

Kumaun University, Nainital Curriculum Vitae

Name : **Poonam Bisht**
Designation : **Assistant Professor**
Department : **Journalism and Mass Communication**
Contact Information
• Email Address : **bisht.poonam19@gmail.com**
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Educational Qualification

Degree	University	Subjects	Year
Ph.D.	Kumaun University, Nainital	Journalism and Mass Communication	2020
M.A.	Himachal Pradesh University, Shimla	Journalism and Mass Communication	2004
B.A. (Hon)	Panjab University, Chandigarh	Public Administration	2002

Work Experience

Position	Department	University/Organization	Year
Assistant Professor	Journalism and Mass Communication	Kumaun University, Nainital	2011-Present

Administrative Responsibilities

Position	Nature of responsibility	University/Organization	Year
Member, Admission Committee	Handling admissions of PG Diploma in Journalism and Mass Communication and M.A. in Journalism and Mass Communication	Kumaun University, Nainital	2011-Present
Member, Students Union Elections Polling Committee	Handling Student Union Elections	Kumaun University, Nainital	2011-Present

Research Interests: Development Communication

Publications

a) Research Papers

Title	Name of Journal	Year, Volume, Page No.
IEC (Information, Education and Communication)-the success mantra in Community-driven Development.	QUEST	ISSN: 0974-5041, Vol. 7 (2), May 2013, Page: 132-142.
Village sanitation Campaign: A Case Study.	Communication Today	ISSN. 0975-217X, Vol. 17 (1&2), Jan-June 2015, Page: 114-121.
The Communication Deficit in the Sanitation Campaign at Village-level: A Case Study of Mangoli in Bhimtal.	Samaj Vigyan Shodh Patrika	ISSN: 0973-7626, Vol. 1 (II), No. XXXIII, April-Sept 2015, Page: 32-36.
A Study of Internet Use on Mobile Phones by College Students in Kumaun Region of Uttarakhand.	Samaj Vigyan Shodh Patrika	ISSN: 0973-7626, Vol. 2 (I), No. XXXVI, Oct 2015-March 2016, Page: 131-133.
The Growing Role of Social Media in Promoting Tourism in India.	Pragya Shikshan Shodh Rachna	ISSN: 2319-8079, Vol. 1 (3), Jan-June 2017, Page: 22-25.
The Growing Role of Social Media in Public Policy and Debate.	Samaj Vigyan Shodh Patrika	ISSN: 0973-7626, Vol. 1, No. XXXIX, April-Sept 2017, Page: 179-182.
Stereotyped Portrayal of Women in Punjabi Rap Songs.	Communication Today	ISSN. 0975-217X, Vol.2 (2), 2018, Page: 73-80.
Effectiveness of Communication Strategies in Promoting Sanitation and Hygiene Awareness in District Nainital, Uttarakhand.	Pragya Shikshan Shodh Rachna	ISSN: 2319-8079, Vol. I (7), Jan to June 2019, Page: 16-23.
Role of IEC Strategies in Swachh Bharat Mission: A Village	Samaj Vigyan Shodh Patrika	ISSN: 0973-7626, Vol. 1(XLV), April to Sept 2019,

Level Study in Nainital, Uttarakhand.		Page: 11-19.
Skin Colour Bias in Hindi Film Songs: A Reflection of Racism in Indian Society	Adhunik Sahitya	ISSN: 2277—7083 Vol. 41, No. XI, January to March 2022, pp. 242-250.
Communication on Twitter during the 2021 Turkey Wildfires	Pragya Shikshan Shodh Rachna	2319-8079 Vol. II, No.16, July to December 2023, pp. 41-51
Mobile Phone as ICT tool for Rural Empowerment in India: A Review	Samaj Vigyan Shodh Patrika	2319-8079 Vol. II, No.16, July to December 2023, pp. 66-72

b) Book chapters

Title of the Chapter	Title of the book	Publisher	Year of publication
आधुनिक जीवन में सोशल मीडिया की बढ़ती उपयोगिता	आधुनिक जीवन का बदलता स्वरूप	Hans Prakashan	2021
हिंदी फिल्मों में सशक्त नारी का भ्रामक प्रस्तुतीकरण	भारतीय संस्कृति के विविध आयाम	Sanjay Prakashan	2021
Changing Parameters of Indian Democracy Past, present and Future	Role of Traditional Folk Media: A Democratic Communication Tool	Mittal Publications	2021
Submissive and Forgiving: Stereotyped 'Traditional' Indian Women in Hindi Commercial Cinema	Women from Tradition to Modernity	Mittal Publications	2021
Gender Role Stereotyping in Television Ad Promotion by Indian Matrimonial Sites	Gender Issues: Themes and Concerns	Mittal Publications	2022
Distorted Depiction of	Women Empowerment	Prakhar Goonj	2022

Women Empowerment in Hindi Cinema		Publications	
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Projects

Title of the project	Funding agency	Amount (Rs)	Year
An Assessment of Communication Strategies adopted under the Sanitation Scheme in Mangoli Gram Panchayat (Bhimtal block in Uttarakhand)	UGC	1,20,000/-	Completed 2013-2015

Teaching details

Name of the course/paper	Department	University	Year
PG Diploma in Journalism and Mass Communication	Journalism and Mass Communication	Kumaun University, Nainital	2011-Present
M.A. in Journalism and Mass Communication	Journalism and Mass Communication	Kumaun University, Nainital	2011-Present

Conference Presentations

Title of the paper	Title of conference/seminar	Year
Breaking the Barriers: News in Digital Age	National Seminar on "Challenging the 'Global': Journalism in the Digital Age" organized by the Department of Journalism and Mass Communication, Himachal Pradesh University, Shimla.	November 12, 2012
The Role of Social Media in Promoting Tourism	International Seminar on "Social Concern of Tourism" organized by Department of Journalism and Mass Communication, Kumaun University, at Jaipur, Rajasthan, in collaboration with THAR (Tourism and Historical Academy of Rajasthan) and IIMF (International Institute for Media and Films, Jaipur).	September 8-9, 2016

Role of Communication Strategies in Promoting Sanitation and Hygiene in District Nainital, Uttarakhand	International Multidisciplinary Conference on "Language, Culture and Tourism: Issues and Prospects" held at L.B.S. (PG) College, Raja Park, Jaipur, Rajasthan.	September 8-9, 2017
Communication: Concept, Models and Practice	Invited lecture at a workshop organized by Dept. of Journalism and Mass Communication, Uttarakhand Open University, Haldwani.	May 02, 2017
Essentials of Effective Communication	Invited lecture at Department of Computer Science, D.S.B. Campus, Kumaun University, Nainital.	September 3-4, 2018
Ethics of Journalism and Contemporary Issues	National Seminar at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	May 14, 2018
Essentials of Television Reporting	National Workshop on Television reporting, photography, camera handling, at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	Oct 1, 2018 to Nov 6, 2018
Essentials of Television Anchoring	National Workshop on Television Anchoring at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	Oct 15 to Oct 31, 2018
Health Communication: Opportunities and Challenges	National Seminar on Career Opportunities in the Field of Health Communication, Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	October 14, 2019
Importance of Non-verbal Communication	National Workshop on Learning Nuances of Theatre Acting, at Department of Journalism and Mass Communication in collaboration with Victorious Theatre and Nandi Theatre, Mumbai.	Oct 22–Dec 22, 2019
A Study of the Effectiveness of Communication Strategies in Promoting Sanitation and	International Conference on Climate Change Towards Health and	February 18-20, 2019

Hygiene Among Rural Communities in District Nainital, Uttarakhand	Agricultural Sustainability (CCHAS-2019) organized by Department of Environment Science and Engineering, Guru Jambheshwar University of Science and Technology, Hisar, Haryana.	
1. Communication: Meaning, Concept and Types 2. Importance of Non-Verbal Communication 3. Barriers to Communication and 7Cs of Effective Communication	Invited lectures at Department of Computer Science, D.S.B. Campus, Kumaun University Nainital.	September 18, 19, 20, 2019
The Glocalization of Online News: Breaking the Barriers	National Seminar on Inter-dependence of Nations in Shaping the Global Future: Issues, Challenges and Way Forward, at The Hermitage, Kumaun University, Nainital.	December 13-14, 2019
Maintaining Sensitivity and Sensibility during Television Reporting	National Seminar on Television Reporting and Role of Literature, at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	November 13, 2021
Proposed Course Curriculum of 5-year Integrated UG and PG Programme under NEP (Journalism and Mass Communication) for the State of Uttarakhand	National Workshop on New Education Policy 2020: Curriculum Design for State of Uttarakhand, at The Hermitage, Kumaun University, Nainital.	Jan 6 to Jan 8, 2022
1. Media Shodh aur Vikas Patrakarita 2. Review of Literature and its Importance	National Workshop (Online), Dept. of Journalism and Mass Communication, Uttarakhand Open University, Haldwani.	May 19, 2022 and May, 20, 2022
Career Opportunities in the field of Health Communication	National Seminar at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	May 15, 2022
Television News Writing and Reporting	National Seminar at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	May 2022
Freedom of Speech and Expression in Digital Age:	National Workshop on National Press Day at Department of	November 16, 2022

Challenges and Opportunities in the Indian Context	Journalism and Mass Communication, Dharmanand Uniyal Government Degree College, Narendra Nagar, Uttarakhand.	
Role of Digital Media in Promoting Atmanirbhar Bharat Abhiyan Among Youth (With special reference to Government of India Websites)	ICSSR Sponsored National Seminar on “Media for an Inclusive and Self Reliant Nation” organized by the Dept. of Mass Communication and Journalism, Tejpur University.	November 17-18, 2022
1. Research Methodology 2. Development Journalism and Media Research	National Workshop at Dept. of Journalism and Mass Communication, Uttarakhand Open University, Haldwani.	December 07, 2022
Television News Reporting and Anchoring	National Seminar at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	(May 15- May 30, 2023)
Television News Reporting	National Seminar at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	(May 18- May 30, 2023)
National Seminar on Hindi Patrakarita Diwas	Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	May 30, 2023.
Television News Anchoring	National Seminar at Department of Journalism and Mass Communication, D.S.B. Campus, Kumaun University Nainital.	Sept 4, 2023
Importance of Effective Media Management	Training Workshop on “Effective Communication and Leadership Skills” at Dr. R.S. Tolia Uttarakhand Academy of dministration (ATI), Govt of Uttarakhand, Nainital.	November 22, 2023
(i) Importance and Benefits of IEC, BCC and Capacity Building in WASH (ii) Developing Effective IEC and BCC Strategies for Community Participation.	Training Workshop on “Role of Information, Education and Communication (IEC) in WASH” at Dr. R.S. Tolia Uttarakhand Academy of dministration (ATI), Govt of Uttarakhand, Nainital	December 21, 2023

Signature of the faculty member