

**DR. PURNIMA KUMARI ORAON**

Jamia Hamdard University, New Delhi, INDIA.

ORCID: 0009-0003-2622-5187

Email: purnimakoraon@hamdard.ac.in

---

**Research Interests:**

Media Studies, Cultural Studies, Tribal Identity, Journalism, Gender, Visual Communication, Graphic Design, Development Communication.

---

**Education****Ph.D. in Media Studies**

Jamia Millia Islamia, New Delhi, India

*Awarded: February 2022*

- Thesis: “Religious Mobilisation and Sarna Identity: The Predicament and Assertion of Tribal in Jharkhand”
- Research Fellowship: Indian Council of Social Science Research (ICSSR), 2016
- Academic Study Tour Fellowship: Columbia University, New York, USA, sponsored by Dr. Ambedkar Foundation, 2015

**M.A. in Mass Communication**

Kurukshetra University, Haryana, India

*Completed: 2009*

**Post Graduate Diploma in Hindi Journalism**

Indian Institute of Mass Communication (IIMC), New Delhi, India

*Completed: 2008*

**B.A. (Hons) in Psychology**

Banaras Hindu University, Varanasi, India

*Completed: 2007*

---

**Academic Appointments****Assistant Professor (Contractual)**

Centre of Media and Mass Communication Studies, Jamia Hamdard, New Delhi

*July 2024 – Present*

- Teach graduate and postgraduate courses in Graphic Design, Radio for Communication, and News Writing.
- Supervise student research projects and provide academic mentorship.
- Develop curriculum and instructional materials to enhance learning outcomes.

**Assistant Professor**

School of Media and Communication Design, IMS Unison University, Dehradun,  
Uttarakhand

*August 2022 – May 2024*

- Delivered courses in Radio, Visual Communication Design, Sound Design, Print Media, Data Journalism, Development Communication, and Event Management.
- Served as Program Coordinator for postgraduate students, overseeing academic advising and program development.
- Contributed to administrative roles, including Library Committee Member, Proctorial Board Member, and Board of Studies Member.

**Academic-cum-Teaching Associate**

Indian Institute of Mass Communication (IIMC), New Delhi

*April 2022 – July 2022*

- Coordinated academic and research activities for the Indian Information Service (IIS) department.

**Assistant Professor (Ad-hoc)**

Department of Journalism & Mass Communication, Guru Ghasidas Vishwavidyalaya,  
Bilaspur, Chhattisgarh

*July 2013 – June 2014*

- Taught undergraduate and postgraduate courses in journalism and mass communication.
- Designed and implemented engaging lesson plans to foster critical media literacy skills.

---

**Professional Experience****Researcher/Editorial Team Member**

Jan Media/Mass Media, Media Studies Group, New Delhi

*November 2011 – June 2013*

- Conducted research, managed surveys, and produced content for academic journals.
- Edited and reviewed articles to ensure quality and adherence to publication standards.

**Senior Monitor**

Electronic Media Monitoring Centre, New Delhi

*October 2008 – June 2011*

- Monitored news channel content and prepared analytical reports for regulatory compliance.
  - Developed expertise in media analysis and content evaluation.
-

## Research and Publications

### Book Chapters

Shailesh, V., & Oraon, P. (2016). Muslim abadi aur Pew Research Centre. In Media aur Muslim (in Hindi). Delhi: Media Studies Group. ISBN 978-93-84304-09-6.

Ganguli, A. & Oraon, P. (2025). Contextualising the Transgender assertion in Digital Cultural Landscape: Citing the Justice for RG Kar Movement, Delhi: Bloomsbury Publishing (under publication)

### Peer-Reviewed Publications

- **Oraon, P., & Ganguly, A.** (2024). *Reading the Construction of Transgender Identity in Digital Cultural Landscape*. Pragyaa, 22(2). ISSN: 0974-5521.
- **Oraon, P., & Kumar, A.** (2020). *Religion and Adivasi Identity: Negotiating the Shared Cultural Boundaries*. Multi-disciplinary journal JMI, 40(10). ISSN: 2394-3114.
- **Oraon, P.** (2016). *Production of Nationalism in Zee News Factory*. Mass Media, 5(54), 16–24. ISSN: 2277-7369.
- **Oraon, P.** (2016). *'Love Jihad' Campaign in Hindi News Media*. Mass Media, 5(54), 16–24. ISSN: 2277-7369.
- **Oraon, P., et al.** (2012). *Female in News Media 2.7%*. Jan Media/Mass Media, 1(2), 25–28. ISSN: 2277-2847/2277-7369.
- **Oraon, P., & Pratap, V.** (2012). *Background of the Income of Local Editions of Newspapers*. Jan Media/Mass Media, 1(5), 4–8. ISSN: 2277-2847/2277-7369.
- **Oraon, P., et al.** (2012). *Condition of the Govt. Hindi Websites*. Jan Media/Mass Media, 1(8), 4–8. ISSN: 2277-2847/2277-7369.
- **Oraon, P., & Rupa, J.** (2013). *Students' Edition Meant for Promoting Consumption of Luxurious Items*. Mass Media, 2(10), 7–10. ISSN: 2277-7369.
- **Oraon, P., & Kumar, S.** (2013). *Domestic-Foreign Visit of President of India and Journalists*. Jan Media, 2(19). ISSN: 2277-2847.

### Conference Presentations

- *Waving the Flag: Symbolic Meaning, Political Engagement, and Social Identity*. National Conference on Media, Democracy and Social Change, IMS Unison University, Dehradun, December 2023.
- *Changing Cultural Symbol and Identity Assertion among Adivasis of Jharkhand*. National Seminar, Indian Social Institute, New Delhi, 2016.
- Presented at the 45th All India Sociological Conference, University of Kerala, Trivandrum, 2019.
- Presented at the 4th International Conference on Social Sciences, University of Kelaniya, Sri Lanka, 2018.

## Conference and Workshop Organization

- **Co-Convenor**, National Conference on Media, Democracy and Social Change, IMS Unison University, Dehradun, December 2023.
  - **Convenor**, National Conference on Media Culture and Society: Emerging Trends, Issues and Challenges, IMS Unison University, Dehradun, December 2022.
- 

## Awards and Fellowships

- **First Prize**, Essay Writing Competition, Liszt Institute, Hungarian Cultural Centre, Delhi, December 2021.
  - **Academic Study Tour Fellowship**, Columbia University, New York, USA, Dr. Ambedkar Foundation, 2015.
  - **Research Fellowship**, Indian Council of Social Science Research (ICSSR), 2016.
  - **UGC Junior Research Fellowship (JRF)**, Tribal and Regional Languages/Literature, 2019.
  - **UGC National Eligibility Test (NET)**, Mass Communication and Journalism, 2012.
- 

## Technical Skills

- **Software Proficiency**: Microsoft Word, Excel, PowerPoint; Adobe Photoshop, Adobe Audition, Sound Forge (Radio Production).
  - **Research Tools**: Qualitative research methodologies, data analysis, and content production.
- 

## Workshops and Training

- **Workshop on Cultural Violence**, Centre for Studies in Social Sciences, Calcutta (CSSSC), Kolkata, March 2016.
  - **Qualitative Research Methodology Workshop**, National University of Educational Planning and Administration (NUEPA), New Delhi, August 2015.
  - **International Conference on Gender, Community, and Violence**, KRNCDMS, Jamia Millia Islamia, New Delhi, April 2015.
  - **UGC-Sponsored Interaction Programme for Ph.D. Scholars**, Academic Staff College, Jamia Millia Islamia, New Delhi, December 2014.
  - **National Seminar on Women's Participation and Inclusive Development**, National Institute of Rural Development (NIRD), Hyderabad, March 2013.
- 

## Freelance Writing

Contributed feature articles and reports to:

- *Dainik Jagran, Jansatta* (New Delhi)
  - *Jan Sandesh Times, Daily News Activist* (Lucknow)
  - *Hum Samvet* (Bhopal), *Dainik Lokdasha* (Rajasthan)
  - *Vanchit Janta* (Punjab), *Samkaleen Hastakshep* (Ranchi)
- 

## Languages

- English (Fluent)
  - Hindi (Fluent)
  - Kurukh (Native)
- 

## Personal Details

- **Date of Birth:** May 18, 1985
- 

## Declaration

I hereby declare that all information provided in this curriculum vitae is true and accurate to the best of my knowledge.

**Date:** May 22, 2025

**Place:** Delhi

**Dr. Purnima Kumari Oraon**