

## **Prof. Prishant Kumar**

**Professor, Department of Journalism & Mass Communication, Central University of Haryana, India**



Prof. Prishant Kumar is a renowned academician, researcher, and media educator with more than 21 years of distinguished experience in the field of Journalism and Mass Communication. Throughout his academic journey, he has held key positions at leading institutions, including Central University of Haryana, Chaudhary Charan Singh University, Meerut, and Mahatma Gandhi Central University, Bihar, contributing significantly to media education, research, and academic administration.

His scholarly contributions include the publication of six books, forty-one research papers in reputed national and international journals, and presentations at numerous academic conferences. As a dedicated research supervisor, he has successfully guided seven doctoral scholars and more than 150 postgraduate dissertations, while continuing to mentor emerging researchers in the field.

Prof. Kumar has led several impactful research projects funded by prestigious organisations, including the Indian Council of Social Science Research (ICSSR). His research interests encompass development communication, media studies, rural communication, Indian communication traditions, cultural studies, and journalism practices. He is also the holder of three patents related to Indian Communication Patterns.

Beyond teaching and research, he has served in numerous leadership and administrative roles, organised national seminars and training programmes, and contributed to curriculum development initiatives, including work with the Indian Knowledge Systems (IKS) Division, Ministry of Education, Government of India. As an academic leader and Editor-in-Chief of scholarly publications, Prof. Kumar continues to advance excellence in media scholarship and communication research.

**Areas of Expertise:** Journalism Studies, Development Communication, Media Research, Rural Communication, Indian Communication Traditions, Digital Media, and Cultural Studies.