


Biodata

Title	Dr.	First Name	Pallav	Last Name	Pathak	Photograph
Designation	Assistant Professor					
Department	Journalism and Mass Communication					
Address	C/O Prof. R.N. Pathak, 315 D, Mayur Vihar Phase II, Pocket C, New Delhi, 110091					
Phone No. Mobile	+91-9450290541					
Email	mepallav@yahoo.com					
Educational Qualifications						
Degree	Subject		Institution		Year	
Ph.D.	Globalization, Media and the Middle Class: A Study of Socio-Cultural Change in Families of Varanasi		Banaras Hindu University		2021	
M.A.	Journalism and Mass communication		Banaras Hindu University		2015	
B.Sc. (Hons.)	Computer Science		Banaras Hindu University		2012	
Career Profile						
21 November 2022 – Till date			Assistant Professor, Department of Journalism, Delhi College of Arts & Commerce, University of Delhi			
Areas of Interest / Specialization						
<ul style="list-style-type: none"> • Media and Society • Media and Cultural Studies • Public Relations • New Media 						
Subjects Taught						
<ul style="list-style-type: none"> • History of Media • Culture and Communication • Development Communication • Advertising and Public Relations 						
Research & Publication						
<ul style="list-style-type: none"> • 7+ years of Research and Publication Experience 						

Publications Profile

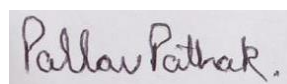
1. **“Mahatma Gandhi Ka Samaaj Darshan” (December 2020)**, *Mulyavimarsa* Year: 14-15, Volume: 27-30, ISSN No.: 0976-3694, UGC Journal No.: 41582
2. **“Westernization of Hindi Commercial Cinema” (October, 2017)**, *Shodh Drishti* Vol. 8, No. 11, ISSN No.: 09766650, UGC Journal No.: 49321, Impact Factor: 2.591
3. **“The Significance of the Folk Culture and Elite Tradition in Modern India” (August- September, 2017)**, *Interdisciplinary Journal of Contemporary Research* Volume No.: 4, No.: 4, ISSN No.: 23938358, UGC Journal No.: 48416, Impact Factor: 2.314
4. **“Sanchaar Kranti: Bhasha, Sahitya aur Sanskriti” (December 2017)**, *Anish* Volume No.: 15-16, ISSN No.: 09764267, UGC Journal No. 47358
5. **“Vaiswikaran: Media aur Samaaj” (February-April 2017)**, *Aalochan Drishti* Volume No.: 06, Year: 02, ISSN No.: 24554219
6. **“Cultural Biography of Varanasi” (January-March 2016)**, *Parmita* Volume No.: 04, Year: 08, ISSN No.: 09746129

Conference Organization/ Presentations

1. Presented a paper entitled **“Pravasi Bhartiya Samaaj aur Jeevan Mulya”** in International Seminar on *Vaishwik Paridrishya aur Pravaasi Hindi Sahitya* organized by Department of Hindi, Banaras Hindu University and Kendriya Hindi Sansthan, Agra (10-12 January 2016).
2. Presented a paper entitled **“Vartmaan Vaishwik Parivesh evam Mulya Sankat”** in International Seminar on *Hindi Sahitya mein Sanskritik Samvedna aur Mulyabodh* organized by Sahitya Akadamy, Delhi and Kendriya Hindi Sansthan, Agra and Vidyashri Nyaas (13-15 January, 2016).
3. Presented a paper entitled **“Cultural Biography of Varanasi”** in International Seminar on *Kashikatha* organized by IIT, Banaras Hindu University and Institute of Science, Banaras Hindu University and IMS, Banaras Hindu University (06-07 February 2016).

4. Presented a paper entitled “**Sanchaar Kranti evam nayi Chaal mein Dhalti Hindi**” in International Seminar on *Sanchaar Madyamon ki Bhasha aur Vaishwik Hindi* organized by Department of Journalism and Mass Communication, Mahatma Gandhi Antarrashtriya Hindi Vishwavidyalaya, Vardha and Department of Journalism and Mass Communication, Mahatma Gandhi Kashi Vidyapeeth, Varanasi (14 and 15 January 2017).
5. Presented a paper entitled “**The Significance of Folk Culture and Elite tradition in Modern India**” in National Seminar on *Development, Globalization & Media* organized by Department of Journalism and Mass Communication, Banaras Hindu University (30-31 October 2017).
6. Presented a paper entitled “**Impact of Media on Socio-Cultural Change in India**” in National Seminar on *Impact of Social Change and Technology on Family and Community* organized by ICSSR, New Delhi and Department of Home Science, MMV, Banaras Hindu University (11-12 March 2019).
7. Presented a paper entitled “**Communication through Calligraphy**” in National Seminar cum Workshop *Kalakshar-The Art of Calligraphy* organized by Department of Applied Arts, Faculty of Visual Arts, Banaras Hindu University (21-23 January 2013).
8. Presented a paper entitled “**Sanchaar Kranti: Badalta Bhashik Parivesh**” in National Seminar on *Ikkisvi sadi mein Hindi bhasha: Chunautiyaan aur Sambhavnaayein* organized by Kendriya Hindi Sansthaan, Agra and Department of Hindi, Banaras Hindu University (8-9 August 2014).
9. Presented a paper entitled “**Patrakarita ke kshetra mein Pt. Madan Mohan Malviya ka yogdaan**” in National Seminar on *Bhartiya Shiksha Sanskriti Mahotsav* organized by Rastrakavi Ramdhari Singh ‘Dinkar’ Smriti Nyas (23-25 September 2015).
10. Presented a paper entitled “**Rastra nirmaan mein Pt. Madan Mohan Malviya ka yogdaan**” in National Seminar on *Swatantrata Andolan evam Rastra Nirmata Patrakar* organized by Department of Journalism and Mass Communication, Mahatma Gandhi Kashi Vidyapeeth (29-30 January 2016).
11. Presented a paper entitled “**Westernization of Hindi Commercial Cinema in 21st Century**” in National Seminar on *Bhartiya Cinema ka Shatabdi Varsh: Pehchaan aur Pratirodh* organized by University Grants Commission and Vasant Kanya Mahavidyalaya, Krishnamurti Foundation India, Rajghat Fort, Varanasi (18-19 February 2016).

<p>12. Presented a paper entitled “Role of Media in Swachh Bharat Mission” in National Seminar on <i>Swachh Bharat Nirmaan mein Media Ki Bhumika</i> organized by Mahatma Gandhi Kashi Vidyapeeth, Varanasi (21 January 2017).</p> <p>13. Presented a paper entitled “Basic tenets of Research Methodology” in Fifteen Day National Workshop on <i>Research Methodology</i> organized by Parshwanath Vidyapeeth External Research Centre, Varanasi (2-16 April 2016).</p>
<p>Research Projects (Major Grants/Research Collaboration)</p>
<ul style="list-style-type: none"> Field Investigator for “Jago Grahak Jago” media campaign, Department of Consumer Affairs, Government of India (April 2017)
<p>Awards and Distinctions</p>
<ul style="list-style-type: none"> Qualified University Grants Commission NET in 2016 Won several prizes at Spandan - National Youth Fest of Banaras Hindu University
<p>Association With Professional Bodies</p>
<ul style="list-style-type: none"> Associated with “Indo-Polish Cultural Committee”, Krakow, Poland
<p>Other Activities</p>
<ul style="list-style-type: none"> Participated in workshops and FDP



Signature of Faculty Member