



1. Name of the teacher: **PROF. (DR.) GYAN PRAKASH PANDEY**
2. Designation: **Professor and Head**
3. Educational Qualification: **M.A., M.J., L.L.B, Ph.D.**
4. Area of Specialization: **Corporate Communication, Advertising and Public Relations, Publication and Cultural Studies and Communication Research.**
5. Name of Department: **Department of Mass Communication**
6. Name of the University: **Assam University, Silchar**

Publications:

Book Published

- i) *50 years of Panchayati Raj and Rural Development* (ed.) December, 1998, Manak Publications, New Delhi.
- ii) *Press and Social Change*, March, 1999, Manak Publications, New Delhi.
- iii) *Jansanchar Ke Sidhant Evam Sodh (Theories of Mass Communication and Research)*, March, 2005, Manak Publications, New Delhi. **Awarded with prestigious 'Bhartendu Haris Chandra National Award' (First Prize) by the Union Information & Broadcasting Ministry, Govt. of India, New Delhi for the year 2005**
- iv) *Press in the North-East*, 2013, Publication Division, Govt. of India, New Delhi
- v) *Media and Women Emerging Perspectives* (ed.) 2014, Sunrise Publication, Ghaziabad, U.P.
- vi) One Book in press, Publication Division, Ministry of Information and Broadcasting, Govt. of India, New Delhi.

RESEARCH PAPERS/ ARTICLES/BOOK REVIEWS PUBLISHED

1. "Press and Social Change in India" in *Dynamics of Indian Economy Vol. 111* Edited by K.D. Gaur, Manak Publications New Delhi, January, 1998, Pp. 173 – 190.
2. "Role of Panchayati Raj Institutions in Rural Development in India: An Overview" in *Dynamics of Indian Economy*, Vol. III, Edited by K. D. Gaur, Manak Publication, New Delhi, January, 1998, Pp. 324- 345. **Co-Author**
3. "Rajendra Prasad synonym of Self service", *The Frontier Sun* English Daily, Silchar, Sept. (p3) 1997.
4. "Madan Mohan Malaviya: The Great National Leader", *The Frontier Sun*, English Daily, Silchar, May 30, 1998.
5. "Women and Governmental Programmes", in *Economic Development in India* Vol. III (pp.309-327), Edited by K. D. Gaur, I.C.S.S.R., Radh Publications, New Delhi, October, 1997. **Co-Author**
6. "Need for a total Media Effort", *Communicator*, July-September, 1998, p.52.

7. "Nikil Chakraborty the Pride of Barak Valley", *The Frontier Sun*, English Daily , Silchar 13th Sep. 1998, p.3.
8. "Journalism Education in India: Problems and Prospects", *Journal of Assam University*, Silchar, Vol. iv (1) , 1999, pp. 137-141.
9. "Traditional Media and Development", Published in *Communicator*, Vol. xxxiv No. 3 July – Sept. 1999, pp. 35-36 & 56.
10. "Pest Management in North East India", *Eastern Panorama*, Shillong, May 1999.
11. "Communication and Culture", *International Journal of Visual Arts Studies and Communication*, Vol. No. 2-3, 1999-2000. pp. 48-53.
12. "An Overview of Communication and Social Transformation in India", in *Communication and Social Transformation*, K. D. Gaur et.al (eds.), Manak Publications, New Delhi, 2000, pp. 39-49. **Co-Author**
13. "Traditional Media and Development: An Overview"; in *Communication and Social Transformation*, edited by K.D. Gaur et al. Manak Publications, New Delhi, 2000, pp. 161-165. **Co-Author**
14. "Svatantrata Sangram evam Hindi Patra Karita", *Sanchar Madhyam*, July- September, 2000, pp. 39-42.
15. "Role of Information Technology in Higher Education: Emerging Trends in 21st century", *Journal of Assam University*, Vol. 6(1) 2001, pp. 145-151. **Co-Author**
16. "Role of Information Technology in Higher Education in 21st century" *University News*, Vol. 40 (8) February 25 - March 3, 2002, pp. 11-14. **Co-Author**
17. "Dr. B.R. Ambedkar's Approach to Social Justice in India", *Emerging Trends in Development Research*, Vol. 8, No. 1&2, 2001. **Co-Author**
18. "The Man of a Vision and Dedication", *The Frontier Sun*, English Daily, Silchar 2nd January, 2002, P. 4.
19. "Media and Society", *Journal of Communication Studies*, Vol. XXIV-2, June, 2005.
20. "Traditional Media As Agents of Rural Development", *Emerging Trends in Development Research*, Vol. 13 No. 1 & 2, 2006, Pp. 30 - 37.
21. "Bhartendu Harishchandra: The Doyen of Hindi Journalism" *Diksha*, 2006, Pp. 80 – 84.
22. "Bimal Roy the Father of Realistic Cinema" *International Journal of Visual Arts Studies and Communication*, IJVASC, Vo. 12, No. 12, 2009, Pp. 67 – 72.
23. 'Digital Presentation of Manuscripts and e-resources with special reference to North East India: An Overview' in *Role of Librarians, Archivists and Writers in Preservation of National Heritage*, edited by Dr. Th. Khomdon Singh et al., Siroi Publications, Imphal, 2010, Pp. 1-34.
24. "A Study of Media Seeking Habits and Mass Media Reach for Urban Settings of Tripura" *Current World Environment*, Vol. 5, No. 2, Dec., 2010, Pp. 223 – 382. **Co-Author**

25. "Patterns of Social Advertising in Print Media" *Communication Today*, Jan-March, 2011, Pp. 20-29. **Co-Author**
26. "Sachar Kranti Ke Yug Mein Samvad Patron Kee Bhumika' (The Role of Newspapers in the Era of Communication Revolution) *Ajkal* (ISSN : 0971-8478), September, 2011, Pp. 48-49.
27. "Education, Media and Women Empowerment from Feminist Perspective" *University News* (ISSN : 0566-2257), Vol. 49, No. 35, August, 29 – September, 04, 2011, Pp. 14-26. **Co-Author**
28. 'Digital Presentation of Manuscripts of the Minority and Engendered Languages of North-East India' *International Journal of Visual Arts Studies and Communication*, IJVASC (ISSN. 0975-1629), Vo. 14, No. 14, 2011, Pp.17 – 31.
29. 'Role of Radio in Education' *University News* (ISSN : 0566-2257), Vol. 49, No. 45, November, 7-13,, 2011, Pp. 10-13. **Co-Author**
30. "Press in Assam: An Analytical Perspective of Major Post-Independent Press" *Communication Today* (ISSN : 0975-217X), July-September, 2011, Pp. 38-52.. **Co-Author**
31. Different Feminist Perspective and the Role of Media: An Overview" *International Journal of Communication Development*, (ISSN : 2231-2498), Vol. 2, July-September, 2011, Pp. 10-15. **Co-Author**
32. "Development Journalism in India: An Appraisal" *Communication Today*, (ISSN : 0975-217X), October-December, 2011, Pp. 39-55. **Co-Author**
33. "Higher Education and Mass Media: Role of Electronic Media in Higher Education" *Assam University Journal Humanities and Social Sciences*, (ISSN : 0973-4821), Vol. 7, No. 1, January, 2012, Pp. 168-176. **Co-Author**
34. "Brahmputra Ka Yayawar", *Ajkal* (ISSN : 0971-8478), February, 2012, Pp. 53-54.
35. "Press and Social Issues: A study of two Bengali Newspapers of Cachar District of Assam", *International Journal of Communication Development*, (ISSN : 2231-2498), Vol. 1-4, January-March, 2012, Pp. 56-60. **Co-Author**
36. "Traditional Media for the Empowerment of Rural Women", *Media Watch (an international research journal in communication and media)*, (ISSN: 0976-0911, Online ISSN: 2249-8818), Vol. 3, No. 1, January-June, 2012, Pp. 43-50. **Co-Author**
37. "Pena and its Role in the Revival of Manipuri Culture and Tradition"; in *Folk Media and Sustainable Development in the North East*, edited by K.D. Nagaraj and S. M. Hussain, Published by Swapno, Harulongpher, Lumding, Assam, India, 2012, pp. 45-56 (ISBN: 978-81-924027-1-2). **Co-Author**
38. "Hindi Cinema Ke Badalate Pratima", *Ajkal* (ISSN : 0971-8478), October, 2012, Pp. 17-23.
39. "Mass Communication and Rural Development: A Study of Rural Palamau Commissionery of Jharkhand State", *Shiv Shakti International Journal of Multidisciplinary and Academic Research (SSIJMAR)* (ISSN: 2278-5973), September-October, 2012, Vol. 1, No. 3, Pp. 1-12. **Co-Author**

40. "Traditional Media of Communication as Tools for Effective Rural Development and Health Awareness: A Case Study of Garhwa District and Village Dalko of Jharkhand State", *Shiv Shakti International Journal of Multidisciplinary and Academic Research (SSIJMAR)* (ISSN : 2278-5973), September-October, 2012, Vol. 1, No. 3, Pp. 1-8. **Co-Author**
41. "Mira Nair's Kamsutras, A Tale of Love: A Critical Perspective", in *International Journal of Communication Development* (ISSN: 2231-2498), October-December, 2012, Vol. 2, Issue 3, Pp. 34-39. **Co-Author**
42. "Portrayal of Women in Satyejeet Ray Films", in *International Journal of Communication Development* (ISSN: 2231-2498), April-June, 2013, Vol. 3, Issue 1, Pp. 1-5. **Co-Author**
43. "Mass Media Exposure and Awareness about Family Planning and Reproductive Health among Child Bearing Women in Silchar Town of Assam", in *International Journal of Communication Development* (ISSN: 2231-2498), July-September, 2013, Vol. 3, Issue 2, Pp. 9-16. **Co-Author**
44. "TV Viewing Pattern of Urban Women: A Study of Silchar", in *Communication Today* (ISSN: 0975-217X), July-September, 2013, Vol. 15, No. 3, Pp. 31-39. **Co-Author**
45. Book Review – Effective Communication: Kishor Devesh, Har Anand Publications, New Delhi, 1998, *Journal of Assam University*, Vol. –5, 2000, pp. 160-161.
46. Book Review - Kishor Devesh, Effective Communication: Har Anand Publications, New Delhi, 1998, Published in *Journal of Visual Arts Studies and Communication*, Almora (Pp.84 to 87) Vol.-2&3 No.2&3, 1999-2000.
47. Book Review – G. Ram (2001) Politics, Development and Modernization in Tribal India, Manak Publications, Delhi, *Journal of Assam University*, Silchar, Vol. - 6(I) 2001, pp. 115 - 116.
48. Book Review – G. D. Sharma and S. C. Deorani (2008) Medicinal Plants of Nagaland, A Govt. of Nagaland Publication, Kohima, *Eastern Panorama*, Shilong, March, 2008, p.52.
49. Book Review – Rajesh Singh (2008) Agriculture Journalism, Sanjay Book Center, Varanasi, *Communication Today* Jan - March, 2009, p.92.
50. Book Review – J. B. Bhattacharjee (2009) Development Strategies for Barak Valley (Assam), Akansha Publication, New Delhi, *Communication Today*, Jaipur, April – June, 2010, Pp. 117 – 119.

Conference/Seminar/ Workshop

Organized: **5**

Attended/Participate/Chaired technical session: **50**

Member of Prestigious Bodies: **Several including National and International.**

Member of Editorial Board and Advisory Committee of Prestigious Research Journals: **7**