

## Dr. Shishir Kumar Singh

Associate Professor

Department of Mass Communication and Journalism

Tezpur University, Assam

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### Summary of Experience

**Total 10 years of professional experience in Academics & media Sector.**

### Full Time Academic Experience Detail

#### **Sharda University**

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**Role: Asst. Professor III** – Department of journalism & mass communication

**Reporting to:** Dean

Key Accomplishments

- BA-JMC Program Coordinator
- Coordinator of Mentor Mentee Portal
- Coordinator University MOOC Website Portal
- In-Charge of TV Production

#### **Chandigarh University**

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**Role: Asso. Professor** – Department of journalism & mass communication

**Reporting to:** Director

#### **LLDIMS (GGSIP University)**

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**Role: Asst. Professor** – Department of journalism & mass communication

**Reporting to:** HoD

Key Accomplishments

- Coordinator Radio And Tv Production
- Coordinator of College Website

## Full Time Industry Experience Detail

### Bihar News /Dainik Jagran/ Adobe Youth Program

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**Role: Producer, Media Mentor,**

**Reporting to:** Director/ Editor/ Operation Manager

**Key Accomplishments**

- In charged of Education Based Program
- Panel Producer
- In charge of Prime Time

## Others engagement

- Resource Person for ICT & Media in Education at [State Council of Educational Research & Training, New Delhi.](#)
- Represented **AIF-AYV** Program more than 10 times in national training workshops in various states of the country as participant & presenter.
- Worked as a [freelance Documentary Maker](#) for CRPF, Ministry of Home, and Government of India.
- Worked as a [freelance Cinematographer and Editor](#) for RAF, Ministry of Home, ( Government of India)

## Publications in Scopus Q3 Index

- Published Research Article in **Macromolecular Symposia** on Intelligent Polymer Coatings: Enhancing Media Preservation through AI-Driven Techniques (DOI:10.1002/masy.202300238)
- Published Research Article in **Macromolecular Symposia** on Enhancing Public Awareness: Media Sensitization about Polymer sin Daily Life for Sustainable Living (DOI:10.1002/masy.202300243)
- Published Research Article in **Macromolecular Symposia** on Convergence of 3D Polymer Printing and Multimedia: Innovative Possibilities for Industry (DOI:10.1002/masy.20230023)

## Publications in ABDC Index

- Published Research Article in **Asian And Pacific Economic Review** on The role of media literacy in combating political disinformation: a critical analysis of Indian mainstream media (ISSN: 1000-6052)
- Published Research Article in **Journal of Informatics Education and Research** on The Role of Artificial Intelligence in Shaping News Narratives: A Review of Global Case Studies ISSN: 1526-4726 Vol 4 Issue 3
- Published Research Article in **European Economic Letters** on The Role of Media Literacy and Fact-Checking in Combating Misinformation ( ISSN 2323-5233) Vol 15, Issue 1 DOI: <https://doi.org/10.52783/eel.v15i1.2756>
- Published Research Article in **Journal of Informatics Education and Research** on Awareness and Usage of Artificial Intelligence and Robotic Journalism among Television Journalists in India: A Study of Trends, Tools, and Practices Vol 5 Doi <https://doi.org/10.52783/jier.v5i2.2818>
- Published Research Article in **European Economic Letters** on Ethical Integration of Artificial Intelligence in Indian Media: A Study of Transparency and Accountability Measures ( ISSN 2323-5233) Vol 15, Issue 2 <https://doi.org/10.52783/eel.v15i2.3203>

## Book Chapter

- Multiple Book Chapter Published in Springer, IGI & edited book

## PhD. Supervisor

- 1) Priyanka Kumari, SU/RES/SSMFE/2021000321.
- 2) Rajesh Upadhyay SU/RES/2023200599/983.

## Patent

- Title of the invention: A System & Method for Advanced Criminological Learning Using AI & Block Chain (Application No. 202211027047)
- IOT Based Bill Board For Advertisement (Sr No. 185443, Design No. 432609-001)

## Books

- Research Methodology A Toolkit of Techniques and Approaches, ISBN 978-81-977909-6-6 ( Crescent Publishing Corporation)
- Sustainable Practices in Media and Communication, ISBB 978-93-92997-88-4, (Post Script Publication)
- Artificial Intelligence A Modern Approach , ISBN 978-93-5823-449-7 (Book Clinic Publication)
- Handbook On Media Laws And Ethics A contemporary Approach, ISBN978-93-48302-15-1( Crescent Publishing Corporation)

## Refresher & FDP Program

- Done one Month Induction Program from Jodhpur University and MHRD Ministry joint program.
- Done two week refresher course on Cinema Society & Education From Delhi University under the aegis of Min Of Education, (Govt. of India)
- Participated One Week FDP Program On NEP 2020 under the aegis of Min of Education (Govt. of India)

## Publications/Research/ UGC Care

**Plagiarism in Bollywood Music & Law**

**Single Author**

**International Journal of Advance and Innovative Research (ISSN 2394-7780) UGC 63571, 6 , 97-100,**

**Role of Social Media in the Promotional of Citizen Journalism**

**Single Author**

**Kalyan Bharati (ISSN 0976-0822) UGC CARE LIST GROUP 1, 36 , 516-522, ,**

**Media Trial and Issues of TRP**

**Single Author**

**Media Jagat (UGC Jr No. 64777) (ISSN 2331-6566), 117-128.**

**To study the factors related to advertising witch may have an effect**

**On buying behavior's, a study in TMU**

**Single Author**

**Janjaatiya shodh (ISSN2454-8197), 2, 105-112.**

**Facebook Become a Big Tool in Social Media**

**Single Author**

**Media Jagat (UGC Jr No. 64777) (ISSN 2331-6566)**

**Impact of Digitalization in Rural Area**

**Single Author**

**Media Jagat (UGC Jr No. 64777) (ISSN 2331-6566),**

**Haider: bollywood's rendition of the shakespeare**

**Classic hamlet**

**Madhya Bharti (UGC Care Group I Journal ISSN:**

**0974-0066 Vol-82 No. 14**

- Participated in one **week Academic development program** on research methodology. Organized by **UGC (Min. of HRD)**
- Attending 7 day **workshop on “Media Language”** organized by Mahatma Gandhi Kashi Vidyapith Varanasi.
- Participated in **symposium** themed ‘Challenges and Opportunities of Media Education in India’ **organized by UNESCO and IGNOU.**



**Delivered special lecture/Resource person/Key note Speaker in various sector.**

- Resource person for two day workshops at Central University MGAHV Wardha.
- Distinguished speaker for **ICSSR-sponsored Research Methodology Course (RMC)**
- Session chairperson in ICSSR Sponsored National Conference 2024.
- Resource person for National Seminar On Advancing Research Skill: Research Methodology, organized by **(LLDIMS GGSIP University, New Delhi)**
- Key Note Speaker AAFT National Conference 2024.
- Speaker for 5 days Faculty Development Program (SSDAP)
- Resource Person for ICT & Media in Education at [State Council of Educational Research & Training, New Delhi.](#)
- Resource Person For Webinar on “The Role of Media in Promoting Environmental Awareness” organized by Institute of Information Technology and Management (GGSIP University New Delhi)
- Delivered special lecturer in seven day workshop on “Media Language” organized by Mahatma Gandhi Kashi Vidyapith Varanasi
- **Resource person** for Digital Equalizer program at **American India Foundation, New Delhi.**
- **Resource person & Media Mentor** for **Adobe Youth Program at (USA & India)**

## Professional Qualification

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- PhD from Mahatma Gandhi Kashi Vidyapith ( Government University) Varanasi (UP)
- M.Phil (University Toper ) from Mahatma Gandhi Kashi Vidyapith ( Government University) Varanasi.
- Post Graduate in Electronic Media Production and Management with, From School of Journalism & New Media Studies, IGNOU, Regular, Face to Face Program certified By UNESCO.
- Graduation from University of Delhi.

## Skills

### Functional Knowledge Of-

- Head of e-education content and self-learning module (SLM)
- Adobe Photoshop, Premier Elements & Photoshop Elements, Adobe Audition, Adobe Premier Pro, CS-3, CS-7.
- Handle community radio broadcasting setup.
- Cool Edit Pro, Audacity and adobe video editing
- Camera- DSLR, SLR, Video camera & Studio Camera.
- Studio requirements of lighting, Chroma, shooting and Presentation.
- Radio broadcasting
- Graphic design for print and television and new media also
- Mobile journalism (MOJO)
- CCU
- PCR MCR

*(Dr. Shishir Kumar Singh)*