

**DR. AKASH DEEP MUNI**

Mobile +91-8171070237, +91-9861206331

Email Id- akashmuni01@gmail.com Address- Associate Professor & Head, Dept. of Journalism,

Lovely Professional University, Punjab,

***Personal Profile:***

Senior academician, TV News debate panelist, Political Analyst, author of six Scopus indexed papers and many UGC Care indexed papers, public motivator and a simple family man.

***Objective:***

To be global leader in media education.

***Presently****:*

Associate Professor and Head,

Dept. of Journalism and Mass Communication, Lovely Professional University

***Academic Qualification****:*

* Ph. D. Degree in Mass Communication from Gondwana University (Govt.), Maharastra on the topic titled ‘Career Prospects in Newspaper Journalism in India: A Study in reference To Moradabad Region’
* Qualified UGC - National Eligibility Test (NET) in Mass Communication and Journalism
* MJMC. from Amity University, Lucknow in 2010.
* B.A. (English Honours) from Sambalpur University, Odisha in 2008.

***Teaching & Industry Experience:***

* **Total Experience – 16 years**
* Teaching Experience – 12 Years
* Corporate Experience – 4Years

**Academic-**

Associate Professor ●Lovely Professional University (LPU) ● June 2019 to till now

Assistant Professor ●IFTM University● September 2014

Assistant Professor ● Mangalayatan University ● July 2013

Assistant Professor ● Sharda Group ● July 2010

**Industry-**

Special Correspondent ● Daily News and Analysis ● Rajasthan

Freelance Journalism ● The Times of India ● Uttar Pradesh

Reporter ● Hindustan Times ● Uttar Pradesh

***Scholars completed Ph.D. under Supervision*** *:*

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| --- | --- | --- | --- | --- |
| Name of scholar | Topic | University | year of award | Supervisor |
| Nidhi Sharma | NEWSPAPER COVERAGE AND PEOPLE’S PERCEPTIONS ON DEMONETISATION: A STUDY OF PUNJAB | Lovely Professional University | 2021 | Dr. Akash Deep Muni |
| Ravia Gupta | CHANGING MEDIA ECOLOGY AND INFLUENCE OF SOCIAL MEDIA ON CONTEMPORARY JOURNALISM IN INDIA. | Lovely Professional University | 2021 | Dr. Akash Deep Muni |
| Navalpreet Singh | ROLE OF MASS MEDIA IN INFORMING AND EDUCATING THE RURAL PEOPLE OF PUNJAB FOR CAPACITY BUILDING AND SKILL DEVELOPMENT | Lovely Professional University | 2020 | Dr. Akash Deep Muni |

**Research Papers Published in SCOPUS INDEXED (6) & UGC CARE (7) JOURNAL :**

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| --- | --- | --- | --- | --- |
| **Sl No.** | **Name of Research Paper** | **Name of Research journal** | **Approved by / peer reviewed** | **Author** |
| 1 | A Study on Career Prospects in Newspaper Journalism in India: With Special Reference to Moradabad Region | European Journal of Molecular & Clinical Medicine (EJMCM)  ISSN: 2515-8260  Indexed: Scopus, CrossRef, JISC KB+, SHERPA RoMEO, Cengage Learning, Directory of Open Access Journals (DOAJ), and Google Scholar. | Peer reviewed / Scopus Indexed | First |
| 2 | Social Media: A Study of Good and Bad Dichotomy of Change In Society | European Journal of Molecular & Clinical Medicine (EJMCM)  ISSN: 2515-8260  Indexed: Scopus, CrossRef, JISC KB+, SHERPA RoMEO, Cengage Learning, Directory of Open Access Journals (DOAJ), and Google Scholar. | Peer reviewed / Scopus Indexed | First |
| 3 | Lack of Gatekeeper in Internet Media: Understanding Ethical Issues | European Journal of Molecular & Clinical Medicine (EJMCM)  ISSN: 2515-8260  Indexed: Scopus, CrossRef, JISC KB+, SHERPA RoMEO, Cengage Learning, Directory of Open Access Journals (DOAJ), and Google Scholar. | Peer reviewed / Scopus Indexed | First |
| 4 | Role of Women Journalists in Promoting Social Issues for the Development of Society. | Journal of XI’AN University of Architecture & Technology  ISSN No. 10067030; Impact factor 3.7 | Peer reviewed / Scopus Indexed | Second |
| 5 | Challenges of Women Journalists in Regional and national Newspapers of Uttar Pradesh and Madhya Pradesh | Journal of XI’AN University of Architecture & Technology  ISSN No. 10067030; Impact factor 3.7 | Peer reviewed / Scopus Indexed | Second |
| 6 | Impact of Digital Media on Physical and Mental Level of Children | Shodh Sarita: Journal of Arts , Humanities and Social Sciences (ISSN NO. 2348-2397) | Peer reviewed / UGC Care Journal | Second |
| 7 | Internet, a catalyst of change in social communication | Shodh Sarita: Journal of Arts , Humanities and Social Sciences  (ISSN NO. 2348-2397) | Peer reviewed / UGC Care Journal | First |
| 8 | Social Media Promotes citizen Journalism | Shodh Sanchar Bulletin: Journal of Arts , Humanities and Social Sciences (ISSN NO. 2229-3620) | Peer reviewed / UGC Care Journal | First |
| 9 | An Empirical Study on the role of radio in development. | Shodh Sanchar Bulletin: Journal of Arts , Humanities and Social Sciences (ISSN NO. 2229-3620) | Peer reviewed / UGC Care Journal | Second |
| 10 | Impact of programme for rural listeners on farmers in Phek district  (Improving livelihood of farmers through broadcasting) | European Journal of Molecular & Clinical Medicine (EJMCM)  ISSN: 2515-8260  Indexed: Scopus, CrossRef, JISC KB+, SHERPA RoMEO, Cengage Learning, Directory of Open Access Journals (DOAJ), and Google Scholar. | Peer reviewed / Scopus Indexed | Second |
| 11 | Impact of newspaper content in shaping people perception towards demonetisation in Punjab | Shodh Sanchar Bulletin: Journal of Arts , Humanities and Social Sciences (ISSN NO. 2229-3620) | Peer reviewed / **UGC Care Journal** | Second |
| 12 | Social Media and Professional Development: A Study Among Journalists In J&K | Turkish online journal of qualitative inquiry.  Vol. 12 No. 3 (2021)  Indexed by: SCOPUS  DOAJ, CROSSREF, ROAD  ISSN- 1309-6591  https://www.tojqi.net/index.php/journal/article/view/709 | Peer reviewed / **Scopus Indexed** | Second |
| 13 | Role of Media in Individual Capacity Building of Rural People In (Majha) Punjab | History Research Journal (ISSN 0976-5425)  <https://journals.eduindex.org/index.php/hrj/article/view/12618> | Peer reviewed / **UGC Care Journal** | Second |

***Academic Activities:***

* NAAC Team Lead IFTM university and NIMS University
* Member Secretary of Board of Studies (BOS) at IFTM University, NIMS University and Lovely Professional University .
* Conducted Board of Studies (BOS) at IFTM University, NIMS University and Lovely Professional University.
* Conducted Corporate Advisory Board (CAB) at IFTM University, NIMS University and Lovely Professional University.
* Conducted “National Workshop on Media” at Noida Film City
* Conducted Global Festival of Journalism, Noida Film City
* More than 300 articles/features published in national dailies in English in The Times of India, The Hindustan Times, DNA, and website - jaipur.co.

***Industry Activities:***

* **World TV Appearance** – **Interviewed by AREZO TV** <https://www.youtube.com/watch?v=5i8GR6gFO3M> / <https://www.facebook.com/100000709916996/videos/4052685268098430/>
* **Panelist at Mirror Now TV**
* <https://twitter.com/MirrorNow/status/1491435474069585924?t=JemsZFdFI1UviBvgNope6w&s=19&fbclid=IwAR33ITXUu55HYRwStDchpmeirlhcCcci6C5EZ5M3bxOkjzsam7N2eYsGzs8>
* <https://twitter.com/MirrorNow/status/1491437630466056199?t=cvMD6EX82reAVPhre6650w&s=19&fbclid=IwAR2UKd7dqXe6fIf-PAPg4hImNyE2uBLinaDbpIGHqOfqU5QRy07BmJHltQ8>
* **Interviewed by Englix on education**
* <https://fb.watch/6-wvFT1-Ft/>
* **Interviewed by Media & Entertainment Skills Council, and Vidyadaan** on why skill driven independent education run by academicians is the need of hour in this country!
* <https://www.youtube.com/watch?v=HYnbghNGK-I>
* **Interviewed by GMEC - Global Media Education Council**
* <https://m.facebook.com/story.php?story_fbid=123356870087910&id=102424392181158>
* **Tweets on my opinion–**
* <https://twitter.com/dna/status/1433033376907202560?t=qMcxmLFa2R2fYyUeANzn3w&s=08>
* <https://twitter.com/dna/status/1407314889811521538?t=-H8XFnvdsiOxlY88sEZRwg&s=08>
* <https://twitter.com/MirrorNow/status/1491475735336337417?t=dxn5vcRzYv0g_ZbzyXhqWg&s=08>
* <https://twitter.com/MirrorNow/status/1491478251855769601?t=qClTo-FNU03HfYpZP9rkZg&s=08>
* **Educational Opinion Columns published in DNA**  -
* <https://www.dnaindia.com/analysis/column-india-economic-scenario-deserves-to-improve-gdp-covid-19-2896761?fbclid=IwAR3Mfl0MenenhGsckYL_IyjYKmX465xyR5brnA_sfhvJroMOIwYR0FSDdyI>
* <https://www.dnaindia.com/analysis/comment-india-going-to-be-the-vishwa-guru-of-the-world-again-2846379?fbclid=IwAR2Vzuh24U3d9HeG0ehF2HyjFVwt584HO2bu7Q59Ge6o_H8o1Tj5y3GSXOI>
* <https://www.dnaindia.com/analysis/column-the-outdated-syllabus-taught-in-media-institutes-deserves-to-go-2862795?fbclid=IwAR2xnDxZ1KLGffCaxutrzu3BlR_9fEAIRQW1_83TNPunOHGzl54nhilPSPY>
* **Articles published in The Times of India**  -
* <http://lite.epaper.timesofindia.com/mobile.aspx?article=yes&pageid=71&edlabel=CAP&mydateHid=21-08-2011&pubname=&edname=&articleid=Ar07100&format=&publabel=TOI>
* <http://lite.epaper.timesofindia.com/mobile.aspx?article=yes&pageid=39&edlabel=CAP&mydateHid=28-10-2011&pubname=&edname=&articleid=Ar03901&format=&publabel=TOI>

***Professional Development, Co-Curricular and Extension Activities***

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|  | **Papers presented in Seminars**/ C**onferences**, | **Academic Year** |
| 1 | Presented paper at New Media: Issues Challenges and Prospects” (February, 2016) held at Nagpur University, Maharashtra | 2016-17 |
| 2 | Presented paper at Free Speech and Democracy in New Media Milieu” (February, 2017) held in Nagpur University, Maharashtra | 2017-18 |
| 3 | Presented paper at Cultural Representation and Power of Media’ (March 2017) held at Technia Institute of Advanced Studies, Noida | 2017-18 |
| 4 | Presented paper at ‘Current and Future Prospects of Science Research in India (March 2019) held at IFTM University, Moradabad | 2018-19 |
| 5 | Presented paper at ‘12th International Conference - Indian Politics and Role of Media (March 2019) held at Technia Institute of Advanced Studies, Noida | 2018-19 |
| 6 | Participated in International Conference on Media Education 2020 held at Bangalore University , Dept. of Communication | 2020-21 |
| 7 | Presented paper at International conference on Rethinking Business in the age of Disruption by School of Business, Lovely Professional University | 2020-21 |
| 8 | Presented paper at National E-Conference on Education and Development: Post COVID-19 organized on 26th September 2020 by School  of Education, Lovely Professional University, Punjab. | 2020-21 |

***Publications other than journal articles (books, chapters in books):***

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| --- | --- | --- | --- | --- | --- |
| **S.No** | **Title with page nos. and date of publication** | **Book Title editor & publisher** | **Whether peer reviewed** | **No. of co- authors** | **Whether you are the main author** |
| 1 | Attended National seminar and presented a paper titled “Internet, a catalyst for change in social communication” in ‘Current and Future Prospects of Science Research in India (March 2019) held at IFTM University, Moradabad | IFTM University, Moradabad | Peer Reviewed | None | Yes |

***Q.I.P./Workshop Attended***

* Attended a Workshop on **“Research Methodology”** from 26th May to 1st June 2016 held at **Department of Journalism and Mass Communication,** RTM Nagpur university

***Membership of Professional/Academic Societies***

* Core Member of **International Chamber of Media and Entertainment**
* Core Member of **Media and Entertainment Skill Council**

***Extra Curricular Activities:***

* Organiser of photography exhibition PIXA, in IFTM University, NIMS University & LPU.
* Coordinator of Nimatix, an IFTM university YouTube public relation initiative.
* Coordinator of Crossfire, an IFTM university student debate club.

***Personal Information***

**Nationality**  Indian

**Marital Status** Married

**Language Known** English, Hindi, Oriya

**Technical Skills** MS Office, Internet Applications, **Microsoft Azure**

***References:***

**Dr Dharmesh Dhawankar, HOD, Nagpur University**

**Dr Yogesh Gupta, Assistant Professor, Central University of Himachal**

**Dr Anjani Jha, Associate Professor, Central University of Bihar.**

I hereby declare that all the statements made in this CV are true, complete and correct to the best of my knowledge and belief.

(Dr. Akash Deep Muni)