



## About Author

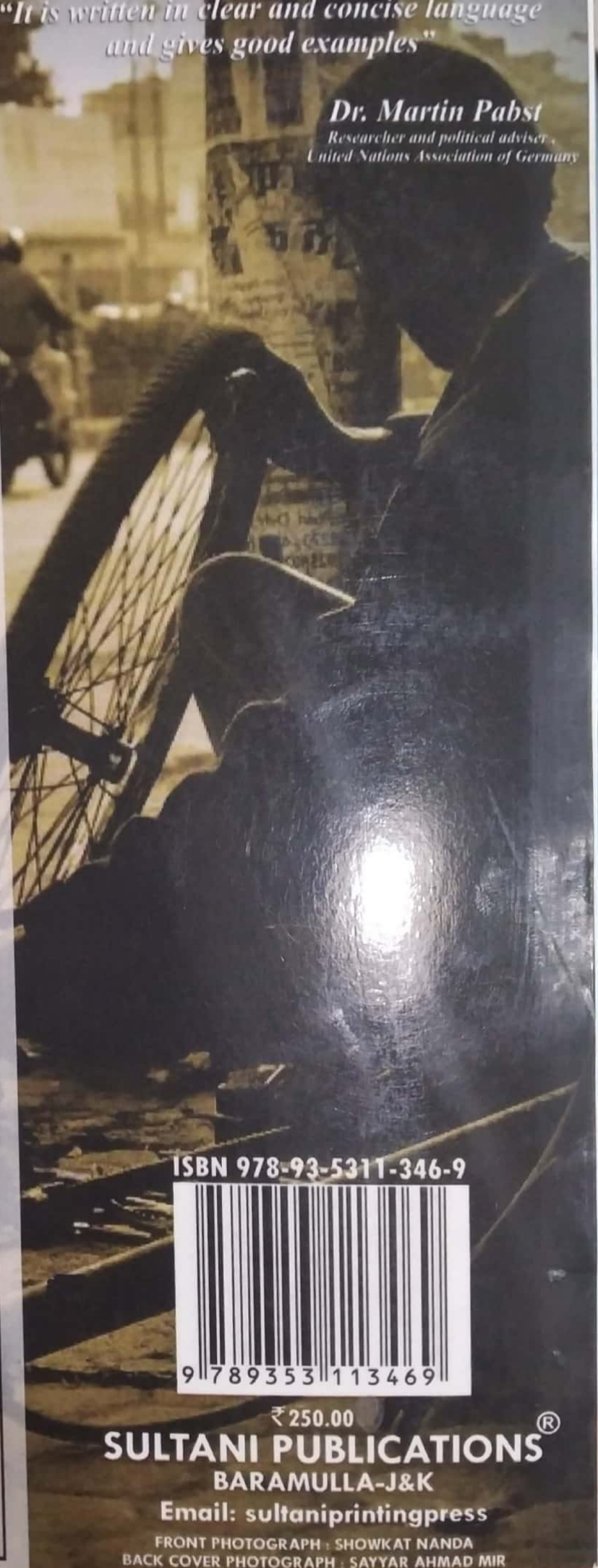
Sayar Ahmad Mir is journalist turned academician (Research scholar, former accredited photojournalist cum reporter, freelance film maker and a graphic designer.) He had been associated with the national daily newspaper **The Pioneer** since 2011-2015 and having experience of 7 years of mainstream communication and mass communication practices, expert in Development Communication. In short span of time, **Mir** has earned first hand experience of journalism field while covering many national and international events (sports, politics, higher education, art, fashion etc. ) and has earned good reputation in the fraternity of journalism. Presently working as **Asst. Professor** in SGI, Dehradun. **Mir** has specialization in Visual Communication and DevCom. He has been imparting his experience and knowledge among students of prominent national and international institutions like, **Punjab University, Lahore, Islamic University of Science and Technology Kashmir, & Subharti University Meerat** on critical analysis of visual communication in the contemporary society and society's development within the frame work of communication. In 2013, one of photographs of Mr. Mir got nominated for the exhibition in **Paris Gallery of Art, France**.

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*"It is written in clear and concise language and gives good examples"*

**Dr. Martin Pabst**

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