


STANDARD TEMPLATE OF FACULTY PROFILE FOR UPLOADING OF UNIVERSITY WEBSITE

Title	Dr.	First Name	Kulveen	Last Name	Trehan	
Designation		Sr. Asstt. Professor				
School /Dept. Name		University School of Mass Communication				
Address:		A-802 Type IV Staff Quarters, GGSIPU Sec 16-C Dwarka, New Delhi -110078				
Phone No.		Office	011-23502346			
		Residence	(optional)			
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Email		1. kulveentrehan@ipu.ac.in		2. kulveentrehan.ipu@gmail.com		
Web Page (if any)						
Subjects Taught		Communication Theory, Development Communication, Research Methodology, Analyzing Media Messages, Advertising & PR, Internet Advertising & PR, Integrated Marketing Communication, Sports Journalism, Advocacy, Social marketing campaigns and Community Outreach projects				
Areas of Interest/Specialization		Advertising & Integrated brand communication, Media Literacy, New media and digital cultures, Advocacy & digital campaigns, Sports Media, Social media, Gender studies				
Experience (in years)		Total	21			
		Industry	02+			
		Teaching	18+			
		Research	18+			
Educational Qualifications		UG	BA(Hons) Economics, Punjab University Chandigarh			
		PG	Masters in Mass Communication, Punjab University Chandigarh			
		Doctorate	Journalism & Mass Communication			
		Any other	<ul style="list-style-type: none"> Awarded Junior Research Fellowship (JRF) by University Grants Commission, India 			

		<ul style="list-style-type: none"> • Training course in Film Appreciation (FAC), Film and Television Institute of India (FTII), Pune • GNNIT course C+QM course from NIIT ltd (ANC) • Graphic designing softwares: Corel Draw, Adobe PageMaker , Adobe Photoshop • Business Research Methods, Faculty of Management Studies, University of Delhi
<p>Research Publications in Journals (last 5 years)</p>	<p><i>Select Publications:</i></p> <p>Trehan , K (2021). Twitter Conversations on Indian Female Athletes at Tokyo Olympics for the Global report “Olympic and Paralympic Analysis 2020: Mega events, media, and the politics of sport”, University of Texas at Austin Centre for Sports Communication and Media and Centre for Comparative Politics and Media Research, USA.</p> <p>Gupta, S. & Trehan, K. (2021). Twitter reacts to absence of women on Wikipedia: a mixed-methods analysis of #VisibleWikiWomen campaign, <i>Media Asia</i>, Taylor & Francis (Routledge) Scopus Indexed.</p> <p>Gupta, S. & Trehan, K. (2021). Digital Advocacy by Non-Governmental Organizations for Menstrual Activism: A Framing Analysis of #Lahukalagaan, <i>Journal of Content, Community & Communication</i> V13(7), (2021) SCOPUS Indexed & UGC Care list.</p> <p>Bhatnagar,A. & Trehan, K. (2019)_Workshops as a Methodological Intervention to Assess Media Literacy amongst Children with Special Reference to Learning through Cartoons in India <i>Journal of Content, Community & Communication</i>, (2019) 11-28, DOI: 10.31620/JCCC.12.19/03</p> <p>Bhatnagar,A. & Trehan, K. (2020)._Sociocultural Messages in Indian Cartoon Programmes: A Semiotic Analysis of ‘Roll No. 21’ <i>Wesleyan Journal of Research (UGC Care List) Vol 13 No 16</i> (2020) pp-102-113.</p> <p>Trehan, K. (2018). Advertising literacy to empower the young media consumers in India: a critical exploration of the advertised mind, <i>Media Asia</i>, Routledge, 3-4, pp-149-160.</p> <p>Trehan, K. (2018). Addressing Taboos through social media: An Analysis of Online Advocacy Campaign, <i>Communicator</i>, Volume LIII (1), (2018), pp- 27-51</p> <p>Trehan, K. & Gupta, A. (2015). Brands Explore Human Relationships for Consumer Engagement: A Critical Analysis of Television Advertising in India, <i>Indian Journal of Marketing</i>,</p>	

45(12), pp 35-45.

ICT & E-MODULES & MOOCS

- Developed four quadrant module for e-pathshala , Min. of HRD, Govt of India on media ethics under Media and Information Literacy
- Developed modules on advertising, campaign planning and research and target audiences for e-gyankosh and MOOCS, IGNOU, New Delhi
- Recorded Video Lectures & Other e-content creation for Swayam MOOCS, IGNOU

Creation of Module for Social and Behavior Change Communication curriculum initiated by UNICEF

1. Was part of the team that developed Module 6 “Strategy Design, Planning Module Processes and Level of Intervention” in Communication for Social Behavior Change, Learning Module series created by UNICEF
2. Currently part of team of reviewers for the e-content development on SBCC by UNICEF

3. Design of New Curriculum and Courses

4. Participated and revised 9 communication modules for Social and Behaviour Change Modules developed by UNICEF in 2011-12 at the consultation committee meet cum workshop jointly hosted by UNICEF and Ashoka International University, India .

Papers Published in Conference Proceedings (last 5 years)	<p>Presented research papers on new media advocacy campaigns, media literacy, advertising, digital communication and sports media and gender internationally at conferences in USA, UK, Canada, Russia, South America, Australia, Asia, Kenya besides IIT Delhi, MICA Ahmedabad, Delhi University, AUD, University of Hyderabad among other premiere universities.</p> <p>Her research papers have been published in annual book of abstracts and conference proceedings by ICA, IAMCR, AMIC, Moscow Readings etc.</p>		
Books Authored/Book Volume Chapters	<p><i>Some select chapters:</i></p> <p>Trehan K. (2020). Saree as an Official Indian Dress at International Sports Events: A Critique. In: Fuller L.K. (eds) Sportswomen’s Apparel Around the World. New Femininities in Digital, Physical and Sporting Cultures. Palgrave Macmillan, USA (<u>Springer</u>).</p> <p>Trehan, K. (2021). Punjabi Television in the Global World: Capturing the Native and the Diaspora in Regional Language Television in India, Profiles and Perspectives(book) eds Mira K Desai, Routledge, 2021.</p> <p>Trehan, K. (2021) Sports Reporting. Beat Reporting & Editing Journalism in the Digital Age eds Surbhi Dahiya, Sambhu Das Sahu, Sage Publications, 2021.</p>		
No. of Conferences	National	Attended	Organized
		20-30	
	International	More than 30	<p>1.Organising Coordinator, International Web Convention , Hundred Years of Media in South Asia, Decoding the South Asian Mystique (Dec19-20,2020)</p> <p>2.Organized the first ever International FDP/ Lecture Series Media Morphosis 2020, with Global Academia from</p>

				USA, UK, Germany, Russia, Israel at USMC, GGSIPU in May-June 2020. 3. Organizing several lectures with International academia from USA for USMC and USS. 4. Organising sensitization on sexual harassment and community engagement programmes at GGSIPU since many years
Research Guidance	Awarded	PG	M. Phil	Doctorate
		150+		01
	Undergoing	13		03
Research Projects	Completed	<p>04 as Principal Investigator on media literacy, advertising literacy, social media advocacy and gender, online advocacy and SDG13.</p> <p>Recent Collaborative Research Projects (2021)</p> <ol style="list-style-type: none"> Contributed as a Researcher (Social Media Case and discourse Analysis) to a research project on Gender and Media “The M3 on Man, Male and Masculinity Project” a collaboration between NWMI & Gothe Institut (Germany), New Delhi Led by Prof Usha Raman (UOH) & Laxmi Murthy (NWMI). Collaborated on nationwide survey on Research on Online Teaching and Learning (ROTL) in a team of 10 members from across the country. The findings were presented in Media Mantra organized by SNDT Women’s 		

		<p>University Mumbai in June 2021.</p> <p>3. Completed a Research Project titled ‘Study on impact of Covid-19 on agrarian part of the country’ in July 2020 as an interdepartmental collaboration of researchers from USS, GGSIPU, New Delhi.</p>
Awards & Distinctions	Undergoing	01
Administrative Assignments Handled		<ul style="list-style-type: none"> • Conferred Iconic Women Award under the Exceptional Leaders of Excellence Category by Women Economic Forum in April 2019. • Ist Indian Woman Media academician to be invited to deliver a special lecture on Advertising Literacy at Moscow State University, Russia • Invited to deliver lectures on Media in India & Intercultural communication in Technische Hochschule Nürnberg Georg Simon Ohm in the framework of OHM-Lectureship program.by University of Nuremberg, Germany in 2020. • (International) Winner of UNICEF C4D Research Fund Grant for ‘Empowering adolescent girls through digital interventions in rural Rajasthan: A case study of Girls Effect’s Chhaa Jaa (Go Forth and Shine) programme’: Researcher: Sneh Gupta (Ph.D. Scholar under Dr Kulveen Trehan); Project Advisor: Dr Kulveen Trehan <ul style="list-style-type: none"> • External Member, Board of Studies, Chandigarh University • Member Board of Studies, USMC, GGSIPU (2015-2017); (2022-2024) • Member, School Research Committee (since 2015) • Course Coordinator, MA(MC) for six years (2013-Sep 2019) • Placement Coordinator,USMC (2011-2019) • Coordinator, Academic and Extension Activities, USMC (2019 till date) • Nodal Officer Student Grievance, USMC (2019 till date) • Faculty Coordinator, Aveksha Dramatics Society of USS (2014-till date) • Faculty Coordinator, Literary Society (2013-2014) • Faculty Coordinator Publications Club, USS (2011-2013)

<p>Association with Professional Bodies</p>	<ul style="list-style-type: none"> • International Communication Association (ICA), USA • International Association of Media and Communication Research (IAMCR) • News Women Media of India (NWMI) • National Steering Committee, MILANO
<p>Any other Achievements</p>	<ul style="list-style-type: none"> • Chaired International conference sessions in UK, South America, Spain & Nairobi. • External Expert Member, BOS, University Institute of Design, Department of Fashion Design, Chandigarh University • Member, Expert Committee to design Curriculum for "Video Production"- one-year certificate course under WCSC project Govt. of Delhi. • Member Expert Committee to design curriculum for Diploma programme in Advertising and persuasive Communication at SOJNMS, IGNOU, New Delhi • Member, Jury for Community Radio Fellowships granted by TIFF & UNESCO 2021 • Member, Committee to develop nine modules for PG programme on SBCC, UNICEF <p>Panelist Have been Invited as panelist by IAWRT, WJEC & IIMC, TIFF & UNESCO, CIFI, MICA, exchange4media.com, Business World, NMWI & Gothe Institut, PRSI, ICAN, SNMT Mumbai besides University of Delhi , PU, AU, etc. for various discussions on Media and Communication Issues.</p> <p>Workshops Invited as a resource person to conduct workshops on research methodology, research design, advertising, public relations and IMC for Corporate Communication Officers at Public Sector and Private Sector Organizations like GAIL, Ministry of Tribal Affairs, Polycron Industries, Indian Institute of Mass Communication, University of Delhi, Jamia Millia Islamia , Ashoka University, Central University of Jharkhand , Presidency College Bangalore , PU , CU, KU , JLU, Sharda University etc.</p> <p>Keynote Speaker Have been invited as Keynote Speaker to International Summits & Roundtables.</p> <p>Special lectures at Indian Institute of Mass Communication, Min of I & B. Govt of India</p>

	<p>Invited for special lectures and talks at Indian Institute of Mass Communication, Govt. of India since 2012 on media literacy, sports media, advertising literacy, integrated marketing communication, advocacy campaigns. STL & BTL etc</p> <p>Resource person for Training Courses organised by Min. of Information and Broadcasting, Govt. of India</p> <p>Invited to take several sessions with senior officers of Indian Armed Forces, SSB, IIS officers, NDRF, DRDO etc. on perception communication, advocacy and community outreach.</p>