

CURRICULUM VITAE

Professor Manoj Dayal

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(DOB: 05-07-1965)



Present Position in GJUS&T : Professor & Chairperson, Dept. of Mass Communication, Dean, Faculty of Humanities & Social Sciences & Former Director, Abdul Kalam Centre for Ancient Indian Science , Former Director, UGC-Human Resource Development Centre , Former Dean of the Faculty of Media Studies(Three terms in GJUST and four terms in total) & Chairperson of the Dept. of Communication Management & Technology (Four terms in GJUST and six terms in total) , Former Dean of , Alumni Relations, Founder Editor: University Newsletter& Founder Editor-in-Chief; University Magazine, Guru Jambheshwar University of Science & Technology, Hisar (Haryana). Editor-in-Chief,Journal of Communication, New Delhi (Peered Reviewed International Journal)..

Running my own YouTube Channel called 'Edifying Media'. Uploaded around 450 lectures for UG/PG students

Formerly: DSW, Chief Warden, Proctor, Librarian, Dean of the Faculties, CDLU,Sirsa and founder HOD, Dept. of Journalism & Mass Communication, University of Allahabad.

Date of Appointment as Professor:07.07.2004(More than 20 years as Professor).

Academic Qualifications:

- ✓ Ph.D. on “*Coverage & Effectiveness of Economic Reporting in Daily Newspapers*” from Devi Ahilya University, Indore.” (**Published**)
- ✓ Master of Arts in Mass Communication & Journalism from Alagappa University, Tamilnadu securing **61.5%**.
- ✓ Post Graduate Diploma in Journalism (English) from Indian Institute of Mass Communication, JNU Campus, New Delhi securing **62.6% with distinction in project work.**

Administrative Experience: (More than 30 Years).....

- ✓ Dean, Faculty of Media Studies, Guru Jambheshwar University of Science & Technology, Hisar (Haryana) from 14.11.2005 to 13.11.2008, 14.11.2008 to 10.01.2010 and thrice from 01.02.2011 to 31.01.2014.
- ✓ Dean, Alumni Relations, Guru Jambheshwar University of Science & Technology, Hisar from 30.5.2017 to 8.11.2017
- ✓ Founder Dean Students’ Welfare, Proctor, Librarian,, Dean, Faculty of Arts & Languages ,Dean, Faculty of Education,& Dean, Faculty of Physical Education, Chaudhary Devi Lal University, Sirsa (Haryana) from 24.07.2004 to 08.11.2005.
- ✓ Chief Warden, ChaudharyDeviLalUniversity, Sirsa from 02.08.2005 to 08.11.2005
- ✓ Dean, Faculty of Social Sciences, ChaudharyDeviLalUniversity, Sirsa from 08.07.2005 to 08.11.2005
- ✓ First Subject Chairperson, Department of Journalism & Mass Communication, Chaudhary DeviLal University, Sirsa from 16.9.2004 to 08.11.2005
- ✓ Founder Head, Department of Journalism & Mass Communication, University of Allahabad from 21.12.1992 to 06..7.1996.

- ✓ Chairperson, Department of Communication Management & Technology, Guru Jambheshwar University, Hisar from 22.8.2001 to 23.07.2004 , 24.07.2007 to 23.07.2010 & thrice from 02.02.2011 to 01.02.2014
- ✓ Chairperson, Department of Advertising Management & Public Relations ,Guru Jambheshwar University of Science & Technology,Hisar(Haryana)from 23.11.2005 to 22.11. 2008.
- ✓ Chairperson, Department of English, Faculty of Engg. & Technology, Guru Jambheshwar University, Hisar from 22.8.2001 to 23.07.2004 , 24.07.2007 to 23.07.2010 & thrice from 02.02.2011 to 01.02.2014
- ✓ Founder Incharge, Department of Advertising Management & Public Relations, Guru Jambheshwar University, Hisar from 22.3.1999 to 30.3.2001.
- ✓ Chairperson, Department of Mathematics, ChaudharyDeviLalUniversity, Sirsa (Haryana) from 8.7.2005 to 8.11.2005.
- ✓ Chairperson, Department of Food Science & Technology Chaudhary Devi Lal University, Sirsa from 16.09.2004 to 08.11.2005.
- ✓ Coordinator, Master of Mass Communication, Directorate of Distance Education, Guru Jambheshwar University of Science & Technology, Hisar from 12.11.1999 to 23.07.2007.
- ✓ Coordinator, Special Assistance Programme of University Grants Commission, Department of Communication Management & Technology, Guru Jambheshwar University of Science & Technology, Hisar from 07.07.2006 to March 2012.
- ✓ Coordinator, Spot Evaluation of examination of Distance Education of BMC(1st yr.,2nd Yr.3rd Yr.Re,etc.),MMC(1st yr.,2nd Yr.Re,etc.),PGDMC(1st yr. Re,etc.),PGDADPR(1st yr. Re,etc.),etc. since 5th July 2016 to July 2023.
- ✓ Have been the Stage- Secretary of all the four convocations organised by the University and one Special Convocation .

Member Executive Bodies:

- ✓ Member, Executive Council, Guru Jambheshwar University of Science & Technology, Hisar (Haryana) from 18.12.06 to 17.12.2008 and 15.6.2016 to 14.6.2018.
- ✓ Member, Executive Council, Chaudhary Devi Lal University, Sirsa (Haryana) from 24.07.2004 to 08.11.2005.
- ✓ Member, Court, Guru Jambheshwar University of Science & Technology, Hisar (Haryana).
- ✓ Member, Finance Committee, Guru Jambheshwar University of Science & Technology Hisar (Haryana).
- ✓ Secretary, Faculty Club Guru Jambheshwar University of Science & Technology, Hisar (Haryana) from 08-11-2005 till date.

Member Academic Bodies :

- ✓ Chairman, Faculty of Media Studies(from 08.11.2005 to 07.11.2008, 14.11.2008 to 10.01.2010 and again from 02.02.2011 to 01.02.2014.), and Chairman, UG Board of Studies, PG Board of Studies and Research in Communication Management & Technology, Departmental Research Committee, Guru Jambheshwar University of Science & Technology (from 22.8.2001 to 23.07.2004 , 24.07.2007 to 23.07.2010 & 02.02.2011 to 01.02.2014)
- ✓ Member, Academic Council, Guru Jambheshwar University of Science & Technology, Hisar (Haryana).
- ✓ Member, Academic Council Chaudhary Devi Lal University, Sirsa (Haryana) from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Post Graduate Board of Studies and Research in Journalism and Mass Communication in Chaudhary Devi Lal University, Sirsa 24.07.2004 to 08.11.2005.

- ✓ Chairman, Under Graduate Board of Studies in Journalism & Mass Communication in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Post Graduate Board of Studies and Research in Food Sc. & Technology in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Under Graduate Board of Studies in Food Sc. & Technology in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Post Graduate Board of Studies and Research in Mathematics in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Under Graduate Board of Studies in Mathematics in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Post Graduate Board of Studies in Hindi in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Under Graduate Board of Studies in Hindi in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Under Graduate Board of Studies in Fine Arts at Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Post Graduate Board of Studies in Sanskrit in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Under Graduate Board of Studies in Sanskrit in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Chairman, Post Graduate Board of Studies in Punjabi in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.
- ✓ Life member of Indian Council of Communication Research & Training, Bangalore.
- ✓ Life member Indian Economic Association, Kolkotta.

- ✓ Outside Expert ,PG Board of Studies in Journalism and Mass Communication ,Lucknow University, Lucknow.
- ✓ Outside Expert ,PG Board of Studies in Journalism & Mass Communication, M.D.University, Rohtak
- ✓ Outside Expert, Faculty of Humanities, M.D.University, Rohtak
- ✓ Outside Expert ,PG Board of Studies in Journalism & Mass Communication,CDLU,Sirsa
- ✓ Outside Expert ,PG Board of Studies in Journalism & Mass Communication,VBSPooravanchalUniversity,Jaunpur.
- ✓ Outside Expert ,Research Degree Committee in Journalism & Mass Communication ,Devi Ahilya University, Indore.
- ✓ Outside Expert ,Research Degree Committee in Journalism & Mass Communication, Guru Nanak Dev University,Jalandhar

Teaching Experience: -(More than 30 years of Post Graduate Teaching of Journalism and Mass Communication)

- ✓ Professor in Mass Communication. Deptt. of Communication Management & Technology (Faculty of Media Studies) Guru Jambheshwar University, Hisar from 07.07.2004 till date.
- ✓ Professor (Founder Professor of the University) in Journalism & Mass Communication , Ch. Devi Lal University, Sirsa (Haryana) from 24.7.2004 to 8.11.2005 F.N. (On EOL from G.J.University, Hisar).
- ✓ Reader in Mass Communication at Guru JambheshwarUniversity, Hisar from 02.05.1997 to 23.07.2004.
- ✓ Reader in Mass Communication at Assam Central University, Silchar from 06.07.1996(AN) to 01.05.1997.
- ✓ Sr. Lecturer in Journalism & Mass Communication at University of Allahabad from 21.12.1992 to 06.06.1996(FN).

- ✓ Lecturer in Journalism & Mass Communication at Devi Ahilya University, Indore from 26.10.1989 to 20.12.1992.

Work Experience: -

- ✓ Worked for Financial Express (Indian Express Group), New Delhi as Trainee Journalist (1.1.89 to 30.1.89).
- ✓ Worked for Mastak, New Delhi (An English fortnightly) as special Correspondent (17.2.89 to 14.4.89).
- ✓ Worked for NEWSMEN FEATURE, New Delhi (Sports Features Agency) as Reporter cum Sub-editor (15.5.89 to 30.5.89).
- ✓ Worked for THE HINDUSTAN TIMES as Sub Editor (1.8.89 to 25.10.89).

Publications:

More than 300 articles/features (including AIR talks) published in national and regional dailies and magazines in both Hindi and English in Indian Express, The times of India, The Hindustan Times, Hindustan, Link etc. including interviews of international and national personalities. Nineteen lessons for MMC and PGDMC published by the Directorate of Distance Education, Guru Jambheshwar University, Hisar.

102 (One hundred and two) Research papers published in VIDURA (New Delhi), COMMUNICATOR (New Delhi), SANCHAR MADHYAM (New Delhi), SANCHAR SHREE (Lucknow), COMMUNICATION TODAY (Jaipur), JOURNAL OF COMMUNICATION STUDIES (Bhopal), Media Watch, etc.

Moreover, two books on media research have been published. One on “Media Shodh” (252 Pages) has been published by Haryana Sahitya Akadmi, Panchkula. And the other book on “Media Metrics:An Introduction to Mass Communication Research”(458 pages) has been published by Sage Publications.

RESEARCH PAPERS
(Total:-102, International:-35, National:-67)

Sr. No.	Title	Name of Journal	Reference No.	Page No.
1	Newspapers: Creating Tension or Awareness ?	VIDURA(DELHI) ISSN:0042-5303	Vol. 27 No.3 May-June 1990	31-42
2	Samacharpatra Udyog ka Arthashastra	SANCHAR MADHYAM(DELHI) ISSN :2321-2608 (UGC-approved Journal)	Vol. 7 No.2 June,1990	21-32
3	Sports Journalism in India	VIDURA(DELHI) ISSN:0042-5303	Vol.28 No.4 Sept.-Oct,1990	25-36
4	Inequality: How & Why ?	THIRD CONCEPT(DELHI) (ISSN:0970-7247)	Vol. 4 No.46 Dec,1990	38-49
5	Plight of Bonded Labour : A Study of Bihar	MONTHLY COMMENTARY(DELHI) (ISSN 14272159)	Vol. 32 No.7 Feb.,1991	10-16
6	Khoj Parakh Patrakarita	SANCHAR MADHYAM(DELHI) ISSN:2321-2608	Vol. 8 No.1 Mar-May,1991	18-25
7	Women's Magazines and Woman Awareness	COMMUNICATOR(DELHI) ISSN:0588-8093 (UGC-approved Journal)	Vol. 24 No.1 Mar 1991	28-33
8	Indore Ki Patrakarita:Swaroop Abm Samichha	SANCHAR MADHYAM(DELHI) ISSN:2321-2608	Vol. 8 No.23 June-Sept,1991	26-30
9	Impact of PR Advertising on TV	COMMUNICATOR(DELHI) ISSN:0588-8093 (UGC-approved Journal)	Vol. 24 No.3 Sept.1991	36-42
10	Investigative Reporting Trends Down Under	VIDURA(DELHI) ISSN:0042-5303	Vol. 28 No.3 May-June,1991(ISSN 00425303)	21-28
11	Development Reporting in Indian Newspapers	COMMUNICATOR(DELHI) ISSN:0588-8093 (UGC-approved Journal)	Vol. 28 No.2 April-June 1993	15-20
12	Vikas Ki Patrakarita:Bihar Ke Sandarbh Main	VIKAS AUR PATRAKARITA(VARANASI)	Vol. 1 No.1 1995	19-22
13	Changing Scenario of Economic Journalism	COMMUNICATOR(DELHI) ISSN:0588-8093 (UGC-approved Journal)	Vol. 32 No.4 Oct-Dec 1997	19-25

14	Haryana Ki Patrakarita: Swaroop Avm Samichha	SANCHAR MADHYAM(DELHI) ISSN:2321-2608 (UGC-approved Journal)	Vol. 15 No.1 Jan-Mar 1998	12-18
15	Body Language	HAU JOURNAL OF AGRICULTURAL JOURNALISM(HISAR)	Vol. 1No.1 Jan 1998	265- 268
16	New Technologies in Print Media	MEDIA INDIA(HISAR)	Vol. 1 No.1 Feb- April 1998	18-24
17	What Ails Development Journalism ?	HAU JOURNAL OF AGRICULTURAL JOURNALISM(HISAR)	Vol.3,No.2Sept. 1998	364- 370
18	Information Technology- Need of the Hour	HAU JOURNAL OF AGRICULTURAL JOURNALISM(HISAR)	Vol 3No.2 Sept.1998	400- 410
19	Newspapers: Reality and Deception	MEDIA INDIA(HISAR)	Vol. 2&3 No.1 Aug 1999	18-23
20	Journalism & Human Rights: A Study of Print Media in India	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol. 6 No.1-4 Jan-Dec 2003	29-41
21	Vikas Patrakarita Ki Samasyaye	VIKAS ABM VIGYAN SANCHAR(JAIPUR)	Vol. 8 No.1 Jan 2003	91-95
22	Patrokarita Ka Swaroop: Haryana Ke Patrakaro Ke Sandarbh Main	SANCHAR SHREE(LUCKNOW)	Vol. 3 No.2 July-Sept 2003	14-27
23	Youth Response to Films : A Study of Hisar	SANCHAR SHREE(LUCKNOW)	Vol. 4 No.1 Jan- Mar 2004	37-45
24	Television Advertisements & Buyers: A Study of Patna	JOURNAL OF COMMUNICATION STUDIES(BHOPAL)	Vol. 3 No.1 Jan- Mar 2004	66-76
25	Santhal Sanskriti Abm Sanchar Upyog:Jharkhand Ke Dumka Zila ParAk Adhyayan	SANCHAR SHREE(LUCKNOW) (ISSN 0973-8630)	Vol. 5 No.2 April-June 2005	6-20
26	Vigyan Aur Patrakarita Ka Samanbaya: Kyaon Aur Kaise	VAIGYANIK DRISTIKON AUR SANCHAR MADHYAM(JAIPUR)	Vol. 1 No.1 2006	91-96

27	Information Technology – Need of the Hour for Rural Development	INDIAN MEDIA STUDIES JOURNAL(JAUNPUR) (ISSN 0972-9348)	Vol. 1 No. 1 July-Dec.2006	77-83
28	Art of Effective Communication	HAU JOURNAL OF HOME SCIENCE EXTENSION EDUCATION(HISAR)	Vol. 1 No.1 Aug-Sep 2006	155-160
29	Organisational Communication of Print Media	HAU JOURNAL OF HOME SCIENCE EXTENSION EDUCATION(HISAR)	Vol. 1 No.1 Aug-Sep 2006	161-166
30	Patrakarita Ka Adhar Sakaratamak Bhartiye Chintan Bane	SWADESH(BHOPAL) (SPECIAL JOURNAL ON CHALLENGES OF INDIAN JOURNALISM)	Vol.40 No.1Dec. 2006	243-245
31	Interface between Science & Journalism	RESEARCH JOURNAL, DEPT. OF JOURNALISM & MASS COMMUNICATION, PUNJABIUNIVERSITY, (PATIALA)	Vol.1No.1Feb.2007	200-207
32	Adhunik Patrakarita Ki Chunautiyan	SANCHAR SHREE (LUCKNOW) (ISSN 0973-8630)	Vol.25, No.1 Jan-Mar., 2007	1-6
33	Perception of Youth on Portrayal of Women in Music Videos (Co-authored)	INDIAN MEDIA STUDIES JOURNAL (JAUNPUR)	Vol. 2 No.1-2, Jan-Dec, 2007 Page 19-31	19-31
34	E-jansampark: Hisar Mandal Ke Jilo ka aek Mulyankan	SANCHAR SHREE (LUCKNOW) (ISSN 0973-8630)	Vol. 26. April-June,2007	1-4
35	Television ke vigyapano ka bachcho par prabhao	COMMUNICATION TODAY (JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol. 10, No. 3, July-Sept., 2007 Page 43-49	43-49
36	Reforming, Revising and Rethinking Science Journalism	SANCHAR SHREE (LUCKNOW) (ISSN 0973-8630)	Vol. 27, July-Sept. 2007	31-38
37	Planning Educative Public Campaign Against Tuberculosis	DEPT. OF VETINARY PUBLIC HEALTH,HAU,HISAR (ISSN 0973-8630)	Vol.1, No.1, July2007	15-18
38	Vartaman main Sting Operation ki Prasangikta	SANCHAR SHREE (LUCKNOW) (ISSN 0973-8630)	Vol. 28, Oct-Dec, 2007	1-12
39	Importance and Universalisation of Education and Role of	UNIVERSITY NEWS (NEW DELHI) (ISSN 0566-2257)	Vol. 46 No. 28, July 14-20, 2008	17-21

	Media			
40	Communication Challenges in Globalised World	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521)(UGC-approved)	Vol.7,Issue 2,Dec.2009	18=19
41	Media Shiksha Main Shodh Ki Jarurat	MEDIA MIMANSA(BHOPAL) (ISSN: 2229-5593) (Blind Peer Reviewed)	Vol. 2, Year 3, Oct-Dec. 2009	25-28
42	Media Institutes and Regional Media	MEDIA MIMANSHA(BHOPAL) (ISSN: 2229-5593) (Blind Peer Reviewed)	Vol. 2, Year 3, Oct-Dec. 2009	76-79
43	Pravasi Punjabio Ka Punjabi Filmo Main Akas	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.12,No.1,Jan.-Mar.,2010	23-30
44	UG and PG Students' Perception Towards UGC Films: A Comparative Study(Co-authored)	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521) (Double-Blind Peer Reviewed)	Vol.8,Issue 1,June,2010	28-33
45	Right to Education Act and Role of Media	MEDIA WATCH (ODISHA) (ISSN 0976-0911) (IF:0.58)	No.1,Vol.2,July-Dec,2010(ISSN 0976-0911)	59-62
46	Role of Television in Child Development (Co-authored)	COMMUNICATION TODAY (JAIPUR) (Double-Blind Peer Reviewed)	Vol.12No.3 July-Sept 2010	80-86
47	Analytical Study of Alcohol & Tobacco Products' Advertisements: Outlook & Frontline Magazines(2006-10)	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521)	Vol. 9,Issue I,June,2011	35-44
48	Women's Perception of Science Coverage in Mass Media	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN (ISSN 0974-5521)	Vol.11,Issue II,Dec.2013(ISSN)	26-31
49	"Video Album Mein Mahilaon ki Chhabi" Hisar Shahr par ek Adhyan(Co-authored)	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.18,No. 1 Jan-March,2012	23-33

50	Jago Grahak Jago Ad Campaign:A Study on Hisar Jind	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521)	Vol.9,Issue 2 December,2011(ISSN 0974-5521)	29-34
51	Whither Traditional Entertainment Media	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521)	Vol. 10,Issue-1,June 2012	23-25
52	Perception of Tourists about Incredible India	INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT(NEW DELHI) (ISSN No.2231-2498)(IF:1.637)	Vol. 4,Issue-1, January-June,2014	22-32
53	Science Coverage in leading English dailies	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.17,No.1 & 2 Jan.-March & April-June,2015	101-113
54	Exploring accessibility of Social Media Network Sites (SMNS) through smartphones among college students	SCHOLAR' VIEW: INTERNATIONAL JOURNAL OF MEDIA AND MANAGEMENT(LONDON) (ISSN:2319-121X)	Vol. 3, Issue-1, Jan-June-2014	14-26
55	अ प □□	MEDIA TODAY(JAIPUR)	Vol.3 (Apr.2013-March,2014)	123-128
56	Advertising vis a vis Social Identities(A Survey of Undergraduate College Students of Hisar)(Co-authored)	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521)	Vol.13,Issue-1,Jan.-June,2015	80-85

57	Youths' Perception Towards Use of Health-related Information from SNS	PRAGYAAN:JOURNAL OF MASS COMMUNICATION(DEHRADUN) (ISSN 0974-5521)	Vol.12,Issue:1 & 2 Jan--Dec.,2014	5-9	
58	Awareness of 'Incredible India' Campaign among India and Foreign Tourists	INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT (NEW DELHI) (ISSN No.2231-2498)(IF:1.637)	Vol.4,Issue 2 & 3 July-Dec,2014	43-49	

59	SOCIAL MEDIA: COLLABORATING WEB 2.0 AND USER- GENERATED CONTENT (UGC) (Co-authored)	RESEARCH MATRIX <i>INTERNATIONAL</i> MULTIDISCIPLINA RY JOURNAL OF APPLIED RESEARCH (ISSN:2321-7073)	Vol.1,Issue 3,Year-2,Oct. 2014	35-41
60	Youth's Parents Attitudes, Involvement & Influences Vis-a Vis Internet: An Analytical Study(Co- authored)	UNIVERSAL MULTIDISCIPLIN ARY RESEARCH JOURNAL (ISSN:2395-6941 Online) (UGC-approved)	Vol.1 Issue 2,May 2015	1-9

61	Interface between Communication and Globalisation			
6 2	Science Coverage in Leading English Dailies			
6 3	न ए □□ □□ □ ग			

64	Poverty Amidst Plenty in India:A Study of Communication and Management	BUSINESS MANAGEMENT:CURRENT RESEARCH ISSUES (HISAR(ISSN:0976-1179)	Vol 1,Issues 6 February,2014	
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65	Role of Communication in New Education Policy	UNIVERSITY NEWS (NEW DELHI) (ISSN:0976-1179)	Vol.53,No.43,Oct.26-Nov.01,2015	1923
66	Capitalisation of Information Through Social Media(A Study on the Youth of GJUS&T)	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.17,Issues 4,Oct.-Dec.,2015 (Printed in 2016)	2938
67	एच	UMRJ(Online Journal) (ISSN:2395-6941) (UGC-approved)	Vol.1,Issue-8,Dec.2015	6976
68	Use of Women in Advertising for Social Change	INTERNATIONAL JOURNAL OF NEW MEDIA STUDIES (GURGAON) (ISSN:2394-4331) (IF:7.786)	Vol. 2,No.1,July-Dec.,2015 (Printed in 2016)	1723
69	Indian Poverty: Deaton's Approach and its Relations with Communication Components	MANAGEMENT MOSAIC(HARYANA SCHOOL OF BUSINESS:GJUST (HISAR) (ISBN:8174464352)	Vol 1,Issues 8 February,2016	690706
70	□□ □□ □□ □	□□ (ISSN:2395-776X) भ □□ □	□□ □ क -	1722
7	Usage of ICTs by	INTERNATIONAL JOURNAL OF	Vol.5,Issue-2,July-Dec.,2015	9

1	Undergraduate Media Students:A Study of Private Institutes in South Delhi	COMMUNICATION DEVELOPMENT (NEW DELHI) (ISSN No.2231-2498) (IF:1.637)	(Printed in 2016)		- 1 8
7 2	Internet Usage Among Youth:A Study of Private Mass Communication Institutes in South Delhi	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.18,Issues 3,July.- Sept.,2016		1 1 7 - 1 2 1
7 3	□□ □□ □□ □	□□ ISSN: 0970-7603 ₹ □□ □	Vol.35,No.2,July- December,2016		4 8 - 5 0
7 4	भ ग □□ □	□□ ISSN NO.:2395-776X भ □□ □	□□ □ क - 2		1 6 - 2 9
7 5	Perception of Young Urban Professionals on Representation of Women in Television Commercials(Co-authored)	UMRJ(Online Journal) (UGC-approved ISSN:2395-6941)	Vol.1,Issue-8,Dec.2015	U M R J (O n l i n e J o u r n a l)	V o l 1 . 1 , I s s u e - 8 , D e c . 2 0 1 5

7 6	Communal Conflicts and Social Media....	UMRJ(Online Journal) (ISSN:2395-6941) (UGC-approved)	Vol.1,Issue-8,Dec.2017	2 0 - 2 5
7 7	Media Support in checking communal violence	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.18,Issues 3,July.- Sept.,2017	3 0 - 3 5
7 8	Social Media & Women	IOSR JOURNAL OF HUMANITIES & SOCIAL SCIENCE	Vol. 22,Issue 9,Ver.16,Sept.2017	3 0 - 3 5
7 9	Role of Social Media in Basirhat Communal Conflict: A Case Study	NATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND DEVELOPMENT (ISSN:2455-9040)	Vol.3,Issue 1,Jan- Feb.,2018	1 2 - 1 6
8 0	Rumour mongering in Social Media:A Study in Context of Muzzafarnagar Riots,2013	NATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH AND DEVELOPMENT (ISSN:2455-9040)	Vol.3,Issue 2,Mar- April,2018	2 8 6 - 2 8 8
8 1	HIV/AIDS Awareness among Youth of Urban Haryana	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.19,Issue 4,Oct..- Dec.,2018	1 1 7 - 1 2 1
8 2	Coverage of Rural News in National Dailies of Delhi	International Journal of Innovative Knowledge Concepts (ISSN:2454-2415)	Vol.6,Issue 11,Nov.,2018	2 0 - 2 5

83	Public perception about Naxal activities coverage in national dailies: A Study in Haryana	Shodh Sarita(ISSN:23482397), Lucknow	Vol.7,Issue;27 July-Sep.,2020	38-48
84	Coverage of Naxal News in two national dailies of Haryana	Shodh Sanchar Bulletin,Lucknow(ISSN:22293620)	Vol.10,Issue 40,Oct-Dec.,2020	30-35
85	Role of Media in enriching the Indian Culture	Samarthal Dhara(ISSN: 2395776X),Hisar	Vol.9,Issue-1 Ed.2019	32-38
86	प्रभु श्री राम की जन्म कुंडली का ग्रहीय संचार विश्लेषण	International Journal of BSM "Veda to Ramayan:A Study Across Asia.(Under Publication)	Under Publication	
87	A Comparative Analysis of English Dailies on Coverage of Ayodhya Verdict and Integration Between Religion and Politics	Pragyaan Journal of Mass Communication,Dehradun	Vol.18,Issue:2,December,2020	49-63
88	Experts Perspective on Religious Conflicts and Social Media: An In-depth Interview Based Study.	Sodh Sanchar Bulletin (ISSN: 2223620)	Vol.11,Issue:41,Jan-March,2021.	153-157

8 9	A Comparative Study of International Visit of India Ministry of Bilateral Event in Time of india nad Hindustan (Co-author)	Bhoal Shodh Manjusha ISSN: 2935-7115	Vol.14,Issue 3(2), September 2021		1 2
8 9	Dainik Hindi v Angreji Samachar Patron ke web sanskarn men cyber apradh se sambandhit samacharon ki coverage ka antervastu vishleshan(Co-author)	Bohal Shodh Manjusha (ISSN: 23957115)	Vol.17,Issue3(1) Impact Factor:7.53 March 2023	www.bohals.com (Online Journal)	1 1 4 - 1 2 5
9 0	Media Shiksha aur Cyber apradha: media chhatron ke bich cyber apradh ke bare main jagrukta ka ek adhdhyan	Sangam(Impact Factor: 4.553 ISSN:23218037	Vol:2,Issue:3-4	www.wgi	6 9 - 8

				na jo ur na l.c o m	4
9 1	Social Media Usage among Media and Non-media for Political Knowledge Enhancement:A Study of College and University Students of Haryana (Co-author)	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Under Publication		
9 2	Digital Media Driven Commerce(E-Commerce):A Popularity Study Amongst Urban and Rural Residents of Delhi-NCR (Co-author)	COMMUNICATION TODAY(JAIPUR) ISSN:0975-217X (Double-Blind Peer Reviewed)	Vol.27,Issue 3,July-Sept.,2023		1 5 5 - 1 6 3
9 3	Hindi Dainik Samachar Patron ka Antervastu Vishleshan evm samajik samsya sambandhit samacharon ki gunvatta par bajarikaran ke prabhao (Co-author)	International Journal of Information Movement(Online) (ISSN:2456-0553(Impact factor:5.750) (Peer-Reviewed)	Vol.8,Issue 2,June,,2023		7 1 - 8 5

94	Samajik Samasyayon se sambandhit samacharon evm vibhinn prakar ke samacharon ka tulnatmak adhdhayan evm unki gunvatta pr bajarikaran ke prabhao (Co-author)	International Journal of Information Movement(Online) (ISSN:2456-0553)(Impact factor:5.750) (Peer-Reviewed)	Vol.8,Issue 4, August,2023	47-61
95	An Analytical Study of MOUs Covered by Print Media on Bilateral Event of India and Bangladesh (Co-author)	GRADIVA REVIEW JOURNAL ISSN: 0363-8057	Vol.9,Issue 7, 2023	236
96	E- Commerce and Decision Fatigue: a Study on Information Overload Among College Student in Delhi (Co-author)	International Journal for Research Trends and Innovation IJRTI.ORG ISSN: 2456-3315	Vol.9,Issue 6,June-2024	390-396
97	CSR in the media: A Content Analysis News in Haryana (Co-author)	International Journal of Creative Research Thoughts ISSN : 2320-2882 Impact Factor 07.97	Vol.12,Issue 11, November-2024	e157-164

98	An Evaluation of student Motivational in Online Learning (Co-author)	RABINDRA BHARTI PATRIKA ISSN: 0937-0037	Vol.27,Issue 3, 2024		1 3 7
99	Perception of Academic Performance on Using E-Learning Tools: A Survey Study (Co-author)	Journal of the Asiatic of Mumbai ISSN: 0972-0766	Vol.98,Issue 1, 2024		1 8 4
100	Representation of Gen-z on OTT Platforms : A Thematic Study of College Romance Web Series (Co-author)	RABINDRA BHARTI PATRIKA ISSN: 0937-0037	Vol.17,Issue 3, 2024		1 4 6
102	Coaching as New Education System: A Thematic Content Analysis Of Web Series “Kota Facory” (Co-author)	Journal of Emerging Technologies and innovative research (JETIR) ISSN: 2349-5162	Vol.11,Issue 1, January,2024		e 3 5 1

Research Publications(Conferences/Seminar/Workshop):

96 (International -32, National-64)

Sr. No.	Name of Research Paper	Name of Conference-National/International	Paper published in
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			proceedings of National/International Conference the complete paper
1.	“ Seventh Plan and Bihar”	National Conference organised by Chanakya Society, Patna University, Patna(Date:11.10.1985).	Journal of Chanakya Society,Patna. Partly published in Indian Nation Patna also.
2.	“IRDP & Bihar” National Seminar	National Conference organised by Chanakya Society, Patna University, Patna (Date:17.12.1985).	Journal of Chanakya Society,Patna
3.	“Industrialization in Bihar”	National Conference organised by Chanakya Society, Patna University,Patna(Date:24.01.1986).	Journal of Chanakya Society,Patna Partly published in Indian Nation Patna also.
4.	“Thematic Approach to Science Reporting”	<i>International</i> Conference organised by 78 th Indian Science Congress, Devi Ahilya University, Indore(Date:01.01.1990).	Proceedings
5.	“Autonomy of Electronic Media”	National Conference organised by School of Journalism and Mass Communication Devi Ahilya University, Indore(Date:10.01.1990).	Proceedings. Partly published in Free Press Journal,Indore also.
6.	“Sports Journalism in India”	National Conference organised by School of Journalism and Mass Communication Devi Ahilya University, Indore(Date:25.03.1990).	Proceedings. Partly published in PII Journal Vidura,Delhi also.
7.	Women and Mass Media	National Conference organised by	Proceedings.

		P.G.Deptt. of Communication Coimbatore(Date:22/23.6.1990).	
8	Bachcho Ko Likhana Kaise Sikhayain	National Conference organised by School of Journalism and Mass Communication,Devi Ahilya University,Indore(Date:23.10.1990).	Proceedings
9	Script Writing”,(National Workshop)	National Workshop organised by AVRC, Indore(9/10.4.1992)	Proceedings
10.	“Effective Class Room Communication”	International Conference organised by AIFEA-CTF, Media Centre, Bhopal(Date:10-13.7.1992).	Proceedings
11	“ Financial Crisis in Universities of Uttar Pradesh with reference to Allahabad University”(Published)	National Conference organised by Govind Ballabh Pant Institute of Social Sciences, Allahabad (Date:22/23.4.1993).	Proceedings. Partly published in Northern India Patrika,Allaha bad also.
12	“Role of language Journalism in Development”(Published)	National Conference organised by Dept. of Journalism ,BHU, Varanasi (Date:18/19.08.1993).	Book edited by Padmashree Prof.A.K.Bane rji
13.	“Vikas Ki Patrakarita : Bihar Ke Sandarbh Main”	National Conference organised by Dept. of Journalism ,BHU, Varanasi . (Date:11.02.1995).	Book edited by Padmashree Prof.A.K.Bane rji
14.	“Development Communication”	National Conference organised by Haryana Agriculture University, Hisar(Date:11.10.1985).	Compendium
15	“Feature Writing”	National Conference organised by Haryana Agriculture University, Hisar(Date:17.10.1997).	Compendium
16	“New Technologies in Print Media (Published)	National Conference organised by Deptt. of Communication Management & Technology, GJU, Hisar(Date:8/9.5.1998).	Proceedings. Partly published in Media India,Hisar also.
17	“Changing Value of Print Media”	National Conference organised by PRSI (Jaipur Chapter) & FES, Germany(Date:22/23.10.1998).	Proceedings
18.	“Relevance of liberal Economic Policies”	National Conference organised by National Conference organised by Jansambad, Hansi(Date:21..02.1999).	Proceedings
19.	“Economic Journalism” (Published)	National Conference organised by	Proceedings.

		Haryana Economic Association, Kurukshetra(Date:19/20.03.1999).	Partly published in IIMC Journal Communicator ,Delhi also.
20.	“Interface between Print Media & Electronic Media”	National Conference organised by PRSI (Jaipur Chapter) & FES, Germany(Date:13/14.5.2000).	Proceedings.
21.	“Privatisation of Higher Education”(Published)	National Conference organised by Guru Jambheshwar University, Hisar (Date:3/4.3.2001).	Proceedings. Partly published in GJU Journal by EVS also.
22.	“Quality Assurance in Distance Open Learning”	National Workshop, Directorate of Distance Education, GJU & Stride, IGNOU, New Delhi(Date:1/2.2.2002).	Proceedings
23.	Effective Communication”	“Refresher Course, Deptt. of Management, GJU, Hisar(Date:20.3.2002).	Proceedings
24.	“Vigyan aur Patrakarita Ka Samanbay” : Kyon aur Kaise”	National Conference organised by Centre for Mass Communication, University of Jaipur. (Date:29/30.11.2004).	Proceedings. Partly published in CMC Journal Vigyan Dristikon aur Sanchar Madhyam,Jaipur also.
25.	“Role of Media in Human Rights & Duties”	National Conference organised by Guru Jambheshwar University of Science & Technology, Hisar(Date:27/28.4.2002).	Proceedings Partly published in GJU Journal Hisar also.
26	“Siksha ka Lokvyapikaran Aur Media Ki bhumika,	National Conference organised by Makhanlal Chaturvadi Rashtriya Patarkarita Vishvidayla(Date:17/18.4.2005).	Compendium
27	“ Role of Information Technology in Rural Development”.	National Conference organised by Deptt. of Journalism & Mass	Proceedings

		Communication. University of Lukhnow(Date:20/21.2.2005).	
28	“Redefining the Role of Media in reference to Values”	National Conference organised by Prajapita Brahma Kumari Ishwaria Vishwavidhyalaya, Mount Abu(Rajasthan)(Date:1/4.10.2005)	Proceedings
29	“Empowerment of Dalits :Role of Media	National Conference organised by International Media Institute, Gurgaon (Haryana) (Date:25/26.11.2005).	Proceedings
30.	“Right to Information Act,2005”	National Conference organised by Haryana Union of Journalists, Sirsa at Prajapita Brahamkumaris(Date:18.9.2005).	Comendium
31	“Interface between Science and Journalism” (<i>International Seminar</i>)	<i>International</i> Conference organised by Dept. of Journalism and Mass Communication, Punjabi University, Patiala(Date:8/9.3.2006).	Proceedings. Partly published in Department’s Journal Patiala also.
32	Chaired a Technical Session on “Society and Development” (<i>International Seminar</i>)	<i>International</i> Conference organised by Dept. of Journalism and Mass Communication, Punjabi University, Patiala(Date:8/9.3.2006).	Proceedings .
33	Responsibilities of Journalists	National Conference organised by Haryana Union of Journalists, Sirsa(Haryana) (Date:08.07.2006).	Proceedings .
34	Art of Effective Communication(Refresher Course)	(Refresher Course)National Conference organised by Dept. of Home Science Extension Education, Haryana Agriculture University, Hisar (Haryana) (Date:30.08.2006).	Compendium
35	Organisational Structure of Print Media	(Refresher Course)	Compendium
36	Challenges of Journalism(Keynote Speaker)	National Conference organised by Haryana Union of Journalists, Jind (Haryana) (Date:16.11.2006).	Proceedings .
37.	“Importance and Universalisation of Education and Role of Media”	National Conference organised by IGNOU, New Delhi (Date:24/25.01.2007).	Proceedings Partly published in University News Journal Delhi also.

38	“Reforming, Revising and Rethinking Science Journalism”	National Conference organised by Centre for Mass Communication University of Jaipur in association with National Council for Science & Technology Communication (NCSTC), New Delhi (Date:29/31.01.2007).	Proceedings Partly published in DMS Journal Sanchar Shree,Lucknow also.
39	Bhagat Singh as a Journalist (Chief Guest)	National Conference organised by C.R.M. Jat College, Hisar(Date:28.09.2007).	Proceedings.
40	National Integration and Role of Media (National Pharmacy Week)	National Conference organised by Deptt. Of Pharmacy G.J.U.S&T, Hisar(Date:22.11.2007).	Proceedings .
41	Planning Educative Public Campaign Against Tuberculosis	Deptt. Of Veterinary Public health, H.A.U., Hisar(Date:2/3.5.2007).	Compendium
42	Samkalin Samaj ke Video Album ke prati Avadharna (Co-authored)	National Conference organised by Department of Journalism, M.G. Kashi Vidhyapith, Varanasi(Date:1/3.2.2008).	Proceedings
43	Changing Media Scenario & Contemporary Society	National Conference organised by Department of Journalism, .G. Kashi Vidhyapith, Varanasi(Date;1/3.2.2008)	Proceedings
44	Chaired a Technical Session on “Media Scenario & Contemporary Society”	National Conference organised by Department of Journalism, M.G. Kashi Vidhyapith, Varanasi (Date:1/3.2.2008).	Proceedings.
45	Role of Media in Rural Development (Co-authored) (Also Chaired a Session on 19 Feb., 2008)	National Conference organised by Department of Agri. Journalism, Punjab Agriculture University (Date:18/19.2.2008).	Proceedings Partly published in JMS Journal,Patiala also.
46	Mapping Science Communication (<i>International Seminar</i>)	<i>International</i> Conference organised by NISTADS & DST, New Delhi. (Date:07.03.2008).	Proceedings.
47	Newspapers: Perceived Truth & Real Truth	National Conference organised by Institute of Mass Communication & Media Technology, Kurukshetra University. (Date:08.03.2008).	Proceedings.
48	Challenges and Changing Scenario in Print Media	National Conference organised by Chandigarh Chapter of	Proceedings

		PRSI(Date:15/16.03.2008)	
49	Impact of Television on Children: A Sociological & Psychological Study (Co-authored)(<i>International Seminar</i>)	<i>International</i> Conference organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala(Date:20/22.3.2008).	Proceedings
50	Job Opportunities in Media (Distinguished Speaker)	National Conference organised by Dept. of Journalism & Mass Communication,CDLU,Sirsa (Date:14.06.2008).	Proceedings
51	Tackling Naxalism and Role of Media	National Conference organised by Dept. of Journalism and Mass Communication, H. P. University, Shimla (Date:18/19.09.2009).	Proceedings
52	New Trends in Media (Also chaired a Session)	National Conference organised by Dept. of Communication Management & Technology,Guru Jambheshwar University of Science & Technology,Hisar (Date:17/18.02.2010).	Proceedings
53	Challenges and Emerging Media Scenario	National Conference organised by Dept. of Journalism & Mass Communication,Guru Nanak Dev University Regional Campus,,Jalandhar (Date:22/23.02.2010).	Proceedings
54	Media Education: Academia-Industry Interface (Chaired Technical Session-I of the Workshop)	National Conference organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala(Date:15.11.2010).	Proceedings
55	Social Empowerment through Legal Awareness in Knowledge Based Society(Chaired Technical Session of two day National Seminar)	National Conference organised by Dept. of Commerce,JVMGRR College,Charkhi Dadri (Haryana) (Date:21/22.01.2011).	Proceedings.
56	Changing Trends in Advertising of Tobacco & Alcohol Products:A Perceptual Study(<i>International Conference</i>)	<i>International</i> Conference organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala(Date:21/23.10.2011).	Proceedings
57	Changing Global Paradigms of Mediascape(Chaired a Technical Session in <i>International Conference</i>)	<i>International</i> Conference organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala(Date:21/23.10.2011).	Proceedings
58	Reality Show main Reality: Hisar Shahar par ek Adhyayan(Two-Day <i>International Seminar</i>)	<i>International</i> Conference organised by Makhanlal Chaturvedi National University of Journalism & Mass	Proceedings

		Communication,Bhopal(Date:24/25.12.2011)	
59	Naye Madhayamo par prasarit ashilil samgri ka yuvaon par prabhao	National Conference organised by National Conference organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala(Date:18/19.01.2012).	Proceedings
60	Media aur Sahitya(Co-authored)	APJ Saraswati PG Girls College,Charkhi Dadri(Date:15/16.02.2012).	Proceedings
61	New Media:Potentials and Problems(Chaired a Technical Session)	National Conference organised by School of Communication Studies,Panjab University, Chandigarh(Date:17/2.2012).	Proceedings
62	New Dimensions of Participatory Journalism	National Conference organised by School of Communication Studies,Panjab University, Chandigarh(Date:17/18.2.2012).	Proceedings
63	Civic Challenges, Democracy and Media(Chaired a session in <i>International Conference</i>)	<i>International</i> Conference organised by Institute of Journalism & Mass Communication, Manglayat University,Aligarh(Date:25/26.02.2012).	Proceedings
64	New Media & Youth(<i>International Conference</i>)	<i>International</i> Conference organised by Institute of journalism & Mass Communication, Manglayat University,Aligarh(Date:25/26.02.2012).	Proceedings
65	Values in Journalism(Chaired a session)	National Conference organised by Dept. of Communication Management & Technology,Guru Jambheshwar University of Science & Technology.Hisar (Haryana) (Date:7/8.03.2014).	Proceedings
66	Social Media:Collaborating Web 2.0 And User-Generated Content. (<i>International Conference</i>)	<i>International</i> Conference organised by <i>European Conference on Media & Mass Communication,Brighton,East Sussex,UK</i> (Date:17-20.07.2014).	Proceedings
67	Media literacy: Issues & challenges (Chaired a session in <i>International Conference</i>)	<i>International</i> Conference organised by Institute of mass Communication & media technology, Kurukshetra University, Kurukshetra(Date:29/30.03.2014).	Proceedings

68	Usage of Instant messaging Applications on smartphones among youths (Co-authored) (<i>International Conference</i>)	<i>International</i> Conference organised by Institute of mass Communication & media technology, Kurukshetra University, Kurukshetra(Date:29/30.03.2014).	Proceedings
69	Facebook and Academic researchers: A study of academic researchers of GJUS&T, Hisar (Co-authored) (<i>International Conference</i>)	<i>International</i> Conference organised by Institute of mass Communication & media technology, Kurukshetra University, Kurukshetra(Date:29/30.03.2014).	Proceedings
70	Cinematic Kaliedscope: Approaches & Dimensions(Chaired a Session)	National Conference organised by Dept. of Mass Communication,Guru Nanak Dev University,Regional Campus,Jalandhar (Date:27/28.03.2014).	Proceedings
71	Global Economy Turns Flat, India Still Awaiting (Paper Presented)	<i>International</i> Conference organised by 9 th Indo- Japan Bilateral Conference on “ Changing Dynamics of Global Economy” , Biyani Group of Colleges,Jaipur(Date:17.10.2014).	Proceedings
72	Poverty Amidst Plenty in India:A Study of Management Matrices	6 th HSB Conference,Hisar (8th February,2014)	Proceedings of the Journal
73	Development Communication in the Digital Era:Towards Newer Scopes(Chaired a session) (<i>International Conference</i>)	<i>International Conference</i> organized by the Dept. of Communication Management & Technology,GJUST,Hisar(17.03.2016)	
74	Agenda Setting Function in Maruti Violence Case:A Study(Co-authored) (<i>International Conference</i>)	<i>International Conference</i> organized by the Dept. of Communication Management & Technology,GJUST,Hisar(16.03.2016)	
75	People’s Media for People’s Expression:Collaborating Voices for a Change(Co-authored) (<i>International Conference</i>)	<i>International Conference</i> organized by the Dept. of Communication Management & Technology,GJUST,Hisar(17.03.2016)	
76	Science Coverage & Readers’ Perception:A Study of Science Contents of Daily Newspaper(Co-authored) (<i>International Conference</i>)	<i>International Conference</i> organized by the Dept. of Communication Management & Technology,GJUST,Hisar(17.03.2016)	
77	Impact of Crime News on	<i>International Conference</i> organized	

	Viewers(<i>International Conference</i>)	by the Dept. of Communication Management & Technology,GJUST,Hisar(17.03.2016)	
78	Emerging Threat of Naxalism to Development & Media's Role (<i>International Conference</i>)	<i>International Conference</i> on Media & Communication on Sustainable Development(25 .10.2016) by Army Institute of Management & Technology, Greater Noida.	
79	५ १ □□ □ ५	<i>International Conference</i> on Nurturing Human Values in Youth : A Perspective of Srimad Bhagwad Gita((9.12.2016) organized by Guru Jambheshwar Institute of Religious Studies, Hisar	
80	50 Years Journey of Haryana Development: Media Perspective	<i>National Press Day</i> on 16.11.2017 at HAU, Hisar	
81	Effectiveness of Movies on Stress Management	<i>National Seminar</i> (7-8 July,2018) organized by Centre for Mass Communication,Rajasthan University,Jaipur and Dept of Mass Communication,Gauhati University,Gauhati	Declared as Best Paper
82	Media's Portrayal of Disables: Is it High Time to change?	<i>International Conference</i> (10.12.2017) organised by Indian Institute of Mass Communication(IIMC),New Delhi	(Published in Jan Sanchar Vimarsh,A bi-lingual media research journal by IIMC,New Delhi
83	Chaired a Technical Session on "Sant sahitya evm tulnatmak shiksha paddhti main sh-astitv ki bhavna"	<i>National Seminar</i> (26.02.2019)organised Guru Jambheshwar ji Maharaj Institute of Religious Studies,Hisar	
84	Guru Jambhoji aur Bhartiya dharmon main shantipurn Sah astitv ki bhavna	<i>National Seminar</i> (26.02.2019)organised Guru Jambheshwar ji Maharaj Institute of Religious Studies, Hisar	Proceedings
85	Religious Iconic and Symbolic Contents Emanated on Social Media: A Study on Sports Students	<i>International Conference</i> (22.6.2020) organised by Delhi Metro Education,Noida.	Proceedings
86	Research Methodology in Media	<i>National Webinar</i> (6-12.05.2020)organised by IMS,Utkal University,Bhubhneswar.	Proceedings
87	Shrishti Nayak Ram the God and Hero of Masses:Overlapping Culture and	<i>International Webinar</i> (6-8.11.2020)	Proceedings

	Literary Horizons		
88	Usage of Digital Media by Youth to participate in political decisions	<i>World first 7-Day Staggered Colocation International Conference on Identity Culture and Agenda-driven Newscast 21 June 2023 organised by Delhi Metropolitan Education, Noida in collaboration with Deakin University, Melbourne, Australia</i>	Proceedings
89	Compression in social media issue and challenges	<i>National Seminar organised by Punjab university Chandigarh March 09-10,2010</i>	Proceedings
90	Zometo and Swiggy: A study on Prformation overload through food delivery app	<i>National Seminar Organised by Vivekananda School Of journalism and Mass Communication March 20-21-2024</i>	Proceedings
91	Examining Factors of Consumer Satisfaction: A Qualitative on OTT cinema	<i>International Conference Organised by Bharati Vidyapeeth (Deemed To Be University) New Law Collage, Pune, Maharastra (India) September 09-10, 2023</i>	Proceedings
92	Content Analysis of News Media Coverage on Emerging Technologies in Business	<i>National conference organised by IMS Unison University Dehradhun January 24-25, 2025</i>	Proceedings of the Journal
93	A Compleitive Study of Newspaper on belated events between America and India	<i>International Conference organised by Council of Research & Sustainable Development, India Society of Education, India Deptt. Of Biochemistry, SLS, Dr Bhimrao Ambedkar University Agra Utter Pradesh, India 03-04 June 2023</i>	Proceedings of the Journal
94	Online learning in Higher Education : Students Perceptions on Challenges and Utility Characteristics	<i>International Conference Organised by Bharati Vidyapeeth (Deemed To Be University) New Law Collage, Pune, Maharastra (India) September 09-10, 2023</i>	Proceedings of the Journal
95	Cyber Crime in Social Media Issues and Challenges	<i>National Seminar on “ Crises Media : An Existential Conundrum” March 09-10,2010 By Punjab University Chandigarh</i>	Proceedings of the Journal

96	सामाजिक समस्याओं से सम्बंधित समाचारों का अंतर्वस्तु विष्लेषण एवं उनकी गुणवत्ता पर बाजारीकरण के प्रभाव	<i>International Conference Organised by Punjab University Campus, Chandigarh (India) 30 July 2023</i>	Proceedings of the Journal
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Ph.D supervised: 34.5, Awarded:29.5(1 Co-supervised), Submitted:5, Registered:2)

S	Scholar's Name	Reg. No.	Topic	Date of Thesis Submission	Date of Award of Degree
1	Dr Vikram Kausik	0002905	Study of Information, Communication and Education of Solid Waste Disposal Programme of Delhi	9.3.2006	9.3.2007
2	Dr Seth Singh Ranga	0202902	Sustainable Development and Electronic Media	20.6.2005	15.1.2008
3	Dr Ashutosh Mishra	0002902	Sports Journalism-Content Analysis of Daily Newspapers and Feedback of Sports Persons	20.7.2007	22.2.2008
4	Dr	002	Public Relations in Govt. Sector-A Comparative Study of Public	21	5.

	Sa hib Ra m Go dar a	904	Relations Department of Haryana and Andhra Pradesh	.7. 20 07	3. 20 08
5	Dr Pra gy a	060 290 3	Projection of Values in Animated Programme for Children on Cable Television(A Study of POGO and CARTOON NETWORK Programmes	21 .0 8. 20 10	29 .4. 20 11
6	Dr Sa nd eep Ku ma r	090 290 5	A Case Study of “Jago Grahak Jago” Advertising Campaign and Consumer Reactions(With Reference to North-Western Haryana)	1. 8. 20 11	16 .5. 20 12
7	Dr Dil aw ar Sin gh	090 290 2	Societal Response about Traditional Entertainment Media of Haryana	8. 8. 20 11	28 .8. 20 12
8	Dr Su nai na Na ran g	060 290 2	Content Analysis of Indian Hindi Pop music Albums to know the Obscenity level of people’s reactions	4. 8. 20 11	28 .8. 20 12
9	Dr Nis ha Sin gh	070 290 9	A Study of Changing Trends in Advertising of Alcohol and Tobacco Products(2000 To 2005)	10 .8. 20 11	26 .4. 20 13
10	Dr Pre m Mo ng a	070 290 3	Science Coverage and Reader’s Perception:An Analysis of Science Contents of Daily Newspaper	21 .3. 20 14	10 .3. 15
11	Dr Pa nk	070 290 2	□□ □	26 .2. 20	13 .1 1.

	aj Pra vee n Tri pat hi			14	20 14
1 2	Dr Kri sha n Ku ma r	902 903	A Study of Reach of Satellite Channels in Rural Areas	20 .2. 20 14	13 .1 1. 20 14
1 3	Dr Ka vit a	110 290 04	Communication Effectiveness of ‘ Incredible India Campaign’	12 .9. 14	29 .4. 20 15
1 4	Dr An kit a Ba nsa l	110 290 02	Television Commercials and Social Norms	21 .8. 20 15	4. 08 .2 01 6
1 5	Dr V AR IN DE R VE R M A	120 290 02	Convergence of Information and Communication Technologies(ICTs)in Higher Education Programmes	11 .3. 20 16	4. 8. 20 16 .
1 6	Dr M A N DE V	110 290 07	Agenda –Setting by Media: A Study of Five Issues of National Importance	14 .9. 20 16	30 .5. 20 17
1 7	Dr TA NJ U M	130 290 06	Gratification and Dependency of Social Media	17 .1 0. 20 16	12 .0 9. 20 17

	K H A M B O J				
18	DR .B H AR TI BA TR A	130 290 08	Perceived Credibility of User-generated Media Content on Social Networking Site	09 .1 0. 20 17	22 .2. 20 19
19	DR . BH UP EN DE R SI N G H	140 290 04	AIDS Awareness in Haryana with special reference to NACO Campaigns : A Comparative Study of Urban and Rural Areas	12 .0 1. 20 18	20 .1 0. 20 18
20	DR . NE ER AJ K U M AR	140 290 07	Communal Conflict and Social Media	15 .0 5. 20 18	04 .0 6. 20 19
21	RI TU M A D A D	140 290 02	Mahila aur Mahila Adhikar:Mahilaon main Jagrukta v avbodhan(Gramin v shahri Mahilaon pr ek tulnatmak adhyayan)	10 .0 9. 20 18	16 .0 6. 20 20
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28	SA RB JIT SI N G H	170 290 01	सामाजिक समस्याओं से सम्बंधित समाचारों का अन्तर्वस्तु विश्लेषण एवं उनकी गुणवत्ता पर बाजारीकरण का प्रभाव	28 .1 0. 20 17 (D O R) 13 .1 2. 20 23 (D O S)	Vi va to be he ld
29	DR .K UL BI R CH HI K AR A	160 290 15	Social and Economic Dimensions of Digital Media in India	30 .0 6. 20 23	07 .1 1. 20 23
30	NE H A	190 020 090 001	Media Interpretation of International Visits of Indian Ministers:A Comparative Study of News Coverage of Bilateral Events between the Countries	09 .1 0. 20 19 (D	Vi va to be he ld

				O R) 28 .0 3. 20 24 (D O S)	
3 1	DR RO HT AS H	190 020 090 002	साइबर अपराध से सम्बन्धी समाचारों की कवरेज व् पाठकों का नजरिया (चार दैनिक भारतीय समाचार पत्रों के वेब संस्करण का अन्तेर्वस्तु विश्लेषण)	09 .1 0. 20 19 (D O R) 29 .5. 20 23 (D O S)	14 .0 9. 20 24
3 2	AB HI N A V AR O HI	190 020 090 011	Information Overload:A Study on Information Consumption Patterns Among College Students in Delhi	09 .1 0. 20 19 (D O R) 19 .0 9. 20 24 (D O S)	Viva to be held
3 3	DR RA HU L KH	Enr olm ent No.	Impact of New Media on Political Communication in 2014 Parliamentary Elections	10 .1 0. 20	21 .0 1. 20

	US H W AH A (Co - sup erv ise d)	A5 046 021 400 2		14	19
3 4	Ma nis h Ku ma r Pan dey	200 020 090 102	An Evaluation Study of Online Learning amongst University Students of Haryana	11 .0 5. 20 24	Vi va to be he ld
3 5	Arz oo Sha rm a	200 020 090 101	Portrayal of Youth Culture on OTT Platforms: A Study on Indian Web Series	07 .0 5. 20 24	Vi va to be he ld
3 6	Ani l Ku ma r	220 020 090 106	Business News in Major Indian Dailies of Web Edition	27 .0 2. 20 24	R eg ist er ed
3 7	Sal oni Ku ma ri	220 020 090 110	Perception About AI-Generated News Anchor : A Comparative Study of Media Student of Haryana and Delhi	27 .0 2. 20 24	R eg ist er ed

M.Phil. Supervised:20(Twenty)

S.N.	Scholar's Name	Reg. No.	Topic	Name of University	Month & Year
1.	Debendra Prasad Majhi	A7A6705311	Perception of Teachers on Higher Education on Role of Mass Media in checking	M.K.U, Madurai	Jan.,2015 (22.1.2015)

			Corruption		
2	Joginder Singh	A7A6705312	Popularity of TV Serials among College Students	M.K.U, Madurai	Sept., 2012 (11.9.2012)
3	Dinesh Kumar	06DE18178	FM Radio ke sthapana ke purv ek adhyayan	CDLU, Sirsa	Dec, 2008
4.	Shiv Kataria	06DE18176	Children's Response to Films	CDLU, Sirsa	Dec, 2008
5	Rajesh Chugh	06DE18085	Haryana ke Bis varshon ke samacharpatron ka tulnatamak adhyayan	CDLU, Sirsa	Dec, 2008
6	Poonam	06DE18029	Societal Response to Present-day Films with Special Reference to Sirsa District	CDLU, Sirsa	Dec, 2008
7	Vandana Chauhan	06DE18039	Television Serials and Social Relationship	CDLU, Sirsa	Dec, 2008
8	Balwant Singh	06DE18041	FM Radio Programme of Kishanvani Hisar	CDLU, Sirsa	Dec, 2008
9	Neelam	06DE18058	Youth Response to Films: A Study of Karnal District	CDLU, Sirsa	Dec, 2008
10	Suruchi Sharma	06DE18076	Children Programmes on Television and their Reactions: A Study of Hisar District	CDLU, Sirsa	Dec, 2008
11	Vinod Kumar	06DE18086	Dainik Hindi Samachar Patron main prakashit bal Sahitya samagri: ek	CDLU, Sirsa	Dec, 2008

			tulnatmak vishayvastu vishleshan		
12	Dharam Pal	06DE18087	Literary Content in Major Hindi Dailes-A content Analysis and Comparison	CDLU,Sirsa	Dec,2008
13	Dharamvir	06DE18093	Brun Hatya sambandhi samagri ka vishleshan: Dilli se prakashit panch dainik Hindi samachar patron ka antarvastu vishleshan	CDLU,Sirsa	Dec,2008
14	Sumer Chand	06DE18105	Study of Headlines in Majot Hindi Daily Newspapers	CDLU,Sirsa	Dec,2008
15	Nisha Rani	06DE18106	Changing Trends in Advertising of Controversial Products:Content Analysis of Tobacco and Alcohol Products Advertisement in India Today Magazine(2005- 2006)	CDLU,Sirsa	Dec,2008
16	Surender Singh	06DE18114	Pramukh samachar patron main krishi samagri ka tulnatamak adhyayan	CDLU,Sirsa	Dec,2008
17	Sandeep kumar	06DE18145	Hindi Fantasy filmon ki lokpriyata:ek Adhyayan	CDLU,Sirsa	Dec,2008
18	Mahesh	06DE18167	Televison	CDLU,Sirsa	Dec,2008

	Kumar		samcharon ke sidhe prasaran par darshakon ki pratikriyayain-Hisar Shahar ke sandarbh main ek adhyayan		
19	Surinder	06DE18192	Samachar patron aur samachar chanelon main sting operation:hisar ke sandarbh main ek adhyayan	CDLU,Sirsa	Dec,2008
20	Shiv Kumar	06DE18187	Rastriya samachar patron main dalit varg ka chitran:ek antarvastu adhyayan.	CDLU,Sirsa	Dec,2008

Awards:

√ Awarded by the Deptt. of Journalism and Mass Communication, M.G. Kashi Vidhyapith. Varanasi for Creative and Special Contribution in the Field of Journalism and Mass Communication on 3.02.2008.

√ Awarded Vice-Chancellor's Gold Medal(8.4.1987) for outstanding academic performance and Chhatra Vibushan/College Colour(10.4.1987) for outstanding extra activities at state level during my studentship at Patna University.

√ Awarded by Haryana Small Newspapers Association,Hisar for Special contribution in the field of Journalism(7.4.2002).

√ Awarded by Indian Institute of Mass Communication for my book on media research entitled "Media Sodh" on 16.02.2014.

Awarded by Indian Institute of Mass Communication for outstanding contribution in communication and media studies on 19.2.2017

Honoured by ABP News with National Education Award of Best Professor in my subject for the year 2014 at Mumbai held on 27.06.2014.

ANY OTHER:

- ✓ *Supervised 34.5 Ph.D Scholars of Mass Communication (1 Co-supervised)*
- ✓ Supervising **TWO** Ph.D. Scholars of Mass Communication.
- ✓ Supervised **TWENTY** M.Phil Scholars of Mass Communication.
- ✓ Supervised **MORE THAN 350** dissertations of Post-Graduate level in Mass Communication, Advertising, Public Relations, Journalism, etc..
- ✓ Nominated by UGC, Delhi for **Commonwealth Fellowships, 2001** and also got placement letter from Centre for Mass Communication Research, University of Leicester and University of Cardiff, United Kingdom.
- ✓ Appointed **Expert of Selection Committee for Professor & Reader** in Mass Communication, Professor & Reader in Advertising Management & Public Relations in Guru Jambheshwar University of Science & Technology, Hisar (Haryana), **Professor in Punjab University, Chandigarh, Punjabi University, Patiala, Punjab Technical University, Ludhiana, MDU, Rohtak**, Reader in **BHU, Varanasi, Punjab University, Chandigarh, Punjab Technical University, Ludhiana** etc.
- ✓ Have done an Appreciation course on ‘**Parliamentary Proceedings**’.
- ✓ Delivered several talks on Doordarshan Kendra, Hisar.
- ✓ Developed several course curriculum of BMC, PGDMC, MMC, M.Sc. Mass. Comm. etc.
- ✓ Delivered several lectures as Resource Persons in Refresher Courses of various departments of Guru Jambheshwar University, Academic Staff Colleges and Haryana Agriculture University, Hisar, Kurukshetra University, and **Chief Guest in Vidya Devi Jindal School, Hisar on UNESCO issues, Police Public School, Hisar on Communal Harmony and Press Club, Jind on “Challenges of Media”**.
- ✓ Have been paper-setters and examiners in **various examinations of Central Government and State Governments** for the last **TWENTY NINE** years.
- ✓ Have been **Seminar Director of a two-day National Seminar** (17-18 February, 2009) on “Emerging Trends of Mass Communication” organized by our Dept. of Communication Management & Technology.

- ✓ Have been the Convener of Media and Publicity Committee of an **International Conference**(9-11 Feb., 2009) on “Changing Environmental Trends and Sustainable Development” organized by the Dept. of EVS, Guru Jambheshwar University of Science & Technology,Hisar.

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Picture with Noted Film Actor Yashpal Sharma after an interactive session on Changing Scenario of Indian Film



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