

BIODATA

1. Name Mugdha Sengupta
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4. Present Position Assistant Professor (Grade III)
 Department Department of Mass Communication
 Institution The University of Burdwan
 Address New Composite Building, Golapbag, Burdwan 713104
5. Address Residence “Kasiani Kuhti”, GB-18, Narayantala Road (West),
Kolkata - 700059
6. Permanent Address Same as above
7. Date of Birth 07 February, 1968
8. Name of Father Late Souransu Sengupta
 Name of Mother Late Anjali Sen
9. Marital Status Married
10. Name of Spouse Tanusree Chakraborti
11. Nationality Indian
12. Gender Male
13. Category General

14. Educational qualifications

Board/University	Examinations Passed	Year	Class/ Division	% of Marks
WBBSE	Madhyamik Exam.	1984	I	65.6
WBCHSE	HS Examination	1986	II	57.4
University Of Calcutta	B.Sc. (Economics Hons)	1989	II	41.5
University Of Calcutta	M. A. (Journalism)	1992	II	56.1
Bharatiya Vidya Bhavan	P.G. Diploma in Public Relations	1990	II	55.5
State Labour Institute, Govt. of West Bengal	Diploma In Labour Welfare, Industrial Relations & Personnel Management	1990	I	62
Qualified UGC-NET – 2005 [UGC Ref. No. 4909/(NET-June, 2005), Roll No. G121586]				
Qualified WBCSC-SLET – 2003 [Sl.No. – 3 Roll No. – L200035]				

15. Status of Doctoral Degree Registered in Ph.D. Programme in the Department of
Mass Communication and Videography, Rabindra Bharali University, Kolkata.
Research is in progress.

16. Teaching Experience :

Present Occupation: Post Graduate Level

Course	Department	University	Designation	Duration		
				Total	From	To
M.A.	Mass Communication	The University of Burdwan	Assistant Professor	14 years	07. 11. 2005	Till Date

Past Experience: Under Graduate Level

A. Full Time/Part Time Lecturer in the Department of Journalism and Mass Communication

College	Designation	Duration		
		Total	From	To
Maharaja Manindra Chandra College 20 Ramkanta Bose Street Kolkata – 700 003	Whole Time Teacher (Temporary)	03 months	01.08.2005	06.11. 2005
Mrinalini Datta Mahavidyapith Vidyapith Road, Birati Kolkata – 700 051	Full Time Lecturer (Since 16.11.04, Prior to that worked as a Guest Lecturer) (Temporary)	09 months	01.07.2003	31.07. 2005
Acharya Prafulla Chandra College New Barrackpore, Madhyamgram, 24 Parganas (N)	Part Time Lecturer	06 months	01.11.2004	28.02.2005 (Contract extended up to 30.04.2005)

B. Guest Lecturer in the Department of Advertising, Sales Promotions & Sales Management (Major)

College	Duration		
	Total	From	To
Acharya Prafulla Chandra College New Barrackpore, Madhyamgram, 24 Parganas (N)	10 years	1994	2004
Gokhale Memorial Girl's College 1/1, Harish Mukherjee Road, Kolkata – 700020	7 years	1997	2004
Chakdaha College Chakdaha, Nadia	5 years	1999	2004
Mrinalini Datta Mahavidyapith Vidyapith Road, Birati, Kolkata – 700 051	6 years	1999	2005
Bhairab Ganguly College Belgharia, Kolkata – 700 056	8 years	1997	2005

C. Guest Lecturer in the Department of Business Management

College	Duration		
	Total	From	To
Mrinalini Datta Mahavidyapith Vidyapith Road, Birati, Kolkata – 700 051	2 years	01 July 2003	31 July 2005

17. Paper published in Journal / Chapter in book

- i. Popular Culture in Doordarshan. Social Change, 34, no. 3 (2004), Council for Social Change, New Delhi 110 003. pp. 1-15 (With Prof. Dr. Ranajit Chakrabarty)
- ii. Branding in Satellite Channels in India: A Contextual Analysis. Saket Industrial Digest (SID), 11, no. 1 (2005), Ahmedabad 380 013. pp. 28-34. (With Dr. Ranajit Chakrabarty)
- iii. Media and Democracy: so far so good. Paper presented and published in the two day International symposia on 'Journalism, Ethics and Society in the age of Globalisation' organised by Press Council of India Paper, November 16-17 2006. New Delhi
- iv. Advertising Process: An Interactive Approach. Mrinalini Datta Mahavidyapith Annual Journal, November, 2004, Kolkata 700 051. pp. 106-114
- v. Angya Bhasa: Gyapaner Starbinyase (Body Language at the levels of Communications), Loksamaskritti Gobeshana, 17, no.1, (2004), Research Institute of Folk Culture, Kolkata 700 034. pp. 219-224
- vi. Media, Democracy and Perception. Media, Democracy and Human Rights. Proceeding of UGC Sponsored National Seminar organised by Maharaja Manindra Chandra College. Kolkata. April 12-13, 2006. Page 142-145
- vii. Newspaper, gender and exclusion: A study in the southern districts of West Bengal. Perspective of Press: 19th Century to the Present. Proceeding of UGC Sponsored International Conference by Mrinalini Datta Mahavidyapith. Kolkata. March 6-7, 2009 Page 55-64
- viii. A study on objectivity, market and ethics of digital media. Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media Subarnarekha and Journalism Congress, Calcutta University, Kolkata. January 2012. page 623 – 627. ISBN 81-86263-02-4
- ix. Readership Profile of Men and Women of Five Bengali Dailies in Kolkata and its Neighbouring District. Recent Changes in Indian Journalism & its Impact on Society. Unique Books International, Kolkata. January 2012. Page 39 – 50. ISBN 978-81-906318-0-8
- x. Digital Media and Development. Digital Media: Emerging issues. Suhrid, Kolkata. April 2014 page 72–79. ISBN 978-93-83463-99-2
- xi. Media Ethics and Media Efficacy: A Focus Group Study on Advertising. Media Ethics: Reality or Myth? A Collection of Essays. Viswa Bharati, Kolkata. March 2015 page 50–72 ISBN 978-81-7522-602-9
- xii. Media and Physical Quality of Life. Physical Quality of Life: Contemporary Issues. Kalyani Foundation for Media Science and Community Research. April 2016 page 5–24 ISBN 978-81-927505-8-3

- xiii. Television Commercial and Televisuality. Media usage in Promotional Communication. The University of Burdwan, Burdwan. August 2016. Page 133–142 ISBN 81-87259-92-2
- xiv. Impact of Advertising on Children: the recent development. Education, Research & Analysis. Kalyani Foundation for Media Science and Community Research. Volume 3. Issue 1.2. March 2016 ISSN2348-571X
- xv. Branding through Television and arrival of digital media. Society Today. Society Today Publications. Volume 5. Issue 1. June 2016 ISSN 2319-3328

18. Seminar Attended / Paper Presented:

International

- i. Two day International somposia on ‘Journalism, Ethics and Society in the age of Globalisation’ organised by Press Council of India on November 16-17 2006 at Vigyan Bhawan, New Delahi. Paper Presented.
- ii. 6th International Social Communication Cinema Conference 2007 organised by Rookkala Kendro at Nandan, Kolkata on 15-21 February 2007.
- iii. A Study on Objectivity, Market and Ethics of Digital Media **International Seminar** *Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media* The Department of Journalism and Mass Communication, University of Calcutta, Kolkata 9-11 January, 2012
- iv. Crony Media Planning and Meritocratic Approach: Appropriation of a proposed linear programming model on multi-media strategy **International Conference** on *Crony Journalism: Redefining Journalistic Practices* Centre for Journalism and Mass Communication, Visva-Bharati, Santiniketan in association with Indian Council of Social Science Research, New Delhi 18 – 19 January, 2014
- v. Representation of Cultural Identity through Popular Media in the Indian Subcontinent **International Conference** on *Contemporary Media Scenario in South Asian Region* Department of Mass Communication, The University of Burdwan, Burdwan 19 – 20 November, 2014

National

- i. National Symposium on Strategic Management organised by Department of Business Administration, Burdwan University on February 3-4, 1996.
- ii. Two day Natioal seminar on ‘Indian Business Environment: Issues and Challenges’ organised by Department of Business Administration, University of Burdwan on January 20-21, 2006. Paper Presented.
- iii. One day national seminar on ‘Media, Democracy and Human Rights’ organised by Maharaja Manindra Chandra College on April 03, 2006. Paper Presented.
- iv. Two day Natioal seminar on ‘Transition from Information Society to Knowledge Society: An Indian Perspective’ organised by Department of Mass Communication, The University of Burdwan on 6-7 July 2006. Paper Presented.

- v. Two-day UGC Sponsored National Seminar organised by Centre for Interdisciplinary Studies, The University of Burdwan on ‘Social Exclusion and Empowerment: A Multidisciplinary Approach’ on 28-29 May 2007.
- vi. One-day National Seminar organised by Centre for Interdisciplinary Studies, The University of Burdwan on ‘India’s First War of Independence, 1857: History and Historical Memory’ on 08 October 2007.
- vii. Role of Press in Anti-Corruption Movement *UGC Sponsored National Seminar on Journalism of Participation and Appreciation* Surendranath College for Women, Kolkata 10 – 11 January, 2012
- viii. Advertising Media Effectiveness: A focus group study on perception on ethical issues UGC Sponsored **National Seminar** on *Media Ethics: Reality or Myth?* Centre for Journalism and Mass Communication, Visva-Bharati, Santiniketan 15 – 16 March 2013
- ix. Taste of India: Study on National issues in Fifty years of Amul Advertising Campaign **National Deliberation** on *Communication for National Integration: The Issues in Role of Media* Centre for Journalism and Mass Communication, Visva-Bharati, Santiniketan 20 April 2013
- x. [cinema@multiplex.India](http://cinema@multiplex.india) **National Seminar** on *Cinema of India: Flashback of 100 Years and Scripting for the Future* The Department of Journalism & Mass Communication, Banaras Hindu University, Varanasi 16 – 18 April, 2015

Others

“Involvement of Youth in Political Decision Making” organized by Department of Journalism and Mass Communication of University of Calcutta on September 28, 2004.

19. Membership of the Board of Studies

- i. Member of the Board of Research Studies in Mass Communication of the University of Burdwan since June 2006.
- ii. Member of the Board of Post-graduate studies in Mass Communication of The University of Burdwan, since 28 November 2005.
- iii. Member of The Board of Studies of B.A./B.Sc./B.Com. (Major) in Advertising, Sales Promotion and Sales Management of University of Kalyani for the period 2003-2005.
- iv. Member in UG Board of Syllabus Committee, University of Burdwan

20. Experiences in Media

Electronic Media	Doordarshan	Have participated in various youth programmes of Doordarshan, Kolkata. Have experience in writing, comparing and anchoring television programmes.
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	All India Radio	Have experience in participating, comparing and script writing in various indoor and outdoor Talks programmes, discussions and features of All India Radio, Kolkata.
	ATN World	Worked as a Production Controller in a weekly news based programme “Chakkus”, produced by Samay Media, aired on ATN World at 830 pm on Saturday during 2004.
Print Media	Book Publication	Have compiled and edited a collection of Bengali articles written by a group of young students of Kolkata on Art and Literature, named “Chetona O Charcha” (Consciousness and Practice) in the year 1993.
	Little Magazine	Have experience of editing a Bengali little magazine named, “Tritiya Biswa” published from 27, Sankar Ghosh Lane, Kolkata 700006 during 1988-1990.
	Lab Journal	(I) Editor/Advisor of the Departmental Lab Journal, ‘Comminique’ of The Department of Mass Communication of the University of Burdwan. (II) Organized and edited a Lab Journal, “Sahridaya”, of The Department of Journalism and Mass Communications of Mrinalini Datta Mahavidyapith, Kolkata.