

Dr Mugdha Sengupta

Assistant Professor in Mass communication at The University of Burdwan

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Academic Qualification

- Ph.D. in Journalism and Mass communication from Rabindra Bharati University
[Title of the Thesis – A Study on the Strategies and Culture of Newspaper Publishing in the Digital Era in West Bengal] [Degree Awarded in January 2022.]
- Qualified NET (National Education Testing) Examination of University Grants Commission New Delhi in June, 2005
- Qualified WBCSC-SLET in 2003

Professional Qualification

- Obtained P.G. Diploma in Public Relations from Bharatiya Vidya Bhavan in 1990
- Obtained P.G. Diploma in Labour Welfare, Industrial Relations and Personnel Management from State Labour Institute, Govt. of West Bengal in 1990

Teaching Experience

- Assistant Professor in Mass communication at The University of Burdwan (BU)
(Joined service in November, 2005)
- Guest Teacher in M.A. in Women's Studies of The University of Burdwan
- Academic Counselor in PG Programmes in Journalism and Mass Communication in NSOU

Worked as Guest Lecturer/Part Time/Whole Time Lecturer in the following colleges during 1994 to 2005

- Acharya Prafulla Chandra College, [Guest Lecturer/Part Time Lecturer – ASPSM/JMC]
- Bhairab Ganguly College, Kolkata [Guest Lecturer ASPSM/JMC]
- Gokhale Memorial College, Kolkata [Guest Lecturer ASPSM]
- Mrinalini Datta Mahavidyapith Kolkata, [Full Time Lecturer / Guest Lecturer – JMC/ASPSM]
- Chakdaha College Nadia, [Guest Lecturer ASPSM]
- Maharaja Manindra Chandra College Kolkata, [Whole Time Teacher – JMC]

Media experience

- Doordarshan, Kolkata: Gained experience working with Doordarshan Kolkata by participating in a variety of youth programs, contributing to content development and on-screen presence.
- All India Radio, Kolkata: Acquired hands-on experience in scriptwriting, and participating in both indoor and outdoor talk shows, discussions, and feature programs for All India Radio, Kolkata

Topics taught in PG level

Advertising and Marketing Communication; Editing; Development Communication; Media, Culture and Society; Film

Areas of Research Interest

Print media; Film; Media and Culture.

Research Guidance

- Presently supervising 04 Doctoral researches
- Guided many dissertation papers at PG level

Paper Publication in Journals and Chapters in Edited Books

Peer-reviewed / Refereed Journal Articles

- 1) **2023** – “Overview on the Role of Online Media in Education during COVID-19 Pandemic,” *International Journal for Research Trends and Innovation*, Vol 8 (10), pp 1-3, ISSN 2456-3315.
- 2) **2023** – “Digital Echo Chambers: The Amplification of Identity Politics in Social Media Platforms,” *Brainwave*, Vol 4 (4), pp 546-554, ISSN 2582-659X.
- 3) **2022** – “A Study on the Impact of COVID-19 Pandemic on Working Conditions of Journalists among Selected Newspapers of West Bengal,” *CLIO*, Vol 21 (21), pp 121-139, ISSN 0976-075X.
- 4) **2021** – “Sangbadpotra theke Digital Media: Ekti Porjalochona,” *Ebong Mahua*, 23rd Yr Vol 137, pp 299-306.
- 5) **2021** – “Corona kale Digital Mediar Prosar o Sangbadpatra Shilpo,” *Ebong Mahua*, 23rd Yr Vol 138, pp 117-131.
- 6) **2021** – “Sangbadpatra theke Digital Media: Ganamadhyamer Natun Paribesh,” *Khoai*, Vol 45 (45), pp 146-153, ISSN 2319-8389.
- 7) **2019** – “A Comparative Analysis between Print and Online Newspaper,” *Education, Research & Analysis*, Vol 6 (2), pp 66-77, ISSN 2348-571X.
- 8) **2018** – “Bigyapan, Samaj Madhyam o Sanskriti,” *Samaj-Tattva*, Vol 22 (1-2), pp 78-86, ISSN 0975-9980.
- 9) **2017** – “Film Theory: Indian Context,” *Education, Research & Analysis*, Vol 4 (2.2), pp 18-28, ISSN 2348-571X.
- 10) **2005** – “Branding in Satellite Channels in India: A Contextual Analysis,” *Saket Industrial Digest*, Vol 11 (1), pp 28-34.
- 11) **2004** – “Popular Culture in Doordarshan,” *Social Change*, Vol 34 (3), pp 1-15.
- 12) **2004** – “Advertising Process: An Interactive Approach,” *Mrinalini Datta Mahavidyapith Annual Journal*, pp 106-114.
- 13) **2004** – “Angya Bhasa: Gyapaner Starbinyase,” *Loksamaskritti Gobeshana*, Vol 17 (1), pp 219-224.

Books & Book Chapters

Authored/Edited Books

- 1) *Knowledge, Society: Indian Perspective*, Publisher Scholars' December 2019, ISBN 978-81-971546-2-1
- 2) *Media, Governance and Cultural Issues* (Editor). Dept. of Mass Communication, University of Burdwan, ISBN 81-87259-95-7, Dec 2018.
- 3) *Bollywood Cinema: Issues of Identity and Representation* (Editor). Kalyani Foundation, ISBN 978-81-938439-1-8, Dec 2018.
- 4) *Bollywood Show Business* (Editor). Kalyani Foundation, ISBN 978-81-938439-1-8, Dec 2018.
- 5) *Knowledge Society: Indian Perspective* (Monograph). Scholars, ISBN 978-81-971546-2-1, Dec 2019.
- 6) *International Relations Through Media Symbolism: A Study on Indian Diplomacy* (Editor). Scholar's, ISBN 978-81-959389-0-2, Dec 2022.
- 7) *Media Morphosis of Make in India: Selected Studies on Development Discourse* (Editor). Scholar's, ISBN 978-81-966518-9-3, Dec 2023.

Chapters in Edited Volumes

- 1) "Indian Cinema: A Bright Future," in *Media, Governance and Cultural Issues*, pp 213-223.
- 2) "The New Audience of Indian Cinema," in *Bollywood Cinema: Issues of Identity and Representation*, pp 119-129.
- 3) "India Media and Entertainment Industry: Challenges and Possibilities," in *Bollywood Show Business*, pp 128-136.
- 4) "Etymology of International Diplomacy," in *International Relations Through Media Symbolism*, pp 9-17.
- 5) "Indian Media Response on Indo-Pak Relationship: A Study on Print Media after Uri Attack" (with Puja Dutta), same book, pp 74-90.
- 6) "A Study on Dissemination of News in News Media Environment in India" (with Indranil Roy), in *Media Morphosis of Make in India*, pp 106-125.
- 7) "User Generated Content: An Emerging Trend" (with Puja Dutta), same book, pp 106-125.

- 8) "A Study on Objectivity, Market and Ethics of Digital Media," in *Issues of Journalistic Ethics and Freedom...*, pp 623-627.
- 9) "Readership Profile of Men and Women of Five Bengali Dailies...", in *Recent Changes in Indian Journalism & Its Impact on Society*, pp 39-50.
- 10) "Digital Media and Development," in *Digital Media: Emerging Issues*, pp 72-79.
- 11) "Media Ethics and Media Efficacy: A Focus Group Study on Advertising," in *Media Ethics: Reality or Myth?*, pp 50-72.
- 12) "Media and Physical Quality of Life," in *Physical Quality of Life: Contemporary Issues*, pp 5-24.
- 13) "Television Commercial and Televisuality," in *Media Usage in Promotional Communication*, pp 133-142.

Conference / Seminar Papers Presented

(International & National, 2018–2023)

1. **29 Nov–1 Dec 2018** – "GIS and The New Media: The Emerging Trend," GIS-Connecting Geography, History & Economics...Looking Beyond Where, Dept. of Geography, University of Burdwan.
2. **11–13 Feb 2019** – "Digital Media for Sustainable Development: Opportunity and Obstacles," Media & Communication in Sustainable Development, Centre for Journalism & Mass Communication, Visva-Bharati.
3. **7 Sep 2019** – "International Relations: Media Representation of India in Recent Time," 100 Years of International Relations, BIPS, School of IR & Strategic Studies, Jadavpur University.
4. **6–7 Mar 2020** – "Development of New Media and Women Empowerment," Responding to Regional Disparities and Poverty: Women's Empowerment Perspective, Diamond Harbour Women's University.
5. **11 Sep 2021** – "Adverse Impact of Pandemic on Print Media: A Challenge to the Fourth Estate," Democracy and Governance in the 21st Century, Bengal Political Science Studies.
6. **4 Oct 2021** – "Indian Media and Entertainment Industry in the 2020s: An Overview," Society and Polity in India in the Present-Day Scenario, Dept. of Political Science & IQAC, Kanchrapara College.

7. **17–18 Nov 2022** – “Western Influence in Indian Popular Culture: A Study on Contemporary Advertising in Television,” Borderless Communication: Re-imagining Global Mediascapes, Dept. of Mass Communication, Mizoram University.
8. **21–27 Feb 2023** – “Role of Online Media in Higher Education during the Corona Pandemic: Emergence of a New Cultural Environment,” International Bilingual Webinar on Tribal Lifestyle 3, IBJCAL.
9. **9 Sep 2023** – “Digital Echo Chambers: The Amplification of Identity Politics in Social Media Platforms,” Identity Politics and its Implication in the 21st Century, Bengal Political Science Studies.
10. **12 Oct 2023** – “Online Media in Higher Education during Pandemic and Intellectual Property Right: A Study of Selected Universities in West Bengal,” Managing Intellectual Property Rights & Enhancing Research Credibility in HEIs, Dept. of Commerce & Dept. of Political Science, IQAC, Kanchrapara College.

Professional Memberships

- National Bengal Institute of Political Science
- West Bengal Association of Political Science
- Press Club of Calcutta