

Dr. Nicholas Lakra

Assistant Professor

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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

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).**

Seminars & conference paper presentations

International

- 1) Participated and presented a paper on Multiculturalism: “*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) Participated and presented a paper titled “*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) Participated and presented a paper on “*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) Participated and presented a paper titled “*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) Participated and presented a paper titled “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 9th-10th, 2022.
- 6) Co-participated and co-presented (online) a paper titled “Illegal Immigrants and Religious Indintity Conflict in Indian News Debate, in 24th Discourse Net Conference on Discourse Communication as Propaganda, Sept. 7-9, 2020, Organized by Jan Zienkowski, Brussels
- 7) Participated and presented a paper titled- “ 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

National

- 1) Participated and presented a paper entitled *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) Participated and presented a paper titled “*Human Rights Education: Issues & Challenges*”, Feb. 21 & 22, 2015, DBS (PG) College, Dehradun

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) **Faculty Development Programme (NPTEL Online Certificate)** on Philosophical Foundation of Social Research, March 2021 (Elite and Gold Certificate)

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 – **Thesis Submitted**)
- 4) Research Title: "*Tribal Women in Hindi Cinema Since 1990-2020: A Content Analysis on Their Representation*" of Shalini Kumar (Batch 2022- **Ongoing**)

- 5) “Portrayal of Indian Diaspora in New Media: A Study of Selected Countries”, Km. Ankita Patel, (2023 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**)

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

- Journalism: Theory and Practice
- Communication Research
- Intercultural Communication
- Media law and ethics
- Indigenous Culture
- Communication theories and models

PG Diploma in Media Writing and Digital Communication (1-Yr programme)

- Digital Media & Convergence
- Research Project

Pre-Ph.D. Course work

- Research Methods for Media and Cultural Studies

Undergraduate Integrated programme (Open Elective)

- Understanding Rajasthan
- Heritage and Museums Studies

Administrative responsibilities

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