

Dr. Intikhab Alam Shamsi

Present Position: Assistant Professor III

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Education:

- **Ph.D. in Mass Communication** (Digital Journalism & Media Technologies), Jaipur National University, Jaipur, 2020.
- **Master of Journalism and Mass Communication (MJMC)**, Aligarh Muslim University, Aligarh, UP, 2001.
- **B.A. (Hons.) in Communicative English**, Aligarh Muslim University, Aligarh, UP, 1997.

Experience:

- **Assistant Professor III**, Adamas University, India [Oct 2025 to present].
- **Assistant Professor of Mass Communication (Contractual Basis)**, University of Allahabad, Prayagraj, UP, India [March, 2021 to April, 2022].
- **Assistant Professor of Communication** (Head, Training & Development Cell), Sandip University, Sijoul Campus, Madhubani, Bihar [August, 2019 to February, 2021].
- **Lecturer of Mass Communication**, Salalah College of Applied Sciences, Sultanate of Oman [October, 2009 to September, 2016].
- **Associate Producer**, Sahara India TV Network, Noida, UP [March, 2006 to September, 2009].
- **Associate Producer**, India TV, Noida, UP [September, 2004 to February, 2006].
- **Scriptwriter and Production Assistant**, E TV (News 18) Programming, Noida, UP [October, 2001 to August, 2004].

Areas of Specialization:

- Digital Journalism & Digital Media
- Data Journalism & AI in Newsrooms
- Social Media Journalism & Analytics
- Mobile Journalism (MoJo)

- Writing & Editing for Digital Platforms
- Multimedia Content Production (Image–Audio–Video Integration)
- Media Technologies & Digital Storytelling
- Media Ethics, Policy & Global Media Systems

Key Academic Achievements:

- Developed and implemented the New Program for Mass Communication at the Ministry of Higher Education, Oman.
- Served as External Examiner for semester-end practical examinations at MANUU Polytechnic, Darbhanga.
- Actively participated in curriculum development, faculty training, and student advising activities.

Research Publications:

- Published a paper titled "Importance of New Media Technology in Political Communication – A Case Study of Political Campaigning in India" in Bioglobia International Journal, 6(1), 6-13 (2020).
- Published a paper titled "Augmented Journalism: A Blended Approach to Journalism and Artificial Intelligence" in International Journal of Trend in Scientific Research and Development, 3(1), 2058-2064 (2018).
- Published a paper titled "The Legal Ramifications of AI-Powered News Systems and Copyright on Media Practices" in International Journal of Trend in Scientific Research and Development, 2(5), 2512-2520 (2018).
- Published a paper titled "A Systematic Investigation of Trigonelline, Diosgenin, Protodioscin, and Dioscin from Trigonella foenum-graecum (Fenugreek Seeds) for Anti-Cancer and Antioxidant Properties Without Side Effects" in International Journal of Zoological Investigations, 8(2), 404-418 (2022).
- Published a paper titled "A Systematic Review on Multi-Nutritional and Phytopharmacological Importance of Perilla frutescens" in International Journal of Green Pharmacy, 16(1), 6-10 (2022).
- Published a paper titled "Earning A Degree Online During Coronavirus Time Frame: A Reality Check From Student's Perspective" in Vidyabharati International Interdisciplinary Research Journal, Special Issue, 856-862 (2021).
- Published a paper titled "Far Above the Google Classroom and Zoom Learning" in International Journal of Research and Analytical Review, 8(1), 38-47 (2021).
- Published a paper titled "Understanding Hoax News During the Covid-19 Health Crisis from the Perspective of Information Behavior: The Case of India" in Indian Journal of Pure and Applied Biosciences, 9(1), 204-209 (2021).

- Published a paper titled "Commercial Influences on Content Priorities of Indian Print Media Industry – A Content Analysis of Two English Language Newspapers" in Global Media Journal, 8(1), 68-85 (2018).
- Published a paper titled "A Cross-Cultural View on Communication with Family and Cooperation in Palliative Care" in Journal of Palliative Care and Medicine, 9(6), 5122-5129 (2020).
- Published a paper titled "Taking Artificial Intelligence into the Media Studies Classroom" in International Journal of Trend in Scientific Research and Development, 2(4), 3011-3017 (2018).
- Published a paper titled "New Challenges and Emerging Prospects in the Era of Artificial Intelligence and Robotic Reporting" in International Journal of Trend in Scientific Research and Development, 2(6), 1691-1701 (2018).
- Published a paper titled "Journalism and Editorial Use of Artificial Intelligence" in International Journal of Trend in Scientific Research and Development, 2(2), 1890-1893 (2018).
- Published a paper titled "Artificial Intelligence and the Indian Newsrooms" in International Journal of Innovative Research in Science, Engineering and Technology, 7(7), 8248-8258 (2018).

Research Highlights:

- Paper Presentation on "Health Communication in Sultanate of Oman: A Study of Communication Strategies to Ensure Health for All" at the 9th GCA International Conference on Communication Galaxy: Discoveries, Boundaries, and Opportunities, Ottawa, Canada (2013).
- Paper Presentation on "Building Research Capacity in Fragile Media Ecosystems: Lessons from Central Asia" at the International Conference on Media and Development, Istanbul, Turkey (2023).
- Paper Presentation on "Importance of New Media Technology in Political Communication – A Case Study of Political Campaigning in India" at the 9th GCA International Conference on Breaking Barriers: Creating New Communication Horizons, Bengaluru, India (2015).
- Paper Presentation on "Nature of Cross-Cultural Conflict in Southeast Asia" at the Two-Day Virtual International Conference on Information Age: Culture, Identity & Communication, Sharda University, New Delhi, India (2021).
- Paper Presentation on "Development of Urdu: An Overview" at the Forogh-e-Urdu Seminar, State Language Development Cell (2019).

Books Published:

- Telling the Whole Story: A Handbook on Specialized Reporting and Beats. Bilaspur: Shine Book Publishing (2023). ISBN: 978-81-962830-2-5.

Book Chapters Published:

- "The Ethical Dimensions of Cross-Cultural Communication." In Information Age: Culture, Identity & Society. Delhi: Yash Publication (2021). ISBN: 978-93-5311-052-4.
- "A Historical Analysis and Evolution of Participatory Communication-Based Development Approaches." In Emerging Trends in Development Communication and Journalism: Many Voices – Many Platforms. Delhi: Kanishka Publishers (2022).

Professional Memberships:

- Professional Member of Public Relation Society of India (PRSI), Kolkata Chapter

Award and Recognition:

- Received Best Advisor Award (2016) from the Ministry of Higher Education, Oman.
- Received Best Mentorship Award (2014) from Al Jazeera Channel Talent Hunt Show.

Additional Information:

- **Languages:** English, Hindi, Urdu, Arabic
- **Nationality:** Indian.