

Dr. Happy Jeji

Associate Professor

Department of Journalism and Mass Communication

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## Education

- Bachelor of Science (Medical)
- M.A. Journalism and Mass Communication, Punjabi University, Patiala.
- M.A. (Punjabi), Punjabi University, Patiala.
- Ph.D ( Journalism and Mass Communication ) Punjabi University, Patiala.
- UGC NET (1992) in Journalism and Mass Communication.

## Experience

As a media professional and an academician, Dr. Happy Jeji has nearly three decades long and varied experience. She started her career in 1993 from Press Information Bureau (PIB), Jalandhar after getting selected through UPSC as IIS Group-B Officer in the Ministry of Information and Broadcasting, Government of India. Her job at PIB, the nodal agency of Government of India to disseminate information to the print and electronic media on Government policies and programmes, helped her strengthening her work experience in the field of journalism and mass communication. She completed her in-service training at Indian Institute of Mass Communication (IIMC), New Delhi. She joined PIB, Chandigarh in 1996 and served there till 2002. From Feb 2002 to 2005, she served as Senior Grade IIS Officer in Field Exhibition Unit, Chandigarh, Directorate of Advertising and Visual Publicity. During her four-years here as a field functionary, she organised photo exhibitions and multi-media publicity campaigns in urban and rural areas in Punjab, Haryana and UT Chandigarh, on wide range of issues related with development communication, health communication, education, women empowerment, rural development, agriculture development, science communication and national integration. Under her supervision, Field Exhibition wing of DAVP in Chandigarh participated in 91st Indian Science Congress in 2004 held at Panjab University, Chandigarh and in 2005 participated in intensive awareness programme 'Goonj' - a nation-wide, information, education and communication campaign organised as joint initiative by National AIDS Control Organisation and the State AIDS Control Societies of Punjab, Haryana and Chandigarh. Her various jobs as media functionary and faculty helped her gain experience in some of the core areas of mass communication like print journalism, development communication, advertising, public relations, new media, international and intercultural Communication. She also remained Director Public Relations, Punjabi University, Patiala from Feb,2019 to October 2021.

## Academic Profile

She was awarded Ph.D in Journalism and Mass Communication in 2005. In January, 2006, she joined as Assistant Professor, Department of Journalism and Mass Communication, Punjabi University, Patiala, her alma mater. She became Associate Professor in 2018 and carried out her responsibilities as Head of the Department from Jan 01, 2018- Sep 12, 2023. She has been member of various Board of Studies in different universities and colleges. Under her supervision, to date, five students have been awarded PhD degree and 22 students have been awarded M. Phil degree.

She has been member of International Association for Media and Communication Research (IAMCR) and International Academic Forum (IAFOR). She has participated and presented her papers in National and International conferences and published papers in reputed journals. She has presented four papers in IAMCR conferences. In the year 2016, she presented her first paper in IAMCR conference at the University of Leicester, United Kingdom. She presented her second paper in IAMCR Madrid 2019 conference held in Complutense University of Madrid, Spain and third paper in IAMCR 2020 hosted by Tampere University, Finland. She presented her paper in IAMCR LYON 2023 Conference in Universite De Lyon in France. Her participation and presentations in international conferences and visits to countries like UK, US, Canada, Spain, Finland and France, Austria, Czech Republic, Germany and Switzerland have significantly contributed to her academic strength.