

Bio data



Email: jayatikumar@rediffmail.com

Name: Dr Jayati Kumar

Designation: Faculty (Full time Contractual) at The Department of Mass Communication, The University of Burdwan

Experience:

Name of the institution/Dept.	Designation
Burdwan University, Dept. of Mass Communication	Faculty (Full Time Contractual)
Population Education Resource Centre, B.U	Guest Faculty
Centre for NET/SET Studies, B.U	Faculty

Academics:

Name of the Examination	Board/university	Year of passing
Madhyamik Pariksha	WBBSE	1999
H.S	WBCHSE	2001
B.A (ENGLISH HONS)	Burdwan University	2004
M.A in Mass Communication	Burdwan University	2006
NET	UGC	2006
PhD in Mass Communication	Burdwan University	April 2019

Research Experience:

Awarded PhD in Mass Communication by The University of Burdwan Under Dr. 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	‘International Congress of Social Philosophy’ Organised by Visva	2008

	publication	Bharati.	
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
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
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
'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