

Dr Saswati Gangopadhyay

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Teaching Experience

Professor in Mass communication at The University of Burdwan [State Govt Aided] West Bengal India (Joined service in July, 2000-Continuing)

Academic Qualification

Ph.D in Journalism and Mass communication from University of Calcutta [Degree awarded in January 2007]

Qualified NET (National Education Testing) Examination of University Grants Commission New Delhi in December 1997

Professional Qualification

Certificate course in Video Film Making from Chitrabani, (St. Xavier's College) Kolkata

Areas of interest

Representation of women in mass media; audiovisual media; digital media; media research

Papers taught

Mass communication; Communication Research; Reporting and Writing; Television

Research Guidance

- Four scholars (Three singly supervised and one jointly supervised) have been awarded Ph D degrees in Mass Communication from BU in 2015, 2017 & 2019
- Presently supervising two registered PhD scholars in Mass communication BU.
- Supervised four scholars singly and one jointly for MPhil in Women Studies at BU.

Paper Publication

- 1) Nov 2019 Communication in Digital Era (3rd National Media Conclave 2018) ISBN 978-93-5391-046-4 Media Pluralism in the Digital Era: Use of Weblogs (Blogs) in Information Dissemination (single)
- 2) September 2019 Media Watch ISSN 0976-0911 Digital Journalism : Theorizing on Present Times (co-authored)
- 3) Jan-Mar 2019 The Communicator: The Journal of IIMC ISSN 0588-8093 Mahatma Gandhi and His Communication Strategies: An Analysis (co-authored)
- 4) Oct-Dec 2018 The Communicator: The Journal of IIMC ISSN 0588-8093 Exploring the state of Bengali Newspapers: Recent Trends (co-authored)
- 5) July-Dec 2018 B R International Journal of Culture Media and Trends Vol-1 no-2 ISSN 24570966. Reflection of women Position in Post Partition Bengal as portrayed in Print

- Media : A study of the Bengali Literary magazine Masik Basumati from 1948-1968 (co-authored)
- 6) Nov 2018 Communication for Development (2nd National Media Conclave 2018) ISBN 9789353219130 Gender and Stereotypes- Media as a catalyst of change (co-authored)
 - 7) Oct 2018 Bollywood Cinema : Issues of Identity and Representation (Edt Vol) ISBN 978-81-938439-1-8 Globalisation and Bollywood: A Select Study of Diaspora Films(co-authored)
 - 8) Oct 2016 Our Place Our Space Our Case: Women Issues in Contemporary Perspective (Edt Vol) ISBN 9789385119651 Depiction of Women in Indian Print Media (co-authored)
 - 9) 2016 Crony Journalism: An Overview VB (Edt Vol) ISBN 9788175226302 From Crony Capitalism to Crony Journalism (Single)
 - 10) 2016 Media Usage in Promotional Communication BU (Edt Vol) ISBN 8187259922 Internet Advertising :Exploring Social Media(co-authored)
 - 11) June 2016 Global Media Journal India Edition Summer Issue ISSN 2249-5835 Citizen Journalism and Weblogs (single)
 - 12) 2016 The Burdwan Journal of Political Science Vol -V ISSN 23942525 Media and Women's Movement in India(single)
 - 13) 2016 Gender and ICTs: Future Directions in Bridging the Digital Divide (Edt Vol) ISBN 9788189110451 Empowering Women through Information Communication Technology Intervention: A case study of West Bengal (co-authored)
 - 14) July 2015 the BHU Journal of Communication Studies Vol-5 Iss-1 ISSN 2231-5578 Globalised Bollywood and Representation of Women: A Study of Select Films. (single)
 - 15) June 2015 Journal of Business Management, Commerce & Research Vol-IV No-XII ISSN 2319250X Surrogate Advertising on Satellite Television: An Indian Experience (co-authored)
 - 16) June-Sept 2015 Communication Today ISSN 0975-217X Digital Media and Social Movements (single)
 - 17) March 2015 Media Ethics: Reality or Myth? A Collection of Essays VB ISBN 978-81-7522-602-9 Ethical Issues vis-a-vis Representation of Women in Advertisements (single)
 - 18) June 2014 Global Media Journal India Edition Summer Issue ISSN 2249-5835 Social Networking Sites and Privacy Issues Concerning Youth (co-authored)
 - 19) April-June 2014 Communication Today ISSN 0975-217X Online and Mass Media (co-authored)
 - 20) April 2014 Digital Media :Emerging Issues ISBN 978-93-83463-99-2 Changing Trends of News vis-a-vis Digital Media (single)
 - 21) Jan 2014 Voices of Social Media in Democracy: An Anthology VBU ISBN 978-81-7522-584-8 Social Media and Digital Literacy.(co-authored)

- 22) 2014 Media and Communications: Practices & Issues (Edt Vol) ISBN978-81-922957-8-7 Women and Mass Media (Single)
- 23) 2013 Women, Society and Development :Emerging Concerns in India ASC-BU ISBN 978-81-927013-2-5 Violence against Women in India and Pakistan (single)
- 24) 2013 Indian Journal of Media Studies Vol7/1&2 ISSN 22297235 Impact of globalised media on Indian society (co-authored)
- 25) Jan-Jun2013 Journal of Geo-Environment Observer Siliguri ISSN 2277-6141 Putting Environment in Focus: The Role of Satellite Television in India (co-authored)
- 26) April-Sept 2012 Communication Today Jaipur ISSN:0975-217X Use of Women Indian Advertisements: A survey based study (single)
- 27) June2012 Science Communicator : Interdisciplinary Journal for Science Communication and Journalism Cochin University, Volume 03,Issue 02 ISSN:2231-217X An Empirical Study on Effects of Advertisement on Younger Generation in India (co-authored)
- 28) Jan-Mar 2012 Mass Communicator: International Journal of Communication Studies Delhi, Volume: 6, Issue: 1 ISSN: 0973-9688. Depiction of Violence Against Women in Leading English Newspapers of India: A Study (co-authored)
- 29) Jan-March 2012 Antarmukh Vol-1 Iss-3 Burdwan ISSN 2249-3751 Ganamadhya o Manabadhikar (co-authored)
- 30) Jan 2012 Issues of Journalistic Ethics and Freedom in Contemporary Age of Digital Media Kolkata ISBN 81-86263-02-4 Digital Media and Journalism in India: Question of Credibility (co-authored)
- 31) Dec 2011 Indian Journal of Media Studies Vol-V no 1&2 Tirupati AP ISSN 22297235 A comparative study on the portrayal of women in tourism websites of India vis a vis Australia (co-authored)
- 32) Dec 2011 The Burdwan Journal of Political Science Burdwan University Vol IV Transnational Media and Globalisation (co-authored)
- 33) Jul –Dec 2011 Media Watch Vol-2 Iss-2 Odisha ISSN 0976-0911 Portrayal of Women in Internet Advertising (co-authored)
- 34) Dec 2011 Samaj Tattva Vol -17 Iss 2 Kolkata ISSN 0975-9980 Role of Television in development of women in India (co-authored)
- 35) June 2011 Summer Issue Global Media Journal –Indian Edition Kolkata Use of Women in Advertisements and the Issue of Social Responsibility ISSN 2249 – 5835 Global Media Journal- Indian (Single)
- 36) Jan-Jun2011 Media Watch Vol-2 Iss-1 Odisha ISSN 0976-0911 Impact of Globalisation & Depiction of Women in Indian Advertisements (Single)
- 37) Dec 2010 Samaj Tattva Vol-16 Iss-2 Kolkata ISSN 0975-9980 Television and Popular Culture in West Bengal (co-authored)

- 38) July 2008 Journal of Department of Bengali Burdwan University Bengal ISBN-81-87259-59-0 Bharatiya Bigyapone Lingoboyshomya (Single)
- 39) July-Dec 2007 Journal of International Management Delhi Vol-4 No-2 ISSN 0973-0079 Portrayal of Women in Contemporary Advertising in Indian Society(co-authored)
- 40) Jan-Jun2007 South Asian Journal of Socio-Political Studies Kerala Vol-7 No-2 ISSN 0972-4613 Brand Positing of India as a Tourist Destination (co-authored)
- 41) July-Sept 2006 The Manager Today Journal of Management Sciences Durgapur Vol-1 No 3 Impact of Advertisements on Women, Youth and Children(Single)
- 42) Dec 2005 Journal of Department of Mass Communication Burdwan University Vol3 Television in India in the Era of Globalisation ISBN81-87259-45-0 (Single)
- 43) July2003 Saili Chinta Charcha (Bengali Edited Volume) Ratnabali Publishers Kolkata Sambadikatar Saili Roop O Rupantar (Single)
- 44) April 2003 Journal of Department of Mass Communication Burdwan University Vol- 2 A Portrayal of Women in Mass Media (Single)

Book Authored

Broadcast Media: Radio, Television & Internet Lipika Kolkata 2015. ISBN 81-86947-24-8

Editing of Books and Journals

Edited Book (Jointly Edited) – Media, Governance and Cultural Issues BU 2017 ISBN 8187259957

Edited Book (Jointly Edited) - Media Usage in Promotional Communication BU 2016 ISBN 8187259922

Edited Book (Singly Edited) - Digital Media: Emerging Issues Suhrid Kolkata 2014 ISBN 978-93-83463-99-2

Edited Two issues of Journal of Department of Mass Communication Burdwan University [Vol-2 in 2003 and Vol-3 in 2005 (ISBN-81-87259-45-0)]

Guest Editor (Joint) in Global Media Journal — Indian Edition (Sponsored by University of Calcutta) ISSN 2249 – 5835 Summer Issue / June 2012 Volume: 3 / Number: 1 Theme: Gender and Media

Seminars and Refresher Courses organised

Joint Coordinator for UGC sponsored Refresher Course in Women Studies organised by Academic Staff College (HRDC) Burdwan University from Feb 03 to Feb 24, 2012

National Seminars of the Department of Mass Communication Burdwan University in 2003, 2006, 2012& 2018 (first two as organising secretary and last two as seminar director)

International seminar of the Department of Mass Communication Burdwan University in 2014 and 2016 (As seminar director)

Session Chair at International Seminar and Conference

- 1) March 2019 Y Factor International Conference on Media and Culture NSHM Calcutta
- 2) Jan 2016 News Literacy Surendranath College for Women Calcutta

Paper presentation at International Seminar and Conference

- 1) Jan 2018 Mother Earth Environmental Science Burdwan University
- 2) Jan 2017 Culture, Meaning and Art ICCS USA and Derozio College Kolkata
- 3) Jan 2014 Crony Journalism: Redefining Journalistic Practices CJMC Viswabharati Santiniketan, Bengal
- 4) Dec 2012 Communication : Key to Extension Adult and Continuing Education and Extension Jadavpur University Kolkata
- 5) Nov 2011 Meeting Youth Needs in 21st Century :India and Canada Sociology Dept Calcutta University Kolkata India
- 6) Feb 2011 Media Realising Human Potential in Service of Society & Country: Sri Thakur Anukul Chandra's Concept of Economics & Development UDGUTA & Gurudev Rabindranath Tagore Foundation Guwahati Assam India
- 7) Jan2009 Landscape and Rivers: Symbolising Cultural Linkages between Australia and India by Indian Association for Study of Australia (IASA) Kolkata India
- 8) Jan 2008 Re Imagining Australia and India: Culture & Identity Indian Association for Study of Australia (India) Kolkata India

Session Chair at National Seminar and Conference

- 1) Sept 2016 Gurudas College Calcutta Media Economics and Politics in Post Globalization India
- 2) April 2015 Benaras Hindu University Hundred Years of Indian Cinema
- 3) March 2015 Viswa Bharati Santiniketan New Media and Indian Politics

Paper presentation at National Seminar and Conference

- 1) March 2017 Tezpur University Assam Media Education in India
- 2) April 2015 Benaras Hindu University Hundred Years of Indian Cinema
- 3) Nov 2015 ACMC India Chapter, SERD and Jain College Kolkata
- 4) March 2015 Viswa Bharati Santiniketan Role of social media in Politics
- 5) April 2014 Viswa Bharati Santiniketan Role of social media in democratization/ pluralisation of media

- 6) March 2013 Assam University Silchar Women and Media
- 7) March 2013 Viswa Bharati Santiniketan Media ethics: reality or myth?
- 8) Jan 2012 Journalism in the Age of New Media Surendranath College and Journalism Dept Calcutta University Kolkata Bengal
- 9) Feb 2011 Folk Media & Sustainable Development in North East Mass Communication Dept Assam University Silchar Assam
- 10) April 2010 Changing Contours of Cinema Mass Communication Dept Burdwan University Burdwan Bengal
- 11) Jan-Feb 2008 Tourism in India: Vision 2020 Department of Business Administration Burdwan university
- 12) Oct 2007 India's First War of Independence Centre for Interdisciplinary Studies Burdwan University Bengal
- 13) March 2007 Brand Positioning Department of Business Administration Burdwan University
- 14) Jan 2007 Social Science National Conference Social Science Research Centre and Deshbandhu College Chittaranjan Burdwan (Joint)
- 15) Jan 2006 Indian Business Environment : Issues & Challenges Department of Business Administration Burdwan University

Paper presentation at State Level Seminar

- 1) Dec 2009 West Bengal Today: Profiles in Sociology Sociological Association of Bengal Kolkata Bengal (Joint)
- 2) March 2007 Qualitative Change in Democracy: Role of Media Centre for Media Research and Development Studies Kolkata

Expert Content Writer for Online Educational Modules

- Written one module for E-Post Graduate Pathshala course on Women's Studies of MHRD, GoI.
- Written 13 modules on Women and Media in Mass communication for UGC MOOC

External Member of various Academic Boards at different time periods

- External Member of Ph.D. Committee and Research Advisory Committee in Journalism and Mass communication at University of Calcutta
- External Member of Board of School in Mass communication at Central University of Jharkhand .

- Board of Studies Member(External) in Mass communication of various universities like Visva Bharati, Santiniketan; Rabindra Bharati University, Kolkata; Netaji Open University, Kolkata; Gour Banga University, Malda and St. Xavier's College (Autonomous) Kolkata.

Other Academic Responsibilities

- Guest faculty at MPhil in Women Studies at Calcutta University and MPhil & MA in Women Studies Burdwan University and MBA (HR) at Burdwan University
- Delivered several invited lectures at UGC-HRDC (Formerly Academic Staff College) Burdwan University
- Invited Speaker at Plenary Session of National Media Conclave 2019, Bhubaneswar
- Invited Speaker at Loreto College Calcutta, Vivekananda Mahavidyalaya Burdwan and Panel discussion at Visva Bharati, Shantiniketan.
- Reviewer for Sage India Journals

ADMINISTRATIVE RESPONSIBILITIES

- Head of Department at BU from May 15, 2018 onwards
- Head of Department from March 2007 to Sept 2013 and In-charge of Mass communication Department from Sept 2000 to March 2007
- Honorary Subject Coordinator for BU Centre for NET/SET Studies in 2016
- Member of Press and Publicity Committee of Golden Jubilee Celebration of University of Burdwan

Workshops Attended

- 1) Sept 2011 Science Broadcasting Vigyan Prasar, Dept of Science & Technology Govt of India at Kolkata Bengal
- 2) March 2010 UGC- Capacity Building of Women Managers in Higher Education Maulana Azad College Kolkata Bengal
- 3) Jan 2010 UGC- Workshop of Research Methodology Academic Staff College Burdwan University Burdwan Bengal
- 4) Jan 2008 Strengthening Media Professionalism & NGO: Media Interface in India, Pakistan & Sri Lanka for HIV-AIDS Coverage US Universities & US Consulate Calcutta.