

JAYATI SHARMAA

Assistant Professor & Coordinator (UG and PG Program)

Amity School of Communication

&

Editor

Amity Journal of Media and Communication Studies

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PROFILE

- ⇒ Specialization in Electronic Journalism, Anchoring and Communication Theory ;
 - ⇒ Coordinator & Founder faculty of Amity School of Communication at Amity University Rajasthan.
 - ⇒ Member: Examination Committee, Convocation Committee and Cultural Committee of Amity University Rajasthan; Board of Studies, Amity School of Communication, AUR including various other short term committees at the university level;
 - ⇒ Played the key role in conceptualizing and organizing an **International Conference on “Changing Paradigms of Media Landscape in the Digital Age : Issues and Perspectives (With special reference to the Rise of Social Media) in March 2011;**
 - ⇒ Editorial In-charge of **Amity Journal of Media and Communication** - an EBSCO listed peer reviewed biannual media journal;
 - ⇒ Served as **Dy. Dean-Student's Welfare** (extra charge) at Amity University Rajasthan;
 - ⇒ Conceptualized and organized **Rajasthan's First Media Fest-“Sanchar”** at Amity University Rajasthan;
 - ⇒ Conducted three **International Conferences as Master of Ceremony** along with many national seminars and workshops;
 - ⇒ **Reviewed research papers for AEJMC** (Association for Education in Journalism and Mass Communication, Columbia) Journals and Conference;
 - ⇒ **Guided many dissertations and final projects** of UG and PG students;
 - ⇒ **Conceptualized and Conducting a Basket Course on Anchoring under** the interdisciplinary programs at Amity University Rajasthan, **have trained more than 300 students** of different programs.
 - ⇒ Worked in **Electronic & Print Media** industry before shifting to academics;
 - ⇒ **Produced, scripted and directed News Documentaries** on various social Issues;
 - ⇒ Worked as a **Freelance Anchor for Doordarshan, Bhopal;**
 - ⇒ Worked as **News Anchor, Voice over Artist and Program Developer** with various electronic media organizations;
 - ⇒ As a **reporter covered many hard and soft news stories; worked as magazine editor and content developer** for various print media organizations;
 - ⇒ **Interviewed many national and international celebrities** for electronic and print media.
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STRENGTHS

- ⇒ An Enthusiastic and creative teacher with personalized teaching approach promoting self learning among students;
 - ⇒ **Well organized** with a track record that demonstrates self motivation, creativity, and initiative to **achieve both personal and professional goals**. Have reached the **higher echelons of career** through rapid promotions by way of competitions and a thoroughly professional attitude;
 - ⇒ Competent, diligent & detail-oriented professional with **cross functional experience in electronic and print media, with special emphasis on content development, writing and editing;**
 - ⇒ Enriched with logical reasoning that is developed from extensive professional exposure; keen intellect and strong desire to excel in professional career, capable of coordinating between various departments within the organization and working collaboratively in a team environment;
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PROFESSIONAL EXPERIENCE

- ⇒ **AMITY UNIVERSITY RAJASTHAN** Jaipur, since July 2005, **Assistant Professor**
 - ⇒ **AMITY UNIVERSITY RAJASTHAN** Jaipur, since August 2009- December 2010, **Dy. Dean-SW**
 - ⇒ **RAI UNIVERSITY RAJASTHAN** Jaipur, September 2004 – June 2005, **Lecturer**
 - ⇒ **DAINIK BHASKAR** Bhopal, October 2003- August 2004, Reporter cum **Copy Editor**
 - ⇒ **NAV BHARAT** Bhopal, January 2003- September 2003, **Correspondent**
 - ⇒ **ETV NEWS** Bhopal and Hyderabad, August 2002- October 2001, **Intern**
 - ⇒ **OTG NEWS NETWORK** M.P. Indore, May 2001- June 2002, **Reporter**
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CONFERENCES

International Conference on Changing Paradigm of Media Landscape in the Digital Age: Issues and Perspectives, March 4-5, 2011

Organized by: Amity School of Communication, Amity University Rajasthan
Participation Status: Member of Organizing Committee & Editorial Board

International Conference on Civic Challenges, Media and Democracy, February 12-13, 2012

Organised by: Mangalayatan University, Aligarh & University Grants Commission
Participation Status: Paper presenter
Title of the Paper: Sting Operations by Electronic Media in India vis-à-vis Right to Privacy and Freedom of Expression

National Seminar on Media for Universal Peace and Happiness, May

Organised by: Media Wing, Brahmakumari Ishwariya Vishwavidhyalaya
Participation Status: Penalist

International Seminar on “Issue of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media”, January 9, 2012.

Organised by: Department of Mass Communication, University of Calcutta
Participation Status: Paper Presenter (in absentia)
Title of the Paper: Sting Operations in India : Issues and Perspectives

International Seminar on “Tradition of Nonviolence: Changing Context”, February 14-15, 2015

Organised by: Centre for Gandhian Studies, University of Rajasthan
Participation Status: Paper Presenter
Title of the Paper: Gandhian Principles of Journalism vis-à-vis Contemporary Media Practices

All Indian Media Educator’s Conference, April 2-, 2015

Organised by: Centre for Mass Communication, University of Rajasthan
Participation Status: Member of Organizing Committee, Editorial Board & Paper Presenter
Title of the Paper: Politically Correct: The Motivational Quotient of Media in Promoting Political Participation

PUBLICATIONS

“Changing Paradigm of Media Landscape in The Digital Age: Issues and Perspectives”

Edited Book, Amity University Press, 2011

Editorial for Amity Journal of Media and Communication Studies

July-Dec 2011,
ISSN : 2231-1033

“Sting Operations in India: Issues and Perspectives”

Research Article; “Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media”; University of Calcutta, Kolkata; 2012
ISBN : 81-86263-02-4

“Private Sphere: Democracy in a Digital Age (Digital Media and Society) by Zizi Paracharissi

Book Review; Amity Journal of Media and Communication Studies; January-June 2011;
ISSN : 2231-1033

“News Anchoring”

Article; "Samachar Evam Feature Lekhan"; Human Resource Development Ministry, Rajasthan Hindi Granth Academy & University of Rajasthan; 2010
ISBN: 978-81-7137-763-3

"Sting Operations: Media ke Tarkash Mein Naya Teer"

Article; "Electronic Media"; Human Resource Development Ministry, Rajasthan Hindi Granth Academy & University of Rajasthan; 2009
ISBN:978-81-7137-721-3

EDUCATIONAL CREDENTIALS

- ⇒ **PhD (pursuing) on "Sting Operations by Electronic Media in India vis-à-vis Journalism Ethics"**
Centre for Mass Communication, University of Rajasthan
 - ⇒ **Research Areas**
Sting Operations, Electronic Media Practices, Media Ethics
 - ⇒ **Masters in Mass Communication, 2002 with First Division**
School of Journalism and Mass Communication, Devi Ahilya University, Indore
 - ⇒ **Bachelor in Commerce with Office Management, 2000 with First Division**
SMSDKM, Devi Ahilya University, Indore
 - ⇒ **Senior Secondary, 1997 with First Division**
M.P.Board, Indore
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PERSONAL DETAILS

- ⇒ **Date of Birth** June 30, 1980
 - ⇒ **Father's Name** Shri V.K. Mishra
 - ⇒ **Marital Status** Married
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