

DR. PRIYA CHADHA**Assistant Professor and Head**

PG Department of Journalism and Mass Communication
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DOB: 9th March 1969

**Educational Qualifications**

- Ph.D. from the Department of Journalism and Mass Communication, Panjabi University, Patiala, Ph.D. Supervisor: Prof. Johal -2014
- Qualified U. G. C. NET in Journalism and Mass Communication - 2011
- Master of Arts from Journalism and Mass Communication Department, Kurukshetra University, Merit Position Holder India -2005
- Post Graduate Diploma in Mass Communication, Panjab University, Panjab University -2003
- Post Graduate Diploma in Nutrition and Dietetics, Panjab University -1990
- Bachelor of Science - Government Home Science College, Sector 10, Chandigarh, Panjab University -1989

Teaching Experience

- January 2007 - till date
- Assistant Professor in PG Department of Journalism and Mass Communication, GGDS D College, Chandigarh
- Worked as visiting Lecturer for teaching Journalism and Mass Communication at Bharatiya Vidhya Bhavan, Sector 27, Chandigarh-2006-2012
- Worked as visiting lecturer for PCP classes for Guru Jambheshwar University, Hisar-2008-2010
- Delivered lectures as a Resource person in all the Induction Training courses for Sarva Shiksha Abhiyan under the flagship of Government of India 2009-2010

Areas of Interest

- Print media
- Advertising and Public Relations
- Documentary Making
- Health Communication

Journal Publications:

- Published paper titled 'Changing Media Technologies and Their Usage by Adolescents' in Drishta Research Journal (ISSN: 2277-2480) International Refereed, June – August, 2012
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- Published paper titled 'Role of Media Advertisements on Adolescents Eating Habit and Obesity' in Research Journal of Arts, Management and Social Sciences (ISS: 0975-4083), September 2012, UGC No-2138
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- Published paper titled 'New Media Technologies and Impact on Adolescents' in A Bilingual Media Quarterly 'Communication Today' (ISSN 0975-217X), Vol 17, 2015

- Published paper titled 'Teachers in Indian Movies' in A Bilingual Media Quarterly 'Communication Today' (ISSN 0975-217X) , Vol 17, 2015
- Published paper titled 'Media , ICT and Education: Initiatives and Challenges, in International, , Journal of Multidisciplinary Research Review (ISSN 2395-1877) , Impact factor, 2.262
- Paper published titled 'Wane Childhood: Child Trafficking and Media Sensitization, Research Journal of Social and Life Sciences ISSN 0973-3914 UGC JOURNAL NO 40942 Impact factor 3.112
- Paper published titled Jallianwala Bagh Massacre: History and Politics in Research Review International Journal of Multidisciplinary UGC No 44945, Impact Factor 5.164, June 2019(Journal is Indexed in Goggle Scholar, IJIF,SJIF Factor, Research BIBLE,DRJI,GIF,UGC Zenodo, Researcher ID (By Thomson Reuters))
- Paper published titled Virtual Classrooms and ELearning: The Changing Pedagogy in Research Review International Peer Reviewed, ISSN Indexed Journal of Multidisciplinary UGC Approved No 44945, Impact Factor 5.164 , May 2019(Journal is Indexed in Goggle Scholar, IJIF,SJIF Factor, Research BIBLE,DRJI,GIF,UGC Zenodo, Reseacher ID (By Thomson Reuters))
- Paper published 'Critical Analysis of Role of Stakeholders in Creating Healthy Diet and Healthy living among Adolescents' in Shodh Sarita , UGC Care listed October – December 2020, ISSN-2348-2397, An International Multidisciplinary Quarterly Bilingual Peer Reviewed Research Journal
- Paper published titled 'Critical Analysis of IPods Usage and Scholastic Performance of Government and Private Schools Adolescent's 'Journal of Oriental Research of Madras , ISSN 0022-3301 , UGC Care Journal Group -1 , August 2021.
- Paper published titled 'Understanding Communication for Development Media : Planning and Strategies' in Peer Reviewed Journal Impact factor 6.375 Research Journal of Arts Management and Social Sciences

Chapters Published in Books

- Media Sensitization to Child Rights: Child Marriage Violation to Human Rights, published in a book titled Liberty, Dignity and Change in Journalism, ISBN Number 978-81- 934480-7-6
- A Critical Analysis of Television Viewing and Physical Activity of Adolescents'.The aforesaid paper was published in a book Explorations of Childhood, Inter- Disciplinary Press, Oxford, United Kingdom.
- Internet Usage and Adolescents Health' at the WEI International conference at conference proceedings.
- Chapter published titled 'Changing Media Ownership Patterns of Indian Media: A theoretical Framework in the book titled Media Management Recent Trends , Issues and Development
- Chapter published titled ' Role and Relevance of Public Relation in Health Communication' in the book Public Relation in the Digital World - Global Relationship Management

- Chapter published titled ' Digital Communication in Education for Net Generation' in the book Digital Communication for Development of Indian Education System- Challenges and Opportunities
- Chapter published titled ' Media Coverage on Child Marriage: Gender Issues, Analysis, Challenges and Strategies' in the book Communication and Social Development perspective in India
- Chapter published titled 'Development Communication for Social Change: Approaches and Challenges ' in the book Communication and Social Development perspective in India

Paper Presented

- 2019 Presented paper titled 'Blurring Boundaries: Changing Context Inside and Outside Newsrooms at a Two Day National Seminar sponsored by ICSSR at School of Communication, Panjab University held at March 9th and March 10th, 2019.
- 2018 Presented paper titled 'Virtual Classrooms: Changing Communities' at an international Conference on Research in Teaching, Education & Learning held at Flora Grand Hotel. Deira , Dubai , United Arab Emirates, organized b Teaching and Education Research Association(TERA)
- Dr. Priya Chadha was awarded BEST PAPER PRESENTER at the aforesaid conference
- 2018 Presented a paper titled 'Media Sensitization to Child Rights: Child Marriage Violation to Human Rights' at International Conference on' India and Changing Aspects of News' held a Delhi Metropolitan Education, Noida held on March 9th, 10th and 11th, 2018.
- The aforesaid paper was also published in a book titled Liberty, Dignity and Change in Journalism, ISBN Number 978-81-934480-7-6
- 2018 Presented Paper titled' Rethinking Childhood from Child Rights Perspective: Child Trafficking and Media Sensitization' at a National Seminar on 'Media, Society and Culture: Interrelation and Emerging Trends' sponsored by college Development Council, Panjab University, Chandigarh on February 8th, 2018, held at DAV College, Chandigarh
- 2018 Presented paper titled 'Portrayal of Women in the Media Advertisements: Impact on Adolescents Behaviour and Perception' at the National Seminar on Women Empowerment: Opportunities, Issues and Prospects' sponsored by College Development Council, Panjab University Chandigarh, organized by the department of Political Science, SUS Panjab University Constituent College, Guruharsahai (Ferozepur) on February, 12TH, 2018.
- 2018 Presented paper titled in a National Seminar on "Swachh Bharat Abhiyan: Issues and Prospects", sponsored by ICSSR- North Western Regional Centre, Panjab University, Political Science, SUS Panjab University Constituent College Guruharsahai(Ferozepur)

held on March 11, 2018

- 2018 Presented paper titled: Sikh Religion, Culture, Identity, Society and Media in the National Seminar on “Mid- Nineteenth Century: Fall of the Sik Empire and Transition in Polity and Socio-Cultural MILEU(1839-1849, organized by Department of History, Sri Guru Gobind Singh College, Sector 26, Chandigarh on March 15-16, 2018
- 2016 Paper presented at 5th International Conference on Ethics at Ramaujan College, University of Delhi on ‘Media Ethics in the Age of Digitization: Policies, Issues and Concerns’
- 2016 E- presentation of paper titled ‘Internet Usage and Adolescents Health’ at the WEI International conference at Harvard University, Faculty Club, Boston, USA, August1-3, 2016.
- 2015 Recipient of UGC Travel Grant for presenting paper at the International Conference held at University of Oxford, Mansfield College, United Kingdom On ‘A Critical Analysis of Television Viewing and Physical Activity of Adolescents’, July 23-26th, 2015
- The aforesaid paper was published in a book Explorations of Childhood, Inter Disciplinary Press, Oxford, United Kingdom.
- 2015 Presented poster on Media Sensitization to Child Marriage and Adolescent Pregnancy ‘in National Conference on Child Marriage and Adolescent Pregnancy – Strengthening Joint Action held at India International Centre Oct 12th-13th, 2015. The conference was organized by UNFPA=United Nations Population Fund and TISS (Tata Institute of Social Sciences)
- 2015 Paper presented at National Seminar at DAV College on ‘Indian Economy in Transition’. The titled of the paper was Role of New Media Technologies in Indian Economy
- 2013 Paper presented at National seminar on ‘Education Reforms: Challenges and Strategies held at GGDSD college. The title of the paper was ‘Role of Mass Media in Reforming Education: Challenges and Strategies on February, 9th, 2013

AWARDS/ RECOGNITIONS

- Awarded Merit Position in Kurukshetra University in M.A Mass Communication in 2005
- Awarded Adarsh Vidhya Saraswati Rashtriya Puraskar by Global Management Council on June 1st, 2019
- Best Paper Presenter Award at the International Conference on Research in Teaching, Education & Learning held at Deira, Dubai, United Arab Emirates organized by Teaching and Education Research Association (TERA) 2018
- Special Festival Mention award a documentary film AST SE PEHLE at 7th Dada Saheb Palke festival held at Noida in 2017.
- Special Mention Award in an International Film Festival in 2018 for a Documentary film on Child Trafficking on BACHPAN SE PARE

- Awarded Special Jury Award for the short Film Bandage for the Bachpan Express Video Competition on the theme ‘Environment ‘in 2018
- Special Mention Award for Documentary ‘Fearful Future ‘ at the 13th Shorts Delhi International Film Festival -24 and also Official Selection at the 13th Shorts International Mumbai Film Festival -24 and also at 13th Shorts Delhi International Film Festival -24
- GISR Foundation acknowledged as Gems of Society and as an accomplished academician and Media Professional in 2024
- Awarded Young Communicators Club a wing of Public Relations Council of India as ‘Best Club ‘ by Hon’ble Governor , Gujrat Shri Acharya Devvrat in 2024

Refresher / Workshops / Training Programmes Attended

- Attended December 9th-21st, 2015 Refresher Course in Information Technology- Panjab University
- Attended February 10th- March 9th, 2015 Orientation Course- Panjab University
- Attended 7-Days Online Faculty Development Programme on Enhancing Visibility and Perception of Self as a Brand ‘from 16/2/2021-22/2/2021 conducted by School of Communication Studies , Panjab University
- Attended Online One Week Faculty Development Programme on Soft Skills’ organised by Teaching Learning Centre, Ramanujan College , University of Delhi in collaboration with Department of Mass Communication Telangana University under the aegis of Ministry of Education
- Attended Online Two weeks Interdisciplinary Refresher Course on Advanced Research Methodology May 22nd -June 5th - 2023 organized by Teaching Learning Centre, Ramanujan College, University of Delhi MVS Government Arts and Science College Under the aegis of Ministry of Education
- Attended Online Two Weeks Interdisciplinary Refresher Course on Managing Online Classes and Co-Creating Moocs 11.0 from February 7- February 21st- 2022 organized by Teaching Learning Centre, Ramanujan College, University of Delhi , Under the aegis of Ministry of Education
- Attended a three day workshop on ‘Development and Editing of Audio E-Content (Quadrant 1 of MOOC) organised by School of Education, GNDU, Amritsar under the scheme of PMMMNMTT, Department of Higher Education, MOE. The workshop was held on 8,9,10th March 2022.
- Attended a CME on ‘Nutritional Trends in Gastrointestinal Disorder’ held at Fortis Hospital Mohali on July 31st, 2009
- Attended and Organized one-day workshop on “Photojournalism vs Paparazzi: The unethical Media Practices on November 16th, 2016 at GGSDS College. Mr Manjit Singh, a senior photographer retired

from PTI, North Branch and Mr Arpit Jaiswal , Video Journalist were the resource persons.

- Attended and Organized one-day workshop on Scripting and Cinematography on March 2016, sponsored by Rashtriya Uchchar Shiksha Abhiyan (RUSA), Director Higher Education, Chandigarh Administration at GGSD College, Chandigarh.
- Attended and organized a one-day workshop on Radio Jockey Skills on September 15th, 2017 at GGSD College. Radio Jockey Manav from 94.3 My FM was the resource person.
- Attended and organized one-day workshop in association with India Today group/ AAJTAK at GGSD College on February 17th, 2017. Mr Vikrant Gupta, Senior Editor Sports and Mr Hemant Kaushik were the resource persons.
- Attended and organized one-day workshop on National Press Day on 'Media Sensitization on Social Issues ' on November 16th, 2017 at GGSD College. was the resource person. 16th November 2017, Chandigarh. Ms.Paroma Bhattacharya, Media Head, KailashSatyarthi Children's Foundation was the resource person on the occasion. KailashSatyarthi, a Nobel Peace Prize winner has been working for the rehabilitation of children who have suffered abuse.
- Attended and Organised two – day workshop on Film Making on February 9th – 10th, 2018 in collaboration with Maya Academy of Advanced Cinematics . Mr Sandeep Sahota, Technical Head , Mr Kapil Koshik , Senior Faculty ,Editing and Mr Ajay Kumar , Senior Faculty , VFX Editing were the resource persons.
- Attended and Organized one-day workshop in association with India Today group/ AAJTAK at GGSD College on March 27th, 2018. Mr Sayed Ansari, Senior Journalist and Mr Hemant Kaushik were the resource persons.
- Attended and organized one-day workshop in association with India Today group/ AAJTAK at GGSD the BBC, State Correspondent and Mr Khitsz Sharma Professional Photographer AND Film Maker were the resource persons.

Administrative Experience

- Head , Department of Journalism and Mass Communication GGSD College since 2012
- Sub Registrar Arts of GGSD College for the session 2017-19
- Member Board of studies Panjab University April 14th, 2017 – March 31st, 2019.
- Board of Studies Member in Mass Communication 01/04/2023 – 31/03/2025
- Have been Coordinator Press and Public Relations and handling college press releases since 2013
- Coordinator , Young Communicator Club a wing Public Relation Council of India at GGSD College
- Remained Coordinator of Audio Visual Club and Photography Club at GGSD College for 11 years

- Performed the duty of Centre Superintendent during Panjab University Examinations , November -December 2023
- Served as Deputy Superintendent in 2013 and 2022 for Panjab University examinations.
- Part of Admission Committee of the college since 2013
- Examiner/ Paper setter for Panjab University from 2010 onwards
- Revised the syllabus of B.A journalism elective subject Semester 1 of Panjab University for the session 2016-17
- Introduced skill oriented course B.Voc Media and Entertainment in 2021
- Inked Mou's for Young Communicator's Club , a wing of Public Relation Council of India at GGSDS College on October 28th, 2021
- Inked Mou with Global Punjab TV from 1/5/22 – 1/5 27
- Inked Mou wit Blintz India from 1/5/22- 1/5/25
- Inked MoU with 94.3 My FM From 1/7/21- 1/7/22
- Inked MoU with G-Next Media Private Limited -PTC Network from 1/7/20- 1/7/22
- Organized various seminars , special lectures and workshops
- Memberships
- Life Member of All India Dietetic Association
- Member of Commonwealth Journalists Association
- Member Center for Internet and Media Ethics
- Member of the Vetting Committee to vet the contents /scripts of its programme , Sehat Ka Vardhan – Nari Ka Samman' being broadcasted since August 1st, 2016 and being catalysed and supported by the Natioanl Council of Science and Technology Communication through DST Project , Science for Women Health and Nutrition through Community Radio". The Programme are being produced in association with Punjab State Council of Science and Technology.
- Member of International Association for Media and Communication Research