

## *Curriculum Vitae*



### **Prof. Mohammad Fariyad**

[mfariyad.manuu@edu.in](mailto:mfariyad.manuu@edu.in)

mfariyad2008@gmail.com

پروفیسر محمد فریاد

+91 40-23120600 (O)

+91 9966058101 (M)

Head of the Department,  
Department of Mass Communication & Journalism,  
**Maulana Azad National Urdu University,**  
(A Central University established by an Act of Parliament in 1998),  
(Accredited "A" Grade by NAAC)  
Hyderabad 500032 (T.S.) India

# Prof. Mohammad Fariyad

## Education:

**Doctor of Philosophy (Ph.D.)** in Mass Communication & Journalism  
Mahatma Gandhi Kashi Vidyapeeth, Varanasi (U.P.)

**U.G.C NET** in Mass Communication & Journalism.

**Master of Journalism (M.J.)**  
Mahatma Gandhi Kashi Vidyapeeth, Varanasi (U.P.)

**Bachelor of Journalism**  
Mahatma Gandhi Kashi Vidyapeeth, Varanasi (U.P.)

## Academic Position:

**Professor & Head**, Department of Mass Communication & Journalism, Maulana Azad  
National Urdu University, Hyderabad.

## Leadership Experience:

**Chairman- Board of Studies**, Dept. of Mass Communication & Journalism, Maulana Azad  
National Urdu University, Hyderabad.

## Project Director, UNICEF-MANUU Partnership Project

'Leadership for Social Change' A project Funded by *United Nations Emergency Children Funds (UNICEF)* in collaboration with *Maulana Azad National Urdu University, Hyderabad*, focused on efforts to bring social and behavioral changes in society to increase acceptance of immunization, behavior and social issues such as nutrition, child marriage, women and children health. and WASH with quality gaps in service delivery.

**Nodal Officer**, Nominated by Vice Chancellor for implementation of Ministry of  
Education and UGC flagship programs including Central Government Campaigns.

## Academic Experience:

- **Professor**, School of Mass Communication & Journalism, Maulana Azad National Urdu University, Hyderabad, July 2017 -present
- **Member-Academic Council**, Maulana Azad National Urdu University, Hyderabad. February 2019 to present
- **Member-School Board**, School of MCJ, Maulana Azad National Urdu University, Hyderabad. January 2008 to present
- **Member-School Board**, School of Education and Training, Maulana Azad National Urdu University, Hyderabad
- **Chairman-DRC**, Mass Communication & Journalism, Maulana Azad National Urdu University, Hyderabad
- **Member-DRC**, Department of Technology, Maulana Azad National Urdu University, Hyderabad
- **Member-RAC**, Department of Islamic Studies, Maulana Azad National Urdu University, Hyderabad.
- **Associate Professor**, Mass Communication & Journalism, Maulana Azad National Urdu University, Hyderabad (July 2014 to July 2017).
- **Assistant Professor** of Mass Communication & Journalism, Department of Mass Communication & Journalism, Maulana Azad National Urdu University, Hyderabad. (January 2008 to July 2014)
- **Member-Board of Studies**, Mass Communication and Journalism, Sholapur University. (May 2014 to May 2016)

## Industry Experience:

- Sub Editor cum Reporter, Hindi Daily Amar Ujala, Varanasi.
- News Editor-National View, National News Magazine, Varanasi.
- Chief Advisory Editor-News Magazine Udai, Varanasi.
- Reporter cum Sub Editor-Hindi Daily Gandeeva, Varanasi.
- Member Editorial Board-Hindi Magazine Thati, Gaziabad.
- Presented various programmes & talks on Doordarshan, Gyanwani (IGNOU), All India Radio and several Private T.V.Channels.
- Recorded various academic programs for distance mode students of MANUU, Hyderabad.

## **Administrative Assignments/Experience**

- Head, Department of Mass Communication & Journalism, Maulana Azad National Urdu University, Hyderabad.
- Media Coordinator, Maulana Azad National Urdu University, Hyderabad.
- Placement Officer In charge, Maulana Azad National Urdu University, Hyderabad.
- In-charge Public Relations Department, Maulana Azad National Urdu University, Hyderabad.
- In charge Public Relations Officer, Maulana Azad National Urdu University, Hyderabad.
- Coordinator-UGC Coaching Centre for Minorities entry into services, Maulana Azad National Urdu University, Hyderabad.
- Programme Coordinator-National Service Scheme (NSS), Maulana Azad National Urdu University, Hyderabad.
- Examination Coordinator-Maulana Azad National Urdu University, Hyderabad.
- Warden-Boys Hostel, Maulana Azad National Urdu University, Hyderabad.
- Observer-University Entrance Exams (Regular & Distance Mode), Maulana Azad National Urdu University, Hyderabad.
- Returning Officer-Students Union Elections, Maulana Azad National Urdu University, Hyderabad.
- Nodal Officer- Unnat Bharat Abhiyan (MANUU), MHRD, Govt. of India.
- Nodal Officer-Ek Bharat Shrestha Bharat, (MANUU), MHRD, Govt. of India.
- Nodal Officer-Fit India Movement Campaign, (MANUU), MHRD, Govt. of India.
- Nodal Officer-Constitution (Fundamental Duties Campaign) (MANUU), MHRD, Govt. of India.
- Nodal Officer-Swachh Bharat Abhiyan, (MANUU), MHRD, Govt. of India.
- Nodal Officer-Disaster Management Capacity Building Program, (MANUU), MHRD, Govt. of India.
- Editor, University News Magazine, MANUU, Hyderabad
- Founder Editor-Lab Journal-Izhaar, Published by Department of Mass Communication & Journalism, Maulana Azad National Urdu University, Hyderabad.
- Member Cultural Coordination Committee, MANUU,Hyd.

## Publications Profile:

### Books Published:

1. **Fariyad, Dr. Mohammad**, (2017), **Maulana Azad Ba'gaysiat -e- Sahafi**, Delhi: Educational Publishing House: **(ISBN: 978-93-86624-17-8)**
2. **Fariyad, Dr. Mohammad**, (2017), **Ta'lluqat -e- Amma**, Delhi: Educational Publishing House: (ISBN: 978-93-86624-16-1)
3. **Fariyad, Dr. Mohammad**, (2017), **social media ke Vividh Aayam**, New Delhi: Swaraj Prakashan: (ISBN: 978-93-83514-24-3)
4. **Fariyad, Dr. Mohammad**, (2015), **Hindi Samachar Patron Me Prakashit Apradh Samachar**, New Delhi: Creative Star: **(ISBN: 978-1-329-51436-2)**

### Chapters in Books Published:

**Fariyad, Dr. Mohammad**, (2017), **Media An analytical Study Matrimonial Advertisements Published in News Papers and their Impact on Readers. In Media and Social Change**, (PP 49-53) Dhule: Atharava Publications': Nitanle Dr.Vinod,Bhatkar Dr.Sudhir,Sorde Dr Gopi **(ISBN: 978-93-86196-38-5)**

### Research work Supervision (Thesis/Dissertation Supervised):

Two Ph.D. thesis have been awarded under my Supervision till date and currently three Research Scholars are pursuing their doctoral research work under my supervision.

More than couple of dozen Ph.D. thesis evaluated as an external expert/examiner.

About fifty dissertations Supervised at Post Graduate level (M.A. Mass Communication and Journalism)

### Areas of Interest and Research:

- *Journalism & Media*
- *Mass Communication Research*
- *Public Relations and Corporate Communications*
- *Emerging Trends in Mass Media*
- *Health Journalism*
- *Vernacular Journalism*

**Invited talks Delivered:** More than one hundred lectures delivered in the last ten years in different institutions/colleges/university departments of education in India.

**Workshops Organized/Conducted and Participated as Resource Person:**

More than thirty workshop attended as resource person on different topics in different institutions/colleges/university departments of education in India.

**Research Projects/Collaboration (Conducted/On-going):****Project Director-UNICEF-MANUU Partnership Project**

'Leadership for Social Change' A project Funded by *United Nations Emergency Children Funds (UNICEF)* in collaboration with *Maulana Azad National Urdu University, Hyderabad*, focused on efforts to bring social and behavioral changes in society to increase acceptance of immunization, behavior and social issues such as nutrition, child marriage, women and children health. and WASH with quality gaps in service delivery. (On-going)

**Principal Investigator:** "Mass Media behavior of Central University Students – A case study of Hyderabad" funded by Maulana Azad National Urdu University, (UGC supported) successfully completed in 2017.

**Research Collaborator:** "Jago Grahak Jago" Impact assesment study (2012-2016) in collaboration with Indian Institute of Mass Communication, New Delhi and Ministry of Consumer Affairs, Government of India, New Delhi, successfully completed. (2017)

**Research Collaborator:** "Women in News and Entertainment Media" Impact assessment study (2012-2016) in collaboration with Indian Institute of Mass Communication and Indian Council for Social Science Research, New Delhi. successfully completed in (2019)

**Resource Person:**

- NCUPL, Ministry of Education, Government of India, New Delhi
- UGC HRDC Maulana Azad National Urdu University, Hyderabad
- Swami Ramanand Teertha Marathwada University, Nanded Maharashtra
- U.P. Rajarshi Tandon Open University, Prayagraj
- Assam Central University, Silcher
- Rajeev Gandhi University, Itanagar
- Jamia Millia Islamia, New Delhi
- Guru Gobind Singh Indraprastha University, New Delhi
- Acharya Nagarjuna University, Guntur
- Solapur University, Solapur
- H.P. Central University, Dharmshala
- Jahangirabad Media Institute, Barabanki
- Pondicherry University, Pondicherry

- Galgotia University, Greeter Noida.
- Indira Gandhi National Open University, New Delhi
- Dr Babasaheb Ambedkar Marathwada University, Aurangabad

**Awards & Recognitions:**

- Youth Leadership Award by National Youth Services Council, Government of Srilanka in 2017.
- Bharat Ratna Mother Teresa Memorial Award 2017 by Telangana Citizen Council, Hyderabad.
- Seva Ratna Puruskar-2017 by Integrated Arts Council, Telangana.
- Best Public Relations Teacher Award in 2010 by Public Relations Society of India, Hyderabad Chapter.
- Nishan-E-Banaras Award (2007) for Media Segment, by Banaras Vyapar Mandal, Varanasi.

**Office Bearer (Past):**

President-Maulana Azad National University Teacher's Association. Hyderabad  
General Secretary-Maulana Azad National University Teacher's Association,  
Hyderabad

**Languages Known:**

English, Hindi and Urdu.

**Place: MANUU/Hyderabad**

**(Prof. Mohammad Fariyad)**

**Date:**