

### **Brief Profile**

**Prof. Rajesh Kumar** is the Head and Dean of the School of Media & Communication Studies, Doon University, Dehradun (A State University of Uttarakhand). Prof. Kumar has more than three decades of experience in media academics and profession. His teaching and research interests are – Mass Media & Society, Communication for Development & Social Change, Political Economy of Communication and International/Global Communication. He has more than three dozen research publications to his credit in national and international peer-reviewed journals, including in some highly acclaimed international journals, viz., *New Media and Society* (Sage Publications), *Global Media & Communication* (Sage Publications), *Interactions: Studies in Communication & Culture* (Intellect UK), *Media Asia* (Routledge) and *Communicator* (IIMC Journal). He has also contributed several book chapters in national and international publications, including in *The Routledge Companion to Social Media and Politics* and *The Routledge Handbook of Communication and Bullying*. He has also authored three books, viz., *Media and Communication for Development*, *Social Media: Redefining Journalism in India* and *Media Society Communication & Development: The Indian Experience*, which have been well received by teachers, students and researchers. Prof. Kumar is on the Board of Studies (BoS) of several Universities, and has also been on Editorial Boards of the journals, *Communicator* (IIMC Journal) and *Pragyaan: Journal of Mass Communication* (UGC CARE listed). He is also an invited Peer Reviewer for journals published by reputed publishers like *Sage* and *Routledge*. Till date, Prof. Kumar has successfully supervised 08 Ph.D. research scholars. Together with his research scholar, he has also propounded a communication model- *Four Cs of Social Media Influence on Mainstream Media*, which has been duly copyrighted by Intellectual Property India.

Prof. Kumar has six research projects/consultancies to his credit sponsored by different funding agencies such as Indian Council of Social Science Research (ICSSR), University Grants Commission (UGC), Ministry of Health & Family Welfare and Ministry of Rural Development Govt. of India, GIZ Germany and ILRI Nairobi. He also worked as Professor & Head of the Department of Development Journalism and Department of Short Courses at Indian Institute of Mass Communication (IIMC) New Delhi, an autonomous institution under Ministry of Information & Broadcasting, Govt. of India. Before joining academia, he worked with Doordarshan (A Public Service Broadcaster) where he planned and produced several programmes for development communication, primarily on issues and concerns related to rural development and health.