

Curriculum-Vitae

Ms. Ashwini

Assistant Professor I

Dept of Journalism

St. Aloysius Deemed to be University

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Educational Qualifications

- **Ph.D. (Pursuing):** "Integrating Digital Technology and Local Culture as Management Strategies by Cable TV Operators of Dakshina Kannada", from Kuvempu University, Shivamogga (Registered in 2021)
- **KSET:** University of Mysore (2018)
- **MA (JMC):** Master's in Journalism and Mass Communication from SDM College (Autonomous), Ujire (2018)
- **BA:** Bachelor of Arts (Journalism, Economics, and English Major) from St Aloysius College (Autonomous), Mangaluru (2015)

Work Experience

Teaching

- Assistant Professor, Department of Journalism, St Aloysius Deemed to be University) 2022 – Present
- Guest Faculty, Department of Journalism, University Evening College, Mangaluru, 2018 – 2022 Guest Faculty, Department of Journalism, MPM GFGC Karkala, December 2021 – August 2022 Assistant Professor, Department of Journalism, Srinivas University, may 2019 – November 2021

Industry

- Worked as anchor and copy editor in LS Media, Mangaluru 2018-2019

Seminars/ Conferences/Webinars attended during the year 2024-25

- Attended the 18th Global Communication Conclave of the Public Relations Council of India (PRCI) on the 8th and 9th of November 2024, held at Hotel Moti Mahal, Mangalore.

Papers presented in Seminars/Conferences during the year 2024-25

- Participated in a 2 days National Conference on “Mass Media Professionalism: Contemporary experiments, Socio-Cultural dimensions and future avenues” held at SDM College (autonomous), Ujire on March 14, 2025 and presented a research paper on “Challenges of Digital Technology to Cable TV Operations: A Case study in Mangaluru.”

Membership in Academic Bodies/ BOS/University Bodies/Subject related associations during the year 2024-25

- BOS member in St Agnes College (autonomous), Mangaluru
- BOE member in Alvas College (autonomous), Moodbidre

Extension Services/Consultancies/ Resource Persons/ Chief guests at academic events/ moderated sessions/ advisory board/ trainer during the year 2024-25

- Resource Person - A Talk on the Impact of social media on mental health, behavior, and attitude for St Aloysius PU College, Harihar at Fathima Retreat House Mangalore - 28 September 2025.
- Resource Person - Samyak Health Care's International Women's Day celebration, where I shared insights on government schemes and facilities for women's empowerment and welfare.
- Resource Person - A Talk on Digital literacy in the digital era for the NSS students of MPM Government First Grade College, Karkala on 17th February 2024 at Government Higher Primary School, Ajekar, Karkala.

Newspaper writeup published in UV fushion e - edition of Udayavani Newspaper

- ನಯನ ಮನೋಹರ ಹುಸೇನ್ ಸಾಗರ published on 05th January 2025.
- ನೂರು ರೂಪಾಯಿ ನೋಟಿನ ಅಸಲಿ ದೃಶ್ಯ ಕಂಡಾಗ published on 15th December 2024
- ಬೀದಿಗಿಳಿದು ತಿಂದು ತೇಗಿದ ಜನರು published on 19th January 2025.