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**KANIKA K ARYA.**

**C3/503; Kavya Dhara Complex,**

**Thane (West).**

**MOBILE: 8080561122 / 9321522266**

**EMAIL: kanikakachru@gmail.com**

**LinkedIn:** [Kanika Arya](http://www.linkedin.com/in/kanika-kachroo-arya-55983143)

**ResearchGate**: [Kanika Arya](https://www.researchgate.net/profile/Kanika-Arya-2)

**Academia**: [Kanika Arya](https://amity.academia.edu/KanikaKachroo?from_navbar=true)

**Career Objective**

Seeking a challenging, diverse and dynamic job, with a good amount of work freedom, such that it makes the most of my talents, and benefits the organization as well as helps in my personal growth.

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**Professional Experience**

Freelance Faculty: K.P.B. Hinduja College; University of Mumbai

Vidyalankar School of Information Technology;

University of Mumbai

August 2021-

**Job Responsibility:** Facilitating two subjects - Communication Theories and Media relations and writing for post graduate programs in Journalism and public relations at K.B.P Hinduja College

Facilitated subjects – Advertising and Marketing Research and Electronic Media for graduate course BAMMC and Overview Media- Print, TV, Radio and Advertising for MAEMA (Masters in Entertainment Media and Advertising)

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| **Asst. Professor:** **Dnyanasadhana College, Thane**  **Mumbai University**  **June 2014 – June 2021** |

**Job Responsibilities:**

* Coordinator for B.A. in Film, T.V., New Media Production; joint faculty BAMMC (B.A. in Multimedia and Mass Communication) and B.A in Film, T.V., New Media Production.
* Take lectures for Effective Communication and Literature; Film Appreciation, TV Direction; Journalism, Reporting, Feature and Opinion; Mass Media Research; Creative Writing and Copy-writing; Film Marketing.

**Co-curricular Activities:**

* Active Member of College Festival Committee ‘Utopia’.
* Started College Film Club.
* Organized annually a panel discussion ‘IZWI’
* Part of College Magazine Committee.
* Have been a part of College Exam Committee.
* Participated in ‘Accessing American Library Information Sources’ workshop organized by The American Library at U.S. Consulate General, Mumbai, August, 2014
* Attended faculty development program ‘Train the Trainer’ at IBS Business School, Mumbai on 11 July 2015
* Participant BMM (Bachelor in Mass Media) syllabus revision workshops 2014, 2015, 2016 and for BAFTNMP (B.A. in Film, T.V. and New Media Production) -2016
* Organized BMM syllabus revision workshop in collaboration with BOS (Board of Studies) Communication and Journalism; UoM (Mumbai University); at SPDS, Thane in December 2016
* Part of ‘Avishkar- Research Convention 2016-17’, held at SPDS, Thane; December 2016.
* **Special Guest in BOS Meetings for BMM and BA Film and Television**, year 2016-17.
* **Paper setter for Effective Communication Skills** for BMM -2017, 2018 and 2019 and **Communication skills and Presentation skills for Five years Integrated BBA and MBA,** MUTC (Mumbai University, Thane) campus, YEAR 2016-17.
* **Resource person** for Effective Communication for syllabus revision workshop for BMM held at **Wilson College**, Mumbai, 2016-17.
* Headed media team for ‘*Urja Setu*- A Go Green Initiative’ organized by SPDS, Thane - 28 July 2018.
* Invited as Resource Person for ‘Copy-writing’ subject at SM Shetty College, Powai; for ‘Exam ready’ workshop; October, 2018.
* Attended workshop on ‘Personal Alternative Film-making’ conducted by Dr John Cumming, Senior Faculty, Deakin University, Australia; held at DME, Noida; November 2018
* Attended workshop on ‘Script-writing in films with reference to Indian Cinema’ conducted by Aditya Seth, academic consultant at University of South Wales; held at DME Noida; November, 2018
* Attended workshop by Dr Vikrant Kishore, Faculty, Deakin University; Australia; on ‘Filmic storytelling in online media landscape’ at DME, Noida; November, 2018
* **External Viva Examiner** for B.A. Film, T.V. and New Media Production
* **Best research paper presenter at ICAN Conference**, 2019.
* Judge at ‘Elysium’, annual fest of B.L. Almani College, held on 17th January 2020
* **Member of ‘Syllabus framing team’; for Feature and Opinion subject, BAMMC; Mumbai university.**
* Organizing member of five days FDP ‘Evolution from Offline to Online Teaching’ organized by SPDS, Thane between 30th May and 3rd June 2020.
* Organizing member ‘Student Development Programme - E learning Blackboard to Broadband’ organized by SPDS, Thane between 30th June and 6 July 2020
* Attended FDP organized by University of Mumbai, Lala Lajpat Rai College, Mumbai and North Storm Academy - ‘Online College Management and Online Content Creation Tools’ from 30th April to 2 May 2020.
* Attended national webinar on ‘Media and Communication Research’ organized by IAMCR between 3rd -7th August 2020.
* Attended ‘Cine Symposia’ - National Level Webinar on Various Aspects of Indian Cinema organized by Thakur College, Mumbai between 22nd -26th May 2020
* Attended five days FDP - ‘How to train Media Students to handle Covid-19 Pandemic’ organized by Nirmala Memorial College, Mumbai and Griffith University, Australia between May 4-8th, 2020
* Attended national webinar - ‘Bollywood and its others: Biopic’, organized by Chandrabhan Sharma College, Mumbai, 30th April 2020
* Was resource person for national webinar organized by B.L. Almani College, Mumbai between 27-28th May 2020, topic: ‘Skilling Feminism’
* Attended Webinar on ‘Fact Checking and Online Verification on Social Media Platforms’ by Google news initiative, India and Swami Ramanad Teerth Marathawada University, Nanded on 30th July, 2020.
* Attended a workshop, ‘Webinar on NVIVO-Citavi Software’ by Numerical Analytics Instruments Pvt Ltd; from 19th to 23rd July 2021
* Organized and attended a workshop, ‘The Importance of Quality Research in Academics’ by SPDS, Thane held on 3rd July 2021

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| **Visiting Faculty: National College, Bandra**  **Mumbai University**  **June 2020 – June 2021** |

**Job Responsibility:**

* Took lectures for Copy-writing for undergraduate course in media.

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| **Visiting Faculty: ISME Institute**  **Mumbai University**  **June 2018 – June 2019** |

* Took lectures for English Literature for undergraduate course in management.

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| **Visiting Faculty: Thane Campus**  **Mumbai University**  **June 2016 – June 2018** |

**Job Responsibility:**

* Took lectures for Subjects: Communication Skills and Presentation Skills in BA.LLB

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| **Visiting Faculty: Bedekar College**  **Mumbai University**  **July 2015 – Nov 2015** |

**Job Responsibility:**

* Took Lectures of Media Criticism for **Masters in Communication.**

**Visiting Faculty: Birla College of Arts Science and Commerce**

**Mumbai University**

**July 2013 – June 2014**

**Job Responsibilities:**

* Took lectures for Creative writing, Copywriting, Journalism and Literature.

**Lecturer: Amity School of Communication**

**Amity University, Uttar Pradesh**

**October 2006- January 2009**

**Job Responsibilities:**

* Core competence areas: English, Communication skills, Advertising and Public Relations.
* Restructured Advertising and Public Relations syllabus and developed innovative teaching methods.
* Faculty coordinator for the Event Management Department.
* Part of the placement cell of the department.

**Co-curricular activities:**

* Organized the Amity Military Training Camp (MTC) twice.
* Planned & organized events during National media festival of the University, “The Big Picture”- 2007 & 2008.
* Organized the student council elections.
* Attended seminar on ‘Role of Families in the Success of Children’ conducted at Amity University , Noida; on 27th November, 2006
* Attended the Faculty Development Programme, organized by Amity University.
* Attended a workshop on Event Management, organized by Centre for Events Research International, Gurgaon.
* Attended a national seminar on, ‘Changing trends in Science Communication’, organized by Institute of Management Studies, Noida.

**Image Executive:**   **Perfect Relations, Delhi.**

**June- October, 2006**

**Job Responsibilities:**

* Supported the business development process, through responsible corporate communication & client servicing.
* Copy-writing.
* Assisted in Image management projects.

**Trainee: Hindustan Times and CNN-IBN**

**Freelance Writer:**

* **Research papers**-

1. The Dynamic Customer: Indian Women. (Advertising Express Magazine, 2008)

2. The Contribution of R.K. Narayan to the World of Indian English Novel. (Paripex Journal, 2013)

3. Banking Sector Communication: A Perspective on its Interdependence with the Changing Societal Trends. (Presented at National Conference on Emerging Trends in Commerce, Dnyanasadhana College, 2014)

4. Journalism: Broadening its Horizons. (Presented at National Conference on Infrastructure, Economics and Development, Dnyanasadhana College, 2014)

5. Cinema: A Study of its Cult Phenomenon among Youngsters. (Presented at International Media Conference on Visual Media Culture, K.C. College, Mumbai,2015)

6. A Study of Yash Chopra’s Cinema and Audience Reception Trends. (Presented at National Media Conference on Cinema: Past, Present and Future, Bedekar College, Mumbai,2016)

7. A Study of Journalism Trends in New Media. (Presented at International Media Conference on Changing Paradigm of Media Landscape in Digital Age, Amity School of Communication, Rajasthan, 2016)

8. Studying Portrayal of Women Characters in Hindi Films (Presented at International Media Conference on Glocalisation, K.C. College, Mumbai,2017)

9. Imtiaz Ali as an Auteur (Presented at International Media Conference at Amity School of Communication, Rajasthan, 2018)

10. Transition of Romance in Hindi Cinema from ‘Swiss Alps’ to Dingy Lanes of Small Town India. (Paper presented at ICAN Conference, 2019 organized by Delhi Metropolitian Education in association with Deakin University, Australia; also published as a book chapter in ‘Changing Trends of Indian Cinema’, 2019, Kanishka Publishers)

11. Analysing Studies about Hindi Cinema and Romance Genre Films to Locate Portrayal and Reception of Romance in Hindi Cinema (Paper presented at International Conference on Current Practices and Future Trends in Media Communication-CPFTMC-2019, Amity University, Dubai)

12. ‘Gulab’ and ‘Meena’: Analysing female lead in Guru Dutt’s *Pyaasa* (Paper Presented at New York University, Prague; as part of International Conference held by Hinduja College, November 2019)

13. Two book chapters (Korean Cinema and Iranian Cinema) published in ‘Film Studies: A beginner’s Guide’ (ISBN: 978-81-946971-0-7); Publisher- In-Depth Communication; Part of the editorial team of the book as well

14. Demystifying ‘Pataal-lok’ through Rasa theory of *Bharatmuni*; Paper presented at

International Media Conference, K.C. College, March 2021.

1. An Analysis of Manoj Vajpayee’s ‘Srikant Tiwari’ (*Family Man, 2019*) through a Cognitive

Culturalist Approach; Paper presented at National Conference on ‘Changing Dynamics of

Media and its Audiences’ at UPG College, Mumbai.

16. [Contemporary Bollywood's Tryst with Bourgeois Romances of Hindi Cinema](https://www.researchgate.net/publication/352901572_CONTEMPORARY_BOLLYWOOD'S_TRYST_WITH_BOURGEOIS_ROMANCES_OF_HINDI_CINEMA) (Journal of

Content, Community & Communication (**Scopus Indexed)**, June 2021)

17. A *navrasa* based analysis of Love (*Sringara*) in middle cinema’s *Chitchor* versus  
 domestic drama’s *Main Prem Ki Diwani Hoon* has been accepted for publication in the Dec. issue

of JOA (The IIS University Journal of Arts; ISSN 2319-5339; **UGC-CARE listed** Journal)

* Other writing assignments:

1. Blogger: <http://kanikak.blogspot.in/>
2. On Editorial board of ‘Film Studies: A beginner’s Guide’ (ISBN: 978-81-946971-0-7); Publisher- In-Depth Communication

**Professional Qualification**

* As part of my PhD research work attended ‘Advanced Qualitative Research Workshop’ at Symbiosis Institute of Mass Communication, Bangalore, March, 2019.
* As part of electronic media project made a documentary ‘THIRD DIMENSION’.
* Final Year Specialization Project in PR - ‘Image Management of Sonia Gandhi’

**Education**

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| 1. | Jan- May 2021 | MOOC: Film Appreciation with *Swayam* and Central University of Kerala |
| 2. | June 2017 | Film Appreciation Certificate Course, FTII, Pune |
| 3. | June 2017- Dec 2021 | Pursuing Ph.D. in Mass Communication, Amity University, Rajasthan (Pre thesis done) |
| 4. | June 2008-June 2010 | Masters in English, IGNOU, New Delhi |
| 5 | May 2004-May 2006 | Masters in Journalism & Mass Communication, Amity University, Uttar Pradesh, **and UGC-NET Qualified** |
| 6. | August 2001-May 2004 | Bachelor in Arts, Delhi University |
| 7. | April 2000-March 2001 | 10+2, C.B.S.E, M.H.A.C, Jammu |

**Personal Details**

Nationality: Indian

Date of Birth: May 16, 1983

Marital Status: Married