

**Dr. Sudarshan Yadav**

Assistant Professor

Department of Mass Communication

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**Personal Information**

Dr. Sudarshan Yadav is an Assistant Professor in the Department of Mass Communication, Central University of Jharkhand, Ranchi. He has around 14 years of teaching and research experience. He is a science graduate who holds a PhD in Mass Communication from Banaras Hindu University. He had a short stint in a few national electronic media channels before coming into academics. He has got Library Fellowship in the area of Science Communication from CCS-IISc, Bengaluru. He specializes in the area of Science Communication and Film Studies. His interest areas are New Media, Health Communication, Risk Communication, and Contemporary Studies. He is into Film Appreciation, Film Studies and Script Writing.

**Courses Taught:** Models and Theories of Communication, Intellectual Background to Media Studies, Basics of Communication, Science and Technology Communication, Cinema Studies, Television Journalism and Documentary Production, Advertising, Television Production, Communication Research Methodology.

**Specialization:** Science Communication, Film Studies, Development Communication, Communication Theories and Research, Communication Research.

**Number of Papers in Journals:** 14

**ORCID:** <https://orcid.org/0000-0001-5313-6217>

**Vidwan-ID:** 108450

**Google Scholar:** [https://scholar.google.com/citations?hl=en&user=p08\\_moEAAAAJ](https://scholar.google.com/citations?hl=en&user=p08_moEAAAAJ)

**Scopus ID:** NA

**Service Period:** 12 years

**Date of Joining:** 03 April 2012

**Educational Qualification:**

1. Ph.D. Mass Communication, Department of Journalism and Mass Communication, Banaras Hindu University, (2016)

The work is in the field of Risk Communication. It was an attempt to look into the issue of water crisis from the social science perspective. The study focused on water heritage that Varanasi has in the form of different religious *kunds* and ponds. It further looked into the

importance of these water bodies in different religious texts and how that can be used to aware people for its safeguard.

2. MA in Mass Communication, Department of Journalism and Mass Communication, Banaras Hindu University, (2009)
3. Certificate in Disaster Management, IGNOU, New Delhi, (2007)
4. BSc. (Zoology, Chemistry), V.B.S. Purvanchal University (2006)
5. 10+2, Sunbeam English School, Varanasi (2003)
6. Class X, Sunbeam English School, Varanasi (2001)

### **Specialized Courses:**

1. Film Appreciation Course from Film and Television Institute of India-Pune and National Film Archive of India.
2. GIAN Course on Latin American Films from Jadavpur University, Kolkata
3. Screen Writing Course from Whistling Woods International, Mumbai.
4. Short Term Course on Media Literacy from IGNOU and UNESCO.
5. Refresher Course in Social Science Approaches, UGC-HRDC, Banaras Hindu University.
6. Refresher Course in E-Learning and E-Content Development, , UGC-HRDC, Jawaharlal Nehru University, New Delhi.

### **Awards and Honours**

- Library Fellowship, Centre for Contemporary Studies, Indian Institute of Science, Bengaluru, Duration: December 2012-January 2013
- Junior Research Fellowship, UGC, December 2009

### **Research Guidance**

- One PhD awarded under his supervision and Three PhD Scholars undergoing their work. Area of work: Science Education & Communication, Health Communication, Digital Political Comedy and Cinema Studies.
- 45 MA dissertations submitted under his guidance. Area of research were: Advertisements, Films Studies, Science Communication, Development Communication, Health Communication, New Media, Journalism and Television Content, etc.

### **Additional Role/ Responsibility:**

- Training and Placement Officer, CUJ since 2022
- Member - University Level NSS Committee to supervise the overall functioning
- Member, Reception Committee of Rajbhasha Parliamentary Committee Visit to CUJ.
- Warden 2022 to 2023
- Deputy Nodal Officer, CUCET-2019, Central University of Jharkhand.
- Observer- CUCET- 2021 to Bhubaneshwar.

- Member - Training and Placement Cell 2015 to 2018
- Member, Women Cell, Central University of Jharkhand from 2013-2017.
- Member, Popular Lecture Committee-2017-2020
- Member, Board of Studies, Department of Tribal and Customary Law, Central University of Jharkhand
- Member, Board of Studies, Department of Business Administration, Central University of Jharkhand
- Member, Board of Studies, Department of Mass Communication, Central University of Jharkhand
- Member, Decade Celebration Committee, CUJ, 2019.
- Member, First Convocation Committee- Photography Exhibition- 2020
- Member, Second Convocation Committee- Seating Arrangement and Media – 2022
- Issue Editor/ Content Editor of CUJian Age, Department Newsletter for multiple editions.
- Contributed in Publication of Sakhua, Magazine of Department of Mass Communication, CUJ.
- Member of RAC in different departments of CUJ.

#### Articles Published: 14

#### Prominent Publications

- **Uncovering the Asian Perspective of Humor and Attitude of the Public: A special Reference to India and South Korea, in Third Concept: An International Journal of Ideas;** UGC CARE List, ISSN: 0970-7247) Jan - 2023
- **Seriously Frivolous: A Narrative Review of the Global Effects of Political Humour on Political Sophistication, in ShodhKosh: Journal of Visual and Performing Arts** UGC CARE List, ISSN: 2582-7472) July-Dec. 2022.
- **Revaluation of Traditional Performing Arts in The Post-Independent Indian Theatre, in ShodhKosh: Journal of Visual and Performing Arts** UGC CARE List, ISSN: 2582-7472) July-Dec. 2022.
- **Study of Mental Well-Being Among Students of Central Universities of South India in Relation to their Social Media Usage and its Influence on Mental Health,** Modern Thamizh Research, (UGC CARE List, ISSN 2321-984X), Volume 09, No.4, 2021.
- **Science Education in Higher Secondary Schools (Infrastructural and Principal's Perspective),** Modern Thamizh Research, (UGC CARE List, ISSN 2321-984X), Volume 09, 2021.
- **A Communication and Cultural Approach to Address Water Crisis,** Padchinh, (Old UGC List, ISSN 2231-1351), Volume 6, 2017.
- **Water Management in India: Current Status and Role of Communication,** The Equanimist (Old UGC List; Peer-reviewed Journal, ISSN 2395-7468), Volume 2, Issue 02, 2016.
- **Reality Versus Virtuality: Internet, A space beyond Reality yet Real- An Insight to Facebook;** The BHU Journal of Communication Studies (Refereed Journal, ISSN 2231-5578); Volume 02, Issue 02. 2012

- **Development of Animation Films and an Analysis of Three Mythological Animation Films of India in terms of Modernity;** Published in IMS Manthan (ISSN 0974-7141); Volume VI, No. 2, Dec. 2011.

### **Project:**

- Monograph Writing Project on Meghnath and Biju Toppo (Filmmakers from Jharkhand), National Film Archive of India, Pune, Information and Broadcasting Ministry, GOI.

### **Books and Book Chapters**

- **Meghnath and Biju Toppo (Filmmakers from Jharkhand)**, Monograph, National Film Archive of India, Pune, IB Ministry, GOI, 2021. Levant Publications (Hardbound, 2022), (Paperback 2023).
- **Sexuality Minorities in Indian Society and their Portrayal in Bollywood Cinema;** Chapter in a Book titled **Experiments in Film Appreciation;** Editors: Sisir Basu, Alessandro Monti and Carole Rozzonelli. (Levant Publication (in India); Lulu Press (Europe)), 2014.
- **Awareness of Mental Health: An Empirical Study on Students of Central Universities of North India (co-author)**, Associated Publishing House, ISBN: 9789381778999, 2021.

### **EPG PATHSHALA/ E-CONTENT GENERATION**

- History of Media Education and Training Centres, MHRD, <https://epgp.inflibnet.ac.in/view.php?category=995>, 2017.
- Pro-Women Media Activism, MHRD, <https://epgp.inflibnet.ac.in/view.php?category=860>, 2016.
- Actresses and Stardom, MHRD, <https://epgp.inflibnet.ac.in/view.php?category=860>, 2016.
- Online Activism, IGNOU, Content for New PG Course on Digital Media, 2019.
- Technicalities (Author: Dr. Sudarshan Yadav), for Odisha State Open University.
- Formative Film Theory, Realist Film Theory, Contemporary French Film (Author: Dr. Sudarshan Yadav) For Odisha State Open University.

### **E-Content Generation: Editor (Twenty Nine Units)**

- Sixteen Units of Film Studies (Full Paper) for Odisha State Open University for PG students.
- Five units of Media Sociology for Odisha State Open University for PG students. (Joint Editor)
- Eight Units of Basics of Sound and Visual Media for Odisha State Open University for UG students. (Joint Editor)

## **Invited Talks**

- Invited Talk (Keynote Speech), Introduction to Scriptwriting: Exploring Story Structures, Character Arcs, and the Essence of a Good Screenplay, Samuday Ke Saath, Samvaad- A Tribal Conclave, Tata Steel Foundation, November 16, 2023.
- Environmental Sustainability and Risk Communication, Guru-Dakshita the 18th Faculty Induction Programme w.e.f 02/09/2023 to 29.09.2023 in the online mode, UGC-HRDC Ranchi University.
- Engaging Youth and Adolescents and their Role in Disaster Risk Management and Climate Change Adaptation, National Workshop on Disaster Management, organized by Department of Environment Science, Central University of Jharkhand in collaboration with National Institute of Disaster Management, New Delhi. Nov-Dec. 2022.
- Environmental Sustainability: A Communication Intervention Approach (Keynote Speech), International Conference on Environmental Edification: Everywhere for Everyone; organised by Department of Lifelong Learning, University of Rajasthan, Jaipur on 5-6 December 2022, International (within country), 2022-12-05.
- Technical Writing and Research – I, Invited Lecture in Seamedu, Pune, National, 2019-09-25.
- Technical Writing and Research – II, Invited Lecture in Seamedu, Pune, National, 2019-09-23.
- Revolution, That is Cinema: Moving Images and its Language, Visual Documentation and Documentary Film Making Workshop (5-14 March 2018), Centre for Indigenous Culture Studies, Central University of Jharkhand, Ranchi, State/University, 2018-03-08.
- Introduction to Science Communication, Invited Lecture in Seamedu, Pune, National, 2019-09-24.
- Film Review Writing, Workshop on Writing for Media/Department of Mass Communication, Central University of Jharkhand, Ranchi, State/University, 2015-11-05.
- Film Language and Characterization in Cinema, 11 days Screenplay Writing Workshop, from 18th June to 29th June 2019, St. Xavier's College and Kritika Productions, Ranchi, National, 2019-06-24.
- Ethnographic Documentary Films, Documentary Film Making Workshop, School for the Study of Culture, Central University of Jharkhand, Ranchi, 10-19 April 2016, State/University, 2016-04-14.
- Cinema Aesthetics, 11 days Screenplay Writing Workshop, from 18th June to 29th June 2019, St. Xavier's College and Kritika Productions, Ranchi, National, 2019-06-18.
- Basics of Composition, Documentary Film Making Workshop, School for the Study of Culture, Central University of Jharkhand, Ranchi, 10-19 April 2016 State/University, 2016-04-14.

## **Seminar/ Conferences**

- Paper Presentation (International Conference), Adaptation of Colonial Bengali Literary Text to Post-Colonial Cinema: A Case of Tarun Majumdar's Ganadevata, Corresponding/ Second Author, Dhaka Media Summit: Reshaping Cinema Narratives 2023, IAMCR

Regional Conclave – Bangladesh, 13-14 October 2023 at the University of Liberal Arts Bangladesh, Dhaka, Bangladesh. (Online)

- Reshaping the Contours of Digital Political Discourse: The Consumption, Perception, and Potential Implication of Digital Political Satire among Youths of India, Corresponding Author, IAMCR-OCP-2023, Lyon, France, (Online)
- Presented a paper titled **Material Culture and Lifeworld: Semiotic Representations in the Cinematic Art of Satyajit Ray** in the 15th World Congress of Semiotics 2022, 29-30 August, at Thessaloniki, Greece (online).
- Uncovering the Asian Perspective of Humor and Attitude of the Public: a Special Reference to India and South Korea, **Corresponding Author**, 6th RASK International Seminar, 2022 on "India-South Korea Ties: Exploring Linkages through History, Values, and Interest" **Level of Conference & Time Period:** International Seminar, organized on 11th and 12th November 2022. **Organizer:** Researchers' Association for the Study of Korea (RASK) in Collaboration with Jamia Millia Islamia University.
- Presented a paper titled **Indian Democracy 2.0: Rise of New India and Role of Social Networks** in the International Symposium on Media and Democracy organized by the Cyprus Technological University in Pissouri Village, Cyprus (Europe). From 7-8 Dec. 2019.
- Comedy as a Career: A Study on the Evolution, Economic Prospects, and Requisites of Stand-up Comedy in India, **Corresponding Author**, **Theme:** Narratives on Media Culture and Society, **Level of Conference & Time Period:** International Conference organized on 28<sup>th</sup> & 29th March 2023. **Organizer:** Women's Christian College, University of Madras.
- ICSSR sponsored National Seminar on Atmanirbhar Bharat: Building Resilience, Sustainability and Global Competitiveness (11-12 November 2022), Title- Literary Adaptation and Revenue Generation in Indian Cinema: A study on Bollywood Cinema Post LPG (Liberalization-Privatisation-Globalisation) Department of Commerce, CUJ.
- National Conference on Contemporary Readings in Literature, Arts and Aesthetics (16-18 December 2022), Title- Cross-Cultural Adaptation of South Korean Cinematic Creation in Contemporary Bollywood: A Special Reference to Three Films. Department of Tribal Studies, CUJ.
- Presented a paper titled **Imtiaz Ali: The Sufi Poet of Cinema and his creation Rockstar** in the National Seminar on Cinema of India: Flashback of 100 Years and Scripting for the future organized by the Department of Journalism and Mass Communication, Banaras Hindu University, 16-18 April 2015.
- Presented a paper titled **ICT Cases in India: Opportunities and Challenges** in the **National Seminar on Decentralized Governance and Changing Paradox of Development in Rural Areas**, organized by the Centre for Human Rights and Conflict Management and Centre for International Relations, Central University of Jharkhand; 11 and 12 September 2013.

- Presented a paper titled **Ray, Realism and The Song** in the **National Seminar cum Film Festival on Ray**, organized by the Dept. of Journalism and Mass Comm. BHU, Varanasi; January 2011.

### **Programme Organised**

- Conceptualized and Coordinated Jharkhand Children's Film Festival in collaboration with UNICEF-Jharkhand and Children Film Society, India in 2018.
- Coordinated National Workshop on Cinema Aesthetics organised by Central University of Jharkhand in 2018.
- Coordinated All India Short Film Contest in collaboration with UNICEF Jharkhand in 2018.
- Coordinated Street Theatre Workshop in collaboration with UNICEF Jharkhand in 2017.
- Convener, Book Discussion with Prof. Sangita Dhal in Conversation with Dr. Alok Kumar Gupta, Kalindi College, Delhi University-2023
- Convener- CUJ Section- Jharkhand International Film Festival and Awards-2021
- Convener, Webinar on Disability Empowerment, Media and Academic
- Intervention on International Day of Persons with Disability, 03 Dec. 2021.
- Convener, Documentary Production Committee, Amruta Mahotsava-2021-2022

### **Any Other Information**

- Made a Documentary on 10 years journey of Central University of Jharkhand during Decade Celebration -2019.  
(Weblink: <https://youtu.be/CMygTYjgaJQ?si=7xO5GoImkX1LGF3o>)
- Made an Educational Documentary, 'Abua Raj - Indian Self Rule Movements in Jharkhand' on the Contribution of Jharkhand in Indian Freedom Movement for Bharat Ka Amrit Mahotsava declared by Government of India.  
(Weblink: <https://www.youtube.com/watch?v=-gA1NZjn7dE>). 26 January 2022.
- Made a Documentary on the Third Convocation of Central University of Jharkhand 28 Feb. 2024.