

## CURRICULUM VITAE

Prof. Manoj Dayal

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*Guru Jambheshwar University of Science and Technology*

*Hisar-125001, Haryana, India*



### **Present Position in GJUS&T:**

**Professor & Chairperson, Dept. of Mass Communication, Dean, Faculty of Humanities & Social Sciences & 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 (Peer Reviewed International Journal).

Running my own YouTube Channel called '**Edifying Media**'. Uploaded around 450 lectures for UG/PG students. Also created more than 50 Video Lectures (Along with PPTs) for our Online MA (Mass Communication) Course

**Formerly:** DSW (Twice), 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 (Almost 21 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, Tamil Nadu 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, Chaudhary Devi Lal University, Sirsa from 02.08.2005 to 08.11.2005
- ✓ Dean, Faculty of Social Sciences, Chaudhary Devi Lal University, Sirsa from 08.07.2005 to 08.11.2005
- ✓ First Subject Chairperson, Department of Journalism & Mass Communication, Chaudhary Devi Lal 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 Eng. & 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 In-charge, Department of Advertising Management & Public Relations, Guru Jambheshwar University, Hisar from 22.3.1999 to 30.3.2001.
- ✓ Chairperson, Department of Mathematics, Chaudhary Devi Lal University, 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 (1<sup>st</sup> yr., 2<sup>nd</sup> Yr. 3<sup>rd</sup> Yr. Re, etc.), MMC (1<sup>st</sup> yr., 2<sup>nd</sup> Yr. Re, etc.), PGDMC (1<sup>st</sup> yr. Re, etc.), PGDADPR (1<sup>st</sup> yr. Re, etc.), etc. since 5<sup>th</sup> July 2016 to July 2023.
- ✓ Have been the Stage- Secretary of all the four convocations organized 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 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, Undergraduate 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, Undergraduate 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, Undergraduate 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, Undergraduate Board of Studies in Hindi in Chaudhary Devi Lal University, Sirsa from 24.07.2004 to 08.11.2005.

- ✓ Chairman, Undergraduate 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, Undergraduate 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, Kolkata.
- ✓ 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, VBS Paranuchal University, 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 35 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 Jambheshwar University, 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 Mastek, 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.

**116 (One hundred and Sixteen) 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: -116, International: -45, National: -71)

Sr. No.	Title of the paper	Name of the Journal	Whether Single / First/Corresponding author	Whether Journal SCOPUS indexed/ Peer Review Valid UGC-	ISSN/ ISBN

				<b>CARE</b>	
1	Newspapers: Creating Tension or Awareness?	VIDURA(DELHI) Vol. 27 No.3 May-June 1990 Page 31-42 Impact Factor 7.97	Single author	Yes	0042- 5303
2	Samachar Patra Udyog ka Artha shastra	SANCHAR MADHYAM(DELHI )Vol. 7 No.2 June,1990 Page 21-32	Single author	Yes	2321- 2608
3	Sports Journalism in India	VIDURA(DELHI) Vol.28 No.4 Sept.-Oct,1990 Page 25-36 Impact Factor 7.97	Single author	Yes	0042- 5303
4	Inequality: How & why?	THIRD CONCEPT(DELHI) Vol. 4 No.46 Dec,1990 Page 38-49 Impact Factor 8.4	Single author	Yes	0970- 7247
5	Plight of Bonded Labour: A Study of Bihar	MONTHLY COMMENTARY(D ELHI) Vol. 32 No.7 Feb.,1991 Page 10-16	Single author	Yes	1427- 2159
6	Khoj Parakh Patrakarita	SANCHAR MADHYAM (DELHI Vol. 8 No.1 Mar-May,1991 Page 18-25 Impact Factor 7.95	Single author	Yes	2321- 2608
7	Women's Magazines and Woman Awareness	COMMUNICATOR( DELHI) Vol. 24 No.1 Mar 1991 Page 28-33	First author	Yes	0588- 8093
8	Indore Ki Patrakarita: Swaroop ABM Samachar	SANCHAR MADHYAM (DELHI) Vol. 8 No.23 June-Sept,1991	Single author	Yes	2321- 2608

		Page 26-30 Impact Factor 7.95			
9	Impact of PR Advertising on TV	COMMUNICATOR(D DELHI) Vol. 24 No.3 Sept.1991 Page 36-42	Single author	Yes	0588-8093
10	Investigative Reporting Trends Down Under	VIDURA(DELHI) Vol. 28 No.3 May-June,1991 Page 21-28 Impact Factor 7.97	Single author	Yes	0042-5303
11	Development Reporting in Indian Newspapers	COMMUNICATOR(D DELHI) Vol. 28 No.2 April-June 1993 Page 15-20	Single author	Yes	0588-8093
12	Vikas Ki Patrakarita: Bihar Ke Sandarbh Main	VIKAS AUR PATRAKARITA(VA RANASI) Vol. 1 No.1 1995 Page 19-22	Single author	Yes	2319-2178
13	Changing Scenario of Economic Journalism	COMMUNICATOR(D DELHI) Vol. 32 No.4 Oct-Dec 1997 Page 19-25	Single author	Yes	0588-8093
14	Haryana Ki Patrakarita: Swaroop Avm Samichha	SANCHAR MADHYAM(DELHI ) Vol. 15 No.1 Jan-Mar 1998 Page 12-18 Impact Factor 7.95	Single author	Yes	2321-2608
15	Body Language	HAU JOURNAL OF AGRICULTURAL JOURNALISM (HISAR) Vol. 1 No.1 Jan 1998 Page 265-268	Single author	Yes	0972-2181
16	New Technologies in Print Media	MEDIA INDIA(HISAR) Vol. 1 No.1 Feb-April 1998 Page 18-24	Single author	Yes	

17	What Ails Development Journalism?	HAU JOURNAL OF AGRICULTURAL JOURNALISM(HISAR) Vol.3, No.2 Sept.1998 Page 364-370	Single author	Yes	0972-2181
18	Information Technology- Need of the Hour	HAU JOURNAL OF AGRICULTURAL JOURNALISM(HISAR) Vol 3 No.2 Sept.1998 Page 400-410	Single author	Yes	0972-2181
19	Newspapers: Reality and Deception	MEDIA INDIA(HISAR) Vol. 2&3 No.1 Aug 1999 Page 18-23	Single author	Yes	
20	Journalism & Human Rights: A Study of Print Media in India	COMMUNICATION TODAY(JAIPUR) Vol. 6 No.1-4 Jan-Dec 2003 Page 29-41	Single author	Yes	0975-217X
21	Patrakarita Ka Swaroop: Haryana Ke Patrakaro Ke Sandarbh Main	SANCHAR SHREE(LUCKNOW) Vol. 3 No.2 July-Sept 2003 Page 14-27	Single author	Yes	0973-8630
22	Youth Response to Films : A Study of Hisar	SANCHAR SHREE(LUCKNOW) Vol. 4 No.1 Jan-Mar 2004 Page 37-45	Single author	Yes	0973-8630
23	Television Advertisements & Buyers: A Study of Patna	JOURNAL OF COMMUNICATION STUDIES(BHOPAL) Vol. 3 No.1 Jan-Mar 2004 Page 66-76 Impact Factor 5.011	First author	Yes	0976-691X

24	Santhal Sanskriti Abm Sanchar Upyog:Jhark hand Ke Dumka Zila ParAk Adhyayan	SANCHAR SHREE(LUCKNOW ) Vol. 5 No.2 April- June 2005 Page 6-20	Single author	Yes	0973- 8630
25	Information Technology – Need of the Hour for Rural Development	INDIAN MEDIA STUDIES JOURNAL(JAUNPU R) Vol. 1 No. 1 July-Dec.2006 Page 77-83	Single author	Yes	0972- 9348
26	Art of Effective Communicati on	HAU JOURNAL OF HOME SCIENCE EXTENSION EDUCATION(HISA R) Vol. 1 No.1 Aug-Sep 2006 Page 155-160	Single author	Yes	0972- 2181
27	Organisational Communicati on of Print Media	HAU JOURNAL OF HOME SCIENCE EXTENSION EDUCATION(HISA R) Vol. 1 No.1 Aug-Sep 2006 Page 161-166	Single author	Yes	0972- 2181
28	Patrakarita Ka Adhar Sakarataamak Bhartiye Chintan Bane	SWADESH(BHOPA L) (SPECIAL JOURNAL ON CHALLENGES OF INDIAN JOURNALISM) Vol.40 No.1Dec. 2006 Page 243-245		Yes	0975- 4431

29	Interface between Science & Journalism	RESEARCH JOURNAL, DEPT. OF JOURNALISM & MASS COMMUNICATION, PUNJABI UNIVERSITY, (PATIALA) Vol.1No.1Feb.2007 Page 200-207	Single author	Yes	2347-3428
30	AdhunikPatrakarita Ki Chunaatiyan	SANCHAR SHREE (LUCKNOW) Vol.25, No.1 Jan-Mar. 2007 Page 1-6	Single author	Yes	0973-8630
31	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 Impact Factor 3.276	Single author	Yes	0972-9348
32	E-jansampark: Hisar Mandal Ke Jilo ka aekMulyanka n	SANCHAR SHREE (LUCKNOW) Vol. 26. April-June,2007 Page 1-4	Single author	Yes	0973-8630
33	Television kevigyapano ka bachcho par prabhao	COMMUNICATION TODAY (JAIPUR) Vol. 10, No. 3, July-Sept. 2007 Page 43-49	Single author	Yes	0975-217X
34	Reforming, Revising and Rethinking Science Journalism	SANCHAR SHREE (LUCKNOW) Vol. 27, July- Sept. 2007	Single author	Yes	0973-8630
35	Planning Educative Public Campaign Against Tuberculosis	DEPT. OF VETINARY PUBLIC HEALTH, HAU, HISAR Vol.1, No.1, July2007 Page 15-18	Single author	Yes	0976-948X

36	Vartaman main Sting Operation ki Prasangikta	SANCHAR SHREE (LUCKNOW) Vol. 28, Oct-Dec 2007 Page 1-12	Single author	Yes	0973- 8630
37	Importance and Universalisat ion of Education and Role of Media	UNIVERSITY NEWS (NEW DELHI) Vol. 46 No. 28, July 14-20, 2008 Page 17-21	Single author	Yes	0566- 2257
38	Communicati on Challenges in Globalised World	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.7, Issue 2, Dec.2009 Page 18-19	Single author	Yes	0974- 5521
39	Media Shiksha Main Shodh Ki Jarurat	MEDIA MIMANSA(BHOPA L) Vol. 2, Year 3, Oct- Dec. 2009 Page 25-28	First author	Yes	2229- 5593
40	Media Institutes and Regional Media	MEDIA MIMANSHA(BHOP AL) Vol. 2, Year 3, Oct- Dec. 2009 Page 76-79	First author	Yes	2229- 5593
41	Pravasi Punjabio Ka Punjabi Filmo Main Akas	COMMUNICATION TODAY(JAIPUR) Vol.12, No.1, Jan.- Mar.,2010 Page 23-30	First author	Yes	0975- 217X
42	UG and PG Students' Perception Towards UGC Films: A Comparative Study	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.8, Issue 1, June,2010 Page 28-33	Corresponding author	Yes	0974- 5521

43	Right to Education Act and Role of Media	MEDIA WATCH (ODISHA) No.1, Vol.2, July-Dec,2010 Page 59-62 Impact Factor 0.58	Single author	Yes	0976-0911
44	Role of Television in Child Development	COMMUNICATION TODAY (JAIPUR) Vol.12No.3 July-Sept 2010 Page 80-86	Corresponding author	Yes	0975-217X
45	Analytical Study of Alcohol & Tobacco Products' Advertisements: Outlook & Frontline Magazines (2006-10)	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol. 9, Issue I, June,2011 Page 35-44	Corresponding author	Yes	0974-5521
46	Jago Graham Jago Ad Campaign: A Study on Hisar Jind	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.9, Issue 2 December,2011 Page 29-34	Corresponding author	Yes	0974-5521
47	"Video Album Mein Mahilaon ki Chhab" Hisar Shahr par ek Adhyan (Co-authored)	COMMUNICATION TODAY(JAIPUR) ISSN: Vol.18, No. 1 Jan-March,2012 Page 23-33	Corresponding author	Yes	0975-217X
48	Jago Grahak Jago Ad Campaign:A Study on Hisar Jind	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.9, Issue 2 December,2011 Page 29-34	Corresponding author	Yes	0974-5521

49	Whither Traditional Entertainment Media	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol. 10, Issue-1, June 2012 Page 23-25	First author	Yes	0974- 5521
50	Women's Perception of Science Coverage in Mass Media	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.11, Issue II, Dec.2013 Page 26-31	First author	Yes	0974- 5521
51	Exploring accessibility of Social Media Network Sites (SMNS) through smartphones among college students	SCHOLAR' VIEW: <b>INTERNATIONAL</b> JOURNAL OF MEDIA AND MANAGEMENT (L ONDON) Vol. 3, Issue-1, Jan-June-2014 Page 14-26	Corresponding author	Yes	2319- 121X
52	Perception of Tourists about Incredible India	<b>INTERNATIONAL</b> JOURNAL OF COMMUNICATION DEVELOPMENT (NEW DELHI) Vol. 4, Issue-1, January-June,2014 Page 22-32 Impact Factor 1.637	First author	Yes	<b>2231- 2498</b>
53	Poverty Amidst Plenty in India: A Study of Communication and Management Matrices	BUSINESS MANAGEMENT: CURRENT RESEARCH ISSUES Vol 1, Issues 6 February,2014	Single author	Yes	0976- 1179

54	अपराध समाचारों की समाचार चैनलों पर प्रस्तुति“ :आरुषी-हेमराज हत्याकांड”	MEDIA TODAY(JAIPUR)	Corresponding author	Yes	0975-217X
55	Advertising vis a vis Social Identities	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.3 (Apr.2013-March,2014) Page 123-128	Corresponding author	Yes	0974-5521
56	Youths' Perception Towards Use of Health-related Information from SNS	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.12, Issue:1 & 2 Jan--Dec.,2014 Page 5-9	Corresponding author	Yes	0974-5521
57	Awareness of 'Incredible India' Campaign among India and Foreign Tourists	INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT (NEW DELHI) Vol.4, Issue 2 & 3 July-Dec,2014 Page 43-49	First author	Yes	2231-2498
58	SOCIAL MEDIA: COLLABORATING WEB 2.0 AND USER-GENERATED CONTENT (UGC)	RESEARCH MATRIX INTERNATIONAL MULTIDISCIPLINARY JOURNAL OF APPLIED RESEARCH Vol.1, Issue 3, Year-2, Oct. 2014 Page 35-41	Corresponding author	Yes	2321-7073
59	Science Coverage in leading English dailies	COMMUNICATION TODAY(JAIPUR) Vol.17, No.1 & 2 Jan.-March & April-June,2015	First Author	Yes	0975-217X

		Page 101-113			
<b>60</b>	Youth's Parents Attitudes, Involvement & Influences Vis-a Vis Internet: An Analytical Study	UNIVERSAL MULTIDISCIPLINARY RESEARCH JOURNAL Vol.1 Issue 2, May 2015 Page 1-9	First Author	Yes	2395-6941
<b>61</b>	Interface between Communication and Globalisation	INTERNATIONAL JOURNAL OF NEW MEDIA STUDIES(GURGAON) Vol.1 Issue 1 Jan-June;2015 Page 79-80	First Author	Yes	2394-4331
<b>62</b>	Science Coverage in Leading English Dailies	COMMUNICATION TODAY(JAIPUR) Vol. Issue. Jan-June;2015 Page 101-113	First Author	Yes	0975-217X
<b>63</b>	नए माध्यमों पर प्रसारित अश्लील सामग्री का युवाओं पर प्रभाव	umrjournal.com (Online Peer-Review Refereed Research Journal)  Vol.1 Issue 5 August,2015  Page 56-70	First Author	Yes	2395-6941
<b>64</b>	Role of Communication in New Education Policy	UNIVERSITY NEWS (NEW DELHI) Vol.53, No.43, Oct.26-Nov.01,2015 Page 19-23	First Author	Yes	0976-1179

<b>65</b>	एच .आई वी/एड्स के बारे में हिसार जिलों के ग्रामीण स्कूल शिक्षकों पर एक जागरूकता अध्ययन(संयुक्त पत्र)	Universal Multidisciplinary Research Journal Vol.1, Issue-8, Dec.2015, Page 69-76	Corresponding Author	Yes	2395-6941
<b>66</b>	Impact of Advertising on Social Identities	Pragyaan Journal of Mass Communication, Dehradun Vol.13, Issue-2015, Page 18-21	Corresponding Author	Yes	0974-5521
<b>67</b>	Perception of Young Urban Professionals on Representati on of Women in Television Commercials	UMRJ (Online Journal) Vol.1, Issue-8, Dec.2015	Corresponding Author	Yes	2395-6941
<b>68</b>	Usage of ICTs by Undergradua te Media Students:A Study of Private Institutes in South Delhi	<b>INTERNATIONAL JOURNAL OF COMMUNICATION DEVELOPMENT</b> (NEW DELHI) Vol.5, Issue-2, July-Dec.,2015 (Printed in 2016) Page 9-18 Impact Factor 1.637	First Author	Yes	2231-2498
<b>69</b>	Capitalisatio n of Information Through social media (A Study on the Youth of GJUS&T)	<b>COMMUNICATION TODAY(JAIPUR)</b> Vol.17, Issues 4, Oct.-Dec.,2015 (Printed in 2016) Page 29-38	First Author	Yes	0975-217X
<b>70</b>	Use of Women in Advertising for Social Change	<b>INTERNATIONAL JOURNAL OF NEW MEDIA STUDIES</b> (GURGAON) Vol. 2, No.1, July-Dec.,2015	First Author	Yes	2394-4331

		(Printed in 2016) Page 17-23			
71	Indian Poverty: Deaton's Approach and its Relations with Communication Components	MANAGEMENT MOSAIC (HARYANA SCHOOL OF BUSINESS: GJUST (HISAR) Vol 1, Issues 8 February,2016 Page 690-706	Single author	Yes	81744 64352
72	सामाजिक विकृतियाँ दूर करने में धर्म व मीडिया की सार्थकता	संभराथल धारा,हिसार (तुलनामक धर्म-दर्शन की त्रैमासिक शोध पत्रिका) अंक- 4,जनवरी-मार्च ,2016 Page 17-22	First Author	Yes	2395-776X
73	Internet Usage Among Youth: A Study of Private Mass Communication Institutes in South Delhi	COMMUNICATION TODAY(JAIPUR) Vol.18, Issues 3, July. -Sept.,2016 <b>Page 117-121</b>	First Author	Yes	0975-217X
74	शिक्षा का अधिकार के प्रति महिलाओं में जागरूकता(संयुक्त पत्र) (Madad, R.) (Dayal, M.)	भारतीय शिक्षा शोध पत्रिका,लखनऊ Vol.35, No.2, July-December,2016 48-50	Corresponding Author	Yes	0970-7603
75	भगवान कृष्ण के प्रमुख उपदेश एवं व्यवहार में उनका अनुपालन	संभराथल धारा,हिसार (तुलनामक धर्म-दर्शन की त्रैमासिक शोध पत्रिका) अंक-2,जुलाई-सितम्बर ,2016 Page 16-29	Single author	Yes	2395-776X

<b>76</b>	Impact of Crime News on Viewers	Pragyaan Journal of Mass Communication, Dehradun Vol 14, Issues 1-2, Jan-Dec 2016,	Corresponding Author	Yes	0974-5521
<b>77</b>	Media's Portrayal of Disables: Is it High Time to Change?	Jan Sanchar Vimarsh Special For INC Dec. 2017	Corresponding Author	Yes	2277-3932
<b>78</b>	Communal Conflicts and social media	UMRJ (Online Journal) Vol.1, Issue-8, Dec.2017 Page 20-25	Corresponding author	Yes	2395-6941
<b>79</b>	Media Support in Checking Communal Violence	COMMUNICATION TODAY(JAIPUR) Vol.18, Issues 3,July.-Sept.,2017 Page 30-35	Corresponding author	Yes	0975-217X
<b>80</b>	Social Media & Women: A Twist in the Tale	IOSR Journal of Humanities & Social Sciences,Vol. 22, Issue 9, Ver.16, Sept. 2017, Page 30-35	First Author	Yes	2349-5162
<b>81</b>	Role of Social Media in Basirhat Communal Conflict: A Case Study	National Journal of Multidisciplinary Research & DevelopmentVol.3, Issue 1, Jan-Feb. 2018 Page 12-16	Corresponding Author	Yes	2455-9040
<b>82</b>	Rumour Mongering in Social Media	National Journal of Multidisciplinary Research & DevelopmentVol.3, Issue 2, Mar-April 2018, Page 286-288	Corresponding Author	Yes	2455-9040

<b>83</b>	HIV/AIDS Awareness among Youth of Urban Haryana	Communication Today, Jaipur Vol.19, Issue 4, Oct.-Dec. 2018, Page 117-121	Corresponding Author	Yes	0975-217X
<b>84</b>	Coverage of Rural News in National Dailies of Delhi	International Journal of Innovative Knowledge Concepts, Vol.6, Issue 11, Nov. 2018, Page 20-25	Corresponding Author	Yes	2454-2415
<b>85</b>	Media Judiciary and Transparency : A Qualitative Approach	International Journal of Research in Social Sciences Vol. 8, Issue 12(2), Dec 2018, Page 13 Impact Factor 8.559	First Author	Yes	2249-2496
<b>86</b>	Role of Media in Enriching Indian Culture	Samarthal Dhara, Hisar Vol.9, Issue-1, 2019	First Author	Yes	2395-776X
<b>87</b>	Media Trials: The Increasing Influence on Judiciary	International Journal of Research in Social Sciences Vol.9, Issue-2019, Page 59-63 Impact Factor 7.081	Corresponding Author	Yes	2249-2496
<b>88</b>	Public Perception about Naxal Activities Coverage In National Dailies: A Study in Haryana	Shodh Sarita Vol.7, Issue 27, July-Sep. 2020, Page 38-48	Corresponding Author	Yes	2348-2397
<b>89</b>	Coverage of Naxal News in Two National	Shodh Sanchar Bulletin, Lucknow Vol.10, Issue 40, Oct-Dec.	Corresponding Author	Yes	2229-3620

	Dailies of Haryana	2020 Page 30-35			
<b>90</b>	ग्रन्थ श्री राम की जन्म कुंडली का ग्रहीय संचार विश्लेषण	International Journal of BSM “Veda to Ramayan:A Study Across Asia. (Under Publication)	Under Publication	Yes	2347-4696
<b>91</b>	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 Page 49-63	First Author	Yes	0974-5521
<b>92</b>	Experts Perspective on Religious Conflicts and social media: An In-depth Interview Based Study.	Sodh Sanchar Bulletin Vol.11, Issue:41, Jan-March,2021. Page 153-157	First Author	Yes	2223-620
<b>93</b>	A Comparative Study of International Visit of India Ministry of Bilateral Event in Time of indian Hindustan	Bhoal Shodh Manjusha Vol.14, Issue 3(2), September 2021 Page 12	Corresponding author	Yes	2935-7115
<b>94</b>	Perceptive Analysis of Religious content on SNS : A	Shodh Sarita Vol 08, Issue 29, Jan-March 2021 page Page 10 – 14	First Author	Yes	2348-2397

	study on Haryana				
<b>95</b>	Dainik Hindi v Angreji Samachar Patron ke web sanskarn men cyber apradh se sambandhitsa macharon ki coverage ka antervastuvis hleshan	Bohal Shodh Manjusha Vol.17, Issue3(1) Impact Factor:7.53 March 2023 Page 114-125 Impact Factor 7.53	Corresponding Author	Yes	2395-7115
<b>96</b>	Media Shiksha aur Cyber apradha: media chhatronkebi ch cyber apradhke bare main jagrukta ka ek adhdhyan	Sangam Vol:2, Issue:3-4 Page 69-84 Impact Factor 4.553	Corresponding author	Yes	2321-8037
<b>97</b>	Social Media Usage among Media and Non-media for Political Knowledge Enhancement : A Study of College and University Students of Haryana	COMMUNICATION TODAY(JAIPUR) Under Publication	Corresponding author	Yes	0975-217X
<b>98</b>	Digital Media Driven Commerce(E-Commerce): A Popularity	COMMUNICATION TODAY(JAIPUR) Vol.27, Issue 3, July-Sept.,2023 Page 155-163	Corresponding Author	Yes	0975-217X

	Study Amongst Urban and Rural Residents of Delhi-NCR				
<b>99</b>	Hindi Dainik Samachar Patron ka Antervastu Vishleshanev msamajiksa msyasamban dhitsamachar on ki gunvatta par bajarikaranke prabhao	International Journal of Information Movement (Online) Vol.8, Issue 2, June,,2023 Page 71-85 Impact Factor 5.750	Corresponding Author	Yes	2456-0553
<b>100</b>	SamajikSam asyayon se sambandhitsa macharonev mvibhinnpra karkesamacharon ka tulnatmakadhdhayanev mu nkigunvatta pr bajarikaranke prabhao	International Journal of Information Movement (Online) Vol.8, Issue 4, August,2023 Page 47-61 Impact Factor 5.750	Corresponding Author	Yes	2456-0553
<b>101</b>	An Analytical Study of MOUs Covered by Print Media on Bilateral Event of India and Bangladesh	GRADIVA REVIEW JOURNAL Vol.9, Issue 7, 2023 Page 236	Corresponding Author	Yes	0363-8057
<b>102</b>	E-Commerce and Decision Fatigue: a Study on	International Journal for Research Trends and Innovation IJRTI.ORG Vol.9, Issue 6, June-	Corresponding Author	Yes	2456-3315

	Information Overload Among College Student in Delhi	2024 Page 390-396			
103	CSR in the Media: A Content Analysis of Business News in Haryana	International Journal of Creative Research Thoughts Vol.12, Issue11, Nov.,2024 157-164 Impact Factor 7.97	Corresponding Author	Yes	2320-2882
104	An Evaluation Study of Student Motivation on Online Learning	Ravindra Bharti Patrika Vol.27, Issue 3,2024	Corresponding Author	Yes	0937-0037
105	Perception of Academic Performance on Using E-Learning Tools: A Survey Study	Journal of Asiatic of Mumbai Vol.98, Issue 1, 2024, Page 184	Corresponding Author	Yes	0972-0766
106	Representati on of Gen-Z on OTT Platforms: A Thematic Study of College Romance Web Series	Ravindra Bharti Patrika Vol.27, Issue 3,2024	Corresponding Author	Yes	0937-0037
107	Coaching as New Education System: A Thematic Content	Journal of Emerging Technologies and Innovative Research (JETIR, International) Vol 11, Issue1, Jan.,2024	Corresponding Author	Yes	2349-5162

	Analysis of Web Series 'Kota Factory'				
108	<u>Food Delivery Apps and Decision Making: Navigating Information Overload among College Students in Delhi</u>	Vivekananda Journal of Research, 14(1), Page 29–35 Aug 16, 2024	Corresponding Author	Yes	3049-3099
109	Comparative Analysis of Indian and Danish Newspaper Coverage of the Bilateral Meeting	Shodh Samalochan Vol. 11, Issue-3 July- Sep 2024 Impact Factor 5.843	Corresponding Author	Yes	2348-5639
110	The Influence of Artificial Intelligence on Media Production: A Study of Journalists in Delhi and Noida	International Journal Of Contemporary Research in Multidisciplinary Vol. 4, Issue2, March-April 2025 Impact Factor 5.67	Corresponding Author	Yes	2583-7397
111	Content Analysis of Political News Coverage on Front Pages of Indian Dailies: A	Indian Journal of Modern Research and Reviews Vol.3, Issue4, April,2025	Corresponding Author	Yes	2584-184X

	Comparative Studies				
112	Role of Pictures and Charts in Business News: A Study of Major Indian English Daily Newspapers	Sudarshan Research Journal, Hisar Vol.3, Issue3, March 2025 Pages 8-12 Impact Factor 3.179	Corresponding Author	Yes	2583-8792
113	AI-Powered Marketing: A Content Analysis of Bias, Transparency, And Consumer Trust	<b>International Journal of Contemporary Research in Multidisciplinary</b> Volume 4, Issue 3, 2025 Page 146-151 Impact Factor 5.67	Corresponding Author	Yes	2583-7397
114	Media Narratives on AI for Sustainable Development in Organizations: An Analysis of Major Indian English Dailies	Indian Journal of Modern Research and Reviews Vol.3, Issue5, May,2025 Page 62-66	Corresponding Author	Yes	2584-184X
115	Content Analysis of Front – Page Business News Coverage of leading Hindi Newspapers ( Jan 2021- Dec 2024)	<b>International Journal of Social Research and Development</b> <b>Vol 10, Issue 5</b> <b>Page 65-67</b>	Corresponding Author	Yes	2664-8709

116	Trust Factors of News Consumers among AI-generated News Anchors	PRAGYAAN: JOURNAL OF MASS COMMUNICATION (DEHRADUN) Vol.23, Special Issue Jan.,2025 Page 31-38	Corresponding author	Yes	0974-5521
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**Conferences/Seminar/Workshop:  
119 (International -37, National-82)**

Sr. No.	Title of Invited Lecture/ Paper presented	Name of Conference/ seminar workshops/ symposia etc.	Date(s) of the event	Organized by	Whether International / National/State/ Regional/ University or College Level
1.	“Seventh Plan and Bihar”	National Conference	11.10.1985	Organised by Chanakya Society, Patna University, Patna	National
2.	“IRDP & Bihar” National Seminar	National Conference	17.12.1985	Organised by Chanakya Society, Patna University, Patna	National
3.	“Industrialization in Bihar”	National Conference	24.01.1986	Organised by Chanakya Society, Patna University, Patna	National
4.	“Thematic Approach to Science Reporting”	International Conference	01.01.1990	Organised by 78 <sup>th</sup> Indian Science Congress, Devi Ahilya University, Indore	International
5.	“Autonomy of Electronic Media”	National Conference	10.01.1990	Organised by School of Journalism and	National

				Mass Communication Devi Ahilya University, Indore	
6.	“Sports Journalism in India”	National Conference	25.03.1990	Organised by School of Journalism and Mass Communication Devi Ahilya University, Indore	National Conference
7.	Women and Mass Media	National Conference	22/23.6.1990	Organised by P.G. Deptt. of Communication Coimbatore	National
8	Bachcho Ko Likhana Kaise Sikhayain	National Conference	23.10.1990	Organised by School of Journalism and Mass Communication , Devi Ahilya University, Indore	National
9	Script Writing”, (National Workshop)	National Workshop	9/10.4.1992	organised by AVRC, Indore	National
10.	“Effective Classroom Communication”	International Conference	10-13.7.1992	Organised by AIFEA-CTF, Media Centre, Bhopal	International
11	“Financial Crisis in Universities of Uttar Pradesh with reference to Allahabad University” (Published)	National Conference	22/23.4.1993	Organised by Govind Ballabh Pant Institute of Social Sciences, Allahabad	National
12	“Role of language Journalism in Development” (Published)	National Conference	18/19.08.1993	Organised by Dept. of Journalism, BHU, Varanasi	National
13.	“Vikas Ki Patrakarita : Bihar	National Conference.	11.02.1995	Organised by Dept. of	National

	Ke Sandarbh Main”			Journalism, BHU, Varanasi	
14.	“Development Communication”	National Conference	11.10.1985	Organised by Haryana Agriculture University, Hisar	National
15	“Feature Writing”	National Conference	17.10.1997	Organised by Haryana Agriculture University, Hisar	National
16	“New Technologies in Print Media (Published)”	National Conference	8/9.5.1998	Organised by Deptt. of Communication Management & Technology, GJU, Hisar	National
17	“Changing Value of Print Media”	National Conference	22/23.10.1998	Organised by PRSI (Jaipur Chapter) & FES, Germany	National
18.	“Relevance of liberal Economic Policies”	National Conference	21..02.1999	Organised by National Conference organised by Jansambad, Hansi	National
19.	“Economic Journalism” (Published)	National Conference	19/20.03.1999	Organised by Haryana Economic Association, Kurukshetra	National
20.	“Interface between Print Media & Electronic Media”	National Conference	13/14.5.2000	Organised by PRSI (Jaipur Chapter) & FES, Germany	National
21.	“Privatisation of Higher Education”(Published)	National Conference	3/4.3.2001	Organised by Guru Jambheshwar University, Hisar	National
22.	“Quality Assurance in Distance Open Learning”	National Workshop	1/2.2.2002	Organised by Directorate of Distance Education, GJU	National

				& Stride, New Delhi IGNOU, New Delhi	
23.	Effective Communication”	National	20.3.2002	“Refresher Course, Deptt. of Management, GJU, Hisar	National
24.	“Vigyan aur Patrakarita Ka Samanbay”: Kyon aur Kaise”	National Conference	29/30.11.2004	Organised by Centre for Mass Communication , University of Jaipur	National
25.	“Role of Media in Human Rights & Duties”	National Conference	27/28.4.2002	Organised by Guru Jambheshwar University of Science & Technology, Hisar	National
26	“Siksha ka Lokvyapikaran Aur Media Ki bhumika,	National Conference	17/18.4.2005	Organised by Makhanlal Chaturvadi Rashtriya Patarkarita Vishvidayla	National
27	“Role of Information Technology in Rural Development”.	National Conference	20/21.2.2005	Organised by Deptt. of Journalism & Mass Communication . University of Lukhnow	National
28	“Redefining the Role of Media in reference to Values”	National Conference	4.10.2005	Organised by Prajapita Brahama Kumari Ishwaria Vishwavidhyala ya, Mount Abu Rajasthan	National
29	“Empowerment of Dalits: Role of Media	National Conference	25/26.11.2005	Organised by International Media Institute, Gurgaon (Haryana)	National
30.	“Right to	National	18.9.2005	Organised by	National

	Information Act,2005”	Conference		Haryana Union of Journalists, Sirsa at Prajapita Brahamkumaris	
31	“Interface between Science and Journalism”	International Conference	8/9.3.2006	Organised by Dept. of Journalism and Mass Communication , Punjabi University, Patiala	International
32	Chaired a Technical Session on “Society and Development”	International Conference	8/9.3.2006	Organised by Dept. of Journalism and Mass Communication , Punjabi University, Patiala	International
33	Responsibilities of Journalists	National Conference	08.07.2006	Organised by Haryana Union of Journalists, Sirsa(Haryana)a	National
34	Art of Effective Communication (Refresher Course)	(Refresher Course) National Conference	30.08.2006	Organised by Dept. of Home Science Extension Education, Haryana Agriculture University, Hisar (Haryana)	National
35	Organisational Structure of Print Media	(Refresher Course)	30.08.2006	Organised by Dept. of Home Science Extension Education, Haryana Agriculture University, Hisar (Haryana)	National
36	Challenges of Journalism (Keynote Speaker)	National Conference	16.11.2006	Organised by Haryana Union of Journalists,	National

				Jind (Haryana)	
37.	“Importance and Universalisation of Education and Role of Media”	National Conference	24/25.01.2007	Organised by IGNOU, New Delhi	National
38	“Reforming, Revising and Rethinking Science Journalism”	National Conference	29/31.01.2007	Organised by Centre for Mass Communication University of Jaipur in association with National Council for Science & Technology Communication (NCSTC), New Delhi	National
39	Bhagat Singh as a Journalist (Chief Guest )	National Conference	28.09.2007	Oorganised by C.R.M. Jat College, Hisar	National
40	National Integration and Role of Media (National Pharmacy Week)	National Conference	Date:22.11.2007	Organised by Deptt. Of Pharmacy G.J.U.S&T, Hisar	National
41	Planning Educative Public Campaign Against Tuberculosis		2/3.5.2007	Deptt. Of Veterinary Public health, H.A.U., Hisar	
42	Samkalin Samaj ke Video Album keprati Avadharna (Co-authored)	National Conference	1/3.2.2008	Organised by Department of Journalism, M.G. Kashi Vidhya pith, Varanasi	National
43	Changing Media Scenario & Contemporary Society	National Conference	1/3.2.2008	Organised by Department of Journalism, G. Kashi Vidyapeeth, Varanasi	National
44	Chaired a Technical Session on “Media	National Conference	1/3.2.2008	organised by Department of Journalism,	National

	Scenario & Contemporary Society”			M.G. Kashi Vidhya pith, Varanasi	
45	Role of Media in Rural Development (Co-authored) (Also Chaired a Session on 19 Feb. 2008)	National Conference	18/19.2.2008	Organised by Department of Agri. Journalism, Punjab Agriculture University	National
46	Mapping Science Communication	International Conference	07.03.2008	Organised by NISTADS & DST, New Delhi	International
47	Newspapers: Perceived Truth & Real Truth	National Conference	08.03.2008	organised by Institute of Mass Communication & Media Technology, Kurukshetra University.	National
48	Challenges and Changing Scenario in Print Media	National Conference	15/16.03.2008	Organised by Chandigarh Chapter of PRSI	National
49	Impact of Television on Children: A Sociological & Psychological Study (Co-authored))	International Conference	20/22.3.2008	Organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala	International
50	Job Opportunities in Media (Distinguished Speaker)	National Conference	14.06.2008	Organised by Dept. of Journalism & Mass Communication, CDLU, Sirsa	National
51	Tackling Natalism and Role of Media	National Conference	18/19.09.2009	Organised by Dept. of Journalism and Mass Communication	National

				, H. P. University, Shimla	
52	New Trends in Media (Also chaired a Session)	National Conference	17/18.02.2010	Organised by Dept. of Communication Management &Technology, Guru Jambheshwar University of Science &Technology, Hisar	National
53	Challenges and Emerging Media Scenario	National Conference	22/23.02.2010	Organised by Dept. of Journalism & Mass Communication , Guru Nanak Dev University Regional Campus, Jalandhar	National
54	Media Education: Academia-Industry Interface (Chaired Technical Session- I of the Workshop)	National Conference	15.11.2010	Organised by Deptt. of Journalism & Mass Communication , Punjabi University, Patiala	National
55	Social Empowerment through Legal Awareness in Knowledge Based Society(Chaired Technical Session of two day National Seminar)	National Conference	21/22.01.2011	Organised by Dept. of Commerce, JVMGRR College, Charkhi Dadri (Haryana)	National

56	Changing Trends in Advertising of Tobacco & Alcohol Products: A Perceptual Study	International Conference	21/23.10.2011	Organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala	International
57	Changing Global Paradigms of Mediascape (Chaired a Technical Session in	International Conference	21/23.10.2011	Organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala	International
58	Reality Show main Reality: Hisar Shahar par ek Adhyayan (Two-Day	International Conference	24/25.12.2011	Organised by Makhan Lal Chaturvedi National University of Journalism & Mass Communication, Bhopal	International
59	Naye Madhayamo par prasaritashlilsamgr i ka yuvaon par prabhao	National Conference	18/19.01.2012	Organised by National Conference organised by Deptt. of Journalism & Mass Communication, Punjabi University, Patiala	National
60	Media aur Sahitya (Co-authored)	National	15/16.02.2012	APJ Saraswati PG Girls College, Charkhi Dadri	National
61	New Media: Potentials and Problems (Chaired a Technical Session)	National Conference	17/2.2012	Organised by School of Communication Studies, Panjab University, Chandigarh	National

62	New Dimensions of Participatory Journalism	National Conference	17/18.2.2012	Organised by School of Communication Studies, Panjab University, Chandigarh	National
63	Civic Challenges, Democracy and Media (Chaired a session)	International Conference	25/26.02.2012	Organised by Institute of Journalism & Mass Communication, Manglayat University, Aligarh	International
64	New Media & Youth	International Conference	25/26.02.2012	Organised by Institute of Journalism & Mass Communication, Manglayat University, Aligarh	International
65	Values in Journalism (Chaired a session)	National Conference	7/8.03.2014	Organised by Dept. of Communication Management & Technology, Guru Jambheshwar University of Science & Technology. Hisar (Haryana)	National
66	Social Media: Collaborating Web 2.0 And User-Generated Content.	International Conference	17-20.07.2014	Organised by <i>European Conference on Media &amp; Mass Communication, Brighton, East Sussex, UK</i>	International
67	Media literacy: Issues & challenges (Chaired a session)	International Conference	29/30.03.2014	Organised by Institute of mass Communication	International

				& media technology, Kurukshetra University, Kurukshetra	
68	Usage of Instant messaging Applications on smartphones among youths (Co-authored)	International Conference	29/30.03.2014	Organised by Institute of mass Communication & media technology, Kurukshetra University, Kurukshetra	International
69	Facebook and Academic researchers: A study of academic researchers of GJUS&T, Hisar (Co-authored)	International Conference	29/30.03.2014	Organised by Institute of mass Communication & media technology, Kurukshetra University, Kurukshetra	International
70	Cinematic Kaleidoscope: Approaches & Dimensions (Chaired a Session)	National Conference	27/28.03.2014	organised by Dept. of Mass Communication , Guru Nanak Dev University, Regional Campus, Jalandhar	National
71	Global Economy Turns Flat, India Still Awaiting (Paper Presented)	International Conference	17.10.2014	organised by 9 <sup>th</sup> Indo- Japan Bilateral Conference on “Changing Dynamics of Global Economy”, Biyani Group of Colleges, Jaipur	International
72	Poverty Amidst Plenty in India: A Study of Management Matrices	National Conference	08.02.2014	6 <sup>th</sup> HSB Conference, Hisar	National

<b>73</b>	Development Communication in the Digital Era: Towards Newer Scopes (Chaired a session on Sub theme “Development Communication: Various Facets)	International Conference	17.03.2016	Dept. of Communication Management & Technology, GJUST, Hisar	International
<b>74</b>	Development Communication in the Digital Era: Towards Newer Scopes (Chaired a session on Sub theme: Development Communication: Multiple Challenges)	International Conference	16.3.2016	Dept. of Communication Management & Technology, GJUST, Hisar	International
<b>75</b>	Agenda Setting of Digital Media & Their Role in National Development	International Conference	16.03.2016	Dept. of Communication Management & Technology, GJUST, Hisar	International
<b>76</b>	Bhagwan Krishna ke Pramukh Updesh evm Vyavhar main unka anupalan:Gujvi Chhatron pa ek Adhyayan	International Conference	8-10.12.2016	Guru Jambheshwar Ji Maharaj Institute of Religious Studies, GJUST,Hisar	International
<b>77</b>	Emerging Threat of Naxalism to Development & Media’s Role	International Conference on Media & Communication on Sustainable Development	25.10.2016	Army Institute of Management & Technology, Greater Noida	International

<b>78</b>	Quantitative Research	Workshop on Research Methodology for Ph.D Scholars	19.2.2016	UGC-HRDC, GJUST, Hisar	National
<b>79</b>	भगवान कृष्ण के प्रमुख उपदेश एवं व्यवहार में उनका अनुपालन	International Conference on Nurturing Human Values in Youth : A Perspective of SrimadBhagwad Gita	9.12.2016	Organized by Guru Jambheshwar Institute of Religious Studies, Hisar	International
<b>80</b>	Crime Control of Crime News on News Channels	International Conference on Development Communication in the Digital Era Towards Newer Scope	16.3.2016	Dept. of CMT, GJUST, Hisar	International
<b>81</b>	Role of Social Networking Site in National Development	International Conference on Development Communication in the Digital Era Towards Newer Scope	17.3.2016	Dept. of CMT, GJUST, Hisar	International
<b>82</b>	Development Communication Through New Media	International Conference on Development Communication in the Digital Era Towards Newer Scope	17.3.2016	Dept. of CMT, GJUST, Hisar	International

<b>83</b>	50 Years Journey of Haryana Development: Media Perspective	National Press Day	16.11.2017	HAU, Hisar	National
<b>84</b>	Media's Portrayal of Disables: Is it High Time to Change?	International Conference	10.12.2017	Indian Institute of Mass Communication (IIMC), New Delhi	International
<b>85</b>	Research Design	Interdisciplinary Refresher Course in Research Methodology in Social Sciences	28.9.2016	UGC-HRDC, KUK	National
<b>86</b>	Qualitative Research	Interdisciplinary Refresher Course in Research Methodology in Social Sciences	28.9.2016	UGC-HRDC, KUK	National
<b>87</b>	Key Speaker on Plenary Session	National Conference on Changing Role of Media in India: Perspectives and Challenges	13.12.2017	Dept. of Communication and Journalist, SPMV, Tirupati	National
<b>88</b>	Media and Governance (Chaired a Session)	National Conference on Changing Role of Media in India: Perspectives and Challenges	14.12.2017	Dept. of Communication and Journalist, SPMV, Tirupati	National

<b>89</b>	Changing Media Scenario and Challenges Before Print Media	National Conference on Changing Role of Media in India: Perspectives and Challenges	14.12.2017	Dept. of Communication and Journalism, SPMV, Tirupati	National
<b>90</b>	Creative Writing	Interdisciplinary Refresher Course on Information and Communication Technology	3.7.2018	UGC-HRDC, GJUST, Hisar	National
<b>91</b>	Many dimensions of Qualitative Research	Interdisciplinary Refresher Course on Information and Communication Technology	3.7.2018	UGC-HRDC, GJUST, Hisar	National
<b>92</b>	Perception about Effectiveness of Movies on Stress Management (Declared as Best Paper)	National Seminar	08.07.2018	Centre for Mass Communication , Rajasthan University, Jaipur & Dept. of Mass Communication , Gauhati University	National
<b>93</b>	Chaired a Technical Session on “Sant Sahitya evm Tulnatmak Shiksha Paddhti main Sah-astitv ki Bhavna”	National Seminar	26.02.2019	Guru Jambheshwar ji Maharaj Institute of Religious Studies, Hisar	National
<b>94</b>	Guru Jambhoji aur Bhartiya Dharmon main Shantipurn Sah-astitv ki Bhavna ( Vakta)	National Seminar	26.02.2019	Guru Jambheshwar ji Maharaj Institute of Religious	National

				Studies, Hisar	
<b>95</b>	Role of Media in Enriching Indian Culture	National Seminar	26.2.2019	Guru Jambheshwar ji Maharaj Institute of Religious Studies, Hisar	National
<b>96</b>	Crisis in Media: An Existential Conundrum	National Seminar	9.3.2019	ICSSR & School of Communication Studies, Punjab University, Chandigarh	National
<b>97</b>	Chaired a Session on “Crisis in Media:An Existential Conundrum”	National Semainar	10.3.2019	ICSSR & School of Communication Studies, Punjab University, Chandigarh	National
<b>98</b>	Religious Iconic and Symbolic Contents Emanated on Social Media:A Study on Sports Students	International Conference	22.6.2020	<i>Organised by Delhi Metro Education,Noida</i>	International
<b>99</b>	Shrishti Nayak Ram the God and Hero of Masses: Overlapping Culture and Literay Horizons	International Webinar	6-8.11.2020		International
<b>100</b>	Various Facets of Creative Writings	FDP-4	8.3.2021	UGC-HRDC, GJUST, Hisar	National

<b>101</b>	Media Literacy and NEP,2020	Refresher Course	5.8.2022	UGC-HRDC, DAVV, Indore	National
<b>102</b>	Chaired a Session on “NEP 2020 Towards Holistic Education “	National Seminar	13.10.2023	Bharti Vidyapeeth Educational Complex, New Delhi	National
<b>103</b>	Media as a Fourth Pillar of Democracy	National Seminar	14.10.2023	Bharti Vidyapeeth Educational Complex, New Delhi	National
	Usage of Digital Media by Youth to participate in political decisions	World first 7-Day Staggered Colocation International Conference on Identity Culture and Agenda-driven Newscast	21june2023	Organised by Delhi Metropolitan Education, Noida in collaboration with Deakin University, Melbourne, Australia	International
<b>104</b>	Panelist on “Media Culture and Society in Digital Era”	National Seminar & Media Conclave	30.10.2023	Dept. of JMC, MDU, Rohtak	National
<b>105</b>	Resource Person on “Media Culture and Society in Digital Era”	National Seminar & Media Conclave	31.10.2023	Dept. of JMC, MDU, Rohtak	National
<b>106</b>	Examining Factors of Consumer Satisfaction: A Qualitative on OTT cinema	International Conference	September 09-10, 2023	Organised by Bharati Vidyapeeth (Deemed To Be University) New Law Collage, Pune, Maharashtra	International

				(India)	
<b>107</b>	A Compleitive Study of Newspaper on belated events between America and India	International Conference	03-04 June 2023	Organised by Council of Research & Sustainable Development, India Society of Education, India  Deptt. Of Biochemistry, SLS, Dr Bhimrao Ambedkar University Agra Utter Pradesh, India	International
<b>108</b>	Online learning in Higher Education: Students Perceptions on Challenges and Utility Characteristics	International Conference	September 09-10, 2023	Organised by Bharati Vidyapeeth (Deemed To Be University ) New Law Collage, Pune, Maharastra (India)	International
<b>109</b>	सामाजिक समस्याओं से सम्बन्धित समाचारों का अंतर्वस्तु विप्लेषण एवं उनकी गुणवत्ता पर बाजारीकरण के प्रभाव	International Conference	30 July 2023	Organised by Punjab University Campus, Chandigarh (India)	International

<b>110</b>	Relevance of Guru Jambheshwar Ji's Ethical, Spiritual and Environmental Thinking in Present Times (Chaired a Session)	International Conference	23.08.2024	Guru Jambheshwar Ji's Institute of Religious Study Maharaj GJUS&T Hisar	International
<b>111</b>	Artificial Intelligence in Journalism: Innovation in Business News	National conference Organised by Department of Mass, Communication	25 February 2025	Department of Mass Communication GJUS&T Hisar, Haryana	National
<b>112</b>	Artificial Intelligence and Indian Journalism, Trends, Challenges and prospects.	National conference Organised by Department of Mass, Communication	25 February 2025	Guru Jambheshwar University of Science and Technology, Hisar, Haryana	National
<b>113</b>	Role of AI in Transforming the Cinematographic Process in Film Production	National conference Organised by Department of Mass, Communication	25 February 2025	Department of Mass Communication GJUS&T Hisar, Haryana	National
<b>114</b>	Revolutionizing Education with AI: Opportunities, Challenges & Ethical Implication	National conference Organised by Department of Mass, Communication	25 February 2025	Guru Jambheshwar University of Science and Technology, Hisar, Haryana	National
<b>115</b>	Role of Visibility in Research Methodology	One week workshop (24-28 Feb,2025) on "Research Methodology organized	27 February. ,2025	CRSIS & EC, MDU, Rohtak (India)	National

<b>116</b>	The Role of AI in Geo-Sustainable Resource Management: A Study of Major Indian English Dailies Newspapers	National Conference on Resource, Technology and Climate Change: A Geo-Sustainable Vision for Viksit Bharat @ 2047, RTC,2025	18.3 2025	Dept. of Geography, GJUST, Hisar	National
<b>117</b>	Changing Trends of Business Journalism	International Conference on Emerging Media Paradigms 3.0	21.3.2025	Amity School of Communication , Amity University, Uttar Pradesh	International
<b>118</b>	AI -Powered Journalism: Opportunities, Challenges, and the Road Ahead	International Conference on Innovation, Disruption and Future of Journalism	28.3.2025	Amity School of Communication , Amity University, Haryana, Gurugram	International
<b>119</b>	Diversity in Business News: A Study of Major Indian English Daily Newspapers	International Conference on “Sustainability, Technology & Innovation, AI & Analytics, Green Practices, and Entrepreneurship & Management (Stage-2025)	25.4.2025	Dept. of Commerce, GJUST, Hisar	International

**Ph.D. Supervised: 34.5, Awarded:32.5(1 Co-supervised,Submitted:2, Registered:2)**

<b>S. N.</b>	<b>Scholar's Name</b>	<b>Reg. No.</b>	<b>Topic</b>	<b>Date of Thesis Submission</b>	<b>Date of Award of Degree</b>
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 Sahib Ram Godara	002904	Public Relations in Govt. Sector-A Comparative Study of Public Relations Department of Haryana and Andhra Pradesh	21.7.2007	5.3.2008
5	Dr Pragya	0602903	Projection of Values in Animated Programme for Children on Cable Television (A Study of POGO and CARTOON NETWORK Programmes)	21.08.2010	29.4.2011
6	Dr Sandeep Kumar	0902905	A Case Study of “Jago Grahak Jago” Advertising Campaign and Consumer Reactions (With Reference to North-Western Haryana)	1.8.2011	16.5.2012
7	Dr Dilawar Singh	0902902	Societal Response about Traditional Entertainment Media of Haryana	8.8.2011	28.8.2012
8.	Dr Sunaina Narang	0602902	Content Analysis of Indian Hindi Pop music Albums to know the Obscenity level of people's reactions	4.8.2011	28.8.2012
9	Dr Nisha Singh	0702909	A Study of Changing Trends in Advertising of Alcohol and Tobacco Products (2000 To 2005)	10.8.2011	26.4.2013
10	Dr Prem Monga	0702903	Science Coverage and Reader's Perception: An Analysis of Science Contents of Daily Newspaper	21.3.2014	10.3.15
11	Dr Pankaj Praveen Tripathi	0702902	डी.डी.न्यूज़औरअन्यसमाचारचैनलोंपरअपराधसमाचारोंकातुलनात्मकविश्लेषण	26.2.2014	13.11.2014
12	Dr Krishan Kumar	902903	A Study of Reach of Satellite Channels in Rural Areas	20.2.2014	13.11.2014
13	Dr Kavita	11029004	Communication Effectiveness of ‘	12.9.14	29.4.20

			Incredible India Campaign'		15
14	Dr Ankita Bansal	11029002	Television Commercials and Social Norms	21.8.2015	4.08.2016
15	Dr VARINDER VERMA	12029002	Convergence of Information and Communication Technologies (ICTs) in Higher Education Programmes	11.3.2016	4.8.2016.
16	Dr MANDEV	11029007	Agenda –Setting by Media: A Study of Five Issues of National Importance	14.9.2016	30.5.2017
17	Dr TANJUM KHAMBOJ	13029006	Gratification and Dependency of social media	17.10.2016	12.09.2017
18	DR.BHARTI BATRA	13029008	Perceived Credibility of User-generated Media Content on Social Networking Site	09.10.2017	22.2.2019
19	DR. BHUPENDER SINGH	14029004	AIDS Awareness in Haryana with special reference to NACO Campaigns: A Comparative Study of Urban and Rural Areas	12.01.2018	20.10.2018
20	DR. NEERAJ KUMAR	14029007	Communal Conflict and social media	15.05.2018	04.06.2019
21	RITU MADAD	14029002	Mahila aur Mahila Adhikar: Mahilaon main Jagrukta v avbodhan (Gramin v shahri Mahilaon pr ek tulnatmakadhyayan)	10.09.2018	16.06.2020
22	DR. VIRENDER SINGH CHAUHAN	0702901	A Study of Journalism Education in Haryana and Media Industry	14.02.2019	25.09.2019
23	DR. SUNNY GUPTA	0902901	Content Analysis and Impact of Defiance Journalism in National Dailies	14.02.2019	9.9.2020
24	Dr.VINIT PUNIA	0002911	Role of Media in Deliverance of Justice	14.02.2019	9.9.2020
25	DR.NIDHI CHOUDHARY	14029006	Rural Delhi in Delhi Newspapers: A Study of the Leading Newspapers of Delhi	22.08.2019	9.9.2020
26	DR.SUDESH KUMARI	180020090003	Newspapers Coverage and Public Perception of Naxal Activities in India: A Study on Haryana	04.01.2021	30.12.2021

27	DR.ANSH ULA GARG	1800200900 02	Perception of Religious Iconographic Content on Social Media:A Study of Haryana	14.07.2 021	12.05.2 022
28	SARBJIT SINGH	17029001	सामाजिकसमस्याओंसेसम्बन्धितसमाचारोंकाअन्तर्वस्तुविश्लेषणएवंउनकीगुणवत्तापरबाजारीकरणकाप्रभाव	28.10.2 017 (DOR) 13.12.2 023 (DOS)	Viva to be held
29	DR. KULBIR CHHIKA RA	16029015	Social and Economic Dimensions of Digital Media in India	30.06.2 023	07.11.2 023
30	NEHA	1900200900 01	Media Interpretation of International Visits of Indian Ministers: A Comparative Study of News Coverage of Bilateral Events between the Countries	09.10.2 019 (DOR) 28.03.2 024 (DOS)	22.05.2 025
31	DR ROHTAS H	1900200900 02	साइबरअपराधसेसम्बन्धीसमाचारोंकीकवरेजव्यापकताकानजरिया (चारदैनिकभारतीयसमाचारपत्रोंकेवेबसंस्करणकाअन्तर्वस्तुविश्लेषण)	09.10.2 019 (DOR) 29.5.20 23 (DOS)	14.09.2 024
32	ABHINA V AROHI	1900200900 11	Information Overload: A Study on Information Consumption Patterns Among College Students in Delhi	09.10.2 019 (DOR) 19.09.2 024 (DOS)	Viva to be held
33	DR RAHUL KHUSH WAHA (Co- supervised )	Enrolment No.A50460 214002	Impact of New Media on Political Communication in 2014 Parliamentary Elections	10.10.2 014	21.01.2 019
34	Manish Kumar Pandey	2000200901 02	An Evaluation Study of Online Learning amongst University Students of Haryana	11.05.2 024	20.5.20 25
35	Arzoo Sharma	2000200901 01	Portrayal of Youth Culture on OTT Platforms: A Study on Indian Web Series	07.05.2 024	22.05.2 025

36	Anil Kumar	220020090106	Business News in Major Indian Dailies of Web Edition	27.02.2024	Registered
37	Saloni Kumari	220020090110	Perception About AI-Generated News Anchor: A Comparative Study of Media Student of Haryana and Delhi	27.02.2024	Registered

### 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 Corruption	M.K.U, Madurai	Jan.,2015 (22.1.2015)
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 kesthapanakepurv 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 Bishvarshonkesamacharpatron ka tulnatamakadhyayan	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 prakashitbal Sahitya samagri:ektulnatmakvishayvastuvishleshan	CDLU, Sirsa	Dec,2008
12	Dharam Pal	06DE18087	Literary Content in Major Hindi Dailies-A content Analysis and Comparison	CDLU, Sirsa	Dec,2008
13	Dharamvir	06DE18093	Brun Hatyasambandhisamagri ka vishleshan: Dilli se	CDLU, Sirsa	Dec,2008

			prakashitpanchdainik Hindi samachar patron ka antarvastuvishleshan		
14	Sumer Chand	06DE1810 5	Study of Headlines in Majot Hindi Daily Newspapers	CDLU,Sirsa	Dec,2008
15	Nisha Rani	06DE1810 6	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	06DE1811 4	Pramukh samachar patron main krishisamagri ka tulnatamakadhyayan	CDLU,Sirsa	Dec,2008
17	Sandeep kumar	06DE1814 5	Hindi Fantasy filmon ki lokpriyata:ek Adhyayan	CDLU,Sirsa	Dec,2008
18	Mahesh Kumar	06DE1816 7	Televisionsamcharonke sidhe prasaran par darshakon ki pratikriyayain-Hisar Shahr kesandarbh main ek adhyayan	CDLU,Sirsa	Dec,2008
19	Surinder	06DE1819 2	Samachar patron aur samacharchanelon main sting operation:hisarkesandarbh main ek adhyayan	CDLU,Sirsa	Dec,2008
20	Shiv Kumar	06DE1818 7	Rastriya samachar patron main dalitvarg ka chitran:ekantarvastuadhyayan.	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

**Honored 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)
  - ✓ 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 Door Darshan Kendra, Hisar.
  - ✓ Developed several course curriculums 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 written Four Books (**Communication Research**,284 Pages; **Introduction to Mass Communication**,256 Pages; **Reporting**,264 Pages; **Media Laws**,180 Pages) for Directorate of Distance Education of our Guru Jambheshwar University of Science & Technology, Hisar

**ADDRESS FOR CORRESPONDENCE:**

**Prof. (Dr) Manoj Dayal**

**Professor & Chairperson, Deptt. Of Mass Communication, Dean Faculty of Humanities & Social Sciences & Director, Abdul Kalam Centre for Ancient Indian Science, Guru Jambheshwar University of Science & Technology, Hisar (Haryana)-125001**

**Res: F-10, GJUST, Hisar (Haryana)**

**Ph:01662-263548(O) 263148 (O), 263248(R), Fax: 01662-276240 (O).**

**M: 09416498812, Email: [manojdayal5@mail.com](mailto:manojdayal5@mail.com)**

**(MANOJ DAYAL)**

**My latest publication below:**



statistical tools and

h. This book largely  
tul results from quantitative  
edia forces such as print  
rtising, development  
rs to understanding the  
essment, and helps in

ig media variables  
tial media variables

ommunication, media

chnology, Faculty  
, Hisar, Haryana.



Media Metrics

Dayal



# Media Metrics

An Introduction to Quantitative  
Research in Mass Communication

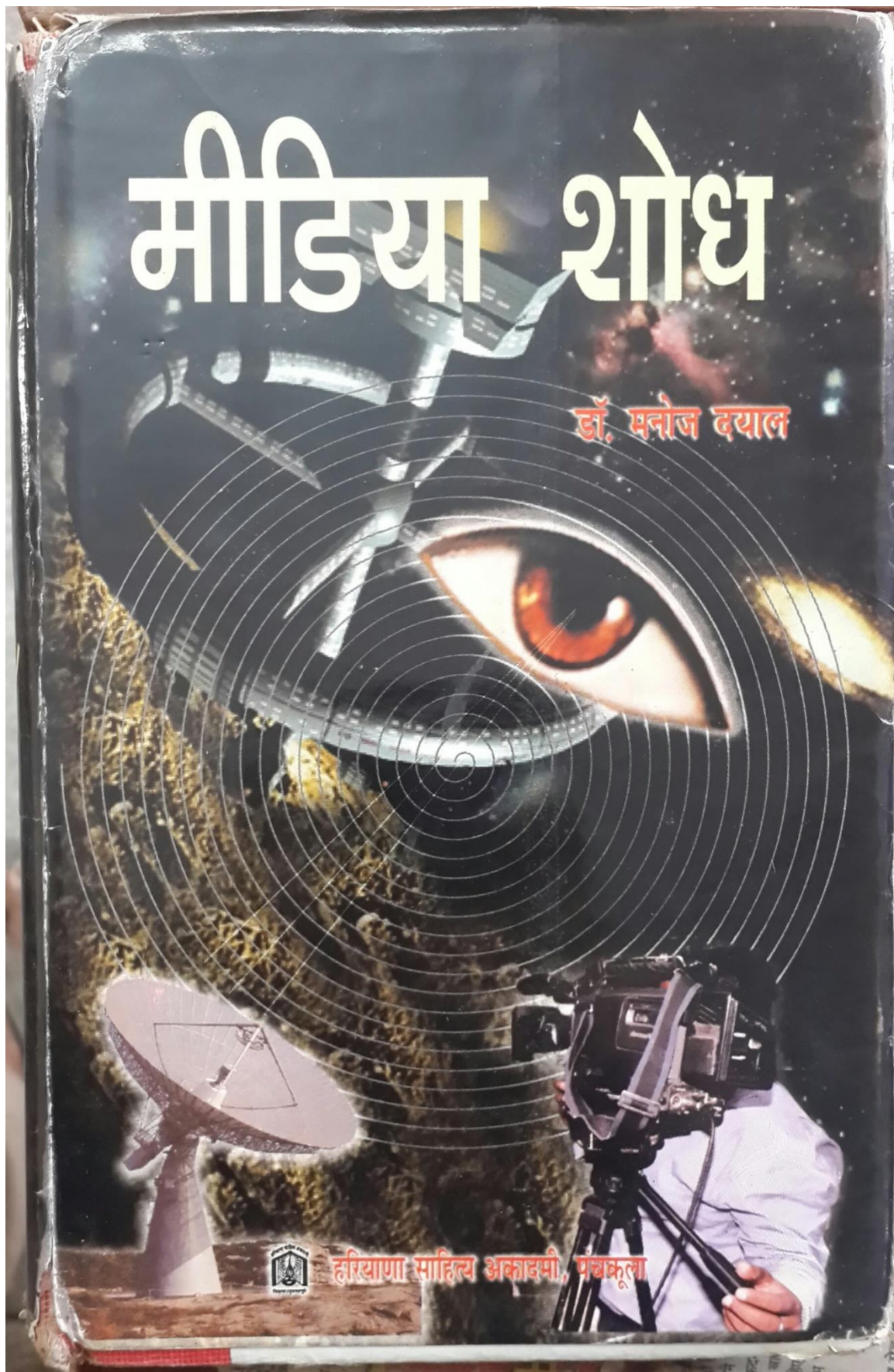
Manoj Dayal



SAGE |

# मीडिया शोध

डॉ. मनोज दयाल





**Sujeet Kumar**

Just now • 🌐

महामहिम राज्यपाल बंडारु दत्तात्रेय जी के साथ गुरु जमेश्वर विश्वविद्यालय में हुए कार्यक्रम में शिरकत करते हुए भाजपा पूर्वांचल प्रकोष्ठ हरियाणा के विशेष आमंत्रित सदस्य प्रो मनोज जी जिन्होंने राज्यपाल जी को पुस्तक भेंट की





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

Research to the then Governor Kaptan Singh Solanki Presenting my exclusive book in Hindi(Only book in Hindi) on technical subject like Media

