

**Dr. Ruchi Jaggi**

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**Brief Note** - Ruchi Jaggi is currently the Director of Symbiosis Institute of Media & Communication, Symbiosis International University, Pune, India. She has been teaching Media & Communication Theories, Media & Culture Studies, Research Methodology, Development Communication and Writing for Media courses to undergraduate and post-graduate students for approximately 13 years now. Her academic interests include media representations, children and television, popular culture analysis, gender studies, television studies, and emerging discourses of identity on the new media. She is a peer- reviewer with leading national and international journals and publications including Taylor & Francis, Sage & IGI Global and also on the editorial board of Amity Journal of Media & Communication Studies.

### **Educational Qualifications**

Completed PhD at the Department of Communication Studies, Savitribai Phule Pune University, Pune, India (2016) *Title of the thesis - Deconstructing Gender Representations in Children's Television Programming on Indian Children's Television Channels - A Study of the post-liberalization era*

UGC-NET qualified in Mass Communication (2004)

Masters degree in Mass Communication from Panjab University, Chandigarh, India (1999-2001)

B.Sc. (Hons.) in Botany from Guru Nanak Dev University, Amritsar, India (University Gold Medalist) (1996-1999)

Certificate course In English Appreciation from Xavier Institute of Communications, Mumbai, India

Certificate Course in Instructional Design from Wavelength Institute, Noida, India

### **Academic Experience**

**Symbiosis Institute of Media and Communication (SIMC), Symbiosis International University, Pune, India - (June 2009- Present)**

**Director (April 2016 - present)**

- Academic & Administrative Head of the Institute (*ranked second in India in the Best Media Colleges survey carried out by Outlook magazine*) with a student strength of 400; faculty strength 23 and non-teaching staff strength of 31

- Spearheading academic delivery of two programmes - MA (Mass Communication) with specializations in Journalism & Audio-Visual; MBA (Communication Management) with specializations in Brand Communication, Public Relations, Media Management & Marketing and Media Analytics
- Leading the corporate interface programme
- Leading the internship and placement activities
- Working for the ranking and accreditation of the institute & university
- Forged partnership with Google News Lab to offer cutting-edge journalism courses

**Associate Professor (Jan 2017 - Present)**

Courses Taught - Media & Culture Studies, Research Methodology, Communication Theories

Dissertation Supervisor for MBA (Communication Management) and MA (Mass communication - Journalism) in the following subject areas -

- *Gender and sexuality studies*
- *Feminist Theory*
- *Rhetoric & Political Communication*
- *Popular Culture*
- *Media Platforms*
- *Public Relations*
- *Advertising campaigns*

**Assistant Professor (June 2009 - Dec 2016)** - Courses Taught - Research Methodology, Culture Studies, Communication Theories to postgraduate students

Former Academic Delivery Head of the Masters of Arts (Mass Communication - Journalism) programme (2010 - March 2016)

Resource person for Faculty Development Programmes on 'Qualitative Research Methods' at Symbiosis International University, Pune

**Amity School of Communication, Amity University, Noida, India** - Senior Lecturer (July, 2005 - May, 2009) - Courses Taught - Research Methodology, Culture Studies, Communication Theories, Media Management, Development Communication, Business of Media, Media Laws and Writing for Media to post graduate and undergraduate students.

**Institute of Management Studies, Noida - Lecturer (January-July, 2005) - Taught courses in different areas of Journalism and Mass Communication; Media Studies**

### **Areas of Research**

Media Representations, Children and Television, Popular Culture Analysis, Gender Studies, Television Studies, Emerging Discourses of Identity on New Media, International Communication, Soft Power, Consumer Behaviour

### **Publications**

#### **Journal Articles**

- 1) Jaggi, R & Reddy, M. (2017). Gender Representations in Children's Television Animation Programming in India - A Content Analysis Study from the year 2001-2014. *Media Watch*. (Scopus; ISSN: 2249-8818).
- 2) Jaggi, R & Ghosh, M. (2017) Consumer Perception of Patanjali Products. *IUP Journal of Brand Management*.
- 3) Jaggi, Ruchi. (2016). An Overview of Japanese Content on Children's Television in India. *Media Asia* 41(3):240-254. Taylor & Francis.
- 4) Malhotra, H & Jaggi, R. (2016). Performance of Gender and Fetishization of Women in WWE Divas Matches - A Case Study using the Mixed-Methods Framework. *Amity Journal of Media & Communication Studies* (ISSN 2231 -1033 ). Vol. 6, No. 1.
- 5) Jaggi, Ruchi & Thirumurthy, P. (2015). Cut, Clip and Appropriate - A Critical Analysis of Suppression of Alternative Discourse in Indian Cinema through Censorship. *Amity Journal of Media & Communication Studies*. Vol 4. No. 1-2, 7-15.
- 6) Jaggi, Ruchi. (2014). Gender Construction in Video Games: A Discourse. *Mass Communicator: International Journal of Communication Studies*, 8(1): 14-19 (ISSN: 0973-9688).
- 7) Jaggi, Ruchi. (2014). Articulations of Gender Ideology: A Discourse Analysis of Online Public Comments on the Delhi Gang-Rape on Firstpost.Com. *Media Watch*, 5(1): 19-42 (Scopus; ISSN: 2249-8818).
- 8) Jaggi, Ruchi. (2013). Women in Indian TV Advertising: The Discourse in the Fair & Lovely Ad Campaign. *IMS Manthan- The Journal of Innovation*. 8(2):181-184 (ISSN: 0976-1713).
- 9) Jaggi, Ruchi. (2011). Glocalization of Reality Shows on Indian Television. *Mass Communicator: International Journal of Communication Studies*, 5(2): 14-18 (ISSN: 0973-9688).
- 10) Jaggi, Ruchi. (2011). The Great Indian Television Soap Opera - Issues of Identity and Socio-cultural Dynamics. *Media Asia*, 38(3) : 140-145. Taylor & Francis. (ISSN: 0129-6612).

- 11) Jaggi, Ruchi. (2011). From Disney to Doraemon - Japanese Anime Substitute American Animation on Indian Children's Television: A trend study. *Amity Journal of Media and Communication Studies*, 1(1) : 7-12 ( ISSN: 2231-1033).
- 12) Jaggi, Ruchi. (2009). Japanese Cartoon Shows driving Indian kids TV Channels. *Advertising Express IUP*, IX(10) : 9 -13 ( ISSN: 977-0972-532-007).
- 13) Jaggi, R (2009). Popularity vs. Credibility: An Analysis of Public Perception of Sensationalism in Indian Television News. *IMS Manthan - The Journal of Innovations*. 4(2) : 171-179 ( ISSN: 0974-7141).
- 14) Jaggi, R. (2008). The Rise of Bhojpuri Film Industry: A Case Study. *Advertising Express*.
- 15) Jaggi, R (2008) Development Communication and Media Students: The Missing Link. *Pragyan: Mass Communication*, 6(1).

### **Books**

- 1) Jaggi, Ruchi. (2015) *Cultural and Media Studies*. Vikas Publications. (ISBN: 978-93-259-8784-5)
- 2) Jaggi, Ruchi. (2011) *Media, Society and Development*. Vikas Publications (ISBN: 978-81-259,5289-3).

### **Book Chapters**

- 1) Jaggi, Ruchi. (2016). Children's Narratives of Gender Identity in Popular Indian Television Cartoon Shows - A Discourse Analysis. In *Changing Media, Changing Audience - Revitalizing Theories of Production, Promotion and Active Audience* (Ed.). Lenin Media, Delhi.
- 2) Jaggi, Ruchi. (2014) Impact of Media on the Marginalized Section. In *Sociology of Media*. Vikas Publications NOIDA , pp: 217-241 (ISBN: 978-93259-6811-0).
- 3) Jaggi, Ruchi. (2014) Media and Stereotyping. In *Sociology of Media*. Vikas Publications NOIDA. pp: 243-272 (ISBN: 978-93-259-6811-0).
- 4) Jaggi, Ruchi. (2014). Media and Emotion; Children and Media Violence. In *Sociology of Media*. Vikas Publications NOIDA. pp: 131-154 (ISBN: 978-93259-6811-0).
- 5) Jaggi, Ruchi (2014) Media and Development. In *Development Communication*. Vikas Publications NOIDA . pp: 57-77 (ISBN: 978-93-259-81591).
- 6) Jaggi, Ruchi. (2013). Functions of Mass Media. In *Communication Theory*. Vikas Publications NOIDA. pp: 137-151 (ISBN: 978-93-259-7049-6).
- 7) Jaggi, Ruchi & Majumdar P. (2010). Reality Television and Cultural Shift: The Indian Story. In *Media and Communication Research: Changing Paradigms*. Gyan Publishers (ISBN: 978-81-212-1096-6)

### **Publications under review**

### **Book Chapter**

Jaggi, Ruchi. Children's perception of Gender Images in Indian Television Cartoons. Submitted to Lemish & Goetz (Ed.) forthcoming book to be published by The Nordicom Review/ Wiley Blackwell Publications. (*Status -Accepted; To be published in Dec 2017*)

### **Memberships of Professional Bodies**

- Member of the International Association of Media & Communication Research (IAMCR)
- Member of the Asian Media & Information Centre (AMIC)
- Reviewer for proposals submitted to 'gender & Communication' and 'media Education Research Sections' of the IAMCR Annual Conference