

Faculty Profile

Name : Dr. Priyanka Tyagi

Designation : Assistant Professor

Department : Journalism & Mass Communication

Qualification : Ph.D., M.A. (Broadcast Journalism), Masters Diploma in Human Rights, B.Sc.

Experience : Teaching: 17 Years Industry: 1 years

Area of Specialization(s) : Media Laws and Ethics, Media Research, Radio Programming, Development Communication

Email (Official ID) : priyankatyagi.faculty@maims.ac.in

Ph.D guidance :

Academic Qualifications

Degree	Branch	Institution / University Name	Year of Graduation
Ph. D.	Journalism & Mass Communication	Guru Jambheshwar University of Science and Technology, Hisar, Haryana	-
UGC NET	Mass Communication & Journalism	UGC	Dec 2014 & Jan 2017
Master in Broadcast Journalism	Broadcast Journalism (TV and FM Broadcasting)	Makhanlal Chaturvedi National University of Journalism and Mass Communication	2006
Masters Diploma	Human Rights	Indian Institute of Human Rights (IIHR)	-
B.Sc.	Science	CCS University	2004
Intermediate (PCB)	Science	UP Board	2001
High School	Science & Maths	UP Board	1999

Research Publications (Indexed)

Book Edited

- Radio Journalism and Production, edited with Dr. Dilip Kumar, Galgotia Publishing Company, New Delhi, ISBN 978-93-86184-59-7, 2017.

Chapters Published

- Accessing the role of digital media in promoting collaborative learning among secondary school students in the Noida Region, Routledge
- From Silence to Speech : Marginal Voices in Literature and Social Change , Pacific Books International ISBN 978-93-47134-23-4
- From Television to Algorithms: Changing Media Consumption Patterns among Youth

- Radio Programme Format-I, in Radio Journalism and Production, Galgotia Publishing Company, New Delhi, ISBN 978-93-86184-59-7, 2017.
- Writing for Radio-I, in Radio Journalism and Production, Galgotia Publishing Company, New Delhi, ISBN 978-93-86184-59-7, 2017.
- Ethics and Responsibility, in Television Journalism and Production, Kanishka Publishers, New Delhi, ISBN 978-81-8457-844-7, 2018.
- Jansanchar Ke Pramukh Prakar Evam Kary, in Jansanchar ki Bhartiya Avdharnaye Evam Sambhavnaye, Mackhinge Publishers, New Delhi, ISBN 978-81-936972-8-3, 2019.
- Jansanchar Ke Vibhinn Pratirop, in Jansanchar ki Bhartiya Avdharnaye Evam Sambhavnaye, Mackhinge Publishers, New Delhi, ISBN 978-81-936972-8-3, 2019.

Papers Published

- A Comparative Content Analysis of Thappad and Pink: Exploring Patriarchy and Gender Dynamics in Contemporary Indian Cinema, Innovative Research Thoughts, ISSN 2454-308X.
- Fake News: A Threat to the Credibility of Media-Ecosystem, Journal for Critical Review, ISSN 2394-5125.
- Exploring the Essence of Primetime Debate Shows: Insights from Senior Journalist's Interviews, IJRTS Journal of Research, ISSN 2374-6117.
- Investigating the Sensationalization and Ethical Concerns in Media Trials by Television News Channels, IJRTS Journal of Research, ISSN 2374-6117.
- Television Debate Shows on the Center Stage of Propagating Ideological Content: An Analysis of National News Channels, IJRTS Journal of Research, ISSN 2374-6117.
- Community Radio Responses to Covid-19: A Case Study of Community Radio JIMS Vasant Kunj 90.4 MHz, Mass Communicator: International Journal of Communication Studies, ISSN 09739688.
- DST Sponsored Radio Maths Project at Community Radio JIMS Vasant Kunj 90.4 MHz, Mass Communicator: International Journal of Communication Studies, ISSN 09739688.
- Role of Social Media in Representing Gender Issues: A Tool of Gender Sensitization VS Ground Realities, book chapter, Shivna Prakashan, ISBN 978-93-52686-31-5, 2019.
- Social Responsibility of Alternative Media & Indian Democracy, Journal of Advanced Research in Journalism and Mass Communication, Vol. 4, No. 3&4, pp. 141-145, ISSN 2395-3810, 2017.
- Life and Challenges Faced by Differently Abled People, book chapter, Ishan Arts and Publishers, New Delhi, ISBN 978-93-52686-31-5, 2017.
- Portrayal of Historical Shows on Indian Television: Restoration of Cultural Values or Marketisation of Cultural Belief, Swastika Publishers and Distributors, New Delhi, ISBN 978-81-89981-16-7, 2017.
- New Media and Sustainable Development, International Journal of Science and Research, ISSN 2319-7076, 2017.
- Use of Language in Promoting TRP with Special Reference to India TV: A Case Study, conference proceedings, Seven Seas Publishers, Distributors, New Delhi, ISBN 978-93-5235-250-0, 2015.

- Paving the Path Forward, guest column, Broadcast and Cablesat magazine.

Presentations in Conference

International Conference

- Student Behaviour and Media Consumption during Lockdown: A Gender Based Study, 12th International Media Readings, Faculty of Journalism, Lomonosov, Moscow State University, 19-20 November 2020.
- New Emerging Trends in Television and Their Impact on Societal Development, International Conference on Competency Building for Excellence, Innovation and Sustainability, organized by LLDIMS, New Delhi, 23-24 September 2016.

National

- The Prevalence of Media Trials and the New Age Reportage, Manipal International Media Research Conference, 2021.
 - Perspectives on Fake News: A Study Based on Media Ecosystem and Public Discourse, National Conference on 'Digital Media: Fact, Fiction & Fake', SGT University Gurugram, 13-14 April 2019.
 - Community Radio as a Tool to Public Opinion and SDGs: A Case Study of Community Radio JIMS Vasant Kunj 90.4 MHz, National Conference on 'Communicating Sustainable Development Goals', JIMS, VK, 13 March 2019.
 - Role of Social Media in Representing Gender Issues: A Tool of Gender Sensitization VS Ground Realities, National Conference on 'Digital Media: Fact, Fiction & Fake', SGT University Gurugram, 14-15 September 2018.
 - Social Responsibility of Alternative Media & Indian Democracy, National Conference on 'Communicating Sciences and Social Science in the Era of Media Divergence', Lingaya's Lalita Devi Institute of Management & Science, 25 October 2017.
 - Portrayal of Historical Shows on Indian Television: Restoration of Cultural Values or Marketisation of Cultural Belief, National Conference on 'Cultural Representation and Power of Media', Tecnia Institute of Advance Studies, 23 March 2017.
 - Use of Language in Promoting TRP with Special Reference to India TV: A Case Study.
 - Emergence of Social Media Threat to Traditional Media, National Conference on Competency Building for Excellence, Innovation and Social Change, LLDIMS New Delhi, 6-7 November 2015.
 - Impact of News App on the Circulation of Newspapers with Special Reference to TOI and The Statesman, National Conference on Innovation in E-Commerce Management, IT and Media, TIPS New Delhi, 21 February 2015.
 - Endorsing Sustainable Development: A Comparative Analysis of Social Networking Sites with Special Reference to Facebook and Instagram, National Conference on Professionalism for Sustainable Development: Barriers and Pathways, LLDIMS New Delhi, 12-13 February 2015.
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Conference / Seminar / Workshop Organized/Resource Person

- Co-Chaired a Technical Session on 'Role of Media Networks including Various Forms of Media Engagement', National Conference on Communicating Sustainable Development Goals, JIMS, VK, sponsored by NRC ICSSR, 13 March 2019.
- Co-Chaired a Technical Session on 'Media Engagement and Community Participation', International Conference on Competency Building for Excellence, Innovation and Sustainability, organized by LLDIMS, 23-24 September 2016.
- Co-Editor of the book Radio Journalism and Production, edited by Dr. Dilip Kumar, Galgotia Publishing Company, New Delhi, ISBN 978-93-86184-59-7, 2017.
- Associated with Career Youth Programme of Yuvvani Channel of All India Radio as Subject Expert.

Membership in Professional Bodies

Name of the Professional Body	Nature of Membership	Duration
SACA	Member	-
Academic Committee & Research Committee (Departmental & College level)	Member	-
Research Council	Member	-

Awards / Honors

Awards / Honors	Agency / Institute	Year of Award
Appreciation Letter for contribution to community radio project	Room to Read	2020
Acknowledgment Letter for coverage of election related programming	Election Commission of India	2019
Three-Month Fellowship for producing 8 episodes on Sustainable Development Goal 5	UNESCO & SMART	2022