

Professional Summary

An academic professional with nine years of experience in vocational and skill-based media education, currently serving as an Assistant Professor in the Department of Journalism and Mass Communication at Central University of Himachal Pradesh. Committed to equipping students with practical skills and critical insights needed to succeed in today's fast-paced and ever-evolving media landscape.

Work Experience

1. Assistant Professor, Department of Journalism and Mass Communication, Central University of Himachal Pradesh — Present

- Teach postgraduate courses in Journalism and Mass Communication.

Responsibilities

- Coordinator, IQAC Cell — Department of Journalism and Mass Communication.
- Coordinator, Mental Health and Well-Being Cell — Department of Journalism and Mass Communication.
- Coordinator, SWAYAM — Department of Journalism and Mass Communication.
- Member, School Board — School of Journalism and Mass Communication & New Media.
- Actively participates in departmental planning and outreach activities.

2. Assistant Professor in New Media, Deen Dayal Upadhyay Kaushal Kendra, Central University of Himachal Pradesh. June 2017 – June 2024

- Served as an Assistant Professor in New Media under Deen Dayal Upadhyay Kaushal Kendra, Bachelor of Vocation (B.Voc) program.

Responsibilities Included

- Delivered practical and theoretical courses with a strong focus on skill

development aligned with industry needs.

- Facilitated internships to enhance student exposure to workplace dynamics.
- Contributed to curriculum design and syllabus development in alignment with evolving academic and industry standards.
- Actively participated in departmental planning and academic development initiatives.

Academic Qualification

- PhD in Journalism and Mass Communication from the School of Journalism, Mass Communication, and New Media, Central University of Himachal Pradesh.
- SET in Journalism and Mass Communication from the Himachal Pradesh Public Service Commission (HPPSC).
- Masters in Mass Communication from HPU Regional Centre, Dharamshala, Himachal Pradesh University.
- B.Sc. in Medical from Himachal Pradesh University, Shimla.

Specialization

- Environmental Journalism, Digital Journalism, New Media Technology, Communication Research, Rural Journalism

Research Interest

- Communication Research, Sustainability Communication, Climate Change Communication, New Media Technologies.

Publications

- Chaudhary, Monika (2026). **Agenda Setting of Forest Fire News in Online Newspapers: A Comparative Analysis of Forest Fire News Coverage in Regional and National Newspapers in Himachal Pradesh.** *ShodhVichar: Journal of Media and Mass Communication*, Online ISSN - 3107-6408, (2), 80-89.
- Chaudhary, Monika (2026). **Youth Engagement with Environmental Information and Conservation Efforts: A Comparative Analysis of News Media and Social Media Usage Among Students in Himachal Pradesh.** *Communicator*, ISSN- 0588-8093, LXI (2), 15-24.
- Katoch, Archana & Monika (2024). **Coverage of Government Initiative**

"National Action Plan on Climate Change": A Study of Newspapers in Himachal Pradesh. *Communicator*, UGC-CARE listed Research Journal, ISSN-0588-8093, LIX (3), 46-52.

- Monika & Katoch, Archana (2022). **Coverage of Government Initiatives for Environmental Protection: A Comparative Analysis of Four Newspapers in Himachal Pradesh.** *Communicator*, UGC-CARE listed Research Journal, ISSN-LVII (4), 23-32.
- Katoch, Archana & Monika (2019). **Sustainable Development Goals, Environmental Protection and Government Initiatives: A Study of Newspapers Coverage in Himachal Pradesh.** *Communicator*, UGC-CARE listed Research Journal, UGC-CARE listed Research Journal, LV, 1-18.
- Katoch, Archana & Monika (2016). **Coverage of Environmental Issues in Himachal Pradesh: Comparative Study of National and Regional Newspapers.** *Communication Today*, a bilingual media quarterly, ISSN-0976-217X, Vol. 18, no. 4, 28–39.

Participation in Seminars/Conferences

- Participated in the **International Conference on “Quality Education Sustainable with AI.”** Jointly organized by Satapura College of Engineering & Polytechnic—Balaghat, the Research Foundation of India & RFI-CARE, World Innovators University—USA, and SEPS—Nepal on 25 July 2026.
- **“Guru Ravidas Ji ke Samatamulak Chintan ke Prasar mein Media ki Bhumika: Ek Adhyayan.”** Paper presented through online mode at International Conference on “मध्यकालीन भक्ति आन्दोलन एवं गुरु रविदास जी,” held at Maharaja Dahirsan Auditorium, Academy Building, P-16, Sector-14, Panchkula, on 24–25 March 2026.
- **Media as a Catalyst for Sustainable Agriculture: Analysing Media Framing of Agricultural Issues in Online Newspapers in Himachal Pradesh.** Paper presented at the National Conference on “Viksit Bharat 2047: Empowering India through Integration of Commerce, Management and Economics for Global Recognition,” held at Himachal Pradesh University Regional Centre, Dharamshala, on April 23–24, 2025.

- **Investigating Environmental Issues in Gilgit-Baltistan: A Study of Online Newspapers' Coverage Highlighting Current Challenges and Future Solutions.** Paper presented at the National Seminar on “Gilgit-Baltistan: Excavating Roots, Exploring Routes,” organized by the Centre for Kashmir Studies, Central University of Himachal Pradesh, Dharamshala, on March 15–16, 2024.

Lectures and Talks Delivered

- Delivered a lecture on the topic **"Environmental Protection, Women and Indigenous Knowledge: Revisiting Ahilyabai Holkar's Vision"** on May 13, 2025, at Sharan B. Ed College, Ghurkaddi.
- Delivered a lecture on the topic **"Indian Culture and Social Harmony: Dr. B.R. Ambedkar's Perspective"** on April 27, 2023, at Gyan Jyoti B.Ed. College.

Orientation/Refresher Programmes Attended

- Attended an FDP—Training Programme on **R Programming for Budding Data Analysts** from **June 08–18, 2026**, organized by the Research Foundation of India.
- Attended an FDP—Training Programme on **“First-Hand Experience on SPSS Introductory Module”** from **May 23–30, 2026**, organized by the Research Foundation of India.
- Attended an FDP—Training Programme on **“Extensible AI for Smarter Research: Tools that Save Time and Improve Quality”** from **February 24–28, 2026**, organized by the Research Foundation of India.
- Attended the UGC-sponsored **Faculty Induction Program** organized by UGC MMTC, Central University of Himachal, from 28.01.2026 to 24.02.2026.
- Attended an FDP—Training Programme on **“Advanced Tools and Techniques for Research Methodology”** from **November 6–17, 2025**, organized by the Research Foundation of India.

Membership of Learned Societies and Professional Bodies

- **Member** - Research Foundation of India (RFI).
<https://researchfoundationofindia.com/>