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Experience:

- ◆ Dr. Ram Pravesh Rai joined the Central University of Himachal Pradesh in the year 2013 as an Assistant Professor in, the Department of New Media, prior to that he served as
- ◆ Assistant Professor at U.P. Rajarshi Tandon Open University, Allahabad (Prayagraj)
- ◆ Assistant Regional Director at Indira Gandhi National Open University (IGNOU)

At present:

- ◆ Associate Professor and **HOD**, the Department of New Media
- ◆ **Dean of**, the School of Journalism Mass Communication & New Media at Central University of Himachal Pradesh, Dharamshala.

Qualifications:

- ◆ Dr. Rai is NET and Ph.D. in Mass Communication and M.A. Hindi

Research, Training, Conferences and Publications:

Dr. Rai has presented more than 12 papers in the international and national seminars. He has delivered talk at IGNOU, Regional Centre Lucknow, Central Hindi Directorate's conference Chennai, Dainik Jagran newspaper and Kendriya Hindi Sansthan, Agra on various topics. He has completed 'Train the Trainer programme, jointly organised by IGNOU and DW Akademie, Deutsche Wele, Germany. Three scholars have been awarded PhD degree under his supervision.

He has more than 10 research papers published in reputed journals, contributed 3 chapters in the national level books and has prepared many study materials for Antarrashtriy Hindi Vishwavidyalay, Wardha and U.P. Rajarshi Tandon Open University, Allahabad. His recent popular articles are (1) "*Buyer's Right and Product Information: A Study On Displaying SAR Value of Budget Smart Phones*", (2) "*The Bechdel Test and Hindi Cinema: An Analysis of Women Empowerment Delineation*" 2021 and (3) "*Persuading Voters through Aristotelian Rhetoric in Indian Lok Sabha Election 2019: A Content Analysis of Official Youtube Campaigns*", 2022

He was also the Technical Reviewer under Massive Open Online Courses (MOOCs) program "Society and Media" launched on 15th July, 2019.

He is actively involved in teaching and research in the areas of New Media Technologies, Film Studies, Mass Communication Theories etc.