



School of Knowledge Management, Information & Media Studies

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Academic Profile:

- M Phil in Media Sociology from School of Social Sciences, JNU, New Delhi.
- UGC NET with JRF in Mass Communication
- Master in Mass Communication from GJU, Hisar.
- PG Diploma in English Journalism from Indian Institute of Mass Communication, New Delhi

Research Interests:

- Media Economics
- Media Sociology
- Media Research
- Development Communication

Selected Publications:

1. “Educational Tourism in India: Past, Present and Future”. *Yojana: A Development Monthly*. Vol 59. May 2015. Delhi. ISSN -0971-8400.
2. “Emergence of Children as a Target Audience in Advertising: A Case Study of Urban Jammu” in the book *Children and Media, Issues and Perspectives* edited by Rameshwari Pandya and Atanu Mohapatra, Manglam Publishers, First edition, 2015. ISBN No. 978-93-82816-22-5.
3. “Changing Form of Folk Media in Kashmir” in the book *Traditional Media and Development Issues* edited by Ambrish Saxena, Kanishka Publishers, New Delhi. First edition, 2014. ISBN No.978-81-8457-586-6.
4. “Theatre: A mode of communication in Kashmir – A case study of two theatre groups of Kashmir – FUNTOOSH and EKTA”. *International Journal of Communication Development*. A peer reviewed research journal. Guru Gobind Singh Indraprastha University. January-June 2014. New Delhi. Vol. 4, Issue I. ISSN -2231-2498.
5. “Empowerment unto the last”. *Kurukshetra: A Journal on Rural development*. July 2013. Delhi. ISSN – 0021-5660.
6. “The sociological category of naxalism: An analysis”. *International Journal of Communication and Social Research*. A peer-reviewed international journal. 2013. Srinagar. ISSN – 2318 – 605X.