

Bio data

DR JAYATI KUMAR

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Sex: Female

Religion: Hindu **Nationality:** Indian

Teaching Experience:

Name of the institution/Dept.	Designation	Time	Nature of work
Burdwan University, Dept. of Mass Communication	Faculty (Full Time Contractual)	11/06/2008 to till date	Teaching, Examiner, Paper setter, Moderator, UG Chairman, Project guide/supervisor (print and audio-visual)
Population Education Resource Centre, B.U	Guest Faculty	16/11/07 To 2009	Teaching, Examiner, Paper setter
Centre for NET/SET Studies, B.U	Faculty	2009-2010	Teaching and Guiding

Academic Details:

Name of the Examination	Board/university	Year of passing	Division /class
Madhyamik Pariksha (10 th Board)	WBBSE	1999	1 st
H.S (12 th Board)	WBCHSE	2001	1 st
B.A (ENGLISH HONS)	Burdwan University	2004	2 nd
M.A in Mass Communication	Burdwan University	2006	1 st
NET	UGC	2006	NA
PhD in Mass Communication	Burdwan University	April 2019	NA

Research Experience:

Awarded PhD in Mass Communication by The University of Burdwan Under Prof. Saswati Gangopadhyay for the submitted thesis titled “*Gender Bias in Selected Indian Television Serials: A Perception Study of Viewers from Two Districts of South Bengal*” on 26th April, 2019.

Research Papers/Presentations:

Paper Title	Published/Presented	Details	Year
Journey of Indian Mass media vis-à-vis Globalization	Presented and Accepted for publication	‘International Congress of Social Philosophy’ Organised by Visva Bharati.	2008
Gender Development and the Role Played by Television in India	Presented a paper	National Seminar on ‘Discourses on Development’ organised by dept of Sociology, B.U.	2010
Depiction of Woman in Iranian Cinema: a socio cultural overview.	Presented and Accepted for publication	National Seminar on ‘Changing Contours of Cinema’ organised by dept of Mass Communication, B.U.	2010
Role of Television in the Development of Women in India	Published in SAMAJ-TATTVA	Vol-17, issue-2 ISSN 0975-9980	2011
Impact of Globalised Media on Indian Society.	Published in Indian Journal Of Media Studies	Vol-VII No 1 & 2 Half Yearly ISSN No- 2229-7235	2013
Mobile communication, Development and Rural Women: A Study in Nepal and India.	Presented a paper	International Conference on “Contemporary Media Scenario in South Asian Region” organised by the dept. of Mass Communication, B.U.	2014
Bollywood’s Adaptation of Devdas: A Vivid Reconstructive Journey from Fiction to Film.	Presented a paper	National Conference on “Interdisciplinarity and English Literary Studies” organised by DEPARTMENT OF ENGLISH & CULTURE STUDIES, THE UNIVERSITY OF BURDWAN	2014

Contribution of Indian Television Serials promoting Gender Values and Myths	Published in the Edited volume on “ Media Usage in Promotional Communication”	ISBN -8187259 92 2	2016
Literature, Film and Society: An observation based on vivid reconstructive journey of Bollywood’s adaptations of ‘Devdas’.	Published in the ‘Dialogic Space’- A peer reviewed journal	ISSN-2347-8195	2017
Beyond Conventions: Use Of Folk Media for Communication of Different Government Policies.	Presented a paper	National Seminar on “Media and Governance” organised by by dept of Mass Communication, B.U.	2018
‘Women in Bollywood’— Breaking Myths and Changing Future...	Published in the Edited volume on “ Bollywood Cinema : Issues of Identity and Representation”	ISBN: 978-81-938439-1-8	2018
Growing Urbanization of Bollywood: Changing Contour of Culture, Character and Economy	Published in the ‘Polyphony’- A peer reviewed UGC approved journal	ISSN-2319-6424	2019
“Growing Urbanization of Bollywood: Changing Contour of Culture, Character and Economy.”	Presented and Accepted for publication	ICSSR sponsored Two Day Interdisciplinary International Seminar organized by Sarat Centenary College and WB Heritage Commission.	2020
“Women in Indian Television Serials: Issues of Character, Representation and Acceptance”	Published in postScriptum: An Interdisciplinary Journal of Literary Studies (Online – Open Access – Peer Reviewed – DOAJ Indexed Volume V Number i)	ISSN: 2456-7507	2020
Content writing (Study Materials) and Development for CC2, History of Film (module 4, unit1-IV) for the PG course.	Course materials for PG course offered by Netaji Subhas Open University, School of Humanities.	NA	2020
Edited book “ Drishtikon-Sangbadik O Sangbadikota”	An Edited book on journalistic Articles Published by Barnik Prokashon	ISBN: 978-93-92315-61-9	2022
‘Image Construction And Representation of ‘Pakistan’ in Bollywood Hindi Films’— A Perceptual Overview Based on Populer Trends.	Published in the Edited volume on “ International Relations Through Media Symbolism: A study On Indian Diplomacy”	ISBN: 9788195938902	2022
Content writing (Study Materials) and Development for DSE03, Photojournalism (module 1, unit1-IV) for the PG course.	Course materials for PG course offered by Netaji Subhas Open University, School of Humanities.	NA	2023

Declaration: I hereby declare that all the above information is true to my knowledge and belief.

Jayati Kumar

Date: