



## **Dr. RASHID ANSARI**

Associate Professor

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### **Professional Summary | Key Highlights**

- **19 years of hands-on industry experience** in TV Journalism, broadcast news production, live programming, newsroom operations, and studio workflows.
- **4 years of teaching experience** including 2 years as full-time faculty and 2 years as Visiting Faculty, delivering practice-based and industry-aligned instruction.
- Strong ability to translate real-world media practices into classroom learning, studio-based training, and live project mentorship.
- Extensive exposure to deadline-driven productions, live broadcasts, client-oriented assignments, and professional media workflows.
- Mentorship for student portfolios, internships, industry placements.
- Actively engaged with emerging media trends, including digital platforms and contemporary content production practices.

### **EDUCATION**

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- **NET (UGC)** qualified in Mass Communication and Journalism, 2013.
- **Ph.D** from Jamia Millia Islamia, New Delhi, 2018.
- **M.A.** in Mass Communication, Guru Jambheshwar University, Hisar, Haryana, 2013.
- **M.Phil**, Jamia Millia Islamia, New Delhi, 2010.
- **Post Graduate Diploma** in TV Journalism, Jamia Millia Islamia, New Delhi, 2004.
- **MA** in History, University of Allahabad, Prayagraj, U.P., 2001.
- **B.A.**, University of Allahabad, Prayagraj, U.P., 1999.
- **Intermediate**, Kendriya Vidyalaya, Air Force Station, Manauri, Prayagraj, 1995.

### **TEACHING EXPERIENCE**

- **Associate Professor**, Department of Journalism and Mass Communication, Integral University, Lucknow (NAAC A+). April 2024- till date.
- Visiting Faculty, International Institute of Mass Media, South Ext-1, Delhi. 2019-2021

## **INDUSTRY EXPERIENCE**

### **ZEE NEWS Noida**

#### **Deputy Executive Producer, January 2022 - April 2024**

I was responsible for daily shows & programs, promos, news debates, documentaries, breaking news, news bulletin production, special news coverage, electronic news gathering, reporting and story development. Responsible for on air error free news content, supervised rundowns, scripting and voice overs etc. Handle multiple assignments under tight deadlines. Executed the function of shift in charge and handled the team of show producers.

### **INDIA TV Noida**

#### **Senior Editor, October 2020 – January 2022**

### **ZEE NEWS Noida**

#### **Senior Producer, March 2014 – September 2020**

### **NEWS 18 INDIA (IBN7) Noida**

#### **Senior Producer, Feb 2005 – March 2014**

## **PROFESSIONAL EXPERTISE**

- Media professional and Academician with more than 20 years of experience in TV News Industry.
- Conversant with all aspects of news, programming, production, promo, design, concept development.
- Experience in handling complete gamut of operations from developmental stage to conclusion.
- Highly conceptual and detail-oriented with keen sense of what's next now in media and diverse cultures
- An Out-of-the-Box thinking with the ability to ideate and translate creative concepts, quick in learning and adapting to new techniques with a never say-no attitude.
- Well versed in News Production, scripting, Rundown, Voice Over and overall conceptualization of news bulletin.

## **ACADEMIC & ADMINISTRATIVE RESPONSIBILITY**

- Head, Department of Journalism and Mass Communication, Integral University, Lucknow.
- Member, Academic Council, Integral University, Lucknow.
- NAAC Criteria-1 Incharge of the Department of Journalism & Mass Communication.
- Member, Foundation Day Celebration Committee, Integral University, Lucknow

## **PROFESSIONAL COMPETENCIES**

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- Understanding the media landscape & implementing strategies in News, Promo, Programs producing for electronic media.
- Handled show's overall quality and survivability through roles depending on the particular show and editorial policy of the channel.
- Carried the supervision of Production, Copy Writing and generating Story Ideas.
- Very good voice quality. Do regular voice over.
- Executed scripting, reviewing and cross checking scripts.
- Coordinated with News Producers and handling smooth flow between Newsroom, Studio & PCR.
- Conducted pre-production briefings for presenters, reporters, technical staff and other contributors.

## **TECHNICAL KNOWLEDGE & TRAINING**

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- Octopus, iNEWS and ENPS News Production System
- Adobe Premier for AV editing, Canva, Camera handling
- Completed 3 Day online Certificate Course on Artificial Intelligence (AI) Tools for Media Professionals by Newswriters.in and Cybervault
- Completed the training under the AI for Digital Readiness & Advancement (ADiRA) by DataLEADS,

## **PUBLICATIONS/SEMINAR/CONFERENCES/FDP**

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- Journalism in The Age of the Attention Economy: Reviewing Trends, Tools, And Ethical Challenges, paper published in Kurdish Studies, Vol.13, No.2, September 2025, pp. 61-71. (Interdisciplinary & Peer Reviewed Journal)
  - *Betrayal of the US Media over Invasion of Iraq*, paper published in Asian Journal of Research in Social Sciences and Humanities, Vol. 6, No. 7, July 2016, pp. 1096-1111. (A Peer reviewed refereed monthly international E-Journal & Print Journal)
  - Co-Authored-*Sustainable Management Practices: Balancing Profitability with Corporate Social Responsibility*. Vol.44 No. 3, Jul-Dec 2024: P.8868-8877: Library Progress International. (Scopus Q4 Journal)
  - Presented paper *Fake News Detection of Social Media News in Block Chain Framework Using Machine Learning* at 2025 4<sup>th</sup> OPJU International Technology Conference on Smart Computing for Innovation and Advancement in Industry 5.0 held at O.P. Jindal University, Raigarh, Chhattisgarh from April 9-11, 2025.
  - National Webinar on Empowering Early Career Researches Against Cloned Journals held on 29<sup>th</sup> November 2024 conducted by HRDC, Integral University, Lucknow.
  - Presented paper *Media Representation of Muslim Women in India* in International seminar on media and women conducted by Manav Rachna International University Faridabad.
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- One Week (17-21 Feb, 2025) National Level Faculty Development Program on AI Tools organized by Integral University, Lucknow.
- One Week Faculty Development program on “Statistical Analysis for Research: Techniques and Software” from 21/11/2024 to 26/11/2024. Conducted by AIU–IU–AADC & HRDC, Integral University, Lucknow, in collaboration with Department of Business Management.
- One Week FDP on “Enhancing Teaching, Research, and Professional Communication Skills” organized by HRDC, Integral University, Lucknow from 5th July 2025 to 10th July 2025.
- Participated in 2nd SEPC International Conference on “Transforming Higher Education & Skilling towards Viksit Bharat @2047” & “Education Excellence Awards 2025”, on 19th September, 2025, Vigyan Bhawan, New Delhi.

### **PERSONAL DOSSIER**

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- Marital Status: Married
- Languages: English, Hindi, Urdu
- Permanent Address: Okhla, Delhi

*Rashid Ansari*

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