

Dr.Nancy Devinder Kaur, Assistant Professor

QUALIFICATION:

- Schooling From Army Public School, Ambala Cantt
- Graduation in Medical Science from MCMDAV College, Chandigarh
- M.A in Journalism and Mass Communication from Punjabi University, Patiala
- M.Phil. from Chaudhary Devi Lal University, Sirsa.
- Ph.D. from Punjabi University, Patiala
- UGC-NET Qualified

Dr. Nancy Devinder Kaur has been serving Department of Journalism and Mass Communication Punjabi University, Patiala since 2011. Presently, she is heading the same department from where she obtained her masters in Journalism and Mass Communication. She obtained her doctorate in the same discipline under the able stewardship of Prof. (Dr.) Navjit Singh Johal. As Assistant Professor her career spans over 17 years contributing to further develop research in the areas of New Media Technology and Research Methodology.

Dr. Nancy started her media career by doing a summer job with 'The Tribune'. But the urge to shape the latest technologies in media for the students, she took up the profession of teaching. Initially, she joined GMN college, Ambala Cantt as a lecturer. From her childhood Dr. Kaur had seen the plight of rural women folk. They are working in fields doing pity odd jobs to keep their hearth burning and the discrimination they face in day-to-day life from their own kith and kin. In 2007, she got an opportunity to set-up the department of Journalism and Mass Communication at Guru Nanak Girls College, Ludhiana. In order to help Semi- literate and illiterate women from the rural and semi- urban areas, she with the support of management of the college established a 'community radio' in the college. Initially, it was a difficult task to produce developmental programmes for fifteen to eighteen hours a day. Special sessions and a training programme were conducted to train the faculty and students to run the community radio. Dr. Nancy contributed whole heartedly for making this community radio services a success. Her prime motive was to educate the rural folks in and around Ludhiana about the changes in social, economic, political and domestic spheres the country was going through. She worked as scriptwriter, announcer and producer of the programmes.

In 2010, Dr. Nancy Devinder Kaur joined the department of Journalism and Mass Communication as An Assistant Professor. For two years she served in the department of Distance Education of the University. Subsequently, she joined the main department of Journalism and Mass Communication. Dr, Kaur takes keen interest in the research Projects of the department. She has presented many research papers at various national and international media conferences and seminars. She has guided 17 M.Phil. dissertations and has as many as seven research scholars perusing their PhD programme under her in various fields of New Media Technology and Research Methodology. Apart from this she also taught

Communication Skills to Students to IAS/PCS aspiring students for IAS/PCS and Allied Services Centre, PunjabiUniversity, Patiala.

She is also Member of undergraduate and graduate Board of studies of the university as well as that of Shri Guru Granth Sahib World University, Fategarh Sahib, Shoolini University, Himachal Pradesh, Mata Gujri College, Fatehgarh Sahib and Guru Teg Bhadur Khalsa College, Anandpur Sahib. for Under-Graduate classes in Journalism and Mass Communication, Fategarh Sahib. Dr. Nancy is on the board of number of research Journals for peer reviewed research papers and articles.

Apart from her academic responsibilities as head and to take care of the welfare of the students of the department, she assists the University Administration where ever her services are required.

Recent Publications:

- A correlational study between use of digital media and psychological behaviour pattern of urban youth. Amity Communication Review 2021-2395-101xwww.amity.edu/asco
- An art of Adaptation: Shakeasphere's Macbeth and Vishal Bhardwaj's Maqboolliterary voice 2022 2277-4521 www.literaryvoice.in
- Focus Groups: Mixed Methods Approach, Media Conclave 2023 1-929890-8-2
- New Media changing Dynamic of Parenting', Academic Science JETIR August 2018 Vol 5 ISSN-2349-5162
- 'Social Media changing communication Patters of Parents with Children' Asian Resonance, Vol 7, Issue 3 Jul-15 ISSN-0976-8902
- 'Existentialism of People's choice study, 1940 in Rural Punjab' Remarking An Analisation April, 2018 ISBN-2394-0344
- 'A Comparative Study of Popular OTT Media Services' The Rise of the Digital Human 2019 ISBN-978-81-943035-1-0
- 'A Correlational study between use of Digital Media and Psychological Behaviour patterns of Urban Youth' Amity communication Review Jun-20 ISSN-9395-1014
- Netflix- Chronicling the rise and growth- Over the top in India. Edited by Nitin Joseph Elanjimalto Media Village Publication 2023
- Impact of New Media technology on Children, Media Ethics: Issues and Concerns, Punjabi University, Patiala. 2012\978-81-302-0157-3
- Impact of New Media Technology on Indian Women, Reassessing Rural Development Through science Communication, Department of Journalism And Mass Communication, PunjabiUniversity Patiala in collaboration with National Council For Science and Technology Communication, New Delhi . 2016

