**Dr. Karthika C**

Asst. Professor, & Research Guide

Dept. of Visual Media and Communication, School of Arts, Humanities and Commerce, Kochi

**Qualification**: MCJ, Ph.D, UGC NET, SET in Journalism  
[karthikac@kh.amrita.edu](mailto:karthikac@kh.amrita.edu)  
**Research Interests**: Journalism, New Media, Media Effects, Audience Behaviour, Gender Studies, Media Ethics and Laws

Dr. Karthika C currently serves as Assistant Professor at the Department of Visual Media and Communication, School of Arts, Humanities and Commerce, Amrita Vishwa Vidyapeetham, Kochi. She is a member of the Board of Studies for Communication and guides two Ph.D. candidates at Amrita Vishwa Vidyapeetham in the area of New Media and Gender.

Dr. Karthika C received her Ph. D. in Visual Media and Communication from Amrita Vishwa Vidyapeetham, Tamil Nadu in 2021. She has done her Masters in Communication and Journalism (M. C. J.) from University of Kerala . She is a First Rank holder and Gold Medallist in B. A. Communicative English from Mahatma Gandhi University. She has also qualified UGC NET in Mass Communication and Journalism and SET in Journalism. She has 6 years of experience in teaching, 5 years in research and 5 years in the industry. Prior to join Amrita Vishwa Vidyapeetham, Karthika worked as a Broadcast Journalist and Reporter in Asianet News channel.

Dr. Karthika has received the prestigious “Media Research Fellowship” instituted by Kerala Media Academy and Information and Public Relations Department of Government of Kerala in 2018 and 2021.She has given invited talks in the area of New Media and Social Media and has also chaired sessions in International conference at Amrita Vishwa Vidyapeetham. Her area of research includes Journalism, New Media, Media Effects, Audience Behaviour, and Gender Studies.

Dr Karthika has more than six years of experience in teaching. Her post Ph.D. teaching experience is one year. She currently serves as the Vice Chairperson and Research Coordinator of the Department of Visual Media and Communication, Amrita Vishwa Vidyapeetham, Kochi(Ranked 5 in India by NIRF). Her teaching assignments started even before Ph.D. Initially, she had covered topics from undergraduate and post graduate courses like, Web Journalism, Media Economics, Broadcast Journalism, Media Laws, qualitative media analysis, Data Journalism, Intellectual Property Rights etc.

A flair for adopting the latest technologies enabled her to establish a new vertical in the Department of Visual Media and Communication while teaching New Media and Journalism. As part of the curriculum, she instrumented the journalism students to run a daily news blog.

* **Paper Publications**

1. Surdersh Sudhakaran & Karthika C, Misinformation And Twisted Facts During The Covid-19 Pandemic: The Role Of Online Media, Shodhasamhita, ISSN 2277-7067, Vol .No .IX, Issue- 7 (IV) July-December 2022, UGC Care 1
2. Pooja Unnikrishnan, Gayathri Surendran & Dr. Karthika C, Cyber Bullying ,Victimization And Perpetration Among Youth In Kerala, Shodhasamhita, ISSN 2277-7067, Vol .No .IX, Issue- 7 (IV) July-December 2022, UGC Care 1
3. Karthika C & P.P. Vijayalakshmi,More Than News: Viewing Habits of Television News Satires , International Journal of Advanced Science and Technology (Scopus)- Vol. 29 No. 3 (2020)
4. Karthika C & P.P. Vijayalakshmi, Television and Women: Impact of Television News of Flood in Kerala on Women, International Journal of Engineering and Advanced Technology (IJEAT) ISSN: 2249 – 8958, Volume-8, Issue-6S August 2019, Scopus
5. Karthika C. &Dr. S. Dinesh Babu, Media Education in Kerala, Communication Today special issue on 100 years of Media Education in India,2021 Vol. 25, No.1
6. Athira T.A. &Karthika C*.* Social Media Climate Change Communication: A Study to Identify Which Kind of Visual Representation Is Preferred in Social Media Climate Change Communication in Kerala, Annals of R.S.C.B.,2021, *25*(6), 9382–9392.
7. Gayathri S Kumar, Keerthy Krishnan, Karthika C   Health communication: A study on health policy and knowledge translation on new media platforms  , International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 08, 2020
8. Akshaya Suresh, Neenu George, Karthika C , Social Media Platform As A Mainstream News In Kerala: A Case Study On Instagram As A Social Media Platform, International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 08, 2020
9. Priyanka Rajeev, Midhila M.S &Karthika C, Work And Life Of Women Journalists A Study With Special Reference To Kerala.International Journal of Innovative Technology and Exploring Engineering, ISSN: 2278-3075, 2019
10. Midhila M.S , Priyanka Rajeev, &Karthika C, Prominence of Print and Online News in digital age: A quantitative study on English Language News Papers, International Journal of Advance and Innovative Research, ISSN: 2394-7780, Vol.6, Issue 2, 2019- June
11. Karthika C,P.P. Vijayalakshmi and Maya L. Pai, The Reach of Television: Viewing Habits and Patterns in Kerala,International Journal of Pure and Applied Mathematics.Volume 118, No. 18 2018, 1319-1332,ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version).), 2018.
12. Anjali R Nair and Karthika C, Gender Unevenness in the Sports Pages of Newspapers: A Case Study Based on Indian Womens Cricket Team, International Journal of Pure and Applied Mathematics. Volume 118 No. 18 2018, 1459-1475,ISSN: 1311-8080 (printed version); ISSN: 1314-3395 (on-line version), 2018
13. Anjana Ranjith and Karthika C, Trolls As A Platform For Infotainment: A Study On Public Service Commission Trolls In Facebook, International Journal of Pure and Applied Mathematics.Volume 119 No. 12 2018, 2823-2839,ISSN: 1314-3395 (on-line version)., 2018

* **Paper Presentations in International Conferences**

1. "Detecting Misinformation in Social Media using Deep Learning.", in the ICSET 2022, hosted by the ICT Academy of Kerala, themed 'Metaverse: Reimagining the Future'.
2. Attitudinal Impact of Entertainment Overload in Malayalam Television on Children in the International Conference on Digitalization and Revitalization of Cultural Heritage Through Information Technology - ICDRCT-21 organized by Kalinga Institute of Industrial Technology (KIIT) Deemed to be University, Bhubaneswar, Odisha, India during 23rd - 24th November, 2021, Proceedings published by Roultedge ISBN: 9781003332183, Scopus and Web of Science
3. TV Viewing Behaviour: Analysis Using Machine Learning Algorithms, International conference on Advanced Computing and Intelligent Technologies 2021, Scopus, Springer Proceedings
4. "Cyberbullying Against Celebrities: A Case Study On Cyberbullying Against Actress Parvathy",  The International Virtual Conference, Recent Innovations in Science & Technology (RIST 2021) conducted on 19th & 20th June 2021.
5. The Rape of Justice: Violence of Women in India,International Conference on “Media Education - 2020”(Non-Scopus)
6. Analyzing The Television Viewing Behaviour Using Machine Learning Classification Algorithms- Presented a Paper in CSI annual Conference
7. News To Newsetainment: Viewing Pattern Of Tv News Satires In Kerala: Social Sciences Research Colloquium 2019, Kerala

* **Book Chapters**

1. Future is Digital: OTT is Over The Heart, published in the  ‘Opportunities in Media Industry Post Covid-19 Pandemic’, Volume 2, ISBN : 9789391537906
2. Violence Against Women In India: A Multi-Dimensional Approach, accepted to publish in the Book “Gender in 21st Century: Multidisciplinary Reflections on Struggles and Progress”

* **Awards and Recognitions**
* Received Media Research Fellowship 2018 instituted by Kerala Media Academy and Department of Information and Public Relations, Government of Kerala (submitted a project proposal on the topic 'Women in Media'. After the scrutiny by the high level committee, they accepted the proposal and selected for the Media Research Fellowship.)
* Received Media Research Fellowship 2021 instituted by Kerala Media Academy and Department of Information and Public Relations, Government of Kerala (submitted a project proposal on the topic ‘Educational Television in Kerala’ and after the scrutiny by the high level committee, they accepted the proposal and selected for the Media Research Fellowship.)
* Received Proficiency Award for scoring highest marks in B.A. Communicative English in 2008,2009 and 2010by St. Thomas College, Pala
* SahodayaNational Merit for securing highest marks in Malayalam in CBSE 12th Board Exam
* First Prize in Inter-school quiz completion conducted by Lisieux English School Vaikom
* Successfully participated in the National Level Quiz on Research Methodology Organized by Government College, Tripunithura
* Participated in the Quiz conducted by the Department of English, Maharani PushpmalaRajePaur Government Girls College, Dewas, Madhya Pradesh and has scored 13 points.
* **Online Courses**
* How to Write and Publish a Scientific Paper- Ecole Politechnic
* Technical Writing- Moscow Institute of Physics and Technology
* Create Informative Slides with Google Slides- Coursera Project Network
* Advertising and Society- Duke University
* Transmedia Storytelling: Narrative Worlds, Emerging Technlogies and Global Audience – University of New South Wales, Sydney
* The Teacher’s Social and Emotional Learning- University of Colarado
* Human Communication
* Public Relations
* Tell the Data Story with Survey Graphics in Google Slides \
* Training Course on Introduction to Digital Journalism conducted by Reuters Digital Journalism Certificate
* Online course on "Nature-based Solutions for Disaster and Climate Resilience" developed by the United Nations Environment Programme (UNEP) and the Partnership for Environment and Disaster Risk Reduction (PEDRR).
* Online course on Data Journalism conducted by Google News Initiatives
* **FDPs/Workshops**
* A five day workshop on 'Reporting on Covid-19 through the Gender Lens', organized by Population First, in collaboration with UNFPA, in June 2020.
* AICTE Training And Learning (ATAL) Academy Online Faculty Development Programme on “Capacity Buidling of Women Leaders in Higher Education” organized by S.R.M. Institute of Science and Technology
* AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Management of Intellectual Property (IP) and Innovation (Creation, Protection and Leveraging of IP)" organized by National Institute of Industrial Engineering.
* Faculty Development Programme on *MANAH PRABODHANAM Empowering Teaching Professionals - A wellness Initiative* organized by Amrita Vishwavidyapeetham, Mysore Campus
* **Membership in Academic Bodies** 
  + Member, Board of studies in Communication , Amrita Vishwa Vidyapeetham
  + Member, Board of studies in Visual Media and Fine Arts , Amrita Vishwa Vidyapeetham (2019-2022)
  + Member - Doctoral Committee (New Media, Journalism, Visual Art, Political Communication)
* **Theory Courses Taught at UG Level**

1. Broadcast Journalism
2. Web Journalism and Content Writing
3. Media Organization and Economics

* **Theory Courses Taught at PG Level**

1. Broadcast Journalism
2. Media Analysis Techniques
3. Media Laws, Ethics and Policies
4. Aspects of Journalism : Print, Broadcast and Online
5. New Media and Web Content Developing
6. Media, Culture and Society
7. Introduction to Data Journalism
8. Intellectual Property Rights for Media
9. Contemporary Media Scenario

* **Practical Courses Taught at PG Level**

1. Lab Journal
2. New Media
3. Television News Production
4. Broadcast Journalism Practice