

# CURRICULUM VITAE

## Prof. Umesh Arya, Ph.D.

Dean & Chairman, Faculty of Media Studies  
Guru Jambheshwar University of Science & Technology  
Hisar-125001-Haryana, India.  
09416346589 - M  
umesharya1973@gmail.com  
www.umesharya.in  
[www.youtube.com/umesharya](http://www.youtube.com/umesharya)

**Date of Birth** 01.05.1973

### EDUCATIONAL QUALIFICATION:

Ph. D. in E-governance from MCR university of journalism, Bhopal	2008
M.Sc. (Mass Communication) from Guru Jambheshwar University Hisar-Haryana.	1996
B.Sc. (Medical) from Kurukshetra University Kurukshetra.	1994

**LANGUAGES** – Hindi, English, beginner level Spanish and Sanskrit

**WORK EXPERIENCE:** 23 years in the present job (Joined in March, 1998) along with two years tenure as **Deputy Director, Academic Staff College, GJUST Hisar.**

Has worked as a **Senior Executive** in Associated Forex Services Limited, New Delhi from September 1996 to February 1998.

**ACADEMIC CONTRIBUTION** – I have developed 24 quantitative and spatial indices for states & union territories' media coverage measurement in my research publications. These are –

1. **CPI** (coverage parity index)
2. **PAI** (population attention index)
3. **EAI** (Economic attention index) ← published in **Media Asia** (International Journal)
4. **DAI** (density attention index)
5. **PAI** (political attention index)
6. **AAI** (Geographical Area Attention Index ,
7. **LAI** (literacy attention index),
8. **VAI** (voters' attention index),
9. **LAI** (legislative attention index), ← published in **Media Watch** (International Journal)
10. **HDAI** (human development attention index),
11. **MEAI** (media exposure attention index)
12. **IAI** (income attention index). The last seven indices have been published in Amity Journal of Communicationn.

A scale is also developed to measure the socio cultural value system of an Area. This scale is ratified by the International Journal of "Governance & Public Policy"

I have given expert lectures on EDUSAT, CEC of UGC which are available at

<https://www.youtube.com/watch?v=g6F-n4nWn6g>

<https://www.youtube.com/watch?v=eP4KoachHCN4>

[https://www.youtube.com/watch?v=qK-q\\_ZI-ink](https://www.youtube.com/watch?v=qK-q_ZI-ink)

<https://www.youtube.com/watch?v=Q6IQHvWePC0>

<https://www.youtube.com/watch?v=6TcbUyEWbA>

A 150 educational e-learning academic videos at [www.youtube.com/umesharya](http://www.youtube.com/umesharya) to my credit which are seen by more than 10000 people.

Certificate from Indian University USA on “How to Detect Plagiarism”.

Certified power searcher and google certificate holder for the “Making Sense of the Data” Programme (a course taught by google).

Certified “Fact Checker and Data Verification” profession from Google News Initiative.

My PhD findings, results and recommendations have been mentioned by the **United Nations Public Administration Network** at [www.tinyurl.com/phdmention](http://www.tinyurl.com/phdmention).

#### **PUBLICATIONS:**

**Book titled “Newspaper Vocabulary”** published by Anmol Publishers, New Delhi (Published in 2002) available at [www.tinyurl.com/newspapervocabulary](http://www.tinyurl.com/newspapervocabulary)

#### **RESEARCH PUBLICATIONS: -**

All of my research publications are available on my personal website at the link-  
[www.umesharya.in](http://www.umesharya.in)

1. Demystifying and Defining Ubiquity of E-governance: Development of HIN (Hostel Information Network) published in Communication Today Vol.8, Jan-June 2005 issue.
2. **Coverage of research news in Indian newspapers published in Mass Communicator, October issue, 2007**
3. **Linguistic creativity in newspapers’ headlines : A content analysis of English dailies published in Mass Communicator, Vol.2 No. 1 Issue of 2008**
4. Rainbow of creativity in news headlines : A cross sectional content analysis of five English dailies published in Communication Today, October issue, 2007
5. Propagation of Technological Awareness among Masses: Citizen Centered ICT (Information & Communication Technology) News Coverage on Indian Print Media-scape published in Sachar Shree, April – June, 2008.
6. **Coverage of advertising news in Indian newspapers: A content analysis of six Indian dailies, October-November, 2008, Mass communicator.**
7. Traces of Idioms and phrases in news headlines : A content analysis of five Indian English dailies published in issue of Sanchar Shree, January 2008.
8. **Economics Dictating Representation: News Coverage of States and Union Territories in Indian Print Media Published in MEDIA ASIA, Vol. 35 No.4, 2008 (INTERNATIONAL PUBLICATION)**
9. **ICTs & Public Grievance Redressal : A Case Study of Gyandot Project published in vol.3 no.3 issue of Mass Communicator, 2009.**
10. Use of words in Newspapers: A Sample Survey, published in Vol. 11, No.1, Communication Today, 2009
11. **Study of Idioms & Phrases in Newspapers , published in Vol. 11, No.4, Communication Today, 2009**
12. **Public relations facet of information and communication technologies: A cross sectional analysis of public grievances variables published in the ICFAI research**

*journal "Governance & Public Policy", Vol. 5, No.4, December, 2010.*  
**(INTERNATIONAL PUBLICATION)**

13. How creative is your headline published in the Volume 2, Issue 3 of July - September 2010 edition of Vidura.
14. **Job Advertisements in Newspapers: an Analysis of English Dailies** published in Vol. 10, No.3 "Advertising Express" published by ICFAI Press, Hyderabad.
15. **Uneven Cultivation of States' and Union Territories' News Coverage on Indian Print Medias Landscape - A Content Analysis of English Dailies** published in Vol 38, No 2 2011 issue in **MEDIA ASIA**. **(INTERNATIONAL PUBLICATION)**
16. **E-governance Enabled Empowerment: Role of IT in Delivering Public Services in Rural Areas of India** published in published in the ICFAI research journal IUP journal of "Governance & Public Policy", Vol. 6 no. 2 (June 2011) **(INTERNATIONAL PUBLICATION)**
17. **Job/recruitments Advertisements in Newspapers' Supplements: A Content Analysis Study of English Dailies** published in Vol.1 No.1, January-June 2011 issue of research journal of Haryana School of Business published by the HSB, Guru Jambheshwar University Hisar.
18. **Harvesting the Citizen Centered ICT (Information & Communication Technology) News Cultivation on Indian Print Media Landscape : A Content Analysis of Nine Indian Dailies**, Amity Journal of Media and Communication Studies, vol. 1 No.2, 2011.
19. **"Facial Treatment" of Advertisements in Business Newspapers: A Content Analysis Study** Published in Business & Management, Excel Books, 2012.
20. **E-governance for Socio Economic Welfare – A Case Study of Gyanooot Intranet Project in Madhya Pradesh – India** published in the proceedings of the International Conference on Innovative strategies for contemporary management.
21. **A Kaleidoscopic Paradigm Approach to the News Coverage: A Content Analysis Study of States & Union Territories in Indian Print Media** published in Amity Media & Journalism Review 2012, Vol.1, No.1.
22. **Comparative Creativity Construction in Newspaper Headlines in "ON" and "OFF" situations: A Content Analysis of Three English Newspapers** published in Mass Communicator, 2012, Vol.6, No. 3
23. **Promotional Scope Midwaters – Coverage of Island Advertisements in English Dailies** published in Research in Business & Management:Academic and Professional Perspective, Wisdom Publications, 210-219
24. **E-governance and information democratization: SWOT analysis of gyandoot intranet project** published in International Journal of Science, Engineering & Computer Technology, vol. 3 issue 1, 2013
25. **Linguistic cocktail of 1740 English words in newspapers –** published in Media Today, 2013, Vol.1, No. 1
26. **E-governance enabled enhancement of socio cultural value system in rural areas of India** published in Mass Communicator, 2014, Vol.8, No. 1
27. **Constructing a comprehensive coverage criterion of States and Union Territories news –** published in Media Watch, 2014, Vol.6, No. 1
28. **Human development, media exposure and per capita facades: measuring the coverage canvas of states and union territories news – a content analysis study of Indian print media –** published in Amity Media and Journalism Review, 2014, Vol.3, No.1
29. **Linguistic creativity construction in newspaper headlines – A content analysis of five English dailies** published in Amity Journal of Media and Communication Studies, 2015, Vol.4, No. 1-2
30. **The idea of Spectatorship in David Lynch's Mulholland Drive (2001). We don't stop here!** Published in H.S. Research Journal, Humanities & Business Studies, Vol. – X No. 1&2, 2014
31. **Cinematic Tourscapes: Ideology Of Tourism In Charlie (2016, Malayalam )** published in "Indian Scholar" Vol. -3, Issue – IV
32. **Political use of the media in the modern era: An analysis** published in Journal of Emerging Technologies and Innovative Research (JETIR), Vol 6, Issue 3, 2019

33. **Social media: an effective platform for social deliberation** published in "Chintan", Vol 8, issue 3, 186-197, 2019
34. **A comparative study of violent crimes coverage in The Times of India, The Hindu and Hindustan Times**, published in "Think India Journal", Vol 22, Issue 14, 2019.
35. **Citizenship amendment act: Digital activism on Twitter; A corpus based textual analysis of tweets on CAA**, published in Journal of Content, Community & Communication, Vol. 12, Year 6, 2020.

#### **INTERNATIONAL SEMINARS AND CONFERENCES:**

**"Rethinking ICTs and E-quality in Latin America, Asia and Africa"**, organised by International Institute of Infonomics, 24<sup>th</sup> March 2002, University of Maastricht, The Netherlands. I presented my paper titled **"Information Technology: An Oasis in the Information Desert"**.

**"International Conference on College Teaching and Learning"**, organized from 1-5<sup>th</sup> April 2003 by Community College, Jacksonville, Florida, USA. I presented the paper titled **"Story of a Multimedia Project: From Conception to Birth"** along with the **Multimedia Presentation** of the Project which I developed.

**"Key to the lock of newspaper reading, A magic figure of 1900 words"**, a research paper presented at the International conference organized by UNESCO at Newcastle University of Australia, in February 2004. (paper presented by co-author).

**Newspapers: treasure troves of idioms and phrases**, paper presented in the Indian Social Science Congress at IIT Kharagpur in December, 2003.

#### **POPULAR ARTICLES -**

**"Emerging technologies in a small town: A case study of Hisar city**, in Media in India : May 1998

**"Viruses in Information Technology Laws**, Vidura , May 2001

**New Media of advertising: INTERNET** : Media In India: May 2001

**Media education in Haryana : Communication Today**: May 2001

**Information technology: boon or bane ?** Sanchar Shree, August, 2001.

**Viruses in information technology act**: Sanchar Shree, June, 2002.

**Viruses in cyber laws**: Journal of Communication Research, May, 2002.

**Blogjournalism (Blog + Journalism) - Bloggers' dream, newspapers' nightmare, journalists beware!** Media Vimarsh, June-August, 2007

#### **My Academic Achievements –**

1. One book titled "Newspaper Vocabulary" and Twenty four (24) research publications (4 International papers in "Media Asia" and "Governance and Public Policy".
2. Twenty four (24) indices developed to measure the coverage quantum of the states & Union Territories in India.

3. Delivered more than 3500 lectures in various orientation courses and refresher courses along with extension lectures in various institutes.
4. Attended and presented papers in 54 conferences (10 international).
5. Developed around 100 audio visual aids on various ICT skills for teachers.
6. Lectures delivered in the Multimedia department of university of Florida at Gainsville, USA.
7. My Ph.D. findings are mentioned on the [www.unpan.org](http://www.unpan.org) (UN's public administration network).
8. I have a personal channel at [www.youtube.com/umesharya](http://www.youtube.com/umesharya) which is visited by 150000 people within last 1 year. This channel has been accepted by Youtube for its EDU initiative.
9. I have an extensive experience of staff training as I have coordinated 14 UGC sponsored training programmes.
10. Developed **E-Manuals** on the topics relating to communication.
11. Visited USA, the Netherlands and Australia to present papers in the conferences.
12. Research Publications published on SSRN (social science research network).
13. Got a UGC mega research project in 2012 on "**Linguistic Construction in Newspaper Headlines**".
14. Worked as volunteer to send stories on corruption to the project run by University of Fordham, New York.
15. Acted as reviewer for many international conferences including InSITE.
16. Completed a UNESCO project on community radio in association with University of Hyderabad.
17. I am a **google certified power searcher**.
18. I have successfully completed an online course in social network analysis from Michigan University.
19. Earned "certificate of achievement" on "Camera Never Lies" from University of London.
20. Completed a course on "Corpus Linguistics" from University of Lancaster, UK.
21. I have successfully completed an online course in "social media" from Canvas Network.
22. Completed an online certificate course in "a crash course in creativity" from Stanford University & "Cheating in online courses" from Canvas network (the leading MOOC provider).
23. Earned "certificate of achievement" from ICMS, Open Universities Australia in "Management for Competitive Edge".
24. Earned "certificate of achievement" from ICMS, Open Universities Australia in "Writing for the Web".
25. Earned "certificate of achievement" from ICMS, Open Universities Australia in "User Experience of the Web".
26. Earned "certificate of achievement" from ICMS, Open Universities Australia in "Big Data for Better Performance".
27. Earned "certificate of achievement" from ICMS, Open Universities Australia in "Education in the Changing World".

28. Earned "certificate of achievement" from ICMS, Open Universities Australia in "Teaching Adult Learners".
29. Academic staff college gjust Hisar got the first rank the whole country under my deputy directorship within first three years of establishment.
30. I am a certified **yoga** and **meditation** teacher and the meditative techniques I regularly apply to boost creativity of my students .
31. I am a trained **Hypnotist** and **Past Life Regression** Expert.

#### Chapters in the books –

1. **Information Technology, Oasis in the Information desert** - the paper published in a book named "vikas evam vgyan sanchar" published by the center of mass communication, University of Rajasthan, January 2003.
2. **Indian Cyber Laws** - Media Law and Ethics: Readings in Communication Regulation edited by Dr. Kiran Prasad, B.R. Publishing Corporation, 2008; ISBN 81-7646-604-2
3. **Newspapers: treasure trove of idioms and phrases**, Chapter in the book "**English Studies in India: Past, Present & Future** edited by Balwinder Ghotra, Book Enclave: Jaipur, 2005 available at <http://www.vedamsbooks.com/no41328.htm>

Have written many lessons on Internet, Multimedia and Computer usages in media for the correspondence courses of Kurukshetra University Kurukshetra, Mahavir Vardhman Open University and Kota, correspondence course of MMC (Masters of Mass Communication), Guru Jambheshwar University of Science & Technology, Hisar..

Have developed a **word bank** in which prominent words used in English and Hindi Newspapers were identified and listed. The same has been included in the course curriculum of the M.Sc. (Mass Communication) of Guru Jambheshwar University, Hisar.

Have delivered around 350 **lectures** in refresher/orientation courses and education institutions at many places in and outside Haryana including a few in the University of Florida, Gainesville.

Have delivered many **radio talks** on various media issues.

Have been administering a popular "**News Thru SMS**" service having 2000 members.

**SPECIALIZATION** - Hypermedia (Internet and multimedia), media research and creative writing.

#### COMPUTER PROFICIENCY:

- **SPSS** (statistical product and services solutions) for data analysis in research.
- Quite familiar with tools of conducting **research online**.

Have developed a multimedia project using advanced animation and multimedia softwares on the Guru Jambheshwar University Hisar.

Have acted as reviewer international journals.

Delivered lecturers in the department of journalism and multimedia lab in the University of Florida at Gainesville and Florida Community College in Jacksonville, USA in April, 2003.

Have delivered lecture in workshop of National Institute of Administrative Research, Lal Bahadur Shashtri National Academy of Administration, Mussoorie.

Acted as Warden of university's boys hostel for 2 years from 2004 to 2006.

**SOFT SKILLS:**

1. I am a certified Yoga and Meditation teacher.
2. Been on the panel of Police organizations for delivering lectures/workshops on 'Stress Management' and related issues.
3. Developed a waste management project in the Boys Hostel – II of the GJ University (of which he was warden for two years).

A handwritten signature in blue ink, appearing to read 'Umesh Arya', with a large, stylized flourish above it and three dots below it.

**Date:**  
**Place:**

**(Signature)**

A Brief Profile of Prof. Umesh Arya ([www.umesharya.in/profile](http://www.umesharya.in/profile))

Prof. Umesh Arya is Media Teacher, Life Coach, Healer and a Corporate Trainer. He is also the Dean & Chairman, faculty of media studies in Guru Jambheshwar University of Science & Technology, Hisar. He has a teaching career of 22 years and has 40 publications in national and international journals. He specializes in Information Power Searching, ICT applications in communication studies and Intrapersonal communication. He has delivered more than 3500 Lectures and 350 webinars on various topics ranging from technological applications, to Neuro Linguistic Programming (NLP) and his Ph.D. findings are published on the website of United Nations Public Administration Network (UNPAN).

Prof. Arya has copyrighted one term - "TecVac" (Technology Vacation). He aspires to leverage the online education methodology with his own channel on You Tube which has more than 350 videos on soft skills and hard skills. He has developed lot of e-manuals for the teachers on these topics. Prof. Arya has delivered lectures on the EDUSAT on "Information Overload", "Meta-literacy", "Effective searching techniques", "Google power searching techniques", Waste reduction in learning etc.

Prof. Arya has served as Deputy Director of Human Resource Development Center in his university. He has delivered lectures in the University of Florida at Gainesville USA. visited a few countries (US, UK, the Netherlands, Germany, Belgium) for his academic pursuits. Prof. Arya is a International Yoga Alliance & Ministry of Ayush certified Yoga and Meditation teacher of the Art of Living.

He is a certified therapist for many psychological ailments like phobia, anxiety, OCD etc. He is a certified hypnotherapist and past life regression therapist. He is a certified NLP (Neuro Linguistic Programming) communication coach. He has treated thousands of people affected by the mental health issues. He is a corporate trainer and is on the panel of many Blue chip companies like Jindal Stainless Steel, HCL, Kocreate Technologies, Wipro etc. Prof. Arya has invented and patented ECA therapy - (Emo Cardi - Ation - this therapy allows people to create the enabling circumstances for their careers, health, relationships, finances etc. Prof. Arya is also a trainer of Google News Initiative India Training Network. His main passion is to coach people explore the quantum possibilities inside them.



## A Brief Profile of Prof. Umesh Arya

Prof. Umesh Arya is Media Teacher, Life Coach, Healer and a Corporate Trainer.

He is also the Dean & Chairman, faculty of media studies in Guru Jambheshwar University of Science & Technology, Hisar. He has a teaching career of 21 years and has 40 publications in national and international journals. He specializes in Google power searching and "ICT applications in communication studies". He has delivered more than 3000 Lectures and 350 webinars on various topics ranging from technological applications, to Neuro Linguistic Programming (NLP) and his Ph.D. findings are published on the website of United Nations Public Administration Network (UNPAN).

Prof. Arya has copyrighted one term - "TecVac" (Technology Vacation). He aspires to leverage the online education methodology with his own channel on You Tube which has more than 350 videos on soft skills and hard skills. He has developed lot of e-manuals for the teachers on these topics. He has done more than 30 online courses from international universities and has specialisation in skill development. Prof. Arya has delivered lectures on the EDUSAT on "Information Overload", "Meta-literacy", "Effective searching techniques", "Google power searching techniques", Waste reduction in learning etc. Prof. Arya has served as Deputy Director of Academic Staff College in his university for two years. He has visited a few countries (US, UK, the Netherlands, Germany, Belgium) for his academic pursuits. Prof. Arya is a Intentional Yoga Alliance & Ministry of Ayush certified Yoga and Meditation teacher of the Art of Living. He is a certified therapist for many psychological ailments like phobia, anxiety, OCD etc. He is a certified hypnotherapist and past life regression therapist. He is a certified NLP (Neuro Linguistic Programming) communication coach. He has treated thousands of people affected by the mental health issues. He is a corporate trainer and is on the panel of many Blue chip companies like Jindal Stainless Steel, HCL, Kocreate Technologies, Wipro etc. Prof. Arya has invented and patented ECA therapy - (Emo Cardi - Ation - this therapy allows people to create the enabling circumstances for their careers, health, relationships, finances etc. Prof. Arya is also a trainer of Google News Initiative India Training Network. His main passion is to coach people explore the quantum possibilities inside them.

## Areas of Expertise in which Lectures have been delivered

1. Hassle free offline info management & retrieval
2. Online capturing of data for researchers.
3. Online reference capturing and management through ENDNOTE.
4. Web tools for enhanced productivity.
5. Using chrome extensions usage for efficient working.
6. Textual fact checking & verification.
7. Hassle free online info management & retrieval through Google Power Searching protocol.
8. Image fact checking & verification.
9. Video fact checking & verification.
10. Twitter and social media data fact checking & verification.
11. Twitter data scraping and analysis.
12. Capturing You Tube data and analysis.
13. Web data scraping for efficient decision making.
14. Corpus data scraping and analysis.
15. A quicker way to learn research in just 30 minutes.
16. ICT (Information and Communication Technology) applications in research.
17. Producing video tutorials for audio visual presentation.
18. MOOCs (Massive open online courses) – A watershed development in education.
19. Using online databases for research.
20. Information overload and ways to combat.
21. Data handling & analysis for qualitative research.
22. Removal of phobia, anxiety and OCD (obsessive compulsive disorder) through Cognitive Drill Therapy (CDT) – Paradigm shift in the personality development.
23. Clinical hypnotherapy and applications in different walks of life.
24. Past life Regression healing and applications.
25. Neuro Linguistic Programming (NLP) techniques for unlocking the human potential.
26. Mindfulness & meditation techniques.
27. Emo Cardio Creation (ECA) Therapy for career, health, relationships, goal manifestations.
28. Stress management for better efficiency and happiness.

29. Reinventing the belief system for quantum possibilities.
30. Cymatics - Musical frequencies healing & application.
31. The science of perceptions and its implications in daily life.
32. Past is past – getting rid of the painful memories.
33. The art of prayer manifestation.
34. Meta searching the internet for quality results.
35. Unlocking the power - Reprogramming the subconscious mind.
36. The laws governing our life and work.
37. Communication games for better team work and awareness.
38. Study skills for better understanding and concentration.
39. Digital literacy and its implications.
40. Thought management for better professional and personal life.
41. Reprogramming mind through language reframing