

## **GIRIJA SHANKAR SEMUWAL**

Assistant Professor, SIMC

I joined Symbiosis International University in August 2017. I research and teach Communication in its various forms, contexts and professional applications. I first trained in Communication as a discipline in 2009, and my association with the project of higher education in Communication began in 2012. I have travelled through a diverse terrain of knowledge areas, and worked closely with some of the leading scholars and practitioners in the areas of Communication and Management in India. I practice the case method of teaching, a time-tested pedagogy that enriches classroom learning. I believe firmly in creative and experiential learning. My brief profile follows.

### ***Teaching interests***

Communication Research  
New Media and Web Journalism  
Writing Skills  
Organizational Communication

### ***Research Interests***

Language, Culture and Communication  
Media Technologies and Public Policies

### ***Qualifications***

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#### **UGC-JRF / UGC-NET, Journalism and Mass Communication**

January 2017 / June and December, 2012

#### **MA, Communication**

**First Division with Distinction (9.23/10 OGPA)**

Doon University, Class of 2011

#### **BSc, Information Technology**

HNB Garhwal University, 2009

### ***Previous Appointments***

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#### **Indian Institute of Management, Ahmedabad**

July 7, 2014 – July 6, 2017

Designation: Academic Associate, Communications Area

I was associated with various courses offered as a part of various notable programmes at IIM-A.

Here is a snapshot:

#### ***Postgraduate Programme in Management (PGP)***

Media and Society: The Economics, Politics, Ethics and Technologies of Mass Communication

Strategic Communication in the Digital era

Persuasive Communication

Written Analysis and Communication

Spoken Business Communication

Strategic Negotiation Skills

Organizational Communication

Managerial Communication

#### ***Executive Education Programme***

The Winning Edge - Communication Strategies for Leaders: Management Development Programme

## ***Fellow Programme in Management (Doctoral Programme in Management)***

Communication for Management Teachers

### **Graphic Era University, Dehradun**

May, 2012 – June, 2014

Designation: Faculty Associate, Department of Media and Mass Communication

Taught the following courses

Web Journalism: BA Media and Mass Communication (BA MMC), 4<sup>th</sup> Semester

Writing Skills: BA MMC, 5<sup>th</sup> Semester

Communication Research: BA MMC, 5<sup>th</sup> Semester

Public Relations: Bachelors of Journalism and Mass Communication (BJMC), 3<sup>rd</sup> Semester

Advertising: BJMC, 2<sup>nd</sup> Semester

Science of Communication: BJMC, 1<sup>st</sup> Semester

Communications responsibilities:

1. Media Relations: Writing University Press Releases and I was a member of the University media committee that organizes Press Conferences
2. Contributing writer for the University's website and printed literature viz. Prospectus
3. Member of the Editorial team for the campus newspaper 'Graphic Era News' brought out by the Department of Media and Mass Communication

## ***Publications***

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Semuwal, G.S. (2017). Media Ethics and Indian Experience in SD Chamola (eds.) *Professional Ethics*. Studera Publications: New Delhi.

## ***Current independent research projects***

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Reliability and cross-cultural validity tests of an instrument to measure Intercultural Communication Competence

An interpretive enquiry into the perspectives of Hindi language professionals employed in Indian public institutions of higher education and research

The appropriation of mobile phones by tribal oral cultures

## ***Conferences, Seminars and workshops***

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### **Conferences:**

4<sup>th</sup> Pan-IIM World Management Conference, Indian Institute of Management, Ahmedabad, Dec. 2016

### **Faculty Development Programme:**

Case Study: NxGn Knowledge Tool - taught by Prof. Ganesh Prabhu, Professor of Strategy, IIM Bangalore; organized by India Case Study Forum in January 2016 in Ahmedabad.

### **Workshops:**

IIM Ahmedabad - Indian Academy of Management Joint Research Workshop on Crafting and Conducting High Quality Research, January 6-8, 2017

Copy editing (resourced by Sage Pub.), IIM Ahmedabad held on September 12, 2015

'Academic Career Pathways for Academic Associates & Research Associates' held on August 2014, at Indian Institute of Management, Ahmedabad

'Participatory Programme Production Strategies for Community Radio' resourced by Asian Media and Information Centre (AMIC), Singapore and UNESCO; held at Doon University in Sept. 2010

'The IRIS: Visualising the Art of Photography' April 2010

I was a member of the Participatory Rating Process Panel in the 7th 'We Care Filmfest' 2010, supported by United Nations Information Centre for India and Bhutan (UNIC), UNESCO, the National Trust and the Asian Academy of Film and Television.

## ***Specialised courses***

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### **Courses/modules credited/audited at Indian Institute of Management, Ahmedabad**

Principles of Psychometrics and Assessment  
Fellow Programme in Management (FPM - Doctoral Programme) Elective (Audited)  
February, 2016 -March, 2016

Interpretive Research Methods  
FPM Elective (Audited)  
February, 2016 -April, 2016

Communicating Corporate Reputation  
PGP II Elective, 0.75 Credit  
August - September, 2015

*Module on Multivariate Techniques (Attended)*  
Faculty Development Programme 2015  
August, 2015

Public Policy  
PGP II Elective (Audited)  
July - August, 2015

Understanding Indian Workplaces  
PGP II Elective (Audited)  
July - August, 2015

*Module on Academic Written Communication, Communication for Management Teachers, Part II*  
FPM Compulsory course (Audited)  
January, 2015

*Session on Production Management in Contemporary Film Industry (Attended)*  
January, 2015

Methods of Qualitative Research: Gathering and Analysing Data  
FPM Elective (Audited)  
November - December, 2014