



MAHATMA GANDHI CENTRAL UNIVERSITY

महात्मा गाँधी केन्द्रीय विश्वविद्यालय

[Established by an Act of Parliament]

Pt. Deen Dayal Upadhyay Parisar, Motihari, District – East Champaran, Bihar – 845 401

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Date: 01-03-2024

Notice

This is to inform all concerned that, in compliance with the Standard Operating Procedure (SoP) specified for the Ph.D. Programme dated 09.10.2023, and subsequent approval from the Competent Authority dated 29.02.2024, the Department of Media Studies is going to organize Pre Ph.D. Seminar of four scholars. The seminar is scheduled on 12.03.2024 and will be conducted in a blended mode. Further details are given below:

Sr. No.	Name of Scholar	Enrolment No.	Topic	Supervisor
01	GUNJAN SHARMA	MGCU2020DOMS6002	Role of Public Relations Campaign in brand positioning of Political Parties (A Comparative study between BJP and INC)	Dr. Parmatma Kumar Mishra
02	MANU KAUSHIK	MGCU2019DOMS6003	Role of community radio in agricultural awareness of the farmers (In special reference to IIMT Community radio, Meerut.)	Dr. Pirshant Kumar
03	RASHMI PRAKASH	MGCU2020DOMS6005	Portrayal of women in television advertisements and it's impact on the people of Uttar Pradesh	Dr. Anjani Kumar Jha
04	HARIOM KUMAR	MGCU2020DOMS6010	भारतीय संस्कृति के संवर्धन में सांस्कृतिक संचार की भूमिका (संस्कार भारती, बिहार के विशेष संदर्भ में)	Dr. Pirshant Kumar

Venue: Department of Media Studies, Pt. DDU Parisar.

Date & Time: 12th March 2024, from, 11:00 AM onwards.

Google Meet Link: [vhttps://meet.google.com/bpm-gnwm-kvn](https://meet.google.com/bpm-gnwm-kvn)

Dr. Anjani Kumar Jha

Head, Department of Media Studies

Mahatma Gandhi Central University, Motihari

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