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**Dr. ALBERT ABRAHAM**

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## PROFILE

As a Communication teacher and specialist, with an educational background in Journalism and Mass Communication, I have four years teaching experience in University of Delhi and seven years professional experience in media industry. I possess a Ph.D. Degree from University of Delhi (Faculty of Social Sciences) with a specialization in Community Communication and Media Pedagogy. I was awarded UGC NET- JRF (Junior Research Fellowship) in June, 2011 and upgraded to SRF (Senior Research Fellowship) in May, 2014. I am perceived as a dedicated and quality minded educator and a keen researcher, in the academic circles that I associate with. Apart from classroom lectures, I do contribute to academic and research journals, and current affairs magazines. Also I undertake communication and media related assignments on freelance and consultancy basis.



## EDUCATIONAL QUALIFICATIONS

Course	University	Year	Percentage
Ph.D.	Delhi University Faculty of Social Sciences (DACEE)	2012 - 2016	NA

<b>UGC NET with JRF</b>	UGC	2011 June	66.5
<b>MA</b> (Journalism and Mass Communication)	Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal	2010	80.83 <b>(First Rank from the University)</b>
<b>B.A.</b> (Philosophy)	Mahatma Gandhi University, Kottayam, Kerala	2006	81 <b>(First Rank from the university)</b>
<b>P.D.C.</b>	Mahatma Gandhi University, Kottayam, Kerala	2001	49.5
<b>S.S.L.C.</b>	State Board, Kerala	1999	81
Certificate Course on <b>Web Designing</b>	National Institute of Social Communications, Research and Training (NISCORT), New Delhi	2017 May	NA
Certificate Course on <b>Adobe Photoshop</b>	Kerala STEDS -National Open School, MHRD, Govt. of India	2008	NA



## TEACHING & RESEARCH EXPERIENCE

Institution	Designation	Duration
Kamala Nehru College, University of Delhi	Assistant Professor, Journalism and Mass Communication	July 2016 Onwards
Indraprastha college for Women, University of Delhi	Assistant Professor, Journalism and Mass Communication	July 2013-July 2016
Faculty of Social Sciences, University of Delhi	Doctoral Research (JRF & SRF)	May 2012 – August 2016
CBSE, New Delhi	Academic Consultant	December 2011 – May 2012



## COURSES TAUGHT

### A. BA (H) Journalism and Mass Communication

1. Introduction to Media and Communication (I Semester)
2. Introduction to Journalism (I Semester)

3. Media and Cultural Studies (II Semester)
4. Development Communication (IV Semester)
5. Media and Global Politics (V Semester)
6. New Media Technology (IV, V Semester)
7. Media Trends, Challenges and Issues (VI Semester)

#### **B. BA (H) Multi Media and Mass Communication**

1. Media & Communication Theories (I Semester)
2. Communication Research (I Semester)
3. Social Media (II Semester)
4. Media and Globalization (V Semester)
5. Development Communication (V Semester)



#### **PROFESSIONAL EXPERIENCE**

Organization	Designation	Duration
Office of Social Communications, CBCI, New Delhi	Project Associate	October 2010 – March 2011
Darshana TV	Producer Trainee/Producer	January – October 2010
PPCS Satara (NGO)	Documentation Consultant (Part Time)	June 2010 – July 2013
MCBS, Kerala	Documentation and PR Consultant (Part Time)	July 2013 – July 2016
India Vision TV	Intern, Central News Desk, Cochin	July 2009
Jai Hind TV	Trainee Journalist to cover General Elections 2009	April – May 2009
Hard News Magazine	Intern, Editorial Desk, New Delhi	April-May 2010



## PUBLISHED WORKS

### A. Peer Reviewed Journals (National and International)

1. Abraham Albert, (2014) "Environmental Communication in India – The Way Ahead" *Cognitive Discourses - International Multidisciplinary Journal* (ISSN: 2321-1075) Vol. 1(4), p.31- 36.
2. Abraham Albert & Goel, Shruti, (2013) "Regulating Indian Media: Is Critical Media Literacy, an Alternative?" *The Educand Journal of Humanities and Social Science* (ISSN: 2249 -9741), Vol. 3(1), p. 140-143.
3. Abraham Albert, (2013) "Active Citizenry to Empower Democracy: A Media Perspective", *Innovative Thoughts - International Research Journal* (2321-5453), Vol. 1(3), p.39-45.
4. Abraham Albert, (2013) "Media Literacy – Functionality and Pedagogy", *CONFLUX Journal of Education* (ISSN: 2320-9305), Vol. 1(7), p. 62-68
5. Abraham Albert, (2013) "Communicating Health Care Issues to the Rural Population through Public Service Broadcasting in India – A Historical and Functional Perspective", *Cognitive Discourses - International Multidisciplinary Journal* (ISSN:2321-1075) Vol. 1(4), p. 81-85.
6. Abraham Albert & Dubey, J. P., (2013) "The Road to Literacy: A Reality Check", *Indian Journal of Adult Education* (ISSN 0019-5006), Vol. 74(2), p.73-84.

### B. Chapters in Book

1. Abraham, Albert (2017) "Community Radio for Empowering Rural Masses in India: Performance and Prospects" in *Radio Journalism in India* edited by Dr. Vartika Nanda, New Delhi: Kanishka Publishers.
2. Abraham, Albert (2014) "Critical Media Literacy: A Conceptual Framework" in *Professional Skill Development in Life Long Learning* edited by Dr. Rajesh Kumar and published by University of Delhi.

### C. Print Media (Feature Stories)

1. Cover Story titled **Age of the Youth** published in Indian Currents, 09 – 15 December 2013, p. 26-29.
2. Cover Story titled **Reforms in Higher Education** published in India currents, 23-29 September 2013, p. 31-34.
3. Cover Story titled **The Nandy Conundrum** published in India Currents, 04-10 February 2013, p.26-29.
4. Cover Story titled **Rights Denial is Dishonor** published in Indian Currents, 17 - 23 December 2012, p. 26-28.
5. A News Analysis titled **Between Dreams and Reality** published in Indian Currents, 26 November – 02 December 2012, p. 13-16.
6. Cover Story titled **Media and Politics – Networking and Nexus** published in Indian Currents, 05 – 11 November 2012, p. 26-29.
7. Cover Story titled **The Use and Misuse of RTI** published in Indian Currents, 22 – 28 October 2012, p. 31-35.
8. A News Analysis titled **The Language of Politics** published in Indian Currents, 15 – 21 October 2012, p.8-9.
9. Cover Story titled **An Inclusive Development** published in Indian Currents, 08 – 14 October 2012, p. 26-31.
10. Cover Story titled **Holy Issue, Unholy Act** (On Islamic Violence) published in Indian Currents, 24 – 30 September 2012, p. 30-34.
11. Cover Story titled **Muddy Waters of Kudankulam** published in Indian Currents, 17 – 23 September 2012, p. 31-36.
12. Cover Story titled **The Quota Conundrum** published in Indian Currents, 10 – 16 September 2012, p. 26-31.
13. A Feature Story titled **The Road to Literacy** (Co- Authored) published in Indian Currents, 03 - 09 September 2012, p. 17-22.
14. Cover Story titled **Social Media – Boon or Bane?** Published in Indian Currents, 27 August – 02 September 2012, p. 26-32.
15. A News Analysis titled **Only Questions No Answers** published in Indian Currents, 20 – 26 August 2012, p. 10-13.

16. Cover Story titled **The Bubble Bursts** published in Indian Currents, 13 – 19 August 2012, p. 26-31.
17. A News Analysis titled **Obama Dances to Dragon Tune: The Charming Diplomacy of Obama takes China – US Relations to a New Realm**, published in Indian Currents, 23 -29 November 2009, p.11-13.
18. A Feature Story titled **They Make a Difference** (Co-Authored) published in Indian Currents, 11 May 2009, p.34-37.
19. An Article titled **Political IPL** published in Indian Currents, 27 April - 04 May 2009, p.20-21.
20. An Article titled **Think before You Vote...** Published in Indian Currents, 13 - 20 April 2009, p.29-30.

#### D. Book/Articles Under Publication

1. A Monologue titled '**Community Communication: A Pedagogical Analysis**' is under consideration of SAGE (Preliminary Stage). A contract is expected by July 2017.
2. Book Chapter titled **Right to Information: An Ethical Perspective in a book on Media Ethics and Law** edited by Dr. Vartika Nanda, Associate Professor, Lady Shri Ram College, University of Delhi.



#### SEMINARS AND CONFERENCES

1. Presented a paper on '**Critical Media Literacy**' in an International Seminar on Professional Skills Development in Delhi University on 21/22 October 2013.
2. Presented a paper on '**Role of New Media in Creating the Political Consciousness of the People**' in Christ University Bangalore on 13/14 March 2010.
3. Presented a Video Documentary on **Insurgency Movements in India** in a National Seminar organized by NISCORT at Constitution Club, New Delhi on 19 March 2010.

4. Participated as an Invited Consultant in 'Two Day National Workshop for Vision and Action Plan for Sakshar Bharat Abhiyan' by NLMA, MHRD, Government of India on 11-12 July 2013.



## TRANSLATIONS

1. Translated a development feature story written by Mr. Vinoy Mathew in Mathrubhumi Daily in 2011, from Malayalam to English, titled as '**Reverse Migration in Kerala**'.
2. Translated an Investigative feature story written by Mr. Vinoy Mathew in Mathrubhumi Daily in 2012, from Malayalam to English, titled as '**Agriculture Lending: The Daylight Robbery**'. The translation enabled the original author to get Statesman's National Award for Best Investigative Reporting of the year 2012.



## TELEVISION & DOCUMENTARY PRODUCTION

- a) Covered **General Elections 2009** for Jaihind TV as an intern journalist and travelled across the country.
- b) **Documentary Films**
  1. **Proud to be an Indian** - A Video Documentary (English) depicting the cultural and historical uniqueness and growth prospectus of India.
  2. **Omnia Omnibus** – A Biographical Documentary (English) about Bishop Symphorian Keeprathu of Jalandhar, Punjab. (60 Minutes)
  3. **Heirs of Our Prayers** - A documentary (English) on the lives of Agarbathi makers in Ujjain – got entry in the Final Round of *Jeevika International Documentary Film Festival 2010*.
  4. **Division in Diversity** - A Documentary (English) on the resurgence movements in India, presented in a National Media Seminar on 19<sup>th</sup> March 2010, at Constitution Club, New Delhi.

5. **Yours Truly, from the Streets of Delhi** - A documentary (English) that depicts the hardships of homeless people in Delhi in the winter 2009-10.
6. **Fountain of Life** - A Documentary on Physically Handicapped Children at Jeevandhara, Ghaziabad, an NGO run Training Centre.
7. Scripted & Shot a documentary series having eight episodes on **“The Tibetans in Exile”** for Darshana TV.
8. A five episode documentary series on **Varanasi, the Holy City of India**.
9. Documentaries for Darshana TV on the following themes:
  - a. Mekrana Marbles in Rajasthan,
  - b. Dal Lake in Kashmir,
  - c. Kashmir Apples,
  - d. Widows in Vrindavan,
  - e. Monkey Feeding in Delhi,
  - f. Dholak Makers in Ghaziabad,
  - g. Ajmer Durgah,
  - h. Karni Mata Temple,
  - i. IAS Academies in Delhi (All in Malayalam)

### c) Expos & Festivals

- a. JAS Jewellery Show Jaipur
- b. Auto Expo 2010, Delhi

**d) Fiction – “Faces of Love”**, a Short Film on **e – romance** (English)



## SUPERVISION OF STUDENT PROJECTS & RESEARCH

1. In the academic year 2016-17, five students received research guidance from me, for the completion of BA (H) Journalism Dissertation. The Research Topics were Virtual Identity, Google's Information Monopoly, Media Coverage of Student Unrest in India, Representation of Islam in Indian Cinema, and Socio-Cultural Impact of Body Shaping Apps. (Kamala Nehru College, University of Delhi).



2. Supervised Radio Production of Final Year BMMMC students in 5 groups in 2013-14 as part of Development Communication Course. (Indraprastha College for Women, University of Delhi).
3. Supervised Video Production of Final Year BMMMC students in 6 groups in 2014-15 as part of Development Communication Course. (Indraprastha College for Women, University of Delhi).
4. Mentored Communication Research Projects of First Year BMMMC students in 5 groups in 2014-15 as part of Communication Research Course. (Indraprastha College for Women, University of Delhi).



## ACADEMIC ASSIGNMENTS

### A. Curriculum Development

- i. Member, Peer Reviewing Committee for the Syllabus for Delhi School of Journalism, University of Delhi (2017)
- ii. Member, Core Committee for Framing the Structure and Syllabus for the Proposed Delhi University School of Journalism (DUSJ), since September 2016.
- iii. Member, Sub-Committees for Formulating the Syllabus for the following courses, since October 2016.
  - C1 – Introduction to Media and Communication (Convener)
  - C4 – ICT and New Media
  - C13 – Development Communication
  - C18 – Radio Journalism (Convener)
  - C30 – Media and National Security (Convener)
  - GE3 – Media Economics (Convener)
  - SEC – Web Journalism
- iv. Member, Syllabus Committee for Journalism and Mass Communication of ICSE and ISC – National School Boards
- v. CBSE International (CBSE-i) – Curriculum Development and Textbook Preparation for English and Social Sciences – CBSE Academics Section, Shiksha Sadan, New Delhi from December 2011 to May 2012.

- vi. Contributed to CBSE's newly introduced courses in 2011 and 2012 – Life Skills Education, Knowledge Traditions and Practices of India (KTPI), and Media Studies.

## **B. Examination Related Assignments**

- i. Member of the Committee for setting question papers and evaluation of answer scripts, for the BA (H) Journalism and Mass Communication Examination for:
  1. Introduction to Journalism (2013)
  2. Media and Cultural Studies (2014)
  3. Development Communication (2015)
  4. Media and Global Politics (2015)
  5. Media Trends, Challenges and Issues (2016)
  6. Introduction to New Media (2017)
- ii. Convener of the Committee for setting question papers and evaluation of answer scripts for the BA (H) Multi Media and Mass Communication Examination for:
  1. Development Communication (2013 & 2014)
  2. Media and Globalization (2014)
  3. Communication Research (2014)
  4. Social Media (2016)



### **RESEARCH METHODOLOGY WORKSHOP**

Successfully completed Ten Day National Level Research Methodology Workshop conducted by University of Delhi in collaboration with ICSSR and MHRD, Govt. of India from 02<sup>nd</sup> to 11<sup>th</sup> December 2012.



### **FACULTY DEVELOPMENT PROGRAM**

Attended two days Faculty Development Program 'Mentoring the Young Adult' organized by Kamala Nehru College, University of Delhi on 9<sup>th</sup> and 10<sup>th</sup> August 2016.

Attended one day Faculty Development Program 'DELNET –Resources and Services: Boundless possibilities for Research and Reference' on 5 May, 2017 conducted by Kamala Nehru College



## SIGNIFICANT ACHIEVEMENTS

1. Awarded UGC National Eligibility Test for Lectureship – Junior Research Fellowship (NET-JRF) in Journalism and Mass Communication in June 2011.
2. Completed MA in Journalism and Mass Communication from Makhnral Chaturvedi National University of Journalism and Communication, Bhopal with First Rank (June, 2010).
3. Completed BA in Philosophy with First Rank from Mahatma Gandhi University Kottayam, Kerala (June, 2006).
4. Selected to Indian Information Service (IIS) Junior Grade by SSC in 2012, but declined the offer.



## OTHER EXPERIENCES

1. Department Representative (Journalism) of IQAC (Internal Quality Assurance Committee), Kamala Nehru College, University of Delhi (2017-)
2. Department Representative (Journalism) of Time Table Committee, Kamala Nehru College, University of Delhi (2016-17).
3. Member, Organizing Committee, 'Plurilingualism and Orality in Translation' an International Conference-Festival conducted by Indraprastha College for Women, University of Delhi, 2-4 March 2015.
4. Designed websites, brochures, magazines and compiled annual reports and projects for NGOs and educational Institutions.
5. Widely travelled across India over 20 states.



## AREAS OF INTERESTS

Data Journalism, Public Policy, Media and Communication Theories, Community Communication, Media Management, Development Communication, and Business Communication.



## ICT & MEDIA SKILLS

Operating System: Widows, Mac

MS Office: Word, Excel, Power Point, Access

Page Lay Out & Design: Adobe Creative Suite 6 & CorelDraw X8

Video Editing : Adobe Creative Suite 6 & Apple FCP

Audio Recording & Editing: Nuendo 4, Sound Track Pro, Adobe Audition

Animation: Adobe Flash, Auto Desk 3DS Max

Video Camera: Sony XDCAM, Panasonic P2 HD



## LANGUAGES KNOWN

English, Malayalam & Hindi



**HOBBIES:** Reading, Drawing and Painting, and Games



## PERSONAL DETAILS

Father's Name: Abraham Mathew

Mother's Name: Lissy Abraham

Sex: Male

Date of Birth: 30 May 1984

Nationality: Indian

Blood Group: O+

Marital Status: Married

Permanent Address: Kattamkunnel (H),  
Mannackanadu P.O.  
Kuravilangadu (Via),  
Kottayam (Dt)  
Kerala, Pin. 686633



## REFERENCES

**1. Prof. Dr. J. P. Dubey**

Dean, Faculty of Social Sciences &  
Head, DACEE, University of Delhi  
Mobile: 09313744686  
Email: [jaipd9@gmail.com](mailto:jaipd9@gmail.com)

**2. Dr. Manasvini M. Yogi**

Coordinator, Department of Multi Media and Mass Communication  
Indrapastha College for women, University of Delhi  
Mob: 9811098070  
Email: [mmyogi@ip.du.ac.in](mailto:mmyogi@ip.du.ac.in)

**3. Prof. Dr. Gita Bamezai**

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Indian Institute of Mass Communication (IIMC)  
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New Delhi  
20 July 2017

**Dr. Albert Abraham**