



BRIEF CURRICULUM VITAE

Name: Prof. (Dr.) Shikha Rai

Director

School of Journalism and New Media Studies

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Specialisation: Communication studies, Cultural studies, Social media, OTT, Communication management and media marketing, Online learning, SBCC

Nationality: Indian

Educational Qualification: Ph.D. in Mass Communication

PG Diploma in E-Learning (**Commonwealth of Learning fellowship**)

PG Diploma in Distance Education

Positions held:

- Director, School of Journalism and New Media Studies, IGNOU (2025 onwards)
- Professor of Communications, SOJNMS, IGNOU (2024 onwards)
- Associate Professor, SOJNMS, IGNOU (2021-24)
- Assistant Professor, SOJNMS, IGNOU (2009-21)
- Sr. Lecturer, MBICEM, GGSIP University, New Delhi (2005-09)

Research & Publications

- **Close to 50 publications** (research papers in indexed journals and book chapters).

- **ORCID ID:** <https://orcid.org/0000-0002-8011-8708>
- **Google Scholar:** <https://scholar.google.com/citations?hl=en&user=g9qVmZEAAAAJ>
- **Book Publication:** Films, Cinema and Movies: How Internet is Shaping the Entertainment Industry (2023), published by HP Hamilton, London.
<https://amzn.eu/d/dtniaf8>

Ph.D. Supervision

- 1 Ph.D. awarded
- 1 Ph.D. thesis submitted
- 4 Ph.D. in progress

Ph.D. Evaluator

- Jamia Millia Islamia, New Delhi
- Osmania University, Hyderabad
- Tezpur University, Assam

Research Projects & Grants

- **Co-Principal Investigator (Co-PI) of ICSSR-funded major project:**
 - *'Youth Engagement and Social Networking Platforms: Assessing the Impact of COVID-19 and Future Challenges in North-East India'*

Academic & Administrative Roles at IGNOU

- **Teaching & Programme Coordination:**
 - Ph.D. programme in Journalism & Mass Communication
 - MA in Journalism and Mass Communication (MAJMC)
 - MAJMC Online
 - BA in Journalism and Digital Media
 - Postgraduate Diploma in Journalism and Mass Communication
 - **PGJMC and MAJMC programmes are offered in 16 countries through Ministry of Education, GOI.**
- **Administrative Roles:**

- Director, School of Journalism and New Media Studies, IGNOU
- Nodal officer, Centre for Internal Quality Assurance, IGNOU.
- Member, Board of Studies (IGNOU and other universities).
- Member, expert committees for curriculum development.
- Coordinator & organizer of events under the School of Journalism.

E-Learning & Digital Content Development

- **E-content producer** for various platforms:
 - **E-PG Pathshala** (*UGC-sponsored E-learning initiative*).
 - MOOCs on **SWAYAM** (*Society and Media, Media Information & Empowerment*).
 - **E-Gyankosh** (*IGNOU's digital repository*).
 - Resource person for **MOOC and online programme** development
- **Regular speaker:**
 - Gyan Darshan TV channel & Gyan Vani radio.
 - Official Facebook & YouTube channels of IGNOU.

Training & Invited Lectures

- **Coordinated 'Train the Trainer' workshops** for working journalists in collaboration with **Deutsche Welle, Germany**.
- **Invited lectures:**
 - University faculty and students.
 - HRDCs (Human Resource Development Centres).
 - Educational & training institutions.
 - Not-for-profit organizations.
 - Prestigious institutions such as Indian Institute of Mass Communication (IIMC) & National Institute of Fashion Technology (NIFT).

- **Expertise:** train-the-trainer programs, communication skills, development of e-content, research skills.

Recent Scientific Contribution:

- Strategic Communication for Achieving Health Outcomes Among Rural Tribes During COVID-19: An Experimental Study of Paniya Tribe in Kerala, India (2025)
- Culture Production and Consumption in Post-COVID Era: A Meta-Analysis of OTT Industry in India (2024).
- Reporting Protest through the Lens of Citizen Journalism: an Exploration of User Generated Content on YouTube (2024).
- Media Fatigue and Information Overload: How Social Media Influences Support for Offline Movements in India (2024).
- Exploring the Portrayal of Subaltern in Hindi Cinema: a Case-study Approach (2024).
- Digital Education and Inclusion in Higher Education: IGNOU's Case of Implementing NEP 2020 (2024).
- Theorizing the Projections of Virtual lives: The Model of Virtual Life Cycle (2023).
- Media Framing of Protest and its Effects on Attitudes: a study of Rural Indian Audience in Sub-cultural context (2023).
- Netnography in Social Networking sites: an Exploration of Cybercultures in consumer groups (2022).
- Alternate Entertainment or shifting discourse: a Narrative Analysis of popular Web series in India (2022).
- Use of Sustaining Innovative Technologies for training during COVID19: a Descriptive study of IGNOU's First Online faculty Development Programme (2022).

- Online Learning in the times of Pandemic COVID19: Perception of Teachers and Learners of Mass communication in IGNOU (2022).
- Outrage as Language of Social Media Discourse: Analysing Prevalence and Effects (2022).
- Transforming the Entertainment Industry: Video on Demand Services in India (2021)
- Framing Analysis of Media Coverage of Protest Movements: a systematic review of Literature (2021).
- Episodic Reporting of Environmental Issues and Audience Apathy: a Systematic Review of Studies on Coverage of National and Regional Dailies (2021)
- Virtual Communities as Sites of Market Genesis: a Netnographic Study of Netflix India and Amazon Prime Video India's Facebook groups (2021)
- Social Media through the lens of Dramaturgy: how Prosumers Prioritise Information Sharing (2021)

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