

N.G ACHARYA AND D.K MARATHE COLLEGE OF ARTS, SCIENCE AND COMMERCE  
SHRI. N.G ACHARYA MARG, CHEMBUR, MUMBAI 400071

## DEPARTMENT OF MASS COMMUNICATION

### B.A.M.M.C



#### Faculty Profiles

##### **Dr. Yogesh Chandrabhan Dhanjani**

*Program Co-Ordinator and Head of Department*

**Qualifications:** BMM, MCJ (Communication and Journalism) SET, PhD, Cert: ET- (British Council) Certified Trainer for Spoken English.

#### **Additional Roles**

Faculty In-charge (Operations), Acharya 90 FM, Community Radio.

**Interests and Expertise:** Global Communication, New Media, Political Participation, Film studies, Social Media Privacy, Internet and hate speech, Privacy in Social Media, Media Theories, Gender and Media, Popular Culture and Advertising, Methodologies in Media Research.

#### **Research Papers (Presentations and Publications)**

➤ **List of Publications as part of various national and international conferences**

- **‘Exclusive advertising strategies in banking sector’,** 2013, p 146, Mumbai (ISBN: 978-81-925-005-0-8)
- **‘Translation and Film Adaptation, A redundant distinction in modern times’,** 2013, p 214, Mumbai (ISBN: 987-81-925005-1-5)
- **‘Celebrating Masculinity’, Male Rapes, their under reporting and myths’,** Wizcraft publications ltd, 2014, p 69, Mumbai (ISBN:978-93-83183-24-1)
- **‘Kissing the right frog? The risks of deception through online dating apps and its psychological impact on the deceived,** 2016, p 109, Mumbai (ISBN 978-93-85777-67-7)
- **‘Whatsapp and its impact on employee productivity’,** 2016, p 161, Mumbai (ISBN 978-93-82159-87-2)
- **‘Contextual integrity’ model of privacy and its application to Instagram’** 2018, p 79- 83 (ISBN 978-93-88237-70-3)

- **‘Indian Media and Changing Cultural Scenario in Terms of ‘Racism’ and ‘Stereotypes’ with Special Context to Certain Advertising’** 2020, Bhopal, Madhya Pradesh.
- **‘Deceived, Conned, Betrayed. Increase in Online Romance Scams due to Loneliness arising out of Covid 19 Pandemic’** 2021, (ISSN-2455-6211)
- **‘The impact of Rumours related to Covid 19 Pandemic via Whatsapp, a messaging Application on People in India,** 2021, (ISSN-2394-7780)
- **‘The Face of Truth: Study of Facebook and its growing popularity amongst educators to teach journalism students’,** 2021, (ISSN-2277-8071)
- **‘Tracked and Sold’ A study on Artificial Intelligence and its role in Marketing on Instagram,** 2021, (ISBN 978-93-5457-742-0)
- **‘The Touch of Music: Understanding the impact of music streaming application and their work -out playlists in enhancing physical fitness’** 2021, (ISSN-2277-8071)
- **‘Exploring Visual Creativity- A study of Instagram as a Popular teaching tool for visual oriented communication subjects’,** 2022, (ISSN-2277-8071)
- **‘Self-Absorption on social media and its impact: A study of Instagram,**2022, (ISSN: 2582-6557)
- **‘Analysing PR and Advertising in reference to the Television Industry’,** 2022, Pg. 27 (ISBN: 978-93-93577-48-1)

## **Affiliations and Achievements**

- Part of Syllabus drafting Committee, University of Mumbai for the Subject ‘Retailing and Merchandising to be implemented from December 2021
- Chaired the Syllabus for Subject ‘News Media Management’ in the year 2015-2016
- Invited as Resource Person by Board of Studies for Agency Management and Newspaper and Magazine Making.
- Invited as a Subject Expert and Interview Panellist by SNGC, Chembur for appointment of faculties in department of Mass Communication in Jan 2021
- Felicitated by the executive president of the Times Group at the YO bureau (The Times of India) award ceremony for excellence in journalistic contribution.
- Worked successfully for the Teach India Program with the Times of India and the British Council.



**Ms. Subha Subramanyan**

*Asst Professor*

**Qualifications:** BMM, MCJ, PGDMDC (Post Graduate Diploma in Media & Disability Communication) Silver Medalist

**Interests and expertise:** Journalism and Public opinion, Politics and Media, Consumer Behaviour in advertising, Visual Communication, Public Relations and Corporate Communications,, Middle East politics and Palestine.

Research Papers (Presentations)

- Multimodal Communication Patterns Among Deaf Children in Classroom Setting- A content analysis study of the challenges and Barriers in Communication, Mumbai ICDC 2016
- Significance of Multimodal Communication in Providing by Linguistic Congruence in a classroom, A case study of Deaf School classroom setting, Somaiya College Mumbai, 2017



**Ms. Priyanka Maurya**

*Asst Professor*

**Qualifications:** BMM, MCJ

**Interests and expertise:** Communication Skills, Copyright policy and discourse, Intellectual Property, Neoliberalism, Ethics in Media, Global digital culture.

**About the Department of Mass Communication**

Bachelor of Mass Media Program (B.M.M) started at N.G Acharya and D.K Marathe College in 2008. Now the Program has been renamed as **Bachelor of Arts in Multimedia and Mass Communication** (BAMMC) and is affiliated to the University of Mumbai. The Department houses some of the best creative minds that will be future journalists, designers, ad and filmmakers. Students enter this course with many passions and dreams. Creativity is not just the way they like to think, it's the way they like to live. The department gives students ample

opportunities to learn and excel in their area of choice, after exploring all facets of media. Today the department of Mass Communication has emerged as a vibrant, dynamic and ever enthusiastic department.

### **The Department of Multimedia and Mass Communication Aims at**

- An intensive, high-quality education in media and communications
- A broad social science foundation in qualitative, quantitative, empirical and critical skills.
- A diverse, inter- and multidisciplinary approach to theoretical developments and debates in the field of media
- An intellectually stimulating, well-resourced learning environment, with strong links to media and communications industries, policy makers and the third sector.
- The opportunity for lively cross-cultural exchange of ideas among a dynamic group of fellow students in the Department.
- Study with well recognised and active guest faculties with expertise in media and communications, politics and democracy, regulation and policy, technological change, audiences and literacies, globalisation and culture, and more.