

Miss. Lubna Yusuf Moosa

Personal Details

Date of Birth: 09/05/1986
Address: Nandolia Niketan,
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Jay – Prakash Nagar,
Goregaon – East,
Mumbai - 400063.
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Qualification

Currently Pursuing Ph.D , Department of Communication and Journalism.
University of Mumbai, M.S., India
(The thesis will be submitted soon)

National Eligibility Test for Lectureship – Mass Communication Journalism *June 2012*

Ph.D Entrance Test - Communication Journalism (61%) *Feb 2011*
University of Mumbai, M.S., India

Masters in Communication & Journalism – MCJ (71.65%-First Class with Distinction) *July 2008*
University of Mumbai, M.S., India

B.A. (Economics & English Literature (66.16%- First Class) *March 2006*
Patkar College, University of Mumbai, Mumbai, M.S., India

Higher Secondary Certificate (64.67%- First Class) *Feb 2003*
Patkar College, Mumbai, M.S., India

Secondary School Certificate (66.53%- First Class) *March 2001*
St Thomas High School, Mumbai, M.S.,India

Work Experience

- **Assistant Professor (Ad-Hoc Basis)** – Department of Communication and Journalism. *Since June 2014.*

Teaching Masters of Arts- Communication and Journalism (MACJ), Masters of Arts- Film Studies (MAFS) and Masters of Arts- Television Studies (MATS) at University of Mumbai, Santacruz- East. Mumbai, M.S., India.

- **Conducted Lectures for:**
 - Media Economics
 - Introduction to Media Research
 - Advanced Media Research
- **Have also been a Research Guide**

- **Full Time Lecturer (BMM)** *Since June 2010*
Patkar Varde College, Goregaon West, Mumbai, M.S., India
- **Conducted Lectures for:**
 - F.Y.B.M.M. – Introduction to Computers (Sem. I)
 - F.Y.B.M.M. – Effective Communication Skills I (Sem. I)
 - S.Y.B.M.M. – Introduction to Media Studies (Sem. III)
 - S.Y.B.M.M. – Creative Writing (Sem. III)
 - T.Y.B.M.M. – Reporting (Sem. V)
 - T.Y.B.M.M. – Editing (Sem. V)
 - T.Y.B.M.M. – Newspaper and Magazine Making (Sem. V)
 - F.Y.B.M.M. – Effective Communication Skills II (Sem. II)
 - S.Y.B.M.M. – Introduction to Journalism (Sem. IV)
 - T.Y.B.M.M. – News Media Management (Sem. VI)
 - T.Y.B.M.M. – Press Laws and Ethics (Sem. VI)
 - T.Y.B.M.M. – Broadcast Journalism (Sem. VI)
- **Visiting Lecturer (MCJ)** *Since 2011*
Saraf College, Malad West, Mumbai, M.S., India
- **Visiting Lecturer (BMM)** *2008-2010*
Patkar Varde College, Goregaon West, Mumbai, M.S., India
- **Casual Reporter** *Since April 2009*
Regional News Unit (RNU), All India Radio, Churchgate, Mumbai, M.S, India
- **Duty Officer (CBS)** *Dec 2008-Aug 2009*
All India Radio, Churchgate, Mumbai, M.S, India

Papers Presented and Published

- Paper titled, '*Journalism in The World of Wizards: A Study Of The Representation of Journalism in Harry Potter Movies*' was presented at IAMCR International Conference on News Literacy held in Kolkata, India on January 18, 2016.
- Paper titled, '*With the Advent of Second Screen, Number of People Reading Physical Newspapers has Deteriorated*', got published in Seminar Proceedings journal of National Conference on Journalism and Social Responsibility held by Department of Mass Communication and Journalism, School of Arts and Humanities, North Maharashtra University, Jalgaon, Maharashtra, India held on 11th and 12th February 2014. ISBN No: 978-81-925956-9-6
- Paper Titled '*With the Advent of Second Screen, Number of People Reading Physical Newspapers has Deteriorated*' was presented at Research in IT: Exploring the Technology Horizon, a UGC approved National Conference held by Patkar Varde College, Mumbai, India on 30th and 31st August 2013

Certificate Course, Workshops and Seminars Attended

- Participated in the Faculty Development Programme organised by Dr. Babsaheb Ambedkar School of Thoughts at University of Mumbai in February 2016.
- Participated and organised a two day National Level Workshop on Development Communication organised jointly by Dep. Of Communication and Journalism, UoM and UNICEF on September 10-11, 2015.
- Participated and reported for the 102nd Indian Science Congress held at University of Mumbai organised by the Indian Science Congress Association, Kolkata, India, from 3rd to 7th January, 2015.
- Completed Research Methodology coursework for the period of six months in 2014 at Research Centre, Department of Communication and Journalism, University of Mumbai.
- Organised and Participated the National Round Table Conference on 'Media Education: Problems, Challenges and Future Prospects' organised by Department of Communication and Journalism, University of Mumbai and Department of Mass Communication and Journalism, Dr. Babasaheb Ambedkar Marathwada University, held at University of Mumbai on 29th and 30th September, 2014.
- Participated in a one day workshop on 'The Interpretation of the VI Semester BMM Syllabi' (Advertising and Journalism), organised by Nagindas Khandwala College, Mumbai, on 19th January 2013.
- Participated in the one day State Level Seminar on 'Contemporary Issues as reflected in Mass Media', organised by Ghanshyamdas Saraf College of Arts and Commerce, Mumbai on 22nd July 2011.
- Participated in the Faculty Orientation Workshop organised by Malini Kishor Sanghi College of Commerce and Economics on 13th August, 2010.
- Attended the Vani Certificate Course conducted by All India Radio for announcing from 9th-13th February 2009.
- Attended Workshop on Online Journalism conducted by BBC Hindi on 10th January 2007

Research Guide, Examiner, Paper Setting, Assessment and Moderation

- Have successfully guided 12 post-graduate students accomplishing dissertation as a partial fulfilment of the Masters of Arts (Communication and Journalism, Public Relation, Films Studies and Television Studies) degree.
- Have also successfully carried out duty of an External Examiner conduction Viva-Voce for dissertation.
- Have been a part of Examination team and carried out duties of Examiner, Paper setter, assessed papers and also been a Moderator.

Skills

Good communication skills, Computer Knowledge, Microsoft Office, Quark Express, Adobe Premier Pro, Adobe Photoshop, Dreamweaver, Film Making, Film Editing, Internet, can fluently read and write in English, Hindi, Marathi and Gujarati, have good rapport with students and colleagues and good class control.

Job/Career Objective

I have always worked with sincerity and dedication and look forward to continue doing so in the future. I would like to put in efforts to the best of my ability in doing the duties assigned to me. I would like to climb up the ladder in the teaching field with hard work and sincerity. I will be submitting by Ph.D Thesis soon.

Interested Field

- Teaching
- Sports (Cricket)
- Reporting/ Anchoring

Salary Expected

I expect the best salary package.

Hobbies

I like to socialize with friends, reading, writing articles on current topics and surfing net.