

Dr. Nicholas Lakra

Assistant Professor

Department of Culture and Media Studies

Central University of Rajasthan

NH – 8, Bandarsindri, Kishangarh – 305 801,

Dist. Ajmer (Rajasthan), INDIA

Email: lakra.nicholas@curaj.ac.in

Lakra.nicholas@rediffmail.com

Educational Qualifications

Ph.D. in Journalism and Mass Communication from Banaras Hindu University (BHU), Varanasi

The title of Ph.D. thesis: *‘A critical Analysis on tribal representation in mainstream media in India’* pursued under the supervision of Prof. Sisir Basu, Dept. of Journalism & Mass communication (BHU).

Master of Journalism (M.A.): Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal

UGC-NET: Mass Communication and Journalism

P.G. Diploma in Human Rights from Indian Institute of Human Rights, New Delhi

Bachelor of Arts (BA) from Purvanchal University, Jaunpur, Uttar Pradesh. The main subjects in the B.A. included: Philosophy, Hindi Literature, Political Science.

Intermediate from JP Mehta Mahapalika IC, Varanasi

Matriculation from St. Joseph High School Mahuadanr, Latehar, Jharkhand

Area of Interests

- Journalism and Media studies
- Intercultural communication
- Communication Research
- Human Rights studies
- Indigenous Culture

Publications

Articles

1. Tribal Representation in mainstream media in India: A Critical Analysis. *Social Action*, Vol. 60, No. 4, Oct.-Dec. 2010, pp. 369-384. (ISSN 0037-7627)
2. The Policies of Exclusion and Inclusion and Media Representation of the Tribal Communities. *The BHU Journal of Communication Studies*, Vol. 01, Issue 01, July 2011, pp. 67-79 (ISSN 2231-5578)
3. Tribal Identity in Diversity: A Linguistic Perspective. *International Journal of tribal literature and cultural studies*, Vol. 1/Issue 1 – July 2015, pp. 75-86 (ISSN 2395-5848)
4. Digital Inclusion and Indigenous People. *Centurion Journal of Multidisciplinary Research*, Vol 7, No. 2, April-Sept. 2017, pp. 14-26 (ISSN 2395-6224 Online Version)
5. An Image Without Camera: An Analysis of Digital Visual Effects in Hindi Films. *Pramana Research Journal*, Volume 9, Issue 4, 2019, ISSN NO: 2249-2976 (Co-author)
6. नई शिक्षा नीति – 2020: सम्भावनाएँ और चुनौतियाँ ATISHAY KALIT, Vol 9, 2022, ISSN: 2277-419X
7. The Rise of Digital Journalism: New Trends and Challenges, Journal of the Oriental Institute, 2023, ISSN: 0030-5324
8. Representation of Transgenders in Visual Media: A Critical Analysis of LGBTQ Youth Perception, IIS Univ. J.A., Vol. 13 (4), 315-332 (2024)
9. “Can the subaltern speak”? in Indian cinema: Decoding the tribal women in Kamla (1984), Swami Vivekananda Advanced Journal for Research Studies, Issue 1 Vol2 (2025) ISSN: 2584-105X
10. Boycott trend in Bollywood films: A critical analysis of perception in India, The Academic International Journal of Multidiscipline Research, Vol 3, Issue 4, April 2025, ISSN: 2583-973X
11. From silence to speech: Subaltern resistance in Lal Salaam (2002), Communication Today, Vol. 29, No. 3, July-September 2025, ISSN: 0975-217X
12. Inequality representation of journalists in media houses: A critical Review, Communication Today, Vol. 29, No. 3, July-September 2025, ISSN: 0975-217X
13. न्यू मीडिया में सांस्कृतिक पहचान: मॉरिशस टाइम्स का विश्लेषण, संवाद पथ, अप्रैल-जून, 2025, ISSN:2581-7353

Chapters in edited books

1. Nation-building, Intercultural Communication for Cultural Harmony, in Ed. Anand Shankar Singh (Ed.), *Role of Media in Nation Building* (2016) Cambridge Scholars Publishing (ISBN (10):1-4438-9096-0, (13):978-1-4438-9096-0).
2. डिजिटल शिक्षा और नवाचार, किताबवाले, नई दिल्ली, 2025, ISBN- 978-93-49531-60-4

Seminars & conference paper presentations

International

- 1) *Tribal Languages and Cultural Identity Perspectives*, at International Conference on Identity, Ecology and Culture in Twentieth Century Literatures, 6-8 February, 2014 organized by Dept. Of English, University of Rajasthan, Jaipur.
- 2) *Digital inclusion and indigenous people*, in International conference on 'Narrativising indigeneity - looking to the future' from 24-27 Feb. 2016, organized by Centurion University, Odisha
- 3) *Media pluralism and sustainable development in India*, at international seminar on the theme Reinventing Nationalism Secularism & pluralism, media Discourse & Deconstruction, organized by Department of Communication and Journalism, Guahati University, Assam, India, in collaboration with Department of Mass Communication, Mizoram University, Aizawl, India, November 11&12, 2017.
- 4) *Aadi Dharam and Sustainable Development*, in an International Conference on 'Tribal Philosophy', organized by Dr. Ram Dayal Munda Tribal Welfare Research Institute, Ranchi, January 17-19, 2020.
- 5) *Tribal knowledge system: An integrational understanding of Supreme-human-world and its relevance in contemporary world*, organize by Dr Ramdayal Munda Welfare Research Institute, Ranchi, during 9th-10th, 2022.
- 6) *Illigal Immigrants and Religious Indintity Conflict in Indian News Debate*, in 24th Discourse Net Conference on Discourse Communication as Propaganda, Sept. 7-9, 2020, Organized by Jan Zienkowski, Brussels
- 7) *Tribal knowledge system: an inter-relational understanding of Supreme Being-Human-World, and its relevance in contemporary world*, organized by Dr Ram Dayal Munda Tribal Welfare Research Institute, Ranchi, Government of Jharkhand, on the occasion of Jharkhand Janjatiya Mahotsav, 9-10 August, 2022
- 8) *Representation of Indigenous Knowledge for Sustainable Future: A critical Analysis*, International Conference Connect 360: Sustainable & Innovation Incorporating Indian Knowledge System, organized by School of Journalism and Mass Communication & Jamia Millia Islamia, During 15-17 April 2025
- 9) *Press Freedom, Democracy and the Vision of Viksit Bharat & 2047*, International Conference, Organized by APEX University, Jaipur & SAARC Journalist Forum India Chapter, during 25-26 April 2025

National

- 1) *Nation Building, Inter Cultural Communication for Communal Harmony*, at UGC sponsored National Seminar on Role of Media in Nation Building, March 01-02, 2014 organized by Iswar Saran Degree College University of Allahabad, Allahabad.
- 2) *Human Rights Education: Issues & Challenges*, Feb. 21 & 22, 2015, DBS (PG) College, Dehradun
- 3) मॉरीशस में भारतीय डायस्पोरा और डिजिटल मीडिया: शिक्षा और जनसंचार के परिदृश्य में सांस्कृतिक पहचान का संरक्षण, National conference, organized by Indira Gandhi Open University, on 27 Sept. 2024
- 4) *Cultural and educational exchange between diaspora communities and Indian students through New Media*, National conference, organized by Mahatma Gandhi Antarrashtriya Vishwa Vidyalaya, Vardha, during 2-3 October 2024.

Sessions chaired

- 1) Chaired a session in the National Seminar on Media and Subalterns in India, organized by the Department of Culture and Media Studies, Central University of Rajasthan, on March 16-17, 2017.

Invited Lectures/Resource Person

- 1) Delivered three lectures on October 03-04 on Research Methodology in ICSSR Sponsored Training Programme on Research Methodology organized by Department of Political Science, Jai Narain Vyas University, Jodhpur, Sept. 28 – Oct. 7, 2015
- 2) Delivered a lecture on the topic: Cultural Heritage and its conservation: An Introduction, during three-day DST sponsored National Workshop on Application of Artificial Intelligence for conservation of Cultural Heritage of India, 13-15 March, 2020
- 3) Delivered a lecture on the topic: *Dimensions of Research & Research Paradigm: Epistemology, Ontology, Axiology, Research methodology workshop*, School of Social Sciences, Central University of Rajasthan, on 12/01/2021.
- 4) Delivered a lecture on the topic: *Philosophy of Social Science Research*, Research methodology workshop, School of Social Sciences, Central University of Rajasthan, on 14/12/2021.
- 5) Delivered a lecture on the topic: *Dimensions of Research & Research Paradigm*, Research methodology workshop, school of Social Sciences, Central University of Rajasthan, on 13/12/2022

Orientation/ Refresher Course/ Faculty Development Programme

- 1) **Orientation Program from 12 March 2015 to 8 April, 2015 organized by** UGC-Human Resources Development Centre, Ranchi University Ranchi, Jharkhand.
- 2) **Refresher Course on ‘Communication for Development’ from October 23 to November 12, 2017**, jointly organized by Department of Communication and Journalism and UGC-Human Resource Development Centre, Gauhati University, Gauhati, supported by UNICEF, Assam.
- 3) **FDP on Philosophical Foundation of Social Research, March 2021, (NPTEL)**
- 4) **FDP on Inculcating Universal Human Values in Technical Education, 21-23 Oct. 2024, AICTE**
- 5) **FDP on Digital Tool for Teaching and Learning, 11-15 Nov. 2024, NITTTR, Bhopal**
- 6) **FDP on Soft Skill & Holistic Development, 5-9 May 2025, NITTTR, Bhopal**

Short Program

- 7) **Karmayogi Certificate on: Core Areas of Artificial Intelligence**, by Indian Institute of Technology (IIT), Madras, 9 April, 2026
- 8) **Karmayogi Certificate on: Fundamentals of Generative Artificial Intelligence**, by Indian Institute of Technology (IIT) Madras, 8 April, 2026
- 9) **Karmayogi Certificate on: Indian Knowledge System: Perspective on Public Administration**, by Indian Institute of Management, Bangalore, 8 April, 2026

Workshop Organized

- 1) PI – (Convenor)- National seminar on Media and Subalterns in India, March 16-17, 2017, sponsored by ICSSR, New Delhi.
- 2) PI – (Convenor)- National level workshop on Application of Artificial Intelligence for Conservation of Cultural Heritage of India, March 13-15, 2020, sponsored by DST, New Delhi.
- 3) A member organizing Committee, Indian Society for Theatre Research, X International Conference, Organized by Deptt. Of Culture and Media Studies, Central University of Rajasthan, Jan. 8-11, 2014.

Workshops attended

- 1) Attended workshop on *Vikas Ke Liye Patrakarita*, jointly organized by Makhan Lal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, and Federation of Working Journalist, Bhopal, during 12-16 March, 2004.
- 2) Attended workshop on *Sansadiya Prakriya Evam Vyavhar*, organized by Makhan Lal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, Bhopal, during 26-27 March, 2004
- 3) National workshop on writing research proposal, March 11-16, 2008, Dept. of Journalism and Mass Communication, Banaras Hindu University, Varanasi
- 4) Attended workshop on *Mahila Sashaktikaran Evam Bal Vikas*, organized by DBPG College Dehradun, during 20-22 February, 2015
- 5) Attended one day orientation workshop on '*Best Teaching Practices*', on October, 4, 2013, organize by Central University of Rajasthan
- 6) Attended in One Day workshop on '*ASER-16'-Dissimination*', organized by Pratham Education foundation, Jaipur and Central University of Rajasthan on 9-3-2017
- 7) Attended workshop on *Film Preservation and Restoration Workshop India 2018*, Organized by Fiaf, during 15-22 November 2018

Thesis Supervision

Ph.D. Thesis

- 1) Research title: "*The Digital Turn in Hindi Film Industry: An Analysis of Visual Effects*", of Research Scholar Mr. Mahesh Kumar Meena (Batch- 2013-**Awarded**)
- 2) Research Title: "*Media Representation of Nomadic Tribes: A Socio-Cultural Study in Rajasthan*", of Ms. Geeta Shahu (Batch 2014- **Awarded**)
- 3) Research Title: "*A Critical Study on Minority Representation In Mainstream Media In India*" of Raheem Khan, (Batch 2019 – **Awarded**)
- 4) Research Title: "Tribal Women in Hindi Cinema Since 1990-2020: A Content Analysis on Their Representation" of Shalini Kumar (Batch 2022- **Ongoing**)
- 5) "A study of socio-economic status of journalists in print and electronic media", Km. Ankita Patel, (2023 Batch-**Ongoing**)
- 6) "Communication Practices of Gond Tribe: An Ethnographical Study in Sonbhadra District of Uttar Pradesh", Mr. Yogesh Lal Yadav (2025 Batch- **Ongoing**)

Master Thesis

- 1) Dissertation title: “*Relevance of inter-caste marriages in the caste system of India*” of Manoj Barupal, Batch 2012-14. **(Awarded)**
- 2) Dissertation title: “*Impact of social media on society and politics of India*” of Akshat Vishista, Batch 2012-14, **(Awarded)**
- 3) Dissertation title: “*Status of women in Rajput community: A critical analysis*” of Sunita Chauhan, Batch 2012-14. **(Awarded)**
- 4) Dissertation title: “*Constructing A ‘Paranoic Society’: The Effect of Reality Shows*” of Swati Pareek, Batch 2013-15. **(Awarded)**
- 5) Dissertation title: “*Representation of Senior Citizens in Media: A Critical Study*” of Sonali Sapna, Batch 2014-16. **(Awarded)**
- 6) Dissertation title: *Media Literacy In Post Covid Era: Clout Culture*, of Jerin James, Batch:2019-2021. **(Awarded)**
- 7) Dissertation title: *New Farm Laws And The Representation Of The News In The National Daily Newspapers*, of Kopal Halan, Batch:2019-2021. **(Awarded)**
- 8) Dissertation title: *How did Arabi-Malayalam literature influence cultural communication of the Malabar Mapilla Muslims*, of Mohammed Hashfaqu, Batch:2019-2021. **(Awarded)**
- 9) Dissertation title: *A critical study on the evolution of female representation in the marvel cinematic universe*, of Besty Varghese, Batch 2020-2022. **(Awarded)**
- 10) Dissertation title: *Critical analysis of transgender representation in Indian film*, of Dhruva Ranjan Jal, Batch 2020-2022. **(Awarded)**
- 11) Dissertation title: *A critical study on the impact of Instagram on mental heal of youth during Covid-19 pandemic*, of Wasil Ahammed EV, Batch 2020-2022. **(Awarded)**
- 12) Dissertation title: *Impact of fake news on youth: a study on facebook*, of Lokesh Khatana, Batch 2021-2023. **(Awarded)**
- 13) Dissertation title: *A study on Narratives of marginalized communities in Telegu Cinema*, of Usnagari Sandeep Kumar, Batch 2021-2023. **(Awarded)**
- 14) Dissertation title: *A study on impact of mobile on folk media practice of Dangaria Kandha Tribe*, of Rohit Kumar Suna, Batch 2021-2023 **(Awarded)**
- 15) Dissertation title: *Impact and reception of selected Malayalam OTT released movies in 2021 on other language audiences*, of Sabas Jadeen, Batch 2021-2023. **(Awarded)**
- 16) Dissertation title: *Transgender Representation and Drug Trafficking in India: A Content Analysis of Netflix Series “She”*, of Harikrishna Jakhar, Batch 2022-24. **(Awarded)**
- 17) Dissertation title: *A Study of Media Coverage on Development of Tribes in Selected District of Madhya Pradesh*, of Punita Garg, Batch 2022-24 **(Awarded)**
- 18) Dissertation Title: *Examining Consumer Perception and Brand Impact of ‘Stop the Beauty Test’ Campaign*, of Yashaswini Kaushal, Batch 2022-24. **(Awarded)**
- 19) Dissertation title: *Indian stand-up comedy’s use of political satire: An analysis of its function*, of Hambeer Singh Rajawat, batch 2023-25. **(Awarded)**

20) Dissertation title: Framing the Wildlife: A Comparative Study of Photographers' Angeles and Captions on Instagram of Damodhar Khemundu, Batch 2024-26
(Awarded)

21) The Impact of Digital Media on Folk Theatre (JATRA), of Kriti Kundu, Batch 2024-26 (Awarded)

Teaching Experience

Teaching in the department of Culture and Media Studies, Central University of Rajasthan from 25/07/ 2013 till date

Main courses teaching

MA Culture and Media Studies

- Communication: Theories and Models
- Communication Research
- International-Intercultural Communication & Current Affairs
- Media law and ethics
- Indigenous Culture
- Development Communication & Social Connect

Pre-Ph.D. Course work

- Research Methods for Media and Cultural Studies

Administrative responsibilities

- Coordinator of the Department, from 25th July 2019-13th Sept. 2022
- Warden- Boys Hostel- August 2013 – August 2016.