

## About Faculty



**Name: DR. PREETI GAMBHIR**

Designation: ASSISTANT PROFESSOR & HEAD

Department: MASS COMMUNICATION

MEHR CHAND MAHAJAN DAV COLLEGE FOR WOMEN, CHANDIGARH-INDIA



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## Areas of Interest

Social Media, Advertising, Public Relations, Event Management

Educational Qualification				
Degree	Year	Dept/University	Percent	Medals/ Positions
MMC	2002	Guru Nanak Dev University	60.5%	3rd
UGC-NET	2010	UGC	-	-
PhD	2019	Panjab University	-	-

Professional Experience			
Designation	From	To	Organization
PR Executive	April 2003	June 2004	Excelsior Advertising and PR
Corporate Communication Officer	July 2004	October 2004	Trident

Research Paper Publications/Chapters in Books				
Title	Journal/Book	Refereed	Date and Year of Publication	Online Link
Use of emotext and other cues in CMC and its outcome	New Horizons (ISSN: 2277-5218)			
The implications of social media usage for netizens' subjective well being	Happiness- An Eternal Quest of Being A Compendium of Multi-Disciplinary Approaches (ISBN: 9789388859516)			
From 'Hema, Rekha, Jaya aur Sushma' to 'Gurdeep Singh & Daughters': Have the Indian advertisements come of age?	Portrayal of Women in the Media: An Interdisciplinary Approach (ISBN: 9789388119818)			

## Research Paper Presented and Published in International Conferences

- 1) Paper titled 'The implications of social media usage for netizens' subjective well being' presented during 2-day international conference titled 'Soul in Symphony: Spiritual and Pragmatic Aspects of Happiness' (29-30 January, 2018) held at Mehr Chand Mahajan DAV College for Women, Chandigarh, and published in
- 2) Paper titled 'Offline relationship consequences of social media usage' presented during 2-day international conference titled 'Soul in Symphony: Spiritual and Pragmatic Aspects of Happiness' (29-30 January, 2018) held at Mehr Chand Mahajan DAV College for Women, Chandigarh.

## Presented Research Papers in Conferences

- 1) Paper titled 'Portrayal of women in advertisements' presented during ICSSR, Panjab University sponsored national seminar on 'Portrayal of Women in Media: An Interdisciplinary Approach' held at GGSKCW, Jhar Sahib, Punjab (25/03/2017)
- 2) Paper titled 'Selling more than just products: The case of stereotyping in advertisements' during College Development Council, Panjab University sponsored national seminar on 'Media, Society and Culture: Interrelation and Emerging Trends' held at DAV College, Chandigarh (08/02/2018)

## Others

- 1) Completed Vani Certificate Course at All India Radio, Chandigarh (7 June 2010- 11 June 2010).
- 2) Nominated as a Member of the Board of Studies in Mass Communication (Panjab University) for the term 1.4.2019 to 31.3.2021.
- 3) Member of Public Relations Council of India- Chandigarh Chapter since 5 June 2019.