

Personal Profile



Dr. Arvind Kumar Pal
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Educational Profile

Ph.D.	Makhanlal Chaturvedi National University of Journalism, Bhopal, MP; Year of award: 2018 Supervisor: Dr. Sanjeev Gupta
MA in Mass Communication	Kurukshetra University, Haryana; Year of award: 2008 Subject: RM, Print Media, Electronic Media
B. Com	University of Allahabad, UP; Year of award: 2005 Subject: Economics, Statistics, Accountancy, Income Tax

Professional Experience

Assistant Professor , Department of Mass Communication, Rajiv Gandhi University, Arunachal Pradesh, India.	March 2023-till date
Assistant Professor , Sharda School of Media, Film and Entertainment, Sharda University, Greater Noida, Uttar Pradesh, India.	August 2019-February 2023

Administrative Experience

- Coordinator, NIRF **March 2023- till Date**
- Coordinator, NAAC **March 2023- till Date**
- Coordinator, Rashtrabhasha Hindi **March 2023-till Date**
- Coordinaor, Community Radio Station (RGU 91.2 FM) **March 2023-till Date**

Awards & Honors

- Won Gold Medal in State level Football tournament.
- Participated in NSS for two years during Graduation 2003-05.

Research Interests

- Digital Media
- Media and Economics
- Social Media
- Mobile Journalism
- Radio Journalism

Research Publications

1. Pal. A.K and Verma, N.R (2022) ‘ Reporting of different types of crimes and violence committed against women published in Indian Newspaper’, **Journal of Positive School Psychology**, Vol 6, 7388-94, ISSN 7387-7398
2. Pal. A.K and Divya (2021) ‘ Reducing Mental stress at workplace is a panacea to improve work efficiency and overall motivation’, **Turkish Journal of Physiotherapy and Rehabilitation**, 32(3) ISSN 2651-4451
3. Pal. A.K, & Verma, N.R (2020) ‘ A Case study and A comparative analysis on issues and challenges of gender equality faced by women in Indian male dominated society’, **UGC APPROVED JOURNAL SHODH SANCHAR BULLETIN Journal of arts, Humanities and social Sciences**’ ISSN 2229-3620, Vol 10, Issue 40, pp 151-157
4. Gupta.,S & Pal. A.K, (2017) ‘**Cellular Phone and Rural Development in India**’, **Communication Today**, UGC sr. No **49143**, ISSN: 0975-217x, pp. 35-43
5. Pant. S and Pal. A.K (2021), ‘Impact of Animation Cartoon Programs on Childeren’s Behaviour During COVID 19’ ‘PRAGYAN JOURNAL OF MASS COMMUNICATION’, Volume 19, Issue 1, June 2021, PP 29-33.
6. Pal. A.K, & Pant. S (2021) ‘ Learning by Watching: Cartoons As Language Acquisition Tools For Children Advertising’, **MEDIA MEMANSA** a peer reviewed Bilingual quarterly research journal’, Volume 15, No 2
7. Pal. A.K, & Pant. S (2021) ‘ Parent’s perspective towards the cartoon programs and its impact on children during COVID 19 Lockdown’, **The Asian Thinker a quarterly Bilingual Peer Reviewed Journal for Social sciences and Humanities**’, ISSN no 2582-1296 Volume VIII, December 2020.
8. Gupta.,S & Pal. A.K, (2016) ‘**Innovative Drifts in Mobile Communication in India**’, SAARC International Journal of Research, Volume 4, No 1, ISSN 2347-8373, PP 17-23
9. Gupta.,S & Pal. A.K, (2017) ‘**Role of cellular phone in Rural Development in India**’, **Eureka International Journal on Transformations of Media**,

Book/Book Chapter published

1. **“Media Ka Korona Kaal”** Published in March 2023.
2. **‘The New Normal Life after Pandemic’** in October 2021.
3. **‘Changing Paradigm in New Media’** in July 2021.

Course/Conference/Workshop organized

One Week Faculty Development Programme on “Audio-Visual E-Content Production Using Available Resources” Organised by School of Media, Film and Entertainment, Sharda University.

Duration: 4th January 2021 to 9th January 2021.

Role: Member, Organizing Committee.

Course/Conference/Workshop etc. attended

1. Attended Two days National Seminar Organised by Department of Mass Communication, Mizorum University on National integration through Cultural Exchange from 15th May 2023 to 16th May 2023.
2. Completed Faculty Induction/Orientation Programme with A+ Grade organised by Ramanujan College, Delhi University form 23rd April 2023 to 22nd May 2023.
3. Attended online one week **FDP on Quantitative Data Analysis from 17th - 23rd October 2022** organized by TLC, Ramanujan College, Delhi University and obtained B+ Grade.
4. Attended online one week **FDP on Data Science for social science from 01st- 07th November 2022** organized by TLC, Ramanujan College, Delhi University and obtained A+ Grade.
5. Attended **one week online National FDP on ‘Strengthening Academic and Research Pursuit in the 21st Century’** organized by Guru Angad Dev Teaching Learning Centre, Ministry of Education, Govt of India in collaboration with Sharda University, Greater Noida held from 28th June 2021 to 04th July 2021.
6. Attended **15 Days FDP on ‘Developing Academic Leaders for the future: The way forward’** organized by Guru Gobind Singh Indraprastha University, New Delhi in collaboration with ICSSR held from 15th -27th April 2021.

- 7. Pal. A.K (2021)** Participated in the Three Days International Web Conference on Changing Dimensions of Broadcast Media organized from 24th-26th March 2021 by Department of Electronic Media, Makhanlal Chaturvedi National University of Journalism and Communication Bhopal, MP
 - 8. Pal. A.K (2020)** Participated in the two Days International Conference on Media Education-2020 organized by Department of Communication, Bangalore University, Jnanabharathi Campus, Bengaluru on 28th and 29th December 2020.
 - 9. Pal. A. K (2020)** Participated in the International E-Conference on Science, Technology and Innovation organized by Indian Academicians and Researchers Association on 27th December 2020.
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