



MANAV RACHNA UNIVERSITY, FARIDABAD

Sector 43, Aravalli Hills, Manav Rachna Campus Rd, Faridabad, Haryana 121004

Prof. (Dr.) Aman Vats



Designation: Professor & Head of Department

Qualifications: PhD. (Communication Studies), MPhil (JMC), MA (JMC)

Email: AMAN.FMEH@MRIU.EDU.IN

Experience: Over 25 years of Industry and Academic Experience

[Google Scholar Profile: https://scholar.google.com/citations?user=0bHodI4AAAAJ&hl=en&authuser=1](https://scholar.google.com/citations?user=0bHodI4AAAAJ&hl=en&authuser=1)

Research Interest: Media Research Theory and Practical, History of Media, Media Theories and Practices, Asiatic Studies, Development Communication, Media Assessment, Semiotic, Gender and Cultural Studies, Media Production Techniques, Ideation & Story Development, Video Editing, Human Rights Values & Ethics

+ Journal Publication Details:

A. International Journals

1. Khan, A. and Vats, A. (2019). Environmental Sustainability and Electronic Media: Prospects and Perspectives. Indian Journal of Environmental Protection. Volume 39 Issue 1. PP 22-28. ISSN (Print): 0253-7141
2. Iyer, K. and Vats, A. (2018). Radio Amity: Sensitizing Local Community for Healthy Living and Sustainability. Journal of Advanced Research in Dynamical and Control Systems. Volume 10, Issue 10. PP 319-322. ISSN 1943-023X
3. Khan, A. and Vats, A. (2018). Urdu newspapers in India: Determinant and Conveyor of Muslim Opinion. Economic and Political Weekly. Volume 53. Number 23. PP 103-111. ISSN (Print) - 0012-9976 | ISSN (Online) - 2349-8846
4. Jha, A & Vats, A (2018). Assessing the need for Open Data Based Realtime Environment Notification System for India. Indian Journal of Environmental Protection. Volume 38 Issue 5. PP 399-409 ISSN (Print): 0253-7141
5. Vats, A & Khan, A (2017). India's Big Data Landscape: Challenges and Opportunities. Indian Journal of Science and Technology. Volume 10 Issue 40. Pp 1-10. DOI: <https://doi.org/10.17485/ijst/2017/v10i40/101542>. ISSN (Print): 0974-6846, ISSN (Online): 0974-5645
6. Giri, D & Vats, A. (2018). Natural Disasters in India: A Comparative Study of Print Media's Approach of Top Four English Dailies' Coverage of Uttarakhand Floods, 2013. Indian Journal of Public Administration. Volume 64. Issue 1. PP 73-86. SAGE Publications. ISSN 0019-5561

B. Indian Journals

1. Kumar, D. & Vats, A. (2018). Demonetisation Impact: Media, Entertainment, Animation and Visual Effects Industry. Communication Today. Volume 22 Issue 2. Pp 81-87. ISSN No. 0975-217X
2. Khan, A. and Vats, A. (2018). Media Freedom and Autonomy in India: A Critical Analysis. International Journal of Creative Research Thoughts (IJCRT). Volume 6. Issue 2. PP 83-88. ISSN - 2320-2882
3. Jha, A.& Vats, A. (2017). (Translation from Hindi - Right to Information in South Asia: Success, Expectations and Challenges).

□□□□□□□□□□□□□□□□(Sanchar Madhyam). □□□ (Volume)26. □□□ (Issue)3. July-September 2017. PP 23-36. ISSN -2321-2608

4. Jha, A.& Vats, A. (2018). Media Advocacy for Charismatic Consensus Building; Policy and Politics in Practice. International Journal of Creative Research Thoughts (IJCRT). Volume 6. Issue 2. April 2018, PP 1134-1140 | ISSN - 2320-2882
5. Giri, D.& Vats, A. (2017). Disaster Management and Print Media- Then and Now: A Case Study of Utrakhand Floods. Communis. Doaba College, Jalandhar, Punjab, India. Volume 4 Issue 8. July 2017. PP 1-26 ISSN (Print): 2348-3601
6. Jha, A.& Vats, A. (2017). Tags of Transparency: Analyzing the trends on twitter. Communis. Doaba College, Jalandhar, Punjab, India. Volume 4 Issue 8. July 2017. PP 109-125 ISSN (Print): 2348-3601
7. Jha, A. & Vats, A. (2017). Mapping Right to Information in Print: Critical Study of Times of India and Hindustan Times. Modern Research Studies: An International Journal of Humanities and Social Sciences. Volume 4 Issue 2. PP 150-171. ISSN No- 2349-2147.
8. Jha, A. & Vats, A. (2017). Delimiting Channel Capacity: A Scrutiny of Challenges and New Developments. Journal of Advanced Research in Journalism and Mass Communication. Volume 4 Issue 3 & 4. PP 14-19. ISSN No- 2395-3810. Digital Object Identifier (DOI): <https://doi.org/10.24321/2395.3810.201704>
9. Kumar, D. & Vats, A. (2017). Game Changing Role of Animation and VFX in Indian Cinema. IMS Manthan (The Journal of Innovations). Volume 12 Issue 1. Pp 109-114. DOI: <https://doi.org/10.18701/imsmanthan.v12i01.10345>. January – June 2017. ISSN No. 0974-7141.
10. Rasgotra, G.D & Vats A (2017). Solo with 'her' story in Bollywood: An Analysis. Pragyaan: Journal of Mass Communication. Volume 15 Issue 1. PP 8-17. June 2017 ISSN No – 0974-5521.
11. Kumar, D. & Vats, A. (2017). Usefulness of Animation and VFX in TV Advertisements. Communis. Doaba College, Jalandhar, Punjab, India. Volume 4 Issue 8. July 2016 & January 2017. PP 45-54 ISSN (Print): 2348-3601
12. Kumar, D. & Vats, A. (2016). Cartoon Watching Behaviour in Students of Noida Region, India. Modern Research Studies: An International Journal of Humanities and Social Sciences. Volume 3 Issue 4. PP 916-927. ISSN No- 2349-2147.
13. Lal, R. & Vats, A. (2016). Disguised Television Commercial: A Semiotic Approach. Communication Today. Quarterly Journal, Oct-Dec 2016, Volume 18, Issue 4. PP 85-98. ISSN NO- 0975-217X.
14. Rasgotra, G.D & Vats A (2016). Girl Power, Films and Femvertising; An in-depth analysis of how the market forces shape and distort the feminist discourse. Lenssight; A Journal of FTII, Pune, October -December 2016. ISSN No – 2395-4604
15. Kumar, D. & Vats, A. (2016). Mapping Animation and Visual Effects in Indian Media and Entertainment Industry Opportunities and Threats. An International Journal of Humanities and Social Sciences. Volume 1 Issue 2.
16. Lal, R. & Vats, A. (2016). Marked Effect of Media Exposure on Purchase Behaviour of Youngster. Journal of Applied Research and Social Sciences, Kolkata, West Bengal. Vol 3, Number 19, October 2016. PP 29-44. ISSN NO- 2350-1472. Impact factor (SCI) 1.739
17. Lal, R. & Vats, A. (2016). Advertising Effectiveness on Television and Attitude of Youth. Ahead International Journal of Recent Research and Review, Bangalore, Vol. 1, Issue 3, September 2016. PP 60-65, ISSN NO- 2456-205X
18. Jha, A. & Vats, A. (2016) Media, Mindset and Mandate: Framing Analysis of Newspaper

Coverage of Delhi Assembly Election 2015. Amity Journal of Media and Communication Studies. Volume 6, Number 1, July 2016. Amity School of Communication AUR, PP 107-111, ISSN No. 2231-1033

19. Lal, R. Vats, A. & Khan SA. (2016) Top of the Mind Awareness Strategy for Advertising Effectiveness. Anusandhanika. Volume VIII Number I, January 2016. Vichaya Educational Trust. ISSN No 0974-200X
20. Lal, R. Vats, A. & Khan SA. (2015) An Interdisciplinary Study of Data Mining in Lifestyle Segmentation through Relationship Management. Anusandhanika. Volume VII Number II, July 2015. Vichaya Educational Trust. PP 99 – 104. ISSN No 0974-200X
21. Dutta, A. K. & Vats, A. (2015). Effect of Advertising on the Teenage Population of South Delhi. Researcher's Voice. Volume 5 Issue 1, June 2015 – May 2016. Kasturi Ram College of Higher Education. PP 23-35. ISSN No 2231-6310
22. Vats, A. (2014). Analysing the Efficacy of Media Mediated Social Welfare Messages: A Study of Phagwara District. Amity Communication Review. Vol. I. No. I. July-December 2014. Amity School of Communication, Amity University Uttar Pradesh. PP 113-115 ISSN No. 2395-101X

+Conference Publications:

C. INTERNATIONAL CONFERENCE

- a. 'International Conference on Emerging Media Paradigms (ICEMP)' organized by Amity School of Communication & Amity School of Film and Drama, Amity University Uttar Pradesh from January 9th & January 10th, 2020 and presented the paper 'Mapping the Fake News: The Indian Media Environment'.
- b. 'International Conference on Emerging Media Paradigms (ICEMP)' organized by Amity School of Communication & Amity School of Film and Drama, Amity University Uttar Pradesh from January 9th & January 10th, 2020 and presented the paper 'Emerging Social Media Trends in Disaster Management Practice in India'.
- c. International Conference on 'Indian Cinema and Alternate Networks (ICAN2)' organized by DME Media School and Deakin University, Australia from November 16th, 2018 to November 18th, 2018 and presented the paper 'From Logic of Sensation to Distribution of Sensible: Identifying the Excitons in Cinema and Senses'. Received the Best Paper Presenter Award for the paper.
- d. 14th Global Communication Association International Conference 'Digital Inbound: Internet Communications and Beyond' hosted by Manipal University Jaipur, Rajasthan, India from October 11th, 2018 to October 12th, 2018 and presented the paper 'Community Radio in the Digital Age: Prospects and the Challenges for India'.
- e. International Conference on 'Emerging Technologies in Education, Science and Business' organized by Academic Research in Science, Engineering, Art and Management Foundation, New Delhi from 8th & 9th October, 2018 and presented the paper 'Community Radio as Force Multiplier of Financial Empowerment for Rural Women: A Case Study of Alfaz-E-Mewat'.
- f. International Conference on 'India and Changing Aspects of News (ICAN2018)' organized by DME Media School, NOIDA from March 9th, 2018 to March 11th, 2018 and presented the paper 'How a Story Sells Well: Identifying Excitons in Mind and Media'.
- g. International Conference "Rethinking the Obvious: The Rhetoric of Development" organized by Miranda House, Delhi University, from 8th and 9th January, 2018 and presented the paper 'Rhetoric of Radical Reforms: Policy, Politics and Charisma of Narendra Modi's Leadership in India' developed jointly with my PhD Scholar.
- h. Attended the International Symposium on Gender Studies "Crossing Borders:

Gender, Sexuality and Culture” organized by the Interdisciplinary Research Foundation on 4th March 2017 in London, UK and presented the paper ‘Going Solo with ‘her’story: Emergence of the Female Led Narrative in Bollywood’ developed jointly with my PhD Scholar.

- i. Attended “CommCon, 2017” International Conference on “Public Sphere & Ethical Communication in a Democratic Society” organized by Department of Journalism & Mass Communication & Professional Communication, Invertis University, Bareilly, from 14th and 15th April, 2017 and presented the paper ‘An Analysis on Use of Animation & Visuals Effects in Advertisement’ developed jointly with my PhD Scholar. Abstract published in the souvenir

D. NATIONAL CONFERENCE

- a. 7th National Conference on ‘Business Transformation Through Green Growth, Globalisation and Governance’ organized by Banarsi Das Chandiwala Institute of Professional Studies, New Delhi on 16th November 2018 and presented the paper ‘Economic Liberalisation and Corporatisation of Indian Media’.
- b. National Conference on “Historicizing Indian Television: People, Programs and Processes Post 1990 (HIT:PPP)” organized by Department of Media and Communication Studies, Savitribai Phule Pune University, from 8th to 10th February, 2018 and presented the paper ‘How Television Legitimized ‘War on Terrorism’: Content Analysis of 9/11, 13/12, and 26/11’.
- c. “Divyangs and PMG: A Global Media Perspective” on 10th December, 2017 and presented the paper ‘Media Advocacy for Persons with Disabilities (Divyangs): Challenges and Ways Ahead’ developed jointly with my PhD Scholar.
- d. Attended National Seminar on ‘Recent innovations in Management, Technology, Education and Legislations’ organized by Delhi Institute of Rural Development (DIRD) on 12th February 2016
- e. Attended National Seminar on Change in Media Language titled ‘Mind Your Language’ organized by Delhi Metropolitan Education on 3rd March 2015 and presented a paper “Role of Indian Television News Broadcasting Effecting Mass Motivation”.

+RESEARCH SUPERVISED:

S . N o.	Name of the Scholar	Title of the Thesis	Year of Award	Name of the Awarding University
1	Ms Ruhi Lal	Effectiveness of lifestyle advertisement on television for brand success among youth of Delhi NCR region	2017	Amity University Uttar Pradesh
2	Mr Dharmendra Kumar	Influence of Cartoon Network on School Students	2018	Amity University Uttar Pradesh
3	Ms Gauri D Rasgotra	Portrayal of Emancipated Female ‘Other Half’ in Cinema of the city in BollywoodPost Economic Liberalization	2018	Amity University Uttar Pradesh
4	Mr Amaresh Jha	Media Advocacy in RTI: Challenges, Threats and the ways Ahead	2018	Amity University Uttar Pradesh
5	Ms Dhanashree Giri	Analysing the role of Mass Media in Disaster Management	2019	Amity University Uttar Pradesh

		in India		
6	Mr Abdullah Khan	Corporatisation and Its Impact on the Media Autonomy: A Study of Television News 2011 - 2015	2020	Amity University Uttar Pradesh

+Book/Chapter Publications:

- 1) Giri D., Vats A. (2019) Social Media and Disaster Management in India: Scope and Limitations. In: Al-Masri A., Curran K. (eds) Smart Technologies and Innovation for a Sustainable Future. Advances in Science, Technology & Innovation (IEREK Interdisciplinary Series for Sustainable Development). DOI https://doi.org/10.1007/978-3-030-01659-3_41. Print ISBN 978-3-030-01658-6. Online ISBN 978-3-030-01659-3. Springer, Cham.
- 2) Jha, A & Vats A (2018). How a Story Sells Well: Identifying Excitons In Mind and Media. Fake News, Paid News and Media Trials. PP 320-333. Kanishka Publishers New Delhi. ISBN: 9788193448083, 8193448081
- 3) Rasgotra, G.D & Vats A (2017). Erasure and Resurrection: The woman 'Myth' and Fresh Narratives of Women Victory in Bollywood. In: Verma M. & Kalorth N. (eds) Essays on Contemporary Media Theories and Practices. PP 34-45 ISBN: 978-93-85657-07-8

+ Administrative Responsibilities:

1. Head of Department (Journalism and Mass Communication), MRIIRS, Faridabad
2. Member of Academic Council
3. Chairperson, Departmental Research Committee (DRC)
4. Chairman, Board of Studies
5. Member of Board of Faculty
6. Administration and thought leadership for the Department for smooth running of the Activities, Growth and Promotion.
7. Developing industry and academia network

+Professional Affiliation:

1. Fellow, Royal Asiatic Society of Great Britain and Ireland
2. Associate Member, Institute for Defence Studies and Analyses (IDSA)
3. Member, International Association of Media and Communication Research (IAMCR)
4. International Member, Association for Education in Journalism and Mass Communication (AEJMC)
5. Member, International Sociological Association (ISA)
6. Regular Member, International Communication Association (ICA)
7. Lifetime Member, All India Communication and Media Association (AICMA)

+Expert Talk Delivered

- 1) Evaluated MPhil Thesis for Department of Communication and Journalism, Gauhati University, Gauhati Assam
- 2) PhD Evaluation for two scholars for the Pacific University, Udaipur
- 3) PhD Thesis Evaluation for one scholar of K R Mangalam University, Haryana
- 4) Since 2016, part of the Extra Curricular Admissions Evaluation Committee of Delhi University
- 5) Attended Annual Convention of Central Information Commission held on 7th & 8th November 2016 at DRDO Bhawan, New Delhi and presented the paper 'RTI as an Instrument of change from Culture of Secrecy to Transparency: Challenges, Threats and the Ways Ahead'
- 6) Conducted Lecture for Career in Mass Communication in Rajkiye Pratibha Vikas Vidhayalya Sector 10 Dwarka on 17th October 2015

+Editor/Reviewer/Event Organized(Conference/Seminar/FDP/Workshops

Editor @ Journal

- 1) Editor for inaugural issue and 2nd issue of 'Amity Communication Review' double blind peer reviewed journal of Amity School of Communication, Amity University Uttar Pradesh the year 2015
- 2) Article Editor, SageOpen

Reviewer @ Journal

- 1) The New Directions in the Humanities Journal Collection, Common Ground Research Networks, USA
- 2) International Journal of Advance Study and Research Work (ISSN2581-5997)
- 3) The Interdisciplinary Social Sciences Journal Collection, Common Ground Research Networks, USA

Reviewer @ Conference

- 1) International Conference on 'Indian Cinema and Alternate Networks (ICAN2)' organized by DME Media School and Deakin University, Australia from November 16th, 2018 to November 18th, 2018
- 2) International Conference on 'India and Changing Aspects of News (ICAN2018)' organized by DME Media School, NOIDA from March 9th, 2018 to March 11th, 2018

Conferences / Session Chair

- 1) Chairperson for the Technical session in International Conference on 'Indian Cinema and Alternate Networks (ICAN3)' organized by DME Media School in collaboration with Deakin University, Melbourne, Australia while K R Mangalam University, ADAMAS University, Apeejay Institute of Mass Communication (AIMC) and Public Relations Society of India (PRSI) are the knowledge partners. from June 21st, 2020 to June 30th, 2020.
- 2) Chairperson for the Skype session in 'International Conference on Emerging Media Paradigms (ICEMP)' organized by Amity School of Communication & Amity School of Film and Drama, Amity University Uttar Pradesh from January 9th & January 10th, 2020.
- 3) Chairperson for the Technical session in International Conference on 'Indian Cinema and Alternate Networks (ICAN2)' organized by DME Media School and Deakin University, Australia from November 16th, 2018 to November 18th, 2018.

+Awards

- 1) Best Paper Presenter Award for the research paper "From Logic of Sensation to Distribution of Sensible: Identifying the Excitons in Cinema and Senses" presented in the Conference on Indian Cinema and Alternate Networks (ICAN2) hosted by DME Media School and Deakin University, Australia on 18th November 2018
- 2) Citation in Technical Excellence in Presentation / Anchor Category in the 17th UGC-CEC Educational Video Competition 2004