- Participating in faculty committees, including involvement in bodies such as BOS (Board of Studies)/BOE (Board of Examinations)/NAAC (National Assessment and Accreditation Council) at the institutional level.
- Delivering pedagogical lectures to both undergraduate and graduate cohorts, with specialization in the domain of Journalism and Mass Communication.
- Contributing to the formulation of didactic resources, which include syllabi, assignments, and instructional handouts. Playing an integral role in curriculum development, content planning, evaluation strategies, and pedagogical enhancement.
- Employing rigorous assessment techniques for meticulously evaluating and grading student assignments and exam scripts. Administering the entire examination process, from question formulation to invigilation whilst fostering collaboration with the examinations department to ensure seamless evaluation procedures.
- Led counseling sessions, managed entrance exams, conducted interviews, and oversaw placement efforts. Also, driving administrative and analytical initiatives to propel departmental and college-wide academic goals in alignment with strategic objectives.

Jan 2017 – Sep 2022 Assistant Professor | MIT-ADT University, Pune

- Contributed actively as a member of various faculty committees including BOS, DUGC (Departmental Under Graduate Committee), DPGC (Departmental Post Graduate Committee), NAAC, etc. at the college.

- Led the dynamic Department of Advertising and PR, overseeing strategic planning and operational excellence. Coordinated seamless operations of the Exam Department and Placement Committee.
- Delivered engaging lectures on Journalism and Mass Communication to a diverse audience, spanning both undergraduate and graduate students. Developed comprehensive course materials, including syllabi, assignments, and handouts to enhance the learning experience.
- Consistently reviewed and updated course content, materials, and instructional methods to align with industry standards. Provided guidance and support to students, encouraging active participation in a wide range of university and college activities.
- Devised and executed effective strategies to meet departmental requirements for admissions recruitment, ensuring a diverse and highly skilled student cohort.
- Administered academic affairs and maintained official records with meticulous attention to detail.

July 2015 – Dec 2016 Associate Faculty | Seamless School of Pro-Expressionism, Pune

- Guided undergraduate students through dynamic sessions, covering a diverse array of subjects in the realm of Journalism and Mass Communication.
- Developed comprehensive course materials, including syllabi, assignments, and handouts, to enhance the learning experience. Evaluated and provided constructive feedback on student assignments and examination papers, ensuring academic growth and excellence.

Mar 2015 – July 2015 Junior Lecturer | Vishwakarma Global Business School, Pune

- Instructed undergraduate students with knowledge in the fields of Journalism and Mass Communication through hands-on instruction.
- Created immersive learning experiences by designing detailed course content, which included well-structured syllabi, challenging assignments, and supplementary materials.

Subjected Related to Journalism and Mass Communication (Subjects like Advertising and PR, Corporate Communication, Event Management, Integrated Marketing Communication)

Courses Facilitated & Taught

Member of Committees / Editorial Boards

- Reviewer for International Journal of Innovative Research in Technology ISSN: 2349-6002

Committees/Editorial Board/

- Reviewer for Journal of Emerging Technologies and Innovative Research (ISSN : 2349-5162)
- Reviewer for Iconic Research And Engineering Journals ISSN : 2456 - 8880
- English Language Teachers' Association of India, REGD. (169/74)

Professional Memberships

Career Summary

- Accomplished academic professional offering over 9 years of expertise in journalism and mass communication, with expertise in administrative operations and research.
- Recognized for creating inclusive learning environments, providing hands-on experiences, and delivering a diverse curriculum in journalism and mass communication. Skilled in experiential learning to boost student engagement and improve learning outcomes.
- Committed to a student-centered approach, offering guidance and support to both undergraduate and graduate students while adeptly handling inquiries.
- Extensive experience in various faculty roles, including contributions to the academic community, curriculum development, course and program creation and assessment, admissions recruitment, and active participation in university and departmental initiatives.
- Proficiency in administrative operations, ensuring efficient coordination and execution of both departmental and university affairs. Acknowledged as a distinguished faculty member within the academic milieu.
- Proven track record in active research, evidenced by presentations and contributions in professional conferences, discipline-focused publications, books, and media outlets.

Research Interest: Subjects Related to Journalism and Mass Communication

Research Publications:

- "Portrayal of Dalits in Hindi Cinema from the year 2005 to 2016" (2016-2017, ISSN-0076-2571)
- "New Media Stimulation: Journalism Students' Precedence towards Making a Short Film (Fiction) than Documentary" (2018, ISBN 978-93-5288-915-0)
- "Spotlight on Some Rare Occasions when Bollywood Cinema Dared to Cross Over from Reel to Real Life" (2019, ISBN 978-1-64516-715-0)
- "Are Bollywood Scripts in Sync with the Reality of Youth Politics or Just Stereotypes and Candy Floss?" (2019, ISSN 2165-7912)
- "Relevance of Lokmanya Tilak's Call for Education in Today's Times" (2020, ISSN:2270-8363)

- "Social Media: Positive & Negative Effect on Today's Society" (Mahratta, ISSN NO Print- 0076-2571 and E- ISSN NO - 2581-9879)
- "Women and the Environment: Eco-Feminism, its impact on transcending the borders of NE Region" (Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162)
- "Legal and Regulatory Frameworks of Mass Communication in Different Countries: A Comparative Analysis" (© 2023 JETIR February 2023, Volume 10, Issue 2, ISSN-2349-5162)
- "Zero Hunger: Unleashing the Power of Media to Achieve Sustainable Development Goals" (© 2023 JETIR March 2023, Volume 10, Issue 3, ISSN-2349-5162)
- "Enhancing Organizational Communication: Addressing Challenges in Management" (© 2023 JETIR May 2023, Volume 10, Issue 5, ISSN-2349-5162)
- "The Impact of Public Service Advertising: Social Development or Social Change through Development Communication: Strategic Communication through Corporate Lobbying: An Analysis of the Changing Dynamics from Print to Digital Media" (The Ciência & Engenharia - Science & Engineering Journal, ISSN: 0103-944X, Volume 11 Issue 1, 2023)
- "Studying the Correlation Between Social Media, Self-Objectification, and Body Dissatisfaction in Adolescent Women" (COMMUNICATION TODAY (Lighthouse of Media Professionals) A DOUBLE-BLIND PEER REVIEWED BILINGUAL MEDIA QUARTERLY JOURNAL Vol. 27, No. 1-2 (January-June, 2023), RNI No. 58028/94, ISSN 0975-217X)
- "Unleashing The Power of Media Literacy: Empowering Individuals to Navigate and Evaluate Synthetic Media" (IJCRT.ORG, ISSN: 2320-2882)
- "Unlocking Tomorrow's Media: The Fusion of Progressive Technologies and Smart Society 5.0" (Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162)
- Barriers to Implementing Recycling Programs in Urban Areas (IJMER ISSN:2277-7881)
- Fostering Sustainable Minds: Unveiling the Positive Impacts of Integrating Sustainability Education into Academic Curricula, International Journal of Engineering, Management, and Humanities (IJEMH) Volume 4, Issue 6
- Tracing Bengal's Brata Alpanas: Unraveling the Antiquity and Significance of Folk Art in Rituals (Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162)
- Navigating the Shift: Analysing Print-to-Digital Transformation for Sustainable Journalism (Journal of Emerging Technologies and Innovative Research, ISSN-2349-5162)

- From Niche to Mainstream: The Inevitable Conquest of Podcasts in Media, IJIRT | Volume 10 Issue 11 | ISSN: 2349-6002

Articles / Case Studies

Nil

Consultancy / Projects

Nil

Articles

Nil

Books / Chapters

- "Navigating The Waters of Client Servicing with Riya Mukhopadhyay, ISBN: 978-93-5628-331-2"

Activities

Nil

Recognition / Awards

Nil

Seminars and Conferences Attended

- National and International Seminar at Tilak Maharashtra Vidyapeeth.
- National Conference and Seminar at MITADT University.
- International Seminar in Dubai.
- National and International Conference and Seminar at JAIN (Deemed to be University)

Online Certifications and Webinars

Google Analytic Certification
 Fundamentals of Digital Marketing
 Introduction of Artificial Intelligence, LinkedIn Learning
 SEEK: Self-directed Emotional Learning for Empathy and Kindness
 27 National Webinar Attended by Communication today