



Ph.D. in Journalism & Mass Communication from M.G.K.V., Varanasi. • UGC-NET qualified in Mass Communication and Journalism. • Master of Journalism (M.J.) with specialization in Public relations. • Bachelor of Journalism (B.J.) with Gold Medal - M.Com.

## Area of Specialization

Development Communication, Public Relations, Corporate Communication, Advertising, Mass Communication Theory

## Projects & Patents

88

## Education

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## Achievements/Awards/Honors

## Publications

1. TRACES OF COMMUNICATION IN THE VEDIC AND SANSKRIT TEXT: STUDY OF THE NON-VERBAL COMMUNICATION IN THE NATYASASTRA. SHODH PRAGYA Vol. DEC 2016, published in the year 2016
2. DISSEMINATION OF DEVELOPMENT MESSAGE: ROLE AND USES OF MASS MEDIA. MEDIA JAGAT, Vol. Jan 2013 TO Dec 2013, published in the year 2013
3. DEVELOPMENT MESSAGES: CONTRIBUTION AND DISTRIBUTION PATTERNS IN INDIAN PERSPECTIVES. MEDIA JAGAT, Vol. Jan 2014 TO Dec 2014, published in the year 2017
4. TRADITIONAL MEDIA USES IN DISSEMINATION OF DEVELOPMENT MESSAGES. MEDIA JAGAT, Vol. Jan 2015 TO Dec 2015, published in the year 2017
5. ROLE OF NEW MEDIA IN EDUCATION EXTENSION. MEDIA JAGAT, Vol. Jan 2016 TO Dec 2016, published in the year 2018
6. FACEBOOK AND TWITTER: THE SOCIAL MEDIA PLATFORMS FOR FEEDBACK IN TV NEWS CHANNELS. MEDIA JAGAT, Vol. July 2017 TO Dec 2017, published in the year 2018
7. DEVELOPMENT MESSAGE: DISSEMINATION AND MEDIA. AN OVERVIEW OF CHALLENGES AND IMPLICATIONS OF MASS MEDIA IN 21ST CENTURY. VOL. LIBERTY, DIGNITY AND CHANGE IN JOURNALISM (EDITED BOOK), published in the year 2018
8. COMMUNICATION AND VEDA. ARTICULATION OF EXPRESSION IN THE VEDIC ERA. SHODH PRAGYA Vol. DEC 2018, published in the year 2019
9. IMPACT OF NEO-TRADITIONAL MOVEMENT IN INDIAN CINEMA Vol. WORLD CINEMA