



**MAHARAJA AGRASEN  
COLLEGE**  
University of Delhi  
VASUNDHARA ENCLAVE, DEHI-  
110096



**Curriculum Vitae of Faculty Members**

First Name	Sudhir	Last Name	Rinten		
Designation	Assistant professor	Department	Journalism		
Date of Birth	02/09/1976	Date of Joining	25 <sup>th</sup> January, 2011		
Residential Address	C-2/11, Acharya Niketan Mayur Vihar Phase 1 Delhi 110091				
Contact No	9716131373	Email Id	sudhirkrinten@mac.du.ac.in		
<b>Education</b>					
	Institution	Year	Details		
Masters	VBS Purvanchal University, Jaunpur	2003	MASS COMMUNICATION		
<b>Career Profile</b>					
<b>Organization/ Institution</b>	<b>Post Held</b>	<b>Adhoc/Temp/ Permanent</b>	<b>From</b>	<b>To</b>	<b>Total Experience</b>
Maharaja Agrasen College	Asst. Professor	ADHOC	25/01/11	TILL DATE	----
TIAS, Rohini, Delhi	Lecturer & Programme Coordinator BJMC		May 2009	24/01/2011	1.5 Yrs
Film Institute Of Emits, Lucknow	Lecturer & Dy Director		June, 2005	Dec, 2008	3.5 Yrs
<b>Teaching Experience (Subjects/Courses Taught)</b>					
New Media Technology, Media Technology, Broadcast Media					
<b>Areas of Interest/Specialization</b>					
Media Technology & Television Programme Production					
<b>Research Experience</b>					
<b>S. No.</b>	<b>Title of the Project</b>	<b>Funding Agency</b>	<b>Period</b>	<b>Grant/ Amount Mobilized (Rs lakh)</b>	
1.	Developing e-learning Material for Information Management of Higher Education	University of Delhi under STAR Innovation Project Scheme	3 Years	12 Lakh	
2.	Developing e-learning Material for Media Literacy of School Children	Innovation Project Scheme, University of Delhi	1 Year	3.5 Lakh	

**RESEARCH PROJECTS**

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## PUBLICATIONS

### *Journal*

1. Associate Editor, Indian Media Studies Journal (Vol 4-6 N0. 1-2), (ISSN:0972-9348), Published by Satish Serial Publishing House, Delhi-33
2. Member of Editorial Board Gyan Garima Sindhu (No. : 59) ( ISSN: 2321-0443, UGC Journal No. : 41285), published by, CSTT, Min. of HRD, Govt. of India.
3. Member of Editorial Board, Indian Journal of Social Enquiry ( ISSN: 0974-9012), published by Maharaja Agrasen College, University of Delhi.

### *Journal Publications*

- Rinten, S.K, “Khabron ka Bazar ya Bazar men Khabren,” *Gyan Garima Sindhu*, no. 59, 2018, pp. 22-27.
- Rinten, S.K, “Spiritual Media for Social Change,” *Indian Journal of Social Enquiry*, vol. 9, no. 1, 2017, pp. 86-92.
- Rinten, S.K, “Entertainment as News Media Content,” *Mass Media*, vol. 7, 2018, pp. 11-18.
- Rinten, S.K, “Economic Perspective of Media Management in reference with ethics and Market Forces of Media Industry,” *TECNIA Journal of Management Studies*, vol. 5, 2011, pp. 98-102.
- Rinten, S.K, Ankit, A. K “Dicey Communication of Scientific facts through Advertisements in Indian Media,” *Scholar’s View* , vol. 1, 2012, pp. 38-43.

### *Chapters in Book*

Title of The Chapter	Name of the Book	Publisher	ISBN No.
Entertainment as News Media Content	TV News Channels in India	Academic Foundation, New Delhi,	ISBN: 13:978-93-327-0325-4
TV Viewing Pattern and its Impact on Children learning Behavior (Pg-103- 119)	Issues & Challenges of Mass Media	Sree Publications New Delhi (2006)	10: 818329101 5
Futuristic Opportunities of SMS Advertising : A Study (Page 132- 142)	Issues & Challenges of Mass Media	Sree Publications New Delhi (2006)	10: 818329101 5
सामाजिक नवचेतना और आध्यात्मिक मीडिया: भारतीय परिप्रेक्ष्य (Page 496 - 503)	आध्यात्मिकता, मीडिया और सामाजिक बदलाव	Pravartan Publication Sant Gyaneshwar Nagar Latoor (2015)	978-93-84572-03-7

### *Study Material*

विज्ञापन निर्माण एवं प्रबंधन ( Course material for PG diploma in Mass Communication) for Mahatma Gandhi International Hindi University Wardha, 2014.

## ***Participation in Academic Projects***

- Expert Member for Glossary of Mass Communication by Commission for Scientific & Technical Terminology, Department of Higher Education, Ministry of HRD, Govt. of India. ( ISBN No. 978-81-936060-2-5)
- Expert Member for Glossary of New Media by Commission for Scientific & Technical Terminology, Department of Higher Education, Ministry of HRD, Govt. of India. ( Under Press)
- Expert Member for Fundamental Glossary of Mass Communication by Commission for Scientific & Technical Terminology, Department of Higher Education, Ministry of HRD, Govt. of India. ( e-edition of the same can be retrieved on [http://www.csttpublication.mhrd.gov.in/ebook/Fundamental\\_Glossary\\_of\\_Mass\\_Communication/html5forpc.html?page=0&bbv=1&pcode=](http://www.csttpublication.mhrd.gov.in/ebook/Fundamental_Glossary_of_Mass_Communication/html5forpc.html?page=0&bbv=1&pcode=) . )

## ***FDP***

- Attended Two Weeks Faculty Development Programme on "MANAGING ONLINE CLASSES and CO-CREATING MOOCS" from April 20 - May 06, 2020. Organized By MHRD Teaching Learning Center, Ramanujan College University of Delhi.

## ***Conference / Seminars***

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|---|--|
| <b>International Conference</b><br><b>Organized</b><br><b>(1 No.)</b>       | <ol style="list-style-type: none"><li>1. Organizing Secretary, 'International Conference on "Information &amp; Communication Flow in Third World' (21st &amp; 22nd February, 2014)</li></ol> <p>Maharaja Agrasen College University of Delhi.</p>  |
| <b>International Conference</b><br><b>Paper Presented</b><br><b>(No. 3)</b> | <ol style="list-style-type: none"><li>1. Delivered a key note address in International Conference on "Divyang &amp; PMG: A global Media perspective (10<sup>th</sup> December, 2017). Theme of the session was Divyang: A global Media perspective.</li><li>2. Paper presented in 6th International Conference on "Innovative ways of managing business in the post globalized era (February 2-3, 2013). Title of the paper was 'Contemporary Techniques of Media Interface, (Role of Motive in Business Communication Phenomenon)'. </li><li>3. Paper presented in 11th International conference on Public Communication of Science &amp; Technology (11th PCST-2010) on Science Communication Without Frontiers (December 06-10) New Delhi India. Title of the paper was " Daisy Communication of Scientific Facts through Advertisements in Indian Media"</li></ol> |
| <b>National Conference Seminar</b>  | <ol style="list-style-type: none"><li>1. Organizing Secretary, National conference on Freedom of Expression: Ethical Parameters &amp; Market Forces in Media Industry (8<sup>th</sup> &amp; 9<sup>th</sup> March, 2013 at Maharaja Agrasen College University of Delhi.</li></ol>  |

**Organized (4)**

2. Organizing Secretary, National Conference on “Coverage of Rural India : Issues & Challenges” (Saturday, 4<sup>th</sup> April, 2015) at Maharaja Agrasen College University of Delhi.
3. Organized National Seminar on “Emerging Trends of Media” (September 26<sup>th</sup> & 27<sup>th</sup> 2008) at Film Institute of eMITS, Lucknow.
4. Organizing Secretary, National Seminar on “Relevance of Contemporary terminologies in Journalism” ( 6<sup>th</sup> -7<sup>th</sup> October, 2018) at Maharaja Agrasen College University of Delhi.

**National conference/  
Seminar****Paper Presented  
(11)**

1. तकनीकी शब्दावली आयोग, मानव संसाधन विकास मंत्रालय, भारत सरकार द्वारा आयोजित राष्ट्रीय संगोष्ठी (23 एवं 24 सितम्बर 2017) तकनीकी विकास और पत्रकारिता शब्दावली विषयक शोध पत्र का प्रस्तुतीकरण.
2. जनसंचार विभाग, महात्मा गाँधी अंतर्राष्ट्रीय हिंदी विश्व विद्यालय वर्धा महाराष्ट्र द्वारा आयोजित राष्ट्रीय मीडिया संगोष्ठी ‘आध्यात्मिकता, मीडिया और सामाजिक बदलाव (18, 19, 20 जनवरी 2016) में मीडिया और सामाजिक सरोकार के मुद्दे विषय पर व्याख्यान.
3. Paper Presented in the National Conference on “Restructuring of Indian Economy in Light of Globalisation” (15th May, 2015) organized by Northern India Engineering College, Delhi. Title of the Paper was “Need of spiritual communication after LPG world”.
4. Paper Presented in the National Conference on “Impact & Penetration of Mass Media, Confluence on Political, Social & Disaster Management ” (23<sup>rd</sup> November, 2013) organized by TIAS, Delhi. Title of the Paper was “Impact of Mass Media on Political Democracy”.
5. Paper Presented in the National Conference on “Gram Panchayat – Lessons in Effective Governance in 21st Century India (21st April, 2012) organized by Rukmini Devi Institute of Advanced Studies, Delhi. Title of the Paper was “Evaluating Role of IT in Establishment of Real Democracy in Rural India” (in reference To UP)
6. Paper presented in the National conference on Winning Strategies in a Competitive set-up: Searching Aha! Effect in the Inflation Driven economy (24th & 25th February, 2012) organized by BLS Institute of technology & Management, Bahadurgarh, 124507. Title of the Paper was “New Technologies & Innovation for Competitive successes”.
7. Paper Presented in National Seminar on “Entrepreneurship Development of women in India in Post-Liberalisation Era (20<sup>th</sup> March, 2005) organized by Department of Commerce, University of Lucknow. Title of the paper was **Role of MFIs & SHGs in women Entrepreneurship**
8. Paper presented in National Seminar on WTO & Entrepreneurship Development (07-08 February, 2005) organized by Department of Business Economics, VBS PU, Jaounpur. Title of the Paper was “**Role of Community Radio in Entrepreneurship Development**”

9. Paper presented in National Seminar on Rural Marketing: Issues & Challenges in WTO Era (23 - 24 September, 2005) organized by Department of Business Economics, VBS PU, Jaunpur. Title of the Paper was **Message Designing Rural Vs Contemporary Approach.**
10. Paper presented in National Seminar Media Technology & Rural Development (22 - 23 October, 2005) organized by Department of Mass Communication, VBS PU, Jaunpur. Title of the Paper was **Building Human Brands: An Approach to Development.**
11. **Economics Vs Ethics : Market forces and Media**, paper presented in National Seminar Organized by Himanchal Pradesh University, Shimla (27<sup>th</sup> & 28<sup>th</sup> March, 2007)

### Academic Congress

Attended (2)

1. Attended Academic Congress “Enabling The Young: Redefining Education” (6<sup>th</sup> & 7<sup>th</sup> September, 2012. Organized by University of Delhi.
2. Attended & Presented a Paper in XXXVII social Science Congress (26th to 31 Dec, 2011. Title of the Paper was Contemporary Techniques of Media Interface (Role of Motive in Communication Phenomenon)

### Invited Lectures

10 Invited Lectures in Various Institutions. ( More Than 45 Min. Each)

### Workshop

Attended (2)

1. Attended a Workshop on Science Communication through Cultural Involvement (9 March to 12 March 2005) organized by National Science & Technology Communication Council, Department of Science & Technology, Govt. of India.
2. Attended a Workshop on Science Fiction Writing for Mass Media (16th – 19th Dec, 2001) organized by National Science & Technology Communication Council, Department of Science & Technology, Govt. of India.

### NEWS PAPER ARTICLES AND COLUMN

बिहार विधानसभा चुनाव: गेंद छोटे दलों के पीला में	Article	Hamara Purvanchal (New Delhi) 2015	DEL HIN/2014/56185
व्यापम घोटाला: कितनी जांच कितनी सच्चाई	Article	Hamara Purvanchal (New Delhi) 2015	DEL HIN/2014/56185
सामाजिक नवचेतना और मीडिया कर्म	Article	Hamara Purvanchal (New Delhi) 2015	DEL HIN/2014/56185

शनीचर की आँख	Column (Total No. – 80 )	Hamara Purvanchal (New Delhi) 2014	DEL HIN/2014/ 56185
<b>PROFESSIONAL AFFILIATIONS AND ACTIVITIES</b>			
<ul style="list-style-type: none"> <li>➤ Course Faculty, Doordarshan Training Institute, Lucknow (2008)</li> <li>➤ Consulting Editor, Hamara Purvanchal weekly, Delhi.</li> <li>➤ Presented several Talks on All India Radio</li> <li>➤ Presented several programmes on Gyan Darshan (GD-1)</li> <li>➤ Produced 26 episodes (as Asst Director) of Geetanjali for Aastha TV (produced by Film institute of eMITS, Lucknow)</li> <li>➤ Different TV programmes for Doordarshan and other TV Channels like; Samayiki, Premchand Ki Kahaniyan, Ada-e-Baitbazi, etc. under flagship of Film institute of eMITS.</li> </ul>			

**I certify that the information given above is correct and factual to the best of my knowledge.**

**Date : 10.01.2020**

**Sudhir K Rinten**