

MANAV RACHNA UNIVERSITY, FARIDABAD

Sector43,AravalliHills,ManavRachna Campus Rd,Faridabad,Haryana 121004

Dr Krishna Pandey

Designation: Associate Professor

Qualifications: MA in J& MC, Political Science, • Post-Graduate Diploma in English Journalism: Indian Institute of Mass Communication (IIMC), New Delhi; 1995-96 - First Division, UGC-NET, PhD in Crisis Communication

Email: krishna.fmeh@mriu.edu.in

Experience: 24 years

Research Interest: Role of Media, Media Theories, Communication, Corporate Crisis, Crisis Communication, Crisis Communication Theories, Public Relations, Public Relation Theories and Models, Current Affairs

Publication Details:

1. • iGeneration and Handwritten Communication: A study of Gen Z or post-millennials' Propensity towards Handwritten Communication. Published in the International Journal of Research Culture Society. ISSN No . 24566683, Vol 1, Jan 2019 issue. (The paper has been recognized by LAP Lambert Academic Publishing. LAP is an associate member of the American Booksellers Association, the Booksellers Association in the UK and a member of the Börsenverein des Deutschen Buchhandels, the German booksellers association).
2. • Rafale Deal- An Analysis of the Reportage by Two Prominent National Newspapers- The Times of India and The Hindu from July 18 to Sept 18, 2018 published in the International Journal of Research Culture Society. ISSN No . 24566683, Vol 2, Issue 12, Dec 2018.
3. • Crisis Communication Theories and Nestle's Communication Response during Maggi Food Safety Controversy: A Case study published in the Journal Communis A referred journal on Media Studies with ISSN 2348 3601 in the July 2015 –Jan 2016 issue.
4. • Research Paper on Environmental Impact Reporting and Change Communication - A Critical Analysis of Section 55 of SEBI Listing Norms published in journal Business Perspectives brought out by BIMTEC.

Conferences

Worked as a media coordinator for the prestigious third edition of Cineaste International Film Festival of India – CIIFFI 2021 beginning from December 15, 2021 till Dec 21, 2021 organised by Media School of Delhi Metropolitan Education, Noida, India in association with the School of Communications and Creative Arts, Deakin University, Australia

- Participated as a Resource person in Training of Trainers (ToT) program on 'Strengthening a Gender Sensitive Media Environment in Maldives' from Oct 24-30, 2021 through zoom platform. The online workshop was conducted by Delhi Metropolitan Education (DME), Noida in collaboration with Addu Women's Association (AWA), Maldives under the aegis of IPDC- UNESCO for the journalists of Maldives who represented diverse genre of media with years of experience of working in the media industry with capability of conducting training of fellow journalists. Took sessions on the following topics:
 - i. Print Journalism & Gender Narrative
 - ii. Principles of Gender-Sensitive Communications in Print Journalism
 - iii. Hands-on-skills
 - iv. Also gave input for the policy framework on Gender sensitive guidelines through use of language and word in print journalism
- Part of the organizing team of three day Media convention- **Vritika 2021 –Convention of Media Students with the theme United India, Unique Minds #youth4india from Oct 11-13, 2021**. Also part of the team organizing and felicitating journalists with Ganesh Shankar Vidyarthi awards as a part of Vritika.
- Participated in a Week long Online National Faculty Development Programme on **Use and Application of Google Tools from 09th to 13th August, 2021** organised by Shri Lal Bahadur Shastri National Sanskrit University (Central University)Teaching Learning Centre under Pandit Madan Mohan Malaviya National Mission on Teachers & Teaching Scheme, Ministry of Education, Government of India

- Participated in the world's first 10-day digital live International Conference on Information, Communication and **Artificial Networks from July 01-10, 2021** as Additional Convener.
- Participated in the Technical session one as a co chair on the topic: **Communication and Media resistance in socio-political context on July 2, 2021.**
- Presented paper on **Board Examinations and the Concept of Pariksha Pe Charcha: A study** in Technical session 5 of world's first 10-day digital live International Conference on Information, Communication and **Artificial Networks from July 01-10, 2021.**
- Moderated two sessions in the same conference **on PR in the time of COVID- 19 & Changing dynamics of journalism and its impact on society in the wake of COVID- 19**
- Participated in seven -day long FDP on **Reconstructing Research in Media & Communication: Post Covid Scenario** organized by Amity Academic Staff College and Amity School of Communication, Amity University, Noida from March 22-28, 2021.
- Participated in a day long FDP **Data Journalism** organized by School of Mass Communication, IMS Unison University, Dehradun on Feb 6, 2021
- Participated in three-day faculty development program on Qualitative Research titled **Content Analysis, Grounded Theory & Case Study** from Jan 28, -30, 2021 organized by Indian Teacher Education Community in collaboration with Delhi Metropolitan Education.
- Co Convener of National Webinar on **Deconstructing New Labour Codes: Implications on the News Media Workforce organized** on Wednesday January 27, 2021 by Institute for Studies in Industrial Development (ISID) and Delhi Metropolitan Education (DME).
- Participated in a week long faculty development program from Dec 17-24, 2020 on **Research Methodology, Data Analytical, ICT tools & Techniques** organized by the Department of Journalism & Mass Communication, FMeH, MRIIRS.
- Participated in a seven day Cineaste International Film Festival - CIFFI 2020 organised by Delhi Metropolitan Education, India in association with Deakin University, Australia from Dec 15 to 21, 2020.
- Conducted and moderated a session on Day 3 of Cineaste International Film Festival - CIFFI 2020 on *What India and the world can learn from and contribute to each other in children's cinema*. The session was on Dec 17, 2020 with national and international experts on children's cinema.
- Took a session on "Making sense of Media: Media Ownership, Media policies and Legal and Ethical issues" on Oct 15, 2020 organized by Delhi Metropolitan Education, Noida and Adamas University, Kolkata, for the students of Mayoor School, Noida and Delhi World Public School from October 12 to 30, 2020.
- Participated in a ten-day international academic conference live on the digital platform called ISSUES OF COMMUNITY AGENDA & NEWS -III #conference for change held from June 21 -30, 2020.
- Hosted Panel discussion on "OTT Platforms: Reinvention & Consumption during Lockdown" in ICAN III
- Conducted special session on "Critiquing Covid- 19 Disaster through Communication and media lens" with Prof (Dr) Jaishri Jethwaney in ICAN III
- Co chaired Technical Session on "Sexuality, Misogyny and Crime Against Women" in ICAN III
- Won the best paper presentation award in the Technical Session IV on Media Content, News Analysis and Ethical Issues chaired by Prof. (Dr) Anubhuti Yadav for my paper "Disinformation as a tool of statecraft and destabilization".
- Participated and made presentation in Faculty Development Program organized by DME Media School on Pedagogy. Presented on Usage of Critical Discourse Analysis on Pedagogy
- Participated in the Sneak Preview of the ongoing Research Study on "Portrayal of Women: An Empirical Study of the Advertising Content – Issues and Concerns of Policy

Intervention," sponsored by Indian Council of Social Science Research (ICSSR) and conducted by Institute of Studies in Industrial Development (ISID), New Delhi, held on May 18, 2019.

- Participated in Two-day National Conference on "The state of advertising industry in India- A Critical Appraisal" organized by Institute for Studies in Industrial Development and sponsored by Indian Council of Social Science Research (ICSSR, New Delhi) on Feb 16-17, 2018.
- Participated and instrumental in getting participants for the AVLOKAN' a documentary/short film festival, 2019 organised by FMeH, MRIIRS.
- Participated in the National Conference on "Language and Literature: Transgressing Boundaries" held on 31st January 2019. organised by MRIIRS.
- Participated in the five-day faculty development programme on "Digital Tools in Teaching & Research", organised by the Faculty of Media Studies and Humanities (FMeH), MRIIRS, from January 2, 2019.
- Participated in Media Quiz organized by Public Relations Society of India as a score keeper in Manav Rachna International Institute of Research & Studies (MRIIRS)
- Participated in National Media Conclave organized by FMeH, Manav Rachna International Institute of Research & Studies (MRIIRS)
- Attended the Faculty Development Programme on Evaluation Methodology and Setting of Quality Question Papers.
- Drafted the Report of "National Sectoral Innovation Council" meeting under the aegis of Ministry of Information & Broadcasting -2011.
- Co- Convener of the 'First South Asia Conference on Crisis Communication & Management' held on Friday, 19th September 2014, New Delhi
- Participated in One -Day National Consultative Workshop on Incheon Declaration: Education (SDG -4) Sustainable Development Goals -2030 in collaboration with Group of Adult Education, School of Social Sciences, Jawaharlal Nehru University on Dec 28, 2016.

Chapter Publications

Guest author for "Treasures of India", a niche compendium published by collegium of World Trade Centre, All India Association of Industries and Prime Infomedia.

Research Experience:

- Member of Research Cell of DME Media School called Center for Research and Innovation in Media (RIM)
- Member of Research Cell of Delhi Metropolitan Education, Noida
- Have been Internal Reviewer of ICAN III & ICAN IV Conference held from June 21-30, 2020 and July 1-10, 2021 respectively.
- Worked on "Impact Assessment of Jago Grahak Jago Media Campaign", a pilot project by Ministry of Consumer Affairs, Government of India, conducted by Decore, Indian Institute of Mass Communication, New Delhi.
- Worked as Mentor for the Advertising & Public Relations group of students selected for the Critical Appraisal Skills Program launched by IIMC in collaboration with Unicef, and developed by University of Oxford, in association with Reuters Foundation and George Institute of Global Health (GIGH).
- Worked as researcher & coordinator for "Media Insights Report- Evolving Sources of News for Media". It was a collateral research conducted by Indian Institute of Mass Communication and 20:20 MSL
- Worked on "Media Tracking and Analysis of Bharat Nirman Campaign and News Reports" appearing in print media for a period of four weeks.
- Co convener of First South Asian Conference on Crisis Communication and Management held on Sept 19, 2014, New Delhi organized by BizcomNetwork and supported by World trade Centre, Mumbai and Prime Infomedia Ltd.
- Copy edited the Delhi Jal Board Report, "DJB Outreach Evaluation Study under the Yamuna Action Plan II conducted by IIMC Delhi. (April- May 2010)

- Was part of the team conducting Special Training Workshop for Officers of Public Relations Department, State Government of Himachal Pradesh from Oct 7-9, 2013 in Simla. Conducted the session on Media, Government and Public Relations
- Was part of the team conducting Communications Workshop for ESIC officers in IIMC New Delhi. Conducted one and a half hour session on hands-on-Skills on Press Release writing and press notes writing (Nov 22-26, 2010)

+Administrative Responsibilities

- Convener of Anti-Ragging & Anti Bullying Committee, Delhi Metropolitan Education since Aug 9, 2019
- Convener of Placement Committee of DME Media School, Delhi Metropolitan Education (2019)
- Facilitator of Students' Council- SPARC (Students with Positive Attitude & Resonating Communication) of Media School, DME.
- Have been appointed as a Presiding Officer of Sakhi Matdaan Kendre, Poll Booth No 117, DAV Public School, Ballabgarh in Faridabad Parliamentary constituency by Election Commission of India during Lok Sabha polls held on May 12, 2019.
- Have been a part of the team of members of Board of Studies from the Faculty of Media Studies & Humanities, MRIIRS.
- Have been organizing Hindi Divas on Sept 14 for the last two years on behalf of DME Media School, DME.
- Was part of the event team of Media Fest called Vritika organized by DME Media School, DME since last two years.
- Have organized various events as a Facilitator of SPARC- Students Council of DME Media School.
- Have been appointed as Deputy Superintendent for Practical Examinations by the competent authority of the University in two consecutive end semester exams.

+Awards

- Won the best paper presentation award in the Technical Session IV on Media Content, News Analysis and Ethical Issues chaired by Prof. (Dr) Anubhuti Yadav for my paper "Disinformation as a tool of statecraft and destabilization".
- Have been recognized and awarded as the Best Employee of the Year by the Manav Rachna Educational Institutions under 1st Employee Appreciation Day celebrated on 29th March, 2019.