

**Prof. (Dr.) Pawan Singh**

**Chairperson**

**Department of Communication & Media Technology**

**J.C. Bose University of Science and Technology, YMCA Faridabad, Haryana, India**

**Mobile: +91-8269547207, 8103581648**

**Email: [pawanmalik@jcboseust.ac.in](mailto:pawanmalik@jcboseust.ac.in), [mann.malik82@gmail.com](mailto:mann.malik82@gmail.com)**

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### **Summary**

**Dr. Pawan Singh** is an innovative and inquisitive individual with more than 18+years of experience in Academics, the Media industry, and Creative art. At present working as Professor in the Department of Communication & Media Technology at J.C. Bose University of Science & Technology, YMCA, Faridabad, Haryana. He has done Doctorate in Journalism and Mass Communication from Kurukshetra University, Kurukshetra, Haryana. He has done M.Phil from Chaudhary Devi Lal University Sirsa. He has also worked in the National news channel Zee, Sadhna channel, and also worked as faculty member in JIMS Vasant Kunj, New Delhi.

He has UGC-NET Qualified in Journalism and Mass Communication in the year 2011. He has associated with Television, Newspapers, Theatre, and Social and Community groups. He has organized and participated in many media workshops, seminars, conferences, and faculty development programs.

### **Educational Details**

- ✓ PH.D. in Journalism and Mass Communication from Institute of Mass Communication & Media Technology (IMCMT), Kurukshetra University, Kurukshetra, Haryana.
- ✓ M.Phil in Journalism & Mass Communication from Chaudhary Devi Lal University, Sirsa.
- ✓ Qualified UGC-NET in Journalism and Mass Communication in June 2011.
- ✓ Master in Mass Communication from Guru Jambheshwar University, Hisar with 71.07% marks (University Gold Medalist).
- ✓ Bachelor in Arts (Geography, Political Science) from D.A.V. College, Ambala City with 67% marks (2nd position in boys in college).

### **Professional Experience (Academic and Media Industry)**

- ✓ At Present Working as Professor in Department of Communication & Media Technology, J.C. Bose University of Science & Technology, YMCA, Faridabad, Haryana.
- ✓ Worked as Senior Assistant Professor in Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal.
- ✓ Worked as Public Relation Assistant in National Council for Cement and Building Materials (R&D Institute of Ministry of Commerce, New Delhi) in Faridabad.
- ✓ Worked as Assistant Professor in Jagannath Institute of Management Science, Vasant Kunj (JIMS) under Guru Gobind Singh Indraprastha University, New Delhi.
- ✓ Worked Programme Producer in Sadhana TV Channel, Noida.
- ✓ Worked as Transmission Officer in ZEE NETWORK, Film City, Noida

#### **Research Interests:**

- ❖ Print Media
- ❖ Communication Theory
- ❖ New Media/Social Media
- ❖ Research Methodology

#### **Teaching Areas:**

- ❖ Print Media
- ❖ New Media, Digital Media, Social Media
- ❖ Video Production
- ❖ Research Methodology
- ❖ Electronic Media
- ❖ Media Management
- ❖ Media Writing

**National/International Research Publications in Scopus/UGC Refereed Peer-reviewed,  
UGC Care Listed Journal (Enlisted Journals of UGC Care List)**

**Total Publications: - 32**

1. Malik, P. S., Mausam, K., & Patel, S. (2023). *Web series ke sandarbh mein darshakon ki vyapka aur prathmiktayen: Ek adhyyan*. *Sanchar Madhyam*, 35(2), 80-87.
2. Kumar, M., & Malik, P. S. (2023). *Non-verbal communication in Punjabi pop music videos: A study of selected award-winning songs*. *Shodhkosh: Journal of Visual and Performing Arts*, 4(2), 161–171.
3. Kumar, M., & Malik, P. S. (2023). *Punjabi pop music videos as an effective tool of promotion in India*. *Shodhkosh: Journal of Visual and Performing Arts*, 4(1), 242–251.
4. Dhiman, B., & Malik, P. S. (2021). *Psychosocial impact of web series and streaming content: A study on Indian youth*. *Global Media Journal*, 19 (46:281), 1-6.
5. Malik, P. S., & Dhiman, B. (2022). *Science communication in India: Current trends and future vision*. *Journal of Media & Management*, 4(5), 1-4.
6. Malik, P. S. (2022). *Analyzing the frequency and types of advertisements during prime time news (context of category and endorsement of ads)*. *International Journal on Transformation of Media, Journalism & Mass Communication*, 7(1), 76-92.
7. Malik, P. S., & Dhiman, B. (2023). *Exploding AI-generated deep fakes and misinformation: A threat to global concern in the 21st century*. *Journal of Robotics and Automation Research*, 5(1), 1-7.
8. Malik, P. S. (2023). *Analyzing the frequency and types of advertisements during prime-time news*. *International Journal on Transformation of Media, Journalism & Mass Communication*, 8(1), 66-73.
9. Dhiman, B., & Malik, P. S. (2022). Condition of women prisoners in model jail, Chandigarh: A communication study. *International Journal of Psychosocial Rehabilitation*, 26(2), 30-41.

DOI: 10.37200/V26I2/39007

10. Malik, P. S. (2022). Psychosocial Impact of Web Series and Streaming Content: A Study on Indian Youth. *Global Media Journal*, 19(46:281), 1–7.
11. Malik, P. S. (2021). Content Analysis of BBC Sherlock with special reference to portrayal of Sherlock in the series. *International Journal of Communication Studies*, 3(1).
12. Malik, P. S. (2021). Chunavon ke dauran rajnitik dalo ke social media campaign ka yuvaon par prabhav kaa dhyyan. *Janmat Power*, 6(1).

13. Malik, P. S. (2020). Role of participatory communication and social media in sustainable development of economically and socially backward tribal village of kankadiya- District Bhopal (A Case Study). *International Journal on Transformations of Media, Journalism & Mass Communication*, 5(1).
14. Malik, P. S. (2020). Paak urdu samachar patron ka antar vastu vishleshan (sandarbh-uri hamle ke upranti). *The Anveshan*, 4(2).
15. Malik, P. S. (2020). Mahatma Ghandhi ke Loksamvad mein swavlambhan ki sanklpna ka adhyyan. *Janmat Power*, 6(1).
16. Malik, P. S. (2020). Lokgeeton ke pariprekshya mein mahatma gandhika lok samvad. *The Asian Thinker*, 8(1).
17. Malik, P. S. (2020). Lok geeton ke pariprekshya mein mahatma ghandhi ke swavlambhan sambandhit vicharon ka adhyyan. *Kala Sarovar*, 23(4(J)).
18. Malik, P. S. (2020). Gunvatta yukat shiksha sunischit karne mein Nayi taalim ki Bhumika buniyadi shiksha (nayitaalim) vardha ke sandarb hmein. *The Anveshan*, 4(1).
19. Malik, P. S. (2020). Case Study of The Film Dangal in Promoting Social Acceptance of Women in Sports. *Mass Communicator, International Journal of Communication Studies*, 14(2).
20. Malik, P. S. (2020). Bihar mein prachlit lok geeton mein mahatma ghandhi ki prasangikta ka adhyyan. *Sambodhi*, 43(4).
21. Malik, P. S. (2020). A Study on Impact of Corona Virus on Consumer's Buying Behaviour of Kolkata. *Janmat Power*, 6(1).
22. Malik, P. S. (2019). Role of Interpersonal Communication in Family System: A Study. *Media Vimarsh*, 6(1).
23. Malik, P. S. (2019). A Comparative Study of Social Media Effect on Media (Special Reference to Madhya Pradesh Legislative Assembly Election 2018. *The Public*, 8(4).
24. Malik, P. S. (2018). Content Analysis of Prime Time Advertisement in News Channel- Context of Brand Product-Service of Ads. *Academic Discourse*, 7(2).
25. Malik, P. S. (2017). Media as an Instrument towards Digital Economy. *Journal of Global Research & Analysis*, 6(2).
26. Malik, P. S. (2016). Interface between Interpersonal Communication & Mass Communication in a Family System. *International Journal of New Media Studies*, 3(2).
27. Malik, P. S. (2015). Interrogating interpersonal communication theories in the Indian sociological context. *International Journal of Communication Studies*, 9(2).
28. Malik, P. S. (2014). Interface between Interpersonal Communication and Mass Communication in Family System. *International Research & Reviews*, 3(4).

29. Malik, P. S. (2014). Aaj bhi Prasanghik hai unki patrakarita. *Media Vimarsh*, 10(1).
30. Malik, P. S. (2013). Ye Kahan Aagaye Hum. *Media Vimarsh*, 3(1).
31. Malik, P. S. (2012). Sakaratmak Bhumika Tay kare Media. *Media Vimarsh*, 6(1).

### **Book's Publications**

- (1) **Book title** - National Integration & Communal Harmony(challenges & action plans), Chapter – “Role of Youth in National Unity”, Edited By – Prof. B.K. Kuthiala, Published By- Dharika Publications(Delhi), 2006 (**ISBN-81-902482-5-1**)
- (2) **Book title** - Rashtriya Swayamsevak Sanghke Nou Dashak-Dhyey Path, Chapter- “Sahbhagaur Samrastaka Bhav”, Edited By – Prof. Sanjay Dwivedi, Published by- Yash Publication-Delhi, (**ISBN- 978-93-84633-64-6**)
- (3) **Book title**- Information Technology & Its Impact on Society, Chapter- “Social Media Dimensions & Future Perspective”, Edited by- Prof. Karamjeet Singh, Prof. Sakshi Kaushal, Dr. Amandeep Verma, Published by- Sapatrishi Publication- Chandigarh, (**ISBN- 978-93-86632-87-6**)
- (4) **Book title** – Nirala Karmyogi, Chapter- “Mansa Vacha Karmnaki Murti”, Edited By – Dr. Amit Bhardwaj, Published by- Samanvya Prakashan -Ghazibad, (**ISBN- 978-93-84569-86-0**)
- (5) **Book title** - Effective Strategies for New India: Challenges and Opportunities , Chapter भारतीय मुस्लिम समाज में शिक्षा की स्लतथि एवं जनसंचार माध्यमों की भूमिका का अध्ययन : इंदौर, Edited By – Prof. Avinash Bajpai & Prof. Kanchan Bhatia, Published by- Variety Books Publisher' Distributors, New Delhi, (**ISBN- 978-93-81156-65-0**)

### **Book Chapters and Contribution to Edited Work**

- 1) Editor of Book on Topic “Citizen Journalism”, Published by Yash Publication, New Delhi, 2019, (ISBN- 978-93-81490-28-0)
- 2) Editor of Book on Topic “Kulpati Samvad”, Published by Publication Dept. of MCNUJ&C, Bhopal, 2020, (ISBN- 978-93-84933-27-2)
- 3) Editor of Book on Topic “Bhartiya Tayohar Aur Samajik Samvad”, Published by Balaji Publications, Ballabghar (Faridabad), 2020, (ISBN- 978-93-82073-55-0)
- 4) Sub Editor of Book on Topic “Stri Shakti Samvad”, Published by Publication Dept. of MCNUJ&C, Bhopal, 2020, (ISBN- 978-93-84933-28-9)

### **Research Guidance**

- ✓ Under my guidance total Six M.Phil. Student's degree awarded from year 2015-2019.
- ✓ Under my guidance two Ph.D Student degree awarded & three students are pursuing the Ph.D.

### **Awards and Honors**

- ✓ Securing University First Position (Gold Medal) in Post-Graduation Examination (Mass Communication) at State Level
- ✓ National Level 'Hindi Seva Samman' (2019-2020) by Prabhasakshi, National Hindi Samachar Portal, New Delhi
- ✓ Teacher Innovation Award by ZIIEI (Zero Investment Innovations for Education Initiatives), 2019

### **Lectures/Seminars/Conferences**

1. Participated in one week '**Professional Development Program**' held from 28 June to 3 July 2021 sponsored and organized by J.C. Bose University of Science and Technology, YMCA, Faridabad, Haryana, India
2. Paper presented on Manoranjan janmadhyam k rup m ott platform ki savikarya m corona kaal ki bhumika in International web conference on '**Changing dimension of broadcast media**' held on 24th to 26th march 2021, organized by MCU, Bhopal.
3. Paper presented on "Media Literacy and Human Rights" National Conference on ta Education, Ballabghar, Faridabad.
4. Paper presented on "Impact of Recession on Electronic Media" 6th International Conference on, 17-18 March 2011, Organised by JIMS, VasantKunj, New Delhi
5. Paper presented on "Role of Media for School Education" 8<sup>th</sup> International and 12<sup>th</sup> National Conference on "School Education Scenario in India", 15-16 Oct. 2011, Organised by All India Association of Teacher Education, New Delhi
6. Paper presented on "Role of Media in Environment Awareness" National Conference on "Environment Communication in Modern Age (Media)", 23 March 2012, Organised by Tecnia Institute of Advanced Studies, Rohini, Delhi

7. Paper presented on “Streaming Media Delivery in School” 9th International and 13th National Conference on "School Education Scenario in India”, 19 -20 Nov. 2012, Organised by All India Association of Teacher Education, New Delhi
8. Paper presented on “Role of Teacher: Curriculum Instruction and Assessment” National Conference, 8 March 2014, Organised by Balaji College of Education, Ballabhgarh, Faridabad.
9. Paper presented on “Role of Social Media in Education” 8th National Conference on “Re- Orientation of Teacher Education, 28Feb. 2015, Organised by Balaji College of Education, Faridabad.
10. Paper presented on “Role of Participatory Communication & Social Media in Sustainable Development”, Two days International Conference on “Development Communication in The Digital Era: Towards Newer Scopes”, 16-17 March 2016, Organised by GJUS&T, Hisar
11. Paper presented on “Role of swami vivekananda in National Integration”, National Seminar on Contemporary teacher education system:Multi disciplinary perspective, 25 Dec. 2016, Organised by DHE(Haryana)
12. Paper presented on “Discovering paradigm of inter personal communication in Haryana's communication traditions”, Rashtriya Media Sammelan Evam Film otsav (RMSF-2017), 10-11 Nov.2017, Organised by YMCA University of Science& Technology, Faridabad in Collaboration with VSK Haryana.
13. Paper presented on “Yuvaon Ke Beech Web Shrinkhla Ki Lokpriya Ka Adhyayan” National Seminar on "Digital Communication: A Challenge for Development Nations”, 9-11 Nov., Organised by MCNUJC, Bhopal (IMPRESS-ICSSR Sponsored).
14. Paper presented on “युगदृष्टा डॉ. आंबेडकर: सामाजिक एकता के पुरोधा ”,Virtual National Conference on “Bharat Ratna Dr. BabasahebAmbedkarji’s Life, Thoughts and Social Harmony”, 14 April 2020, Organised by Dr. BabasahebAmbedkar Open University, Ahmedabad

#### **Invited Lectures/Resource Person**

1. Invited Lecture on topic “TV Production”, 7 Oct. 2010 Organised by Indian Institute of Technical & Health Education, Panipat, Haryana.
2. Invited Lecture on topic “Creativity in Advertising”, 15 feb. 2011 Organised by Manav Rachna International University, Haryana.

3. Invited Lecture on topic “Multi Camera Shoot & Program Production”, 18 August 2011 Organised by Manav Rachna International University, Haryana.
4. Invited Lecture on topic “Camera Composition”, 13 Sept. 2011 Organised by Prerna Institute, Noida.
5. Invited Lecture as a resource person for valedictory session of B.Ed. students, 14 June 2015, Organised by IGNOU Centre, Balaji college of education, Faridabad.
6. Invited Lecture on topic “Digital Film Making”, 23-24 Oct. 2015 Organised by MCNUJ&C Noida Campus.
7. Invited Lecture on topic “Electronic Media”, 14 Dec. 2015 Organised by MCNUJ&C Noida Campus.
8. Invited Lecture as resource person on topic “Importance of Parent Child Communication in Learning”, 6 Feb.2016 Organised by Balaji College of Education, Faridabad.
9. Invited Lecture on topic “Post Production for Electronic Media”, 14 March 2016 Organised by MCNUJ&C Noida Campus.
10. Invited Lecture on topic “Video Editing”, 16 March 2017 Organised by GJUS&T Hisar.
11. Invited Lecture on topic “Role of ICT in Education”, 13 Feb. 2018 Organised by Balaji College of Education, Faridabad.
12. Invited Lecture as resource person on topic “Online learning & Teaching in Higher Education”, 28 March 2018 Organised by Jamia Millia Islamia Study Centre, Balaji College of Education, Faridabad.
13. Invited Lecture on topic “Importance of Social media in Teaching & Learning”, 23-24 June 2018 Organised by Balaji College of Education, Faridabad.
14. Invited as expert Lecture on topic “Role of social media in shaping traditional journalism” 2 November 2018 Organised by YMCA university of science & technology, Faridabad.

15. Invited Lecture on topic “Television Production”, 17&18 January 2019 Organised by CRSU, Jind.
16. Invited Lecture on topic “How to improve Communication skills”, 30 January 2019 Organised by Balaji College of Education, Faridabad.
17. Invited Lecture on topic “Language across Curriculum”, 28 Feb. 2019 Organised by Balaji College of Education, Faridabad.
18. Invited Lecture for Journalism & Mass Communication students, 20 & 21 August 2019 Organised by J.C. Bose University of science & technology, YMCA, Faridabad.
19. Invited Lecture for Journalism & Mass Communication students, 3rd Oct. 2019 Organised by J.C. Bose University of science & technology, YMCA, Faridabad.
20. Invited Lecture on topic “Advertising & Public Relations”& “Television Production”, 19 & 20 Feb .2020 Organised by Department of Humanities, J.C. Bose University of Science & Technology, Faridabad
21. Invited Lecture on topic “TV & Video Production”, 20 May 2020 Organised by Faculty of Liberal Arts & Media Studies ,J.C. Bose University of Science &Technology, Faridabad
22. Invited Lecture on topic “Public Relations and It’s Tools”, 18th May 2020 Organised by Faculty of Liberal Arts & Media Studies, J.C. Bose University of Science & Technology, Faridabad
23. Invited Lecture on topic “Reporting and Editing for Print”, 16th May 2020 Organised by Faculty of Liberal Arts & Media Studies, J.C. Bose University of Science & Technology, Faridabad
24. Invited Lecture on topic “Advertising and Public Relations”, 8th May 2020 Organised by Faculty of Liberal Arts & Media Studies, J.C. Bose University of Science & Technology, Faridabad
25. Invited as a Resource Person for an Webinar on “Cinema versus Web Series: Opportunities & Challenges”, 14th June 2020Organised by Faculty of Liberal Arts & Media Studies, J.C. Bose University of Science & Technology, Faridabad
26. Invited as a Keynote Speaker for Pratibimb Gyanshala- Media Workshop, 8-12 Dec. 2020Organised by Department of Journalism & Mass Communication of Management Education and Research Institute, New Delhi
27. Invited Resource Person for the Expert lecture on ‘Social Media Practices for Public Relations Officers’- Training Workshop, 14-15 Dec. 2020 Organized for the State Public Relations Officers of Madhya Pradesh by MCNUJ&C, Bhopal
28. Invited Resource Person for the Expert lecture on ‘Creative ways to use Social Media for PR Officers’- Training Workshop, 16-17 Dec. 2020 Organized for the State Public Relations Officers of Madhya Pradesh by MCNUJ&C, Bhopal

## Other Achievements

- 1) Participated in **UGC Sponsored Short Term Course** on “**Leadership Building and Communication skills**” from 14 January 2022 to 20 January 2022 in University of Delhi, Delhi, India.
- 2) Participated in **Faculty Development Programme** on ‘**Cardinal Role of Quality Education in Developing Self Reliant India**’ from 7 July 2021 to 14 July 2021 organized by Aggarwal College, Ballabgarh, Haryana, India.
- 3) Completed AICTE Training & Learning (ATAL) Academy Online FDP on “Organizational Behaviour” from 14-18 September 2020 at MCNUJ&C, Bhopal
- 4) Attended “FactShala” Training Program through Virtual Platform on 22 October 2020 Organized by MCNUJ&C, Bhopal
- 5) Has Successfully completed Online Coursera Certificate Course on “Social Media Advertising” from University of Colorado.
- 6) Has successfully completed Journalism Courses in the Google News Initiative Training Center
- 7) Completed Swayam Online Course (4 Credit) on “Media Content Production on Multiple Platforms, July – Oct. 2019 Organised by Jamia Millia Islamia, New Delhi
- 8) Attended Three Days Workshop on “Research Methodology and Data Analysis” Oct. 11-13, 2019, Organised by Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal
- 9) Best Paper Presentation award on topic “Discovering paradigm of inter personal communication in Haryana's communication traditions”, in Rashtriya Media SammelanEvaM Filmotsav(RMSF-2017), Organised by YMCA University of Science& Technology, Faridabad in Collaboration with VSK Haryana.
- 10) Attended “MOOC’s, E-Content Developmnet& Open Educational Resources”, UGC Sponsored One Week Workshop, Feb. 4 - 9, 2019 in GJUS&T, Hisar, Haryana.
- 11) Attended Orientation Programme, November 1-28, 2016 in Panjab University, Chandigarh.
- 12) Attended Refresher Course, January 4-24, 2018 in Panjab University, Chandigarh.
- 13) Attended AICTE sponsored FDP on “Case Writing & Method of Teaching”, 14 – 26 June 2010.

### Acievements in Curricular Activities

- ❖ First Team Prize & Individual 3<sup>rd</sup> prize in **National level Debating Competition** held at Delhi during session 2000-2001.
- ❖ First Team Prize in **Sanskrit Drama Competition** in K.U. Zonal Youth Festival held at Shahabad Markanda during session 1998-1999.
- ❖ Second team prize in **One Act play**(Hindi) competition in K.U. Zonal Youth Festival held at Kalka during session 2000-2001.
- ❖ First prize in **Debating** Competition at University level held at Kurukshetra during session 2002-2003.
- ❖ First prize in **State Level Declamation Contest** held at Kurukshetra during session 2002-2003.
- ❖ **Best Debator** in D.A.V. College(Ambala City) during year 2001-2002
- ❖ **Blood donation** a number of times.
- ❖ **Stage anchoring** in University level cultural program held at GJU, Hisar
- ❖ Various “letters to editor” published in regional & national newspapers.
- ❖ Articles published in college , university & local magazines.
- ❖ **Organized Newspaper Exhibition, Blood Donation camp, Poster Exhibition** based on Social issues & seminar on the topic “**Attitude towards Disabled Students**” in University Campus.

### Personal Details

**D.O.B. :** 24<sup>th</sup> Aug , 1982

**Father's Name :** Sh. Baldev Singh Malik

**Marital Status :** Married

**Nationality :** Bhartiya

**Languages :** English, Hindi, Sanskrit

**(DR. PAWAN SINGH)**