



## *Mr Narsingh Majhi*

**Designation:** Assistant Professor

**Qualification:** MA Journalism and Mass Communication

**Date of Birth:** 19.07.1982

**Date of Joining:** 19.03.2020

**Tel:** 8800589602; **Email:** narsinghmajhi@rdwu.ac.in

**SCOPUS:** <https://www.scopus.com/dashboard.uri?origin=searchauthorfreelookup&zone=TopNavBar>

**RESEARCH GATE:** <https://www.researchgate.net/profile/Narsingh-Majhi>

**GOOGLESCHOLAR:** [https://scholar.google.com/citations?view\\_op=new\\_articles&hl=en&imq=Narsingh+Majhi#](https://scholar.google.com/citations?view_op=new_articles&hl=en&imq=Narsingh+Majhi#)

**VIDWAN:** <https://vidwan.inflibnet.ac.in/profile/381339>

### **EDUCATIONAL QUALIFICATION:**

<b>Degree</b>	<b>Institution/Board</b>	<b>Course</b>	<b>Year</b>
Ph.D. Pursuing	Utkal University	Cinema Portraying Reality: A Study on Santhali Cinema	2018
N.E.T	CBSE-NET	Journalism and Mass Communication	2014
M.A.	Central University Hyderabad	MA in Communication	2009
M.A.	Utkal University	English (Literature)	2006
B.A.	B.J.B. Autonomous College	English (Literature)	2004
Intermediate	C.H.S.E.	Economics, Political science, Sociology, Logic	2001
Matriculation	C.B.S.E.	All Subjects	1999

### **WORK EXPERIENCE:**

- Asst Professor in Rama Devi Women's University, Bhubaneswar from March 2020 till date
- Asst. Professor in Sri Sri University, Cuttack, Odisha, from June 2016 to March 2020
- Asst. Professor in Maharaja Agrasen College, University of Delhi, from July 2015 to May 2016
- Soft skills trainer in DDUJKY an NGO co-initiative with the Jharkhand government, Gamharia centre, Jharkhand 2015
- Spoken English & Soft skill trainer in an NGO, Samarthanam-Trust for the disabled, Bokaro centre, Jharkhand 2014

- Collection Agent (MNC - BPO), in Genpact, Gurgaon and e cherry commerce, Noida 2012-2013
- Associate Creative Director in Adz On, an advertising agency, Noida, U.P from 2011-2013
- Asst.Creative Director in Entecave Productions, Noida, U.P. from 2010 –2011
- Internship as correspondent with news24.com, a news portal (A Saish media consortium), Indrapuram, U.P. 2010
- Programme Producer in 93.5 FM at Hyderabad, A.P from 2009- 2010
- Internship as news editor with CNN IBN (Network 18), Noida 2008
- Lecturer in College of Engineering, Bhubaneswar, Odisha, January 2006-April 2006

#### **ADMINISTRATION EXPERIENCE:**

- PRO, Rama Devi Women’s University from 2024 - till date
- OIC-University departments, Sports Council, Rama Devi Women’s University from 2023-24
- Deputy Controller of examinations at Rama Devi Women’s University from 2021-22
- Head of the Department in JMC at Rama Deve Women’s University from 2021-22
- Head of the Department in JMC at Sri Sri University from 2016-2020

#### **Area of Interest**

Cinema studies, Documentary films, Development communication and Film making

#### **Courses taught**

Cinema studies, Documentary films, Development communication, Advertising & PR, Rural journalism, Environment communication

#### **Career**

- Assistant Professor , Dept of JMC, Rama Devi Women’s University, Bhubaneswar (2020-present):
- Asst. Professor in Sri Sri University, Cuttack, Odisha, from June 2016 to 2020
- Asst. Professor in Maharaja Agrasen College, University of Delhi, from July 2015 to May 2016
- Associate Creative Director in Adz On, an advertising agency, Noida, U.P. 2011-2013
- Asst.Creative Director in Entecave Productions, Noida, U.P. from 2010 –2011
- Programme Producer in 93.5 FM at Hyderabad, A.P from 2009- 2010
- Lecturer in College of Engineering, Bhubaneswar, Odisha, January 2006-April 2006

## Teaching Experience

10 years

## Research Experience

6 years

## Administrative/Executive Experience

- PRO, Rama Devi Women's University from 2024 - till date
- OIC, Sports council for University departments, Rama Devi Women's University (2022-23)
- HOD, PG Dept. of Journalism & mass Communication, Rama Devi Women's University (2021-2022)
- Deputy controller of examination, Rama Devi Women's University (2020- 2021)

## Awards & Honors

1. Editorial Board Member of Journal of communication and management under the umbrella of **Jaipur Research and Educational Society (JRES)** REG. NO.- COOP/2023/JAIPUR/205498 (<https://jcoma.com/index.php/JCM> )

## Research Guidance

## Research Grants

## Publications

## Patents

## Journal publications

1. Majhi N., Suvadashinee S., (2023) Evolution and impact of 'Jatra' as Community media on Civil society, Journal of Research Administration,ISSN:1539-1590 | E-ISSN:2573-7104, Vol. 5 No. 2, (2023) (Scopus indexed)

## Book/book Chapter Publications

2. Biswal, S. K., Mishra, A. S., & Majhi, N. (2023). Use of technologies in media and communication: Interventions of artificial intelligence in mitigating fake news on social media.

In *AI-Based Metaheuristics for Information Security and Digital Media* (pp. 95-111). Chapman and Hall/CRC. (Scopus-Indexed)

3. Paper titled (2017) "Chapter 11: Marx Media: applying Marx theory of media for social harmony", published by Institute of Media Studies, Bhubaneswar in National Conference Proceedings in **Media and Social responsibility**(ISBN: 978-93-81693-07-6) Pp: 135-139
4. Paper titled( 2017) "Chapter 24: Digital chapter of Regional Cinema: An analysis of santhali film industry", published in International Conference Proceedings in **Indian Culture and Heritage: Past, Present and Future** ((ISBN: 978-93-81693-07-6) Pp: 48-52

### **Participation in Conferences & Seminars (as invited/plenary/chair)**

- (i) Invited as Speaker at the National conference on Vikshit Bharat@2047: The way forward challenges and Prospects by the KIIT school of mass communication, KIIT University Sponsored by ICSSR, Ministry of Education, Govt of India held on 30-31<sup>st</sup> March 2024
- (ii) Invited as speaker at 4<sup>th</sup> KIIT School of mass communication Public Relations Summit held at KIIT University, Bhubaneswar.5<sup>th</sup> March 2023
- (iii) Invited as Chairperson in UGC Sponsored Two day National Seminar. Organised by Department of Santhali, Vidya Sagar University, West Bengal. 18-19 March 2016
- (iv) Invited as a resource person and panellist in the 4th KSMC Public Relations Summit held on 29 April 2023 at School of mass communication, KIIT University
- (v) Invited as a chair person in the International Santali Conference, organized by ASECA, Rourkela, 17th January 2016

### **Other information(s)**

#### **International seminars:**

- (i) International conference on Media, Politics and Democracy held on 15-16 March 2024, Fakir Mohan University, Balasore. Paper Presented: *Fact Vs Fiction- An analytical study of Bahanaga Train Incident and wrestlers protest and its impact on Public Opinion and Democracy.*
- (ii) International webinar on *representation of women In Film and TV:Trends and challenges.* organised by Maa Rama Devi chair, RDWU held on 1<sup>st</sup> May 2024
- (iii) International webinar Role of media in CoVID crisis organised by Babasaheb Bhimrao Ambedkar University, Lucknow, UP. 17<sup>th</sup> July 2020
- (iv) International Conference on Indian Cultural Heritage: Past, Present & Future on 18<sup>th</sup> – 20<sup>th</sup> March 2017, DDCE, Utkal University, Bhubaneswar Paper presented: *Digital Chapter of*

*Regional Cinema: Analysis of Santali Film Industry Sponsored By Indian Council of Social Science and Research (New Delhi)*

- (v) International Conference on Role of Media in Democracy on 25<sup>th</sup> & 26<sup>th</sup> November 2016, Xavier University, Bhubaneswar. Paper Presented: *Interdependence of Mass Media and Good Governance in Democracy: Analysis of Famous cases of Indian Democracy*, Organised by Xavier University, Xavier School of Communication (Bbsr)

**National seminars:**

- (i) National Conference on communication in Digital era on 35-36<sup>th</sup> November, 2023 at Berhampur University, Berhampur. On paper presented: *Ethical Journalism: Fake news and the Youngistan*.
- (ii) National media conclave 2021 (Hybrid Mode), Paper presented on *Evolution and impact of Jatra* in Odisha. 21-23 November 2021 Bhubaneswar.
- (iii) National Conference of "Good Governance: Then, Now and Beyond" on 4<sup>th</sup>- 5<sup>th</sup> February 2017 Sri Sri University, Cuttack Paper Presented: *Indigenous to Genius: Referring tribal of Santali Society (An Indigenous technique of Governance) Sponsored By Indian Council of Social Science and Research (New Delhi)*
- (iv) National Conference of "5<sup>th</sup> Rajasthan Science Congress 2017" Digital India-Science Communication through Social Media" on 23<sup>rd</sup> – 24<sup>th</sup> March 2017 at Amity School of Communication. Paper presented: *Social media paralyzing the health culture of the society: An Analysis on the facebook and Instagram. Sponsored By Amity University and Rajasthan Science Congress (Rajasthan)*
- (i) National Media Conclave of Media & Social responsibility on 3-4 march 2017 at KIIT, Bhubaneswar. Paper presented: *Marx Media: Applying Marx theory of media for social harmony. Sponsored By IMS, ONGC, KIIT, Odisha Live & Team Admark*
- (ii) National Seminar of "Santals on the Margins: Challenges and Opportunities" on 23<sup>rd</sup> – 24<sup>th</sup> March 2017 at Salboni Government College, Mednipur, W.B. Paper presented: *Ambiguity of Regional Cinema: An Analysis of Santhali Film Industry. Sponsored By Government of West Bengal (West Bengal)*
- (iii) UGC Sponsored National Seminar on Women in India: Socio Economic Political Rights and Empowerment on 5<sup>th</sup> & 6<sup>th</sup> November 2016 at Nayagarh College, Nayagarh. *Paper Presented: Entrepreneurship: A better half for Women.*

### **WorkShop/ Faculty Development Programme:**

- (i) FDP on Application on methodologies in media . communication and entertainment research organised by the School of media & coomuncation, Adamas University, Kolkata from 6<sup>th</sup> to 12<sup>th</sup> March, 2022
- (ii) National workshop- cum- workshop on MOOCs Multimedia content development on digital education held at Birla Global University, Bhubaneswar, 3<sup>rd</sup> & 4<sup>th</sup> November 2022.
- (iii) Five days Faculty Development Programme at RDWU on Research Methodology and Project writing from 7 th july to 11 th july 2021
- (iv) 4 week Induction programme for Faculty in University in higher education, organised by TLC, Ramanujan College, University of Delhi under MHRD & PMMMNT mission on teachers training held from June 24<sup>th</sup> to July 26<sup>th</sup> 2020
- (v) Ten days workshop on Research methodology organized by KISS University, Bbsr and ICCSR, New Delhi from 6 th to 15 th Feb 2020
- (vi) FDP in Central University of Jammu organized on “Rural Communication” Organised by National Council of rural Institute(NCRI), Hyderabad 2019
- (vii) Film Appreciation workshop “FILMI CHAKKAR” at Indian Institute of Mass Communication, Dhenkanal on 15 th and 16 th January 2018