

Dr. TANU DANG

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Brief Profile

Dr. Tanu Dang is an innovative and inquisitive academician constantly engaged in teaching and learning activities in the field of Development Communication, Advertising and PR. A gold medalist from Punjabi University Patiala, she has been teaching for the past 16 years. She has been working as an Assistant Professor in Department of Journalism and Mass Communication, Khwaja Moinuddin Chishti Language University, Lucknow since last 7 years. Prior to this she has worked as a Lecturer in Department of Journalism and Mass Communication, Chhatrapati Shahu Ji Maharaj University, Kanpur for 9 years. An avid reader, researcher and thinker, Dr. Dang has participated and presented research papers in more than 15 National and 4 International seminars and contributed extensively to several reputed journals. She has organized two National Seminars and has two edited books '**Role of Media in Promoting Right to Education**' and '**Inclusive Growth of Minority Women through ICT**' to her credit. She has received **ToT training in Behaviour Change Communication** organized jointly by NSS and UNICEF, contributed towards designing Development Journalism curriculum for the students of Journalism and Mass Communication in collaboration with University of Rajasthan and UNICEF, Jaipur and has also been **Certified as a FactShala Trainer** by Internews and DataLeads, a Google initiative to fight misinformation. At the administrative front she has held several important positions at her University like Cultural Secretary, Media Coordinator, Assistant Proctor, Deputy Chairperson Admission etc. Presently, she is the member of NAAC Steering Committee of the University, an NSS Program Officer and has also been nominated as a Student Counselor of her University. She was also felicitated with **Letter of Appreciation, 2018** by Khwaja Moinuddin Chishti Language University in recognition of her contribution to the University. Public Relations Society of India, Lucknow Chapter also felicitated her with **PR Professional Award 2017** in recognition of her work in the field of PR. Her accomplishments as an academician and her command over the subject have made her a panelist in various television programs as well. She is associated with several Universities as a Board of Studies member, examiner, research guide and evaluator. Currently she is working on a **Minor Project funded by ICSSR.**

Academic Qualifications

2008 – 2011

Ph. D (Journalism & Mass Communication)
Mahatma Gandhi Kashi Vidyapeeth, Varanasi
Thesis: **A study on the Impact of Advertising Among School Going Children In The Age Group of 8 – 14 Years**

2011

National Eligibility Test for Assistant Professorship (NET)

1999 – 2001

M.A. (Journalism & Mass Communication)
Punjabi University, Patiala (Gold Medalist)

1996 – 1999

B.A in Journalism and Mass Communication
Kalindi College, Delhi University

Academic Employment:

July 2013 till date	Assistant Professor Department of Journalism and Mass Communication Khwaja Moinuddin Chishti Language University, Lucknow.
August 2004 to June 2013	Lecturer Institute of Journalism and Mass Communication Chhatrapati Shahu Ji Maharaj University, Kanpur

Employment History – General

July 2003 to August 2004	Regular Contributor Kanpur Times, Times of India, Kanpur
May 2001 to Nov 2001	Copywriter Archies Greetings and Gifts Pvt. Ltd, New Delhi
Jan 2001– March 2001	Radio Jockey All India Radio, Patiala
May 2000 – August 2000	Assistant Editor Durga Das Publications, Mandi House, New Delhi

Academic Achievements

- Established the Institute of Journalism and Mass Communication in Kanpur University and prepared the syllabus and lessons for the same.
- High Quality Published Work. Near about **100** articles published in various dailies like Hindustan Times, The Tribune and Kanpur Times.

Workshops/Seminars/Conferences Organized

- Organized National Seminar on “**Role of Media in Women Empowerment**” at CSJM University Kanpur with eminent speakers like Shri. Kuldeep Nayyar, Pankaj Pachauri, Subhashini Ali etc.
- **Coordinator, National Seminar on “Role of Media in Promoting Right to Education**, from March 11 – 12, 2014 at Khwaja Moinuddin Chishti Language University, Lucknow.
- **Coordinator, National Seminar on “Inclusive Growth of Minority Women through ICT”**, February 13 -14, Khwaja Moinuddin Chishti Language University, Lucknow.
- **Convener, Special Lecture - Human Rights: The Current Global Thinking** (2016), Khwaja Moinuddin Chishti Language University, Lucknow
- **Organizer, Workshop on Career Prospects in Translation** (2017), Khwaja Moinuddin Chishti Language University, Lucknow

- **Co – Convener, National Workshop** on Science Films (2016), Khwaja Moinuddin Chishti Language University, Lucknow
- **Co – Convener, National Workshop** on Social Security of Women in India (2016), Khwaja Moinuddin Chishti Language University, Lucknow
- **Co – Convener National Seminar** on Youth Empowerment: Issues, Challenges and Concerns (2017), Khwaja Moinuddin Chishti Language University, Lucknow
- **Convener, Two – Day Interactive Workshop on Emerging Trends in Advertising** (October 3-4, 2018)
- **Convener, One Day Workshop on ‘Gender Justice’ in association with Oxfam** (November 5, 2019)
- **Convener, Webinar on “Immunity Development in Adolescents”, with Dr. Anumita Pathak**, Expert Food and Nutrition, as Speaker under Mission Shakti (October 22, 2020)
- **Convener, Webinar on “Special Provisions of POCSO Act” with Shubham Tripathi**, Civil Judge, Bihar Judicial Services under Mission Shakti (October 25, 2020)

Diplomas/Certificates

- One year **Diploma in Computer Application** from Press Institute Of India, New Delhi
- Participated in short term **Film Appreciation Course** organized jointly by FTII and NFAI from July 24, 2010 – July 31, 2010 at Kanpur.
- Participated in **Summer Radio Workshop** held at Media Technology Centre, IIT Kanpur from May 16 – May 23, 2013.

Books Published

- Role of Media in Promoting Right to Education, Alka Prakashan.
ISBN 978-93-82361-18-3
- Inclusive Growth of Minority Women through ICT, Dhairya Prakashan
ISBN 978-81-94098-40-9

Chapters Published

- Empowering the Media to empower Women published in Women Empowerment: Perspective, Concept, Problems and Prospects, Veena Dwivedi, Lambert Academic Publishing, pg 102 – 112. **ISBN 978-3-659-57864-9**
- Role of Media in Promoting Right to Education published in Role of Media in Promoting Right to Education by Alka Prakashan, pg 9-16. **ISBN 978-93-82361-18-3**
- Recommendations published in Role of Media in Promoting Right to Education by Alka Prakashan, pg 134-136. **ISBN 978-93-82361-18-3**
- Emerging Trends in @dvertising published in New Media: Issues Challenges and Prospects by Dharmesh V. Dhawankar. **ISBN 978-81-925001-8-8**
- Theory and Practice of Development Journalism published in Development Journalism – The Way Forward by Prof. Sanjeev Bhanawat, Kalyan Singh Kothari. **ISBN 978-93-5265-664-6**

- “Nagrik Patrakarita” published in Adhunik Patrakarita ke Vividh Saupaan. **ISBN 978-93337-38-0**
- “Advertising Research and Campaign Planning”, Study Material for M.A. in Journalism and Mass Communication, Indira Gandhi National Open University, New Delhi.
- “Role of ICT in Inclusive Growth of Minority Women”, Inclusive Growth of Minority Women through ICT, Dharya Prakashan, Kanpur, **ISBN 978-81-94098-40-9.**
- “ Role and Responsibilities of a Corporate Communicator”, Corporate Communication: Trends and Features, Notion Press (2020)

Papers Published

- “Looking Beyond Reporting In Environmental Education” published in The Society – An International Interdisciplinary Journal, Vol. 10, December 2009, Page 173 – 188. **ISBN – 81-895700**
- “A Study of Temperament Among Television Viewing Children” published in The Asian Journal Of Psychology and Education, Vol.43, June 2010, Page 41-48.
- “Social Networking and Youth- Usage Patterns and Influence of Social Media Marketing” published in Amity Media and Journalism Review, Vol. 1, August 2012, Pg 52-59. **ISSN 2319-5126**
- “Exploring Pathways between A Robust Past and A Glorious Future – An Analysis of Government’s Skill Development Initiatives published in Lucknow Management Association Convention Journal, Vol. 9, 2013, Pg 46-54. **ISSN: 2319-3700**
- “Media At Crossroads: Freedom of Speech and Expression” published in Communication Today, Vol. 15, Oct – Dec 2013, Pg 33-43. **ISSN: 0975-217X**
- “Social Networking Sites And Youth: A Uses And Gratification Analysis” (A Study among the mass communication students of Bundelkhand University, Jhansi) published in Mindshare International Journal of Research and Development, Pg 24 – 28. **ISSN: 2229-4872**
- “Adoption of E Wallets for Financial Transactions : An Analysis of Kanpur Youth”, International Journal of Research in Humanities, Arts and Literature, **ISSN 2347-4564**
- “Analyzing the Current TV Viewing Patterns of Audiences in Light of the Uses and Gratification Theory”, Bilingual Research Journal – Shodh Sarita, **ISSN – 2348-2397**
- “A study of Make in India initiative in Media and Entertainment sector”, Bilingual Research Journal – Shodh Sarita, **ISSN – 2348-2397**
- ‘Bhartiya Filmon Mein Badhta Upbhogtavad’, Research Journal of Social and Life Sciences, **ISSN- 0973-3914**
- “The Influence of Artificial Intelligence, Augmented Reality and Virtual Reality on Shopping Experiences”, Research Journal of Social and Life Sciences, **ISSN- 0973-3914**
- “ Analysis of Gaps in Communication Strategy of Deen Dayal Upadhyay Grameen Kaushalya Yojna (DDU- GKY): With Special Reference to Rural Lucknow”, Research Journey Peer Reviewed Journal, E - **ISSN – 2348-7143**, (September, 2020)

Invited Lectures/Sessions Chaired/Trainings Conducted

- **Invited Lecture, “Role of Women Studies Cell in Women Movement and Strategies to Build Women Studies Attractive to Youth”, IT College, Lucknow and Power Foundation.**

- **Chairperson, II Technical Session, “The Role of Media in Converting an Electoral Democracy into a Participatory One”**, Shia P.G. College, Lucknow.
- **Panel Member, Second Roundtable Conference, Way Towards Development Journalism: Our Roles**, Centre for Mass Communication, University of Rajasthan.
- **Panel Member in "Concluding Discussions on Curriculum formulation in Development Journalism."** jointly organized by the Centre for Mass Communication, University of Rajasthan and UNICEF. (May 6, 2018)
- Invited as a **Resource Person** in the two day **National Seminar on the theme ‘Mahila Sashaktikaran and Media’** by Bundelkhand University, Jhansi on February 22 – 23, 2020.
- Invited as a Speaker at Shri. Guru Nanak Girls Degree College, Lucknow on June 29, 2020 in an Online Lecture on **“Challenges and Opportunities of Post COVID Job Market”**.
- Delivered Online **FactShala Training at Shri Guru Nanak Girls Degree College**, Lucknow on October 31, 2020.
- Delivered **Online FactShala Training at Kanpur Institute of Technology**, Kanpur on November 6, 2020.
- Speaker at **Workshop on Career Counseling** organized by Employment Bureau of CSJM University & D.G College Kanpur on November 26, 2020.

Paper Presentations

- Participated in National Seminar on ‘Jansanchar Madhyam Aur Hindi’, 13 – 14 December 2005 organised by Hindi Deptt., D.A.V College, Kanpur.
- Participated in National Seminar, 22nd February, 2009, organized by National Social Science Council.
- Participated in National Seminar on Journalism In 21st Century: Shifting Paradigms and Role Of English in Hindi Journalism’, 28th January, 2011 organised by English, Hindi and Journalism Deptt., Juhari Devi Girls’P.G. College, Kanpur and **presented paper on ‘Women As Journalist – Challenges Before Women Journalist in Kanpur City.**
- Participated in National Seminar on ‘Panchayati Raj Mein Mahilaon Ki Bhoomika’14 – 15 February, 2011 organised by Virangana Jhalkari Bai Women Research and Development Centre, Bundelkhand University, Jhansi and **presented paper on ‘Panchayati Raj – Role of Participatory Communication In Women Empowerment.’**
- Participated in Three-day International Conference on, ‘Changing Global Paradigms of Mediascape’, October 21 to 23, 2011, organized by Centre for Advanced Media Studies, Punjabi University, Patiala and **presented paper on ‘ Social Networking and Youth – Usage Patterns And Influence of Social Media Marketing.’**
- Participated in **The Media, Advertising and Entertainment Legal Summit 2012**, September 27,2012, organized by Lex Witness, New Delhi.
- Participated in National seminar on ‘Challenges And Road Ahead : A Macro – Cosmic Analysis of Sustainable Development’ February 1 – 2, 2014 organised by V.R.A.L. Govt. Mahila Degree College, Bareilly (U.P) and **presented paper on ‘Development Communication Efforts in India-Exploring Future Possibilities.’**

- Participated in National seminar on ‘Women Empowerment Towards Gender Equality’ March 5 – 7, 2014 organized by Khwaja Moinuddin Chishti Language University – Farsi University and **presented paper on ‘New Media Contributing Towards Women Empowerment.’**
- Participated in National seminar on ‘Developed India’ March 28 – 29, 2014 organized by Deptt. of Commerce, University of Lucknow and **presented paper on ‘Exploring the Potential of Mass Media in Vision 2020: A Case Study of Past Initiatives.’**
- Participated in National Seminar on ‘Contribution and Relevance of Ishwarchandra Vidyasagar’, December 13, 2014 organized by Lucknow Bangla Bhashi Mukhopatra, Lucknow and presented paper on **‘Ishwar Chandra Vidyasagar’s Contribution to Bengali Print Media.’**
- Participated in National Seminar on ‘Green Communication and Sustainable Development : Prospects and Challenges’, January 28 - 29, 2015 organized by Babasaheb Bhimrao Ambedkar University, Lucknow and presented paper on **‘Green Marketing in India – Conceptualizing the Misconceptions.’**
- Participated in 7th International Seminar on ‘Human Development in Developing Nations’, February 26 - 27, 2015 organized by Swami Shukdevanand PG College, Shahjahanpur and presented paper on **‘Sustaining Human Development in Sustainable Development – A goal less achieved’**
- Participated in All India Media Educators Conference held from April 2 - 4, 2015 at Jaipur and presented paper on **‘Need to Restructure Media Education for Delivering Competent Media Professionals.’**
- Participated in National Seminar on ‘Problems and Solutions of Modern India’, April 20 - 21, 2015 organized by Guru Nanak Girls’ Degree College, Lucknow and presented paper on **‘Mass Media as an Institution of Democracy.’**
- Participated in National Seminar on ‘Urbanization And Smart City In The Light Of Inclusive Development’, organized by Vigyan Foundation, Lucknow and presented paper on **‘Analyzing The Print Media Coverage On The Concept Of Smart Cities.’**
- Participated in International Seminar on ‘Tourism, Mercantilism and Human Happiness: Challenges & Opportunities’, organized by S.S. PG College, Shahjahanpur, U.P., Lucknow and presented paper on **‘Media Consumption for Gratification.’**
- Participated in National Seminar on ‘Role of Education in Sustainable Environmental Management and Biodiversity Conservation’, organized by Khwaja Moinuddin Chishti Language University, Lucknow and presented paper on **‘Radio – An Effective Tool of Environmental Education.’**
- Participated in National Seminar on ‘Union Budget 2016 – 17’, organized by Vidyant Hindu PG College, Lucknow and presented paper on **‘Budget Reporting in Indian Media.’**
- Participated in National Seminar on ‘Feminist Methodology in Social Sciences,’ organized by Khwaja Moinuddin Chishti Language University, Lucknow and presented paper on **‘Evolving Image of Women in Indian Advertising.’**
- Participated in National Seminar on ‘Social Media: Challenges and Opportunities for Public Relations’, organized by Public Relations Society of India, Lucknow Chapter and presented paper on **‘Strategic Public Relations for Digital Age’**

- Participated in 5th National Youth Conference on Human Rights’, organized by University of Lucknow and presented paper on ‘**Status of Female Workers in Indian Media.**’
- Participated in International Seminar on “Buddhism and Indian Culture” organized by Balram Mahavidyalaya, Allahabad and presented paper on ‘**Influence of Buddhism on Indian Culture.**’
- Participated in International Seminar on “Global Consultation on Strengthening Public Health Systems in U.P” organized by GIRI Institute, Lucknow.
- Participated in a National Workshop on “Careers and Opportunities in PR, Media and Entertainment Industry” organized by Public Relations Society of India, Lucknow Chapter.
- Participated in National Seminar on “Kalam’s Vision of Developed India” organized by Shri Jai Narain PG College Lucknow and presented paper on ‘**Dr. Kalam’s Vision on Education.**’
- Participated in Second Round Table Conference on “**Way Towards Development Journalism: Our Roles**” organized by University of Rajasthan.

Articles Published

- Article in PRSI Souvenir on Opportunities and Challenges for Public Relations (2016)
- Book Review on the Book Endless Review published Online on Newstrack (2016)
- Article on Gender Equality published online on Newstrack (2016)
- Article in Navbharat Times, New Delhi/Lucknow (2016)
- Interview in Swatantra Bharat, Lucknow (2016)

Training Courses/Workshops Attended:

- **UGC sponsored Orientation Program** held from December 1 – December 31, 2012 at Academic Staff College, University of Lucknow. Grade Obtained – **A**
- **UGC sponsored Refresher Course** in Journalism and Mass Communication from June 16, 2014 – July 5, 2014, University of Rajasthan, Jaipur. Grade Obtained – **A**
- **UNICEF sponsored 14 Day Faculty Development Program** in Development Journalism from November 19 – December 2, 2017
- **Online Refresher** course under ARPIT scheme of SWAYAM on E- Content Development
- Participated in Train – the –Trainer (**TOT**) workshop organized by **UNICEF and NSS on Behaviour Change Communication.**
- Participated in Train – the – Trainer (**TOT**) workshop for **FactShala** organized by **Internews** in collaboration with **DataLEADS** with support from **Google.org** and **Certified as FactShala Trainer.**

Academic/Professional Memberships

- **Executive Member**, Public Relations Society of India, Lucknow Chapter
- **Member, Referee Panel**, Media Jagat, Bilingual Research Journal, Varanasi
- **Chairperson, Advisory Board**, Apart from Skool, an Edutech Venture, Kanpur
- **Honorary Member**, Editorial Board of IJBST Journal Group. (2019)

Contribution to Corporate Life of the University

- **Convener of the Media Committee and Media Spokesperson** of the University from 2014 – 2020.
- **Member, Steering Committee NAAC (2020)**
- **Program Officer, NSS (Since January 2020)**
- **Student Counselor (Since September 2020)**
- **Deputy Coordinator, Admission (2016) and Deputy Chairperson Admission (2017)**
- **Assistant Proctor University** (February 2016 – February 2018)
- **Secretary, Cultural Cell (2016 -18)**
- **Assistant Nodal Officer**, Spoken Tutorial Project, 2018
- **Additional Coordinator**, 12 B Committee
- **Chairperson**, Digital Learning and Monitoring Cell, SWAYAM
- **Coordinator**, SWAYAM
- **Coordinator, Inter - University Youth Festival (2018)**
- **Coordinator**, First Cultural Fest of the University – COSAC (2016)
- **Member, Placement Cell**
- **Member** of the Committee constituted for designing the University prospectus.
- **Member** of various important committees constituted by the University from time to time.

Creative Capabilities

- **Designed Annual Reports** of the University (2015 & 2016)
- **Visualized, scripted and anchored** University's first video advertisement (2018)
- **Assistant Director, Scriptwriter and Voice Over artist** for the First Documentary of the University (2018)
https://www.youtube.com/watch?v=keRMbBF_l2k&list=PLERWXicdeTrWnxteMuPy5ffcnmC_b52TS&pbjreload=10
- **Visualization, Scripting and Voice Over** of the University promotional video (2019)
<https://www.youtube.com/watch?v=rt9rRjPOvOU>

Invited Lectures / TV Panelist

- Panelist in discussion on '**Kya Akhilesh Phir Se**', **LIVE TODAY** Channel, Lucknow.
- Panelist in **Ladies First Program on Mobile Safety**, **News 18 Uttarakhand** Channel, Lucknow. (May 3, 2018)
- Panelist in Womens Day Special Program, **LIVE TODAY** Channel, Lucknow.
- Panelist in the program "**Hum Toh Poochenge – Nayi Sarkar Se Mahilaon Ki Umeed**", Hindi Khabar News Channel, Lucknow. (May 30, 2019)
- Interviewed by Elets to share my views on use of E- Content in Classrooms. (June 29, 2018)
<https://www.youtube.com/watch?v=MNoyp2T85AI>
- Interviewed by **Awadhnama Channel** for their program '**Nayi Rahein**' to talk about the possibilities in the field of Journalism and Mass Communication.(June 10, 2019)
<https://www.youtube.com/watch?v=jUtH5hs6H7Y>
- Invited as **Speaker at one day Workshop on the theme, 'Representation of Women in Media'** organized by **Breakthrough** organization. (October 16, 2019)

- Invited as **Key Speaker** at introductory session ‘**Samaavesh**’ organized at **Lucknow College of Professional Studies**. (August 3, 2019)
- Invited as Speaker to deliver lecture on the topic ‘**Research Possibilities in the field of Science and Technology Reporting**’ by Centre for Studies in Science Policy, JNU. (June 6, 2019)
- Invited as **Speaker – 14th World Education Summit**, New Delhi organized by Elets Technomedia Pvt. Ltd. (August 9-10, 2019).
- Invited as a **Panelist by Live Today Channel** on March 5, 2020 for their special program on Women’s Day.
- Invited as a **Speaker by eMedi Health on International Women’s Day Conclave** held at Modern Girls College of Professional Studies on March 6, 2020. <https://youtu.be/uT5eYwxlbpE>
- **Interviewed by Radio Junction Internet Radio Channel** for their program ‘Sahitya Ke Fankar’ which was aired on April 10, 2020.

Research Projects and Collaborations

- Received ICSSR Grant for Minor Project titled “Analysis of Access, Exposure and Communication Gaps of Deen Dayal Upadhyay Gramin Kaushalya Yojna (DDU – GKJ) in the rural periphery of Lucknow District from ICSSR as **Project Director**.
- Engaged as **Research Supervisor** with **Indian Institute of Mass Communication**, New Delhi, as for their research project on "Expanding readership base and markets of journals: A study of readership and markets of Publications Division's journals."(May 1- 5, 2018).

Awards

- **PR Professional Award conferred by Public Relations Society of India, Lucknow Chapter, on April 21, 2017**
- **Letter of Appreciation – Khwaja Moinuddin Chishti Language University – Farsi University (2017)**
- **Letter of Appreciation – Khwaja Moinuddin Chishti Language University (2019)**

Other Academic Contributions

- Paper Setter for Chhatrapati Shahu Ji Maharaj University (Kanpur), Mahatma Gandhi Kashi Vidyapeeth (Banaras), Lucknow University (Lucknow), Sri Ram Swaroop Memorial University (Lucknow), Teerthankar Mahavir University (Moradabad) and Bundelkhand University (Jhansi).

Personal Details

- **Date of Birth** 7 September, 1978
- **Gender** Female
- **Marital Status** Married