



Dr. Bhargavi D Hemmige

Associate Professor & HOD - Media Studies

Specialization: Journalism & Mass Communication

Email: dr.bhargavi_D@cms.ac.in

LinkedIn : <https://www.linkedin.com/in/dr-bhargavi-d-hemmige-0a437163>

Qualification

- PhD (Journalism & Mass Communication)
- PGDMM
- PGDML (NALSAR)
- MA
- BA

Work Experience - 13 Years

- 2019-Present Associate Professor - Center for Management Studies – Jain (Deemed to be University), Bangalore
- 2015 – 2019 Assistant Professor - SBRR Mahajana College, Affiliated to Mysore University
- 2013-2015 Assistant Professor - Vidyaavadhaka PG Center
- 2011- 2013 Assistant Professor - JSS Womens College, Mysore University
- 2008-2011 Part-Time Lecturer - Basudev Somani College
- 2007 – 2011 Research Associate - Rural Organisation for Appropriate Development (ROAD)

Career Summary

Dr. Bhargavi D Hemmige is currently working as an Associate Professor and Head of the Department - Media Studies at Center for Management Studies, Jain (Deemed-to-be-University) having over 14 years of experience in teaching and research. She has also been working with NGOs and stayed associated with government of Karnataka. One of her note-worthy engagements is being the media-co-ordinator to Bengaluru-San Francisco sister city initiative where she closely worked with Mayor of San Francisco, angel investors and government of Karnataka. She has also served as 'Syndicate Member' to the University of Mangalore.

She has been inspired by Gandhi and her father-in-law, who has been a freedom fighter. She believes in the soft power of social media to make a difference, at the same time, being concerned about the challenges they bring in. She is a founder member of a society for visually challenged students in Mysuru and has been instrumental in setting up a scribe bank for them. She is passionate towards gender equality, environment and climate change and grassroots media, particularly, community radio. She has completed funded projects on Social Media and Adolescents, Community Radio and been working on a 'Tribal Education Project' and 'Juvenile Home Project'.

She believes that Journalism education can be successfully imparted only when the students are exposed to social realities. The focus needs to be on developing critical thinking and learning to make ethical judgements.

Research Interest

- **Media Law** – To examine the various media law, policy and regulatory frameworks in India and its implications on free speech, upholding the democracy and secularism.
- Grassroots Communication, Media and Social Development and so on.

Research Projects and Research Publications

- Completed Minor Research Project awarded by University Grants Commission (UGC) titled "Impact of Social Media on Adolescents in Karnataka State – An empirical study", 2015-17.
- Completed Minor Research Project awarded by University Grants Commission (UGC) – UPE, University with Potential for Excellence project, Focus area -II titled "Social Change, Education and Entertainment –A Case study of Kongo Community Radio 90.4MHz", 2017-18.
- A study on Tribal Education imparted to tribal students in Ashram Schools across Karnataka by National Council for Education Research, NCERT, Ministry of Education, Government of India, Grant 5 Lacs (Co-Investigator)
- A study on the effectiveness of Juvenile Justice Homes in India (Under Juvenile Justice Act of 2015). This is funded by Bureau of Police Research and Development, GOI, Grant 19 lacs, (Co-Investigator)

Courses Facilitated

- BA
- MA
- MPhil
- PhD

Research Advisor

- 2018-2019 Guided 1 MPhil Scholar
- Currently guiding 4 PhD Scholars

Professional Memberships

- Indian Science Congress
- Indian Social Science Congress
- Social Sciences & Humanities Association

31 papers including some in Scopus Indexed and UGC Care Journals.

Sl. No	Title of Paper	Journal Name	Impact Factor	ISSN No.	Scopus Indexed	Year
1	Kerala Police Act to Curb the Defamatory Content on Social Media	South Asia Journal	--	2471-9501	No	2020
2	India: Add Celebrating Inter-Faith Confluence Ekatvam Faces Outrage – Isn't it time to Rewrite the Codes in Commercial Speech	South Asia Journal	--	2471-9501	No	2020
3	Immersive Digital Technology and Media	International Journal of Advanced Science and Technology	1.2	2005-4238	Yes	2020
4	Its high-time that the News Debates are Telecasted with Disclaimers	South Asia Journal	--	2471-9501	No	2020
5	A Study on LinkedIn – A Professional Networking Site for Career Opportunities Among Students and Job Seekers	TEST	1.8	0193-4120	Yes	2020
6	Using Social Media as a Classroom Pedagogy in Higher Education: A Study in Bangalore	Amity Communication Review,	2.1	2395-101X	No	2019
7	Fake News and the Impact of its Widespread Among Media Consumers	International Journal of Emerging Technologies and Innovative Research	2.3	2349-5162	No	2019
8	Gutenberg's Bible to Zuckerberg's Facebook - The Changing Dynamics of Sharing Information	International Journal of Communication and Media Studies	2.0	2250-0014	No	2019
9	To Analyze the Access and Usage Patterns Among the Listeners of Kongo Community Radio	International Journal of Mechanical Engineering and Technology (IJMET)	9.0	0976 - 6340	Yes	2019
10	India's Booming Print Media	South Asia Journal	1.2	2471-9501	No	2019
11	Misleading Headlines can Leave Lasting Impressions	South Asia Journal	1.2	2471-9501	No	2019
12	Public Interest and Purpose Important in a Sting Operation	South Asia Journal	1.2	2471-9501	No	2019
13	The Role of Community Radio in	Asian Journal of Development	2.834	0973-9629	No	2018

		Social Change, Education and Entertainment: A Case Study of Kongo Community Radio	Matters				
14		A Study of Indian Advertisements with Strong Social Messages: An Effort to Champion Social Change Along with Selling	Afro Asian Journal of Anthropology and Social Policy	2.3	0976-4674	No	2018
15		The Social Media Campaigns: A Case Study of Film Padman	International Journal of Social and Economic Research	3.17	2249-6270	No	2018
16		Impact of Social Media on Adolescents in Karnataka State: An Empirical Study	Journal of Emerging Technologies and Innovative Research	2.5	2349-5162	No	2018
17		Media and Sedition: Revisiting Some Interesting Trials Under Section 124, Social Sciences	International Research Journal		2395-0544	No	2018
18		Impact of Social Media on Adolescents in Karnataka State: An Empirical Study	Journal of Emerging Technologies and Innovative Research	9.678	2349-5162	No	2018
19		The Opportunities and Challenges of Social Networking Sites in 21 st Century: An Overview of Cyber Crimes in India, & Management	International Journal of Recent Advances in Information Technology	8.19	2581-3609	Yes	2016
20		Media Freedom and Legislative Privilege: A Case Study in Karnataka, (IOSR-JHSS)	IOSR Journal of Humanities and Social Science	7.211	2279-0845	No	2017
21		The Social Media Campaigns: A Case Study of Film Padman, International Journal of Social and Economic Research	Journal of Emerging Technologies and Innovative Research	5.87	2349-5162	No	2019
22		Human Resources Management and Corporate Social Responsibility: An Empirical Study	Thematic Journal of Commerce and Management	6.58	2231-4881	No	2017
23		Application of Film Marketing Tools in Kannada Film Industry: An Empirical Analysis	International Journal of Trend in Research and Development, IJTRD	7.6	2394-9333	No	2018

24	Social Media for the Empowerment of Dalits: A Perspective	Journal of Media and Social Development	2.0	2320-8244	No	2017
25	Inter-Cultural Communication for Business Management in Contemporary World	Journal of Business Management Insight & Transformations, International, Eureka Journals	7.1	2581-4176.	No	2017
26	Media Exposure Among the Elected Representatives of the Urban Governance in Karnataka: An Empirical Study	South Asia Journal of Multidisciplinary Studies	6.17	2395-1079	No	2015
27	Application of Social Media in the Women Cooperatives: An Empirical Study	Media Matters	7.2	2349-2542	No	2015
28	Media Scenario in India: An Overview	International Journal of Management and Social Science Research	1.2	2349-6746	No	2015
29	Media Habits an Information level of City Comparators in Karnataka State: An Empirical Study	International Journal of Management and Social Science Research Review	7.7	2349-6746	No	2015
30	Media, Civil Society and Freedom of Information: an Exploration	International Journal of Management and Social Science Research Review		2349-6746	No	2015
31	Innovation Management in Urban Governance: A Study in Karnataka State	International Journal of Research in Management Studies	8.19	2321-2864	Yes	2016

Initiatives/Social Campaigns

- Secretary to a school for under privileged children, Ramakrishna School, J P Nagar.
- Co-Founder Association for blind Students and Scribe bank.
- Citizen for Change, Deccan Herald.
- Water Conservation campaign, Republic TV.
- Panelist for TV9, Suvarna Channel, Udaya TV, Public TV.

Nominations Consultancy / Projects

- Former Syndicate Member, University of Mangalore, Government of Karnataka.
- Media Co-Ordinator, Bangalore San-Francisco Sister City Initiative, Government of Karnataka.
- Former Vice-Chairman, Mysore Dasara Film Committee, Government of Karnataka.

- Consultant - Centre for Rural Public Health and Health Translation Research, Established by Karnataka Kidney Health Foundation.
- Project Advisory Committee Member – Karnataka Tribal Human Development Report, Funded by Ministry of the Tribal Affairs, Government of India.
- Member, Institutional Ethical Committee, Karnataka Kidney Health Foundation, Mysuru, www.kkhf.in
- Asian Journal of Development Matters, Asian Journal of Development Matters, ISSN (Print) 0973-9629, ISSN (Online) : 0976-4674
- International Journal of Social and Economic Research, ISSN – 2249-6270
- Artha Journal of Social Sciences

Books / Chapters

S.N.	Book Chapter	Title	ISBN
1	Media and Sedition: Revisiting Some Interesting Trials under Section 124	Modernistic Approaches in Mass Communication, Journalism & Social Sciences	978-93-86435-59-0.
2	Gutenberg to Zuckerberg – The Changing Dynamics of Sharing Information	Indian Academic Research Conference, (Government of India Approved), Key Note Address 2018	1978-93-86435-57-6
3	Role of Media in Promoting Social Welfare: A Study at Micro Level	Global Economic Growth and Sustainability: Prospects and Challenges, SDMIIM	978-93-83302-12-3.
4	Media Intervention in Integrated Rural Development in India: An Overview	Media and Contemporary Society	978-81-92937-2-4

Activities

S.N	Activity	Title	Year
1	Media Lecture Series	College Activity	2017-20
2	Documenting Bahuroopi for the last 5 Years	International Arts and Theater Festival, Media Exposure to students	2015-20
3	Official Documenters of Indian Science Congress	Media Exposure to Students	2019-20
4	Official Documenters of Indian Social Science Congress	Media and Research	2019-20
5	Pre-Conference Session at Social Science Congress at Campus	Research Exposure to Students	2019-20
6	Interview with Governor Kiran Bedi at Raj Bhavan	Media Exposure	2019-20
7	Indian Constitution Day	Key Note Address and Panel Discussion With Top Legal Luminaries of India	2019-20
8	Online Webinar Series	12	2020
9	5-day capacity building workshop with IBS	National Level Student Capacity Building Program	2020
10	Academic Partner to South Asia Media Convention	Commemorating 100 years of Media Education	2020

Keynote Speaker/Session Chair

S.N.	Title of Conference	Institute Full Name & Location	Keynote Speaker/Session Chair	Year
1	Humanities and Social Sciences at Research Retreat, Exploring Pathways, Unlocking Ideas	Center for Management Studies, Jain (Deemed-to-be University), Bangalore	Panelist	2020
2	International Conference on Literature, Society & Global Media	Research Culture and Society	Speaker	2020
3	Learning, E-Learning and Re-Learning in the Post Covid World	Jain (Deemed-to-be University)	Panelist	2020
4	Role of Journalism on Increasing Tension at Indian Border	IQAC, M J College, Bhilai	Speaker	2020
5	National Webinar on Media and Communication: Covid-19 and Beyond	Department of Sociology, Dronacharya Government College	Speaker	2020
6	Sadbavan Divas	Tumkur University	Speaker	32020
7	National Media Conference on Newsroom Inclusiveness & Multicultural Narratives on Multicultural Narratives and Multiple Truths	Kristu Jayanti College	Session Chair	2020
8	43 rd Indian Social Science Conference	Bengaluru Central University	Session Chair	2020
	Contemporary Trends in Humanity	Presidency College	Session Chair	2018
9	87 th Conference on Mass Communication, Journalism & Social Sciences	International Multidisciplinary Research Foundation, India	Plenary Speaker	2018
10	Travel Log '18, Two Days National level Conference on Tourism and Digital Transformation	Travel Log 18, Two Days National level Conference on Tourism and Digital Transformation	Panelist	2018
11	2-Day National Seminar on Make in India and Digital India	Centre for Study of Social Exclusion and Inclusive Policy, University of Mysore	Chaired a Session	2018
12	2-Day funded National Seminar on Tribal Development and Corporate Social Responsibility	Centre for Inclusive Growth and Development Research, in Association with CSSEIP Research Centre, University of Mysore	Chaired a Session	2018
13	National Policy Conference On Social Media for Digital and Social Inclusion: Cultural, Technological and Economic Implications	University of Potential Excellence (UPE-II), University of Mysore and Centre for the Study of Social Exclusion and Inclusive Policy CSSEIP	Chaired a Session	2018

14	170 th Common Foundation Course for Probationary Officers of Commercial Tax Department, Government of Karnataka	Administrative Training Institute, Government of Karnataka	Resource Person	2018
15	National Seminar on Equality and Social Justice in the Era of Globalisation	CIST in Collaboration with EITA: Equality Institute for Thought and Action, in University of Mysore	Resource Person	2018
16	The use of Kannada in Media	District Kannada Sahitya Parishath and Kannada Sahitya Kala Koota, Mysore	Resource Person	2018
17	The National Translation Mission is Organizing a 3-wWeek Intensive Training Programme	CILP	Resource Person	2018
18	Indian Social Science Congress on Media and Tribal Healthcare Services	Senate Bhavan, University of Mysore	Panelist	2017
19	International Conference – Quest for Equity	Government of Karnataka	Invitee and Speaker	2017

Refresher Courses, Seminars and Conferences Attended

- Attended a 11 - Day Refresher Course on Journalism, Media and Cinema between July 20th and August 1st, 2020 conducted by CPDHE , University of Delhi.
- Selected for a 3-Day online training-of-trainers program organized by FactShala India Media Literacy Network launched by Internews in collaboration with DataLEADS and Google.org and the Google News Initiative

International / National Conferences

S.N.	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	FMCG Advertisements	Business School, VIT	Representation Of Gender In Indian Print Media: A Semiotic Analysis Of Fast Moving Consumer Goods	2020
2	Governance and Gender Parity: Prospects and Challenges	Konrad Adenauer Stiftung (KAS) and Jain University	Prospects and Challenges	2020
3	ICEMP 2020	Amity University, Noida	Social Media as a classroom Pedagogy in Higher Education: A Study in Bangalore	2020
4	A Professional Networking Site for Career Opportunities Among Students and Job Seekers at ICTMEG	Business School, VIT	Study on LinkedIn	2019

5	International Conference in Journalism and Mass Communication	Youth Hotel, Mysore	Journalism and Mass Communication	2018
6	International Health Conference	School of Communication, MAHE, Manipal	Health	2018
7	COSAL - 13	Central Institute of Indian languages, Mysuru in collaboration with Indian Institute of language Studies, Delhi	Attended the 13th International Conference of South Asian Languages and literatures	2018
8	Quest for Equity – Reclaiming Social Justice, Revisiting Ambedkar	Ministry of Social Justice, Government of Karnataka	Social Media for Empowerment of Dalits: A Perspective	2016
9	Science and the World Today and Peoples Health and Quality of Life in Democratic Republic of India	Indian Social Science Congress	The Opportunities and Challenges of Social Networking Sites in 21 st Century: An Overview”	2016
10	SCFCS-2016	Japan Society for the promotion of Sciences, Dept. of Nanotechnology and University of Mysore	Challenges in Reporting Science and Technology” at International Conference on Science & Technology: Future Challenges & Solutions	2016
11	Global Communication Association	India	Can Social Media and Governments Work Together to Bring The Best for its Citizens – A Study in Karnataka State	2016
12	Global Economic Growth and Sustainability: Prospects and Challenges	India	Role of Media in Promoting Social Welfare	2015
13	Multidisciplinary Research for the Achievement of Excellence in Higher Education & Industry	Goa	Media Exposure Among Elected Representatives of Urban Area	2015
14	Gandhi Patha’	Rangayana, Ministry of Kannada and Culture, Government of Karnataka	Participated at the two-day National Seminar	2020
15	Digitalisation , Democratization: Concerns and Challenges	University of Mysore, at Vignana Bhavan	ICSSR, New Delhi and Centre for Study of Social Exclusion and Inclusive Policy	2018
16	Tribal Development and Corporate Social Responsibility	University of Mysore and Basudev Somani, College, Mysore	The intervention of Corporates in the Tribal Development – An Overview	

17	Tribal Development in Contemporary India: Issues and Challenges	Dept. of Studies in Anthropology, Manasagangotri University of Mysore	Social Media and apathy: A Case Study in Kerala	2018
18	Centre for the Study of Social Exclusion and Inclusive Policy CSSEIP	University of Potential Excellence(UPE-II), Mysore University	Social Media for Digital and Social Inclusion: Cultural, Technological and Economic Implications	2018
19	Media Spark	Garden City College of Science and Management Studies	Media Intervention for Protection of Child Rights	2016
20	Karnataka Sociology Conference	University of Mysore	New Media and Development	2016
21	Innovation Management Emerging Paradigms 2015.	Institute of Management Studies Davangere	Innovation Management in Urban Governance	2015
22	CSR, Business Ethics & Corporate Governance	Pooja Bhagvat Memorial Mahajana Education Centre	Human Resource Management & CSR: An Empirical Study	2015
23	Media Spark 2015 – Social Media 360 Degree	Garden City College, Bengaluru	Application of Social Media in the Women Co-Operatives: an Empirical Study	2015
24	National Seminar, Media Spark 2015 – Social Media 360 Degree	Garden City College, Bengaluru	Use of Social Media for Grass Root Governance: A Study of Karnataka State	2015
25	Media in Contemporary Society	Sahyadri Arts College, Mysuru	Media Intervention in Integrated Rural Development in India – An Overview	2014