

***DEPARTMENT OF MASS COMMUNICATION
UNIVERSITY OF BURDWAN
GOLAPBAG
BURDWAN – 713104***

1. ABOUT THE DEPARTMENT

Department was established on 1997, as a PG Diploma Course as the part of a, Faculty of Arts. P G course was discontinued in the year 2000 and two years MA was introduced on the same year. Now the department offers UG, PG and Ph.D. programme. With one Associate Professor, two Assistant Professors and one full time contractual faculty, the department introduced Choice Based Credit System (CBCS) in two years MA in Mass Communication programme from this academic year (2014 -16). In the year 2009 along with the all departments of the University Department introduced the Semester based academic curriculum. The student enrollment for each semester is 57, including OBC A and OBC B category. The Department of Mass Communication has successfully carved a niche for itself in terms of academic excellence in the state. It is one of those universities that offer post graduate course as well as d PhD degrees to deserving candidates simultaneously. The students who have completed their masters from this department are well established in the world of media, academics and research fields.

2. FACULTY

The Department of Mass Communication is equipped with a team of skilled faculty, all having a rich expertise in teaching and research. At present the department has three full time faculties, one associate and two assistant professors and one full time contractual faculty. The details of profile:

Table - 1

Faculty profile with name, qualification, designation, area of specialization and experience:

Name	Qualification	Designation	Specialization	No. of Years of Experience (in years)	No. of Ph.D/M.Phil students guided for the last 4 years
Dr.Saswati Gangopadhyay	MA , PhD	Associate Professor	Theories of Communication, Women in Media, Television & Web Media	PG: 14 yrs UG: 1/2 years as a part time lecturer	Ph.D – 5 (one scholar is supervised jointly) M.Phil -5 (one scholar is supervised jointly)
Mr. Rajesh Das	M.A.	Assistant Professor & In- Charge	Corporate Communication Rural Communication & Radio	PG: 9/7 yrs UG: 1/2 yrs (full time contractual)	Registered under the Department of Anthropology, Visva Bhari, Santiniketan and the final seminar was presented
Mr. Mugdha Sengupta	M.A	Assistant Professor	Advertising; Development Communication;	PG- 9/2 yrs UG-10 yrs (approx)	NA

			Film	(Part Time/ Guest/ Contractual)	
Ms. Jayati Kumar Faculty(contractual)	M.A	Assistant Professor (contractual)	International Communication, Reporting ,Development of Media & Television	PG: 6 yrs	NA

Table II

Brief Faculty profile with publications

	Dr.Saswati Gangopadhyay	Mr. Rajesh Das	Mr.Mugdha Sengupta	Ms Jayati Konar (Contractual)
Paper Publication	21	18	09	01
Books	01	01	-	-
International Conference/Seminar	06	08	03	02
National Seminar	11	15	08	02
State Level Seminar	02	01	01	-

Achievements and details of the publications of the faculty of the Department

A. Dr. Saswati Gangopadhyay

PAPER PUBLICATION

Jan-Jun2013 Journal of Geo-Environment Observer Siliguri ISSN 2277-6141 Putting Environment in Focus: The Role of Satellite Television in India (co-authored)

- 1) April-Sept 2012 Communication Today Jaipur ISSN:0975-217X Use of Women Indian Advertisements: A survey based study (single)
- 2) 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)
- 3) 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)
- 4) Jan-March 2012 Antarmukh Vol-1 Iss-3 Burdwan ISSN 2249-3751 Ganamadhyam o Manabadhikar (co-authored)
- 5) Jan 2012 Issues of Journalistic Ethics and Freedom in Contemporary Age of Digital Media Department of Journalism and Mass communication Calcutta University ISBN 81-86263-02-4 Digital Media and Journalism in India: Question of Credibility (co-authored)
- 6) 2011 Business Applications and Management Issues Management Studies Dr BC Roy Engineering College Durgapur Bengal India ISBN 978-81-923034-6-8 Concern for the environment: A study of corporate social responsibility in India.(co-authored)
- 7) Dec 2011 Indian Journal of Media Studies Vol-V no 1&2 Mass Communication department Sri Padmawati Women's University Tirupati AP ISSN 2229-7235 A comparative study on the portrayal of women in tourism websites of India vis a vis Australia (co-authored)
- 8) Dec 2011 The Burdwan Journal of Political Science Burdwan University Vol IV Transnational Media and Globalisation (co-authored)
- 9) Jul –Dec 2011 Media Watch Vol-2 Iss-2 Odisha ISSN 0976-0911 Portrayal of Women in Internet Advertising (co-authored)
- 10)Dec 2011 Samaj Tattva Vol -17 Iss 2 Kolkata ISSN 0975-9980 Role of Television in development of women in India (co-authored)
- 11)June 2011Summer 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)
- 12)Jan-Jun2011 Media Watch Vol-2 Iss-1 Odisha ISSN 0976-0911 Impact of Globalisation & Depiction of Women in Indian Advertisements (Single)

- 13) Dec 2010 Samaj Tattva Vol-16 Iss-2 Kolkata ISSN 0975-9980 Television and Popular Culture in West Bengal (co-authored)
- 14) July 2008 Journal of Department of Bengali Burdwan University Bengal ISBN-81-87259-59-0 Bharatiya Bigyapone Lingoboyshoymya (Single)
- 15) 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)
- 16) 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)
- 17) July-Sept 2006 The Manager Today Journal of Management Sciences Durgapur Vol-1 No 3 Impact of Advertisements on Women, Youth and Children(Single)
- 18) Dec 2005 Journal of Department of Mass Communication Burdwan University Vol3 Television in India in the Era of Globalisation ISBN81-87259-45-0 (Single)
- 19) July2003 Sali Chinta Charcha (Bengali Edited Volume) Ratnabali Publishers Kolkata Sambadikatar Sali Roop O Rupantar (Single)
- 20) April 2003 Journal of Department of Mass Communication Burdwan University Vol- 2 A Portrayal of Women in Mass Media (Single)

Paper presentation in National/ International Seminar and Conference

International

- 1) Jan 2014 Crony Journalism: Redefining Journalistic Practices CJMC Viswabharati Santiniketan Bengal
- 2) Dec 2012 Communication : Key to Extension Adult and Continuing Education and Extension Jadavpur University Kolkata
- 3) Nov 2011 Meeting Youth Needs in 21st Century :India and Canada Sociology Dept Calcutta University Kolkata India
- 4) 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
- 5) Jan 2008 Re Imagining Australia and India: Culture & Identity Indian Association for Study of Australia (India) Kolkata India

National Seminar and Conference

- 1) April 2014 Viswa Bharati Santiniketan Role of social media in democratization/ pluralisation of media
- 2) March 2013 Assam University Silchar Women and Media

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

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

OTHER ACADEMIC/ ADMINISTRATIVE RESPONSIBILITIES

- Worked as Joint Guest Editor in Global Media Journal — Indian Edition (Sponsored by the University of Calcutta) ISSN 2249 – 5835 Summer Issue / June 2012 Volume: 3 / Number: 1 Theme: Gender and Media
- Edited Two issues of Journal of Department of Mass Communication Burdwan University (Vol-2/2003&Vol-3/2005)
- Worked as Joint Coordinator for Refresher Course in Women Studies organised by Academic Staff College Burdwan University from Feb 03 to Feb 24, 2012 issues

- Coordinated three National Seminars of the Department of Mass Communication Burdwan University in 2003& 2006 as Organising Secretary and 2010 as Chairperson
- Guest faculty at MPhil in Women Studies at both Burdwan University and Calcutta University and in MBA (HR) at Burdwan University
- Delivered two invited lecture at Academic Staff College Burdwan University
- MPhil in Women Studies at Burdwan University- four scholars singly supervised and one jointly.
- Supervising registered PhD scholars at Burdwan University-four scholars singly and one jointly
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Workshop Attended

Type of the Course	Name of the Course	Duration	Name of the University/ Institution
Workshop	Workshop on Research Methodology	8/1/10 to 13/1/10	Academic Staff College BU.
Workshop	Workshop on Capacity Building of Women manages in Higher Education	22/3/10 to 26/3/10	Maulana Azad College, Kolkata.
Workshop	Science Broadcasting Vigyan Prasar.	Sept 2011.	Dept of Science & Technology, Govt of India.
Workshop	Strengthening Media Professionalism & NGO: Media Interface in India, Pakistan& Sri Lanka for HIV-AIDS Coverage	Jan 2008	US Universities & US Consulate in Kolkata

B. Mr. Rajesh Das

PAPER PUBLICATION

- 1) 'Scope of E Governance in Rural India', *Media Watch; A Research and News Feature Journal in Journalism & Mass Communication*, Center for Communication Studies, Puri, Orissa, Vol. I: Number. 1, ISSN 0976-0911, 2010
- 2) 'Lingo Baisamya ebong Gana Madhyam' (in Bengali Script) – ' Gender Bias in Mass Media' , *Journal of Bengali Department*, Department of Bengali ; University of Burdwan , No. XVI, ISBN: 81-87259-59-0

- 3) 'Persuasive Communication: A Strategic Approach to Manage Employee Stress in today's Firms under Competition'; *PR Communication Age*; The Monthly Journal on Public Relation & Communication in India, VOL. XIV NO. 3, ISSN: 0972-0650, 2011 (co-author)
 - 4) 'Imbalanced News Flow in Globalised World', *Journal of Political Science* (Peer Reviewed), Department of Political Science, University of Burdwan, VOL. II, 2009
 - 5) 'Revitalizing Rural Development through Community Radio', *Media Watch, A Research and News Feature Journal in Journalism & Mass Communication*, Center for Communication Studies, Puri, Orissa, VOL. II: Number. 1, ISSN: 0976-0911, 2011
- And the paper also published in NRTATTV: The Anthropology, Vol .1 No. 1 , published by the Department of Anthrpology, Visva Bhari, Santiniketan, ISSN NO : 2249-9830, 2011
- 7) 'Women Initiative in Disaster Risk Reduction: From Mass Media to Community Media', *The International Journal for Environmental Protection and Rural Development*, April – June 2012, volume 1, Issue 4, ISSN: 2249- 4375, 2012
 - 8) ' Limitation of Right to Information Act, 2005' published in THEMIS, Annual Law Journal, IMS Law College, Noida, Vol. 5&6, ISSN No – 2278-4020, 2013
 - 9) 'Communication Management for Rural Development' published in the Departmental Journal on Communication, University of Burdwan BU JOURNAL
- 10) 'Citizen's Voice & Public Participation in Environmental Decision: Media's Strategy & NGOs Contribution' *Information Technology & Environment Management*; edited by, Dr. Jagbir Singh, MD Publication PVT LTD, New Delhi ISBN: 978-81-7533-149-5, 2008
- 11) 'Developing Indian Villages through the Indigenous Knowledge Network' in *Indigenous Knowledge System and Common People's Rights* ; edited by Prof Dr. Debarata Das Gupta, AGROBIOS (India) , Jodhpur, ISBN: 81-7754-396-2,2009
 - 12) 'New Horizon of Rural Cooperative – An Instruments of Social Empowerment' in *Farm Sector Development – Emerging Issue*, edited by Dr. Debarata Das Gupta, AGROBIOS (India) , ISBN : (13):978-81-7754-394-0,2011,2011
 - 13) 'Awareness of Polio Communication Among Women' in *Public Health in India*; edited by C. Chidambaranathan & I . Jenitta Mary, Avishkar Publishers, Distributors, Jaipur, (India) , ISBN : 978-81-7910-358-6, 2011
 - 14) 'Information Flow and Scope of New Communication Order in SAARC Region' in *SAARC Building Bridges in the South Asian Region* edited by Saifuddin Soz, R.N. Srivastava & Sanju Gupta , published by, Foundation for Peace and Sustainable Development, New Delhi, ISBN : 81-903823-3-0,2011
 - 15) '*Identity Assertion in an Age of Modernizations – A Case Study of a Bengal Puppet Group*', published in *Social Welfare in India*, edited by C. Chidambaranathan & I . Jenitta Mary, and M D Allen Selvakumar, Avishkar anPublishers, Distributors, Jaipur, (India) , 2013

16) 'Use of Traditional Environmental Knowledge for Environmental Sovereignty'- in Food and Environmental Security : Imperatives of Knowledge System , edited by Dr. Debarata Das Gupta, AGROBIOS (India) , ISBN : (13) 978-81-7754-509-8, 2013

17) ' Partition of Bengal & the Refugee Woman : Ritwik Ghatak's Oeuvre ' – in PAGEANT , edited by Neelam Tikkaha, Ahmadabad, ISBN No : 8186067-15-9

18) 'Scope of E-Governance in Rural Indai' in Media and Communication – Practices and issues Edited by M. Chatterjee and B.L.Chowdhury, Published by S.B. Enterprises Kolkata ISBN 978-81-922957-8-7

Books

Mr. Rajesh Das

- 1) Mr. Rajesh Das & Dr. P. K Bandyopadhyay (ed.), '*Mass Media & Society in Post Globalization Period: Issues & Approaches*', by Union Bridge Press, an imprint of Wimbledon Publishing Company Limited, UK, 2013, ISBN NO : 13: 9789380601984

PAPER PRESENTATION IN NATIONAL/ INTERNATIONAL SEMINAR/ CONFERENCE

International

1. 'Role of Media on Development in the Rural Society'- International Conference on Social Science – Sri Lanka 2008 (ICSSL), July, 2008
2. ' Exclusion of Schedule Caste Community in the Public Sphere of Print Journalism' - 6th International Conference on Citizenship and Governance Challenges for Social Inclusion, organized by, Society for Participatory Research in Asia (PRIA), New Delhi, in Collaboration with Department of Adult, Continuing Education & Field Outreach (DACEFO), University of North Bengal, Siliguri, West Bengal, February 2009
3. 'Designing Indigenous Knowledge Network for an Integrated Rural Development' – XVI Congress of International Union of Anthropological and Ethnological Sciences,IUAES 2009 in Kunming, China
4. Globalization Sustainable Development & Environmental Problem in Third World - A Case Study in India; International Conference on Cooling the Earth – Tactics for Resorting climate & Saving the Planet, organized by Department of Environmental science, G B Panthnagar University of Agriculture & Technology, Panthnagar, India, on November, 2010

5. *Nature of information flow in South Asia: Globalization and after* ; International Conference on 'The changing face of journalism in India', organized by India Media Centre, West Minister University, London , 2011
6. *Presentation of Cultural Plurality in Indian Television – case study of selected contemporary Hindi serials*; 6th International Seminar on Human Resource organized by Institute for Social Development and Research, Ranchi, Jharkhand, 2014
7. Role of Media vis-à-vis the South Asian Countries in the Face of Globalization; 1ST International Conference on 'Contemporary Media Scenario in South Asian Region', Organised by Department of Mass Communication, The University of Burdwan In Collaboration with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS), Burdwan, West Bengal, 2014
8. Analysis of Diversity in Bengali Television Programmes: A selected Case Study; International Conference on Media Diversity: Concept, Analyses, Policy at Jamia Millia Islamia, Centre for Culture, Media and Governance, New Delhi, 2014

National

1. Corporate Governance and Corporate Communication' - UGC sponsored National Seminar organized by Department of Commerce University of Burdwan and Institute of Chartered Account of India, June 2006
2. Two day national seminar on 'Indian Business Environment: Issues and Challenges' organised by Department of Business Administration, University of Burdwan on January 20-21, 2006, Participated
3. Culture and Integration, Role of Mass Media in Present Scenario' - UGC sponsored National Seminar, in the Bakura Saradmoni College, Bankura, West Bengal, 2007
4. Indigenous Culture and Media Culture: A Discussion in the Age of Globalization'- UGC sponsored National Seminar, in the Arambag College, Hoogly, West Bengal, 2008
5. Designing Message for Human Environment'- UGC sponsored nation seminar, jointly organized by Nation Human Rights Commission, New Delhi and Department of Law, University of Burdwan, 2009

6. Women Initiative in Disaster Risk Reduction – From Community Media to Social Media’ - 1st National Congress on Role of Women in Disaster Preparedness , organized by All India Foundation for Peace and Disaster Management, and Delhi Disaster Management Authority, Government of NCT, Delhi, & Delhi Commission for Women of NCT, Delhi , December 2009
7. People’s Participation and Environmental Decision- A Case Study in Sundarban’ – UGC sponsored national seminar, jointly organized by the Department of Sociology, University of Burdwan, and ICSSR, New Delhi March, 2010
8. Emerging forms of Globalization Dialectics: Interlocalization’ - National seminar organized by Department of Mass Communication, North Bengal University, Siliguri, West Bengal, February 2010
9. Changing Contours of Cinema : organized by Department of Mass Communication Burdwan University, April, 2010
10. Communication – The Indispensable Elements of Corporate Communication - National Conference on Corporate Social Responsibility , organized by Centre for Management Studies , The University of Burdwan & Indian Accounting Association, March 2010
11. Science Communication in Bengali Language – Sixth Science Communicator/s meet , organized by Indian Science news Association , held on March 2013
12. Television & Health Awareness among Rural Schedule Caste People : A Study of Selected Villages of Rural Burdwan District in West Bengal- UGC sponsored 2nd National Conference of ASC-JNU Alumni, ASCALCAON -2014, from 24 -28th March, 2014 organised by Academic Staff College Jawaharlal Nehru University, New Delhi

State level

1. *Information and Globalization of Communication in Digital Age: a Special Case Study in West Bengal* ’ - organized by Sociological Association of West Bengal, December, 2009

OTHER ACADEMIC/ ADMINISTRATIVE RESPONSIBILITIES

- At present In- Charge of the Department and Chairman of UGBS, PGBS and BRS
- Acted as Resource Person in PG Diploma in Media Studies: Film & TV, University of Calcutta, Lectures on Television & Mass Communication, from 2008 to 2011

- Acted as Resource Person in the Department of Development Communication, Roopkala Kendra under the Department of Information & Culture, Government of West Bengal, 2013
- Member of the *Forum for Communication & Media Studies*, Jawaharlal Nehru University, New Delhi, October, 2012
- Joint Secretary in an International Conference , “*Contemporary Media Scenario in South Asian Region*”
- Media Consultation and Workshop on Addressing Eradication of Polio organized by UNICEF during March 15-18, 2010
- Participated a Training programme on Public Relations Methodology for Academic under UGC sponsored University with Potential Excellence Scheme, in Jadavpur University, on March 2006
- Participated 1st JNU Colloquium on Communication, organized by Academic Staff College, Jawaharlal Nehru University, New Delhi, from 15 -19 October, 2012
- Participated 2nd National Conference of ASC-JNU Alumni, UGS Sponsored ASCALCAON -2014 from 24 -28th March, 2014 organised by Academic Staff College Jawaharlal Nehru University, New Delhi

ACADEMIC COURSE WORK:

Type of the Course	Name of the Course	Duration	Name of the University
Orientation Course	-----	From 2/22008 to 24/2/2008	Jawaharlal Nehru University, New Delhi.
Refresher Course	Global Studies	From 8/4/13 to 3/5/13	Jawaharlal Nehru University, New Delhi.
Refresher Course	Women in Politics: family community and the state.	From 9/2/11 to 2/3/11	Jadavpur University.

C. Mr. Mugdha Sengupta

PAPER PUBLICATION

1. 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). ISSN 0049-0857.
2. 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). ISSN 0971-9865.
3. 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
4. Advertising Process: An Interactive Approach. *Mrinalini Datta Mahavidyapith Annual Journal*, Kolkata 700 051. (2004). pp. 106-114
5. 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. (R.N. 53043/93)
6. Media, Democracy and Perception. Paper presented in One day national seminar on 'Media, Democracy and Human Rights' organised by Maharaja Manindra Chandra College, April 03, 2006, Kolkata and published in seminar Proceeding (2007).
7. A Study on Objectivity, Market and Ethics of Digital Media. *Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media*. Ed. Prof. Tapati Basu. University of Calcutta. 2012. pp. 623-627. ISBN 81-86263-004.
8. Newspaper, Gender and Exclusion: A Study in Ten Districts of South Bengal. Paper presented in International conference on Perspective of the Press: 19th Century to the Present. March 6-7, 2009 organised by Department of History and Department of Journalism and Mass communication, Mrinalini Datta Mahavidyapith, Kolkata 700051 and published in the Seminar Proceeding.
9. Negotiation Revolution: Role of Media to Promote Transparent Administration. A Souvenir on Media as Instrument of Public accountability published by Press Council of India on National Press Day, 2011.

PAPER PRESENTATION IN SEMINAR/ CONFERENCE

International:

1. Two day international symposia 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.
2. International seminar on issues of journalistic ethics and freedom in the contemporary age of digital media organised by the department of journalism and mass communication, university Of Calcutta During January 9-11, 2012.
3. International Conference On Crony Journalism: Redefining Journalistic Practices Organised By Centre For Journalism And Mass Communication, Visva-Bharati During January 18-19, 2014.

NATIONAL

1. Two day National Seminar on 'Indian Business Environment: Issues And Challenges' organised by Department Of Business Administration, University Of Burdwan on January 20-21, 2006.
2. One day national seminar on 'media, democracy and human rights' organised by Maharaja Manindra Chandra college on April 03, 2006.
3. National deliberation on communication for national integration : the issues in role of media organised by Centre For Journalism And Mass Communication, Visva-Bharati in collaboration with Asian Communication And Media Congress, India Chapter on April 20, 2013.
4. UGC sponsored National Seminar On Media Ethics: Reality Or Myth? organised by Centre For Journalism And Mass Communication, Visva-Bharati during 15-16 march, 2013.
5. Ugc sponsored national seminar on journalism in the age of new media organised by Surendranath College for Women, Kolkata during January 10-12, 2012.

6. Two day national seminar on the role of audio-visual media : in the eye of generation 'y' organised by Department of Mass Communication And Videography, vidyasagar university in collaboration with Kalyani Foundation for media science and community research during march 29-30, 2011.
7. UGC sponsored national seminar on future of print media organised by Surendranath College for women during February 17-18, 2009.

STATE LEVEL

1. Two day state level seminar on in search of Indian Film Theory organised by Department of Film Studies, West Bengal State University during 17-18 May, 2010.

OTHER ACADEMIC/ ADMINISTRATIVE RESPONSIBILITIES

1. Disaster Management organized by ASC, Jadavpur University during 25-26 March, 2013.
2. UGC Sponsored Workshop on Basic Skills of Counseling organized by ASC, Jadavpur University during November 01-04, 2011.
3. Media Consultation and Workshop on Addressing Eradication of Polio organized by UNICEF during March 15-18, 2010.
4. Workshop – I on Research Methodology organized by Centre for management Studies, The University of Burdwan during 5-9 January, 2009.

ACADEMIC COURSE WORK:

Type of the Course	Name of the Course	Duration	Name of the University/ Institution
Orientation	-----	22 November 2010 to 20 December 2010	Jadavpur University
Refresher	Film Studies Cinema and Modernity: Historical Perspectives	17 November 2008 to 06 December 2008	Jadavpur University
Refresher	Film, Media and Politics	05 March, 20012 to 26 March, 2012.	Jadavpur University

D) Ms. Jayati Kumar

1. Journey of Indian Mass media vis-à-vis Globalization Presented in International Congress of Social Philosophy' Organised by Visva Bharati , 2008 .

National

2. Journey of Indian Mass media vis-à-vis Globalization - 'International Congress of Social Philosophy' Organised by Visva Bharati, 2008. Paper Presented.
3. "Depiction of Woman in Iranian Cinema: a socio cultural overview" - National Seminar on 'Changing Contours of Cinema' organised by dept of Mass Communication, B.U. 2010. Paper Presented.
4. Gender Development and the Role Played by Television in India - National Seminar on 'Discourses on Development' organised by dept of Sociology, B.U. 2010. Paper Presented.

Campus Life (Photographs attached)

The campus life of the students is a vibrant one filled with endless enriching activities, in-depth curriculum, practical exposure, theoretical foundations and enjoyment. The students not only learn about the subject but also implement them through the various assignments or projects. The bond the students share with the department and the faculty members is an unforgettable one cherished forever.

Cultural activities (Photographs attached)

The University of Burdwan can undoubtedly boast of a rich cultural life. It organizes a yearly social named "Muktodhara", which was earlier known by the name "Sanhati". During this time, the university wears a brand new look rich with colours and fun-filled activities. This social give the students an opportunity to explore and showcase their talents and nurture it in a more promising way.

5. Seminars, workshops and Conferences (Photographs attached)

The Department has so far organized a number of seminars, conferences and workshops. These events have not only provided the students an exposure to diverse avenues associated with media but also have helped in earning a good repute with renowned academicians and media personalities. The department strives to organize more such events in the future for building bridge of enriching experience that leads towards a more learned environment for the department as a whole.

Seminar Organised by the Department

<i>Seminar/ Conference Organised</i>	<i>Year</i>	<i>Topics</i>	<i>Funding Agency</i>	<i>Experts</i>
One Day National Seminar	October 2002	Mass Media in the 21st Century	University of Burdwan	
One Day Seminar	January 2006 (in the Kolkata Book Fair)	Popularity of Television over Newspaper	University of Burdwan	<ol style="list-style-type: none"> 1. Dr. Amit Chakraborty, Former Director, AIR, Kolkata, 2. Mr. Snehashis Sur, Correspondent, Doordarshan, Kolkata 3. Mr. Anjan Basu, Former Editor, Sambad Pratidin
Two Days National Seminar	July 2006	Transition from Information Society to Knowledge Society :An Indian Perspective	Grant from Govt. of WB, Victoria Memorial, BUDCC, ICSSR	<ol style="list-style-type: none"> 1. Dr. K.V. Nagaraj, Professor, Department of Journalism and Mass Communication, Mangalore University 2. Prof. Sunil Behera, Professor, Department of Mass Communication, Berhampur University

				<ol style="list-style-type: none"> 3. Prof. Mrinal Chatterjee, Associate Professor, IIMC, Dhenkanal, Orissa 4. Prof. Amit Mukhopadhyay, Director, Lalit Kala Academy, Bhubaneswar 5. Dr. P.K. Bandyopadhyay, Deputy Director General (MC), Press Information Bureau, Kolkata
Two Days National Seminar	April 2010	Changing Contours of Cinema	UGC, DDE BU, BU Golden Jubilee Fund	<ol style="list-style-type: none"> 1. Dr. Someswar Bhowmik, Research Scientist, St. Xavier's college, Kolkata 2. Jayanta Vishnu Das, Assistant Professor, Department of Cultural Studies, Tezpur University 3. Dr. Moinak Biswas, Department of Film Studies, Jadavpur University 4. Abhijit Roy, Reader, Department of Film Studies, Jadavpur University
One Regional Seminar	August 2011	Satabarsha Dasharathi		
Three days Practical Training Programme	February 2013	Corporate Communication	SREI Foundation and Publication	
Two day International Conference	November 2014	Contemporary Media Scenario in South Asian Region	Maulana Abul Kalam Azad Institute of Asian Studies MAKAIAS, Under Ministry of	<ol style="list-style-type: none"> 1. Prof. J.V. Vilanilam, Professor Emeritus in Communication 2. Prof. Golam Rehman, Pro-Vice Chancellor, Daffodil University, Dhaka 3. Prof. Biswajit Das, Director of Centre for Culture, Media & Governance, Jamia Millia

			<p>Culture, Government of India</p>	<p>Islamia, New Delhi</p> <ol style="list-style-type: none"> 4. Prof. B.P. Sanjay, Prof, Department of Communication, University of Hyderabad Former Vice Chancellor, Central University of Tamilnadu & Former Director, IIMC, New Delhi 5. Dr. Buroshiva Dasgupta, Professor/Director, NSHM Institute of Media and Design (NIMD), Kolkata 6. Prof. Ajantha Hapuarachchi, Coordinator, Department of Journalism, University of Colombo, Sri Lanka 7. Prof. Mapa Thelakarathne, Department of Mass Communication, University of Kelaniya, Sri Lanka. 8. Dr. Sunetra Sen Narayanan, Associate Professor, IIMC, New Delhi 9. Dr. Shashwati Goswami, Associate Professor, Radio Journalism, IIMC, New Delhi
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Special lectures/workshops/seminar	Year	Name of External Expert/s
Practical Training Programme in Radio Production	2013	<ul style="list-style-type: none"> • Dr. Manas Pratim Das, Programme Executive, All India Radio • Mr. Bhabesh Das, Former News Editor, All India Radio, Kolkata • Ms. Labanya Dutta, On Air Announcer & own show Producer, AMAR FM, 106.2
Practical Training Programme in Radio Production	2012	<ul style="list-style-type: none"> • Mr. Jagganath Basu, Assistant Director & Chief Producer (Drama Division), All India Radio • Mr. Saumen Basu, Assistant Director(Programme), All India Radio, Kolkata
Practical Training Programme in Radio Production	2010	<ul style="list-style-type: none"> • Dr. Amit Chakroborty, Former Director, AIR & Doordarshan, Kolkata & Former CEO, Broadcast Worldwide Ltd
Practical Training Programme in Corporate Communication	2013	<ul style="list-style-type: none"> • Mr. Subhas Mahani, Former Resident Editor, Economics Time • Mr. Subhashis Mukherjee, Vice President (HR) Andrew Yule, Government of India • Mr. Biswajit Motilal, Vice President (Corporate Communication) Birla Group • Mr. Samir Goswami , Former Chief Public Relations Officer, Indian Railway
Practical Training Programme in TV Production	2012 & 2013	<p>Mr Sambit Pal, Times Now Mr. Tridib Bhattacharya , 24 Ghona Mr. Sanjay Bhadra , Kolkata Tv Mr. Rajat Roy chowdhury, News Time Mr. Dipak ghosh, ABP annada</p>

Alumni of the Department

Media Personnel					
Name Of The Student	Academic Year	Name Of Organization	Designation	Year Of Joining	Contact No/ E Mail
Rajarshi Bhattacharjee		The Times of India Group, Mumbai Function: Economic Times – Panache Designation: Chief Copy Editor	2014		
Sandip Sandip Bardhan	2008-10	Hindustan Times, Copy Editor, New Delhi	2011		
Arpita Chokorborty	2003 - 05	Radio Jockey cum Producer at “92.7 BIG FM	2013		
Supriya Nayek	2009-2011	Bartaman News Paper	Assistant Editor	2011	9563324192 /Suprionayek@Gmail.Com
Nabamita Mitra	2011-2013	Ekdin Newspaper	Feature Editor	2014	9830388311/9062333998 / Mitranabamita9@Gmail.Com
Moumita Das	2007-2009	Hangla Hneshel, First International Bengali Food Magazine	Reporter	2013	9831428546/ Moumita2406@Yahoo.In
Mousumi Sarkar	2011-2013	E TV News	Senior Producer	2015	9432519054, 8697453275/ <u>Mousumi21sarkar@Gmail.Com</u>
Triparna Bhattacharjee	2010-2012	Balark Genesis Entertainment Pvt. Ltd, A Mumbai Based Production	Screenplay Writer And Dubbing	2013	Triparna.Bhattacharjee@Gmail.Com

		House	Coordinator		
Arupkanti Bera	2007-2009	Etv News Bangla	Copy Editor (Bulletin Produce, Copy Write & Edit	2010 And 2014	09390866473 (Hyd) 09933320963 /Arupk.Bera007@Gmail.Com
Soham Das	2007-2009	In Onkar Only Truth, 24x7 Satellite Bengali News Channel	Bulletin Producer		Coolsoham9940@Gmail.Com
Diptarani Das	2009-2011	Ei Samay Portal (Sponsored By Times Of India Group)	Copy Editor		Diptamca@Gmail.Com
Bhaskar Banerjee	2007-2009	Uttarer Saradin, Daily Newspaper (A Publication From North Bengal) Of High Media Infotainment India Limited.	Sub Editor	2014	8981350115 / Bhaskar.Banerjee87@Gmail.Com
Sayan Kumar	2007-2009	ABP Ananda	Assistant Producer		9434834231/- <u>Sayan.Kumar11@Gmail.Com</u>
Devmalya Ckkraborty	2008-2010	Ananda Bazar Private Limited	Journalist	2013	9647540215/ Devmalyachakraborty@Gmail.Com
Mr. Tanmoy Ghosh	2000-02	Nature & Wild Life photographer, associate with Animal Planet, BBC			
PR/ Corporate Communication					
Anirban Dasgupta	2006-2008	Indian Oil Corporation Ltd	Corporate Communications Officer	2010	
SUMIT UMIT KUMAR BANERJEE	2007-2009	MPS Group of Companies, Kolkata	Executive-Publicity & Trade Promotion	2010	9474814583 / <u>banerjeesumitkr@rediffmail.com</u>
SNEHA BOSE	2008-2010	Press & Publicity Syndicate Private Limited	Marketing Executive	2011	<u>8697463460/Sneha.B.Basu@Gmail.Com</u>
Paulomi Dasgupta	2010-2012	Desun Hospital & Heart Institute	Senior Media Executive, Online Business Coordination	2013	Paulomi.Dasgupta25@Gmail.Com

Priyanka Dutta	2010-2012	Desun Hospital & Heart Institute	Content Writer	2013	8013801366/ Priyanka.Dutt10@Gmail.Com
Adrija Biswas	2011-13	Rance Computer Pvt Ltd	PR Manager	2013	9836480168/ biswasadrija.24@gmail.com
kinkini Bhadra	2011-13	BLUANT	Account Executive/ Client Servicing	2013	bkinkini@gmail.com
SNEHA BOSE	2008-10	Press & Publicity Syndicate Private Limited	Marketing Executive	2011	8697463460/ sneha.b.basu@gmail.com

Academic Assignments

Dr. Renu Singh	2004-06	Department of Mass Communication in Mahatma Gandhi A. Hindi Vishwavidyalaya, Wardha (A Central University) Maharashtra	Assistant Professor	2012	renu_mcj@rediffmail.com
Subhrajyoti Kundu	2006-08	Department of Mass Communication, North Bengal University, Siliguri	Assistant Professor	2012	subhrajyoti.first@gmail.com
Somak Sen,	2005 - 2007	Department of Journalism, Lovely Professional University, Punjab.	Assistant Professor,	2011	somakishere@gmail.com
Soumya Dutta	2005-07	Department of Mass Communication , Loreto College, , Affiliated to the University of Calcutta	Assistant Professor	2014	soumyadutta.dutta@gmail.com
Mou Mukherjee Das	2000-02	, Department of Mass Communication , Aliah University	Assistant Professor	2012	mou.mukherjeedas@gmail.com
Jayati Kumar	2004-06	Department of Mass Communication, University of Burdwan	Full Time Contractual faculty	2008	jayatikumar@rediffmail.com
Anuja Bagchi	2001-03	Mass Communication & Journalism Gurudas College, Affiliated to University of Calcutta	Full Time Contractual faculty		

Pradipta Sau	2002-04	Department of Journalism & Mass Communication, Serampur College, Affiliated to University of Calcutta	Full Time Contractual faculty	June 2009	pradiptasau@gmail.com
Arunima Mukherjee	2010-2012	Department of Journalism & Mass Communication Gurudas College, Affiliated to University of Calcutta	Full Time Contractual faculty	August, 2013	
Binoy Krishna Hazra	2003-05	Department of Journalism & Mass Communication Vivekananda College, Affiliated by University of Burdwan	Full Time Contractual faculty		
Archan Mitra	2010-2012	Department of Journalism & Mass Communication Vivekananda College, Affiliated by University of Burdwan	Guest Faculty,	2013	Archan6644@Gmail.Com 8961348313
Shabarni Basu	2010-2012	Surendranath College For Women (Journalism And Mass Communication Department) , Affiliated By The University Of Calcutta	Guest Lecturer	2012	9836473064/ Shabarni.Basu@Gmail.Com
Bapan Dan	2004-06	Mass Communication & Journalism (Contractual) , Gyan Jyoti College, Affiliated to North Bengal University Siliguri	Full Time Contractual faculty	June 2009	
Antara Halder	2005-07	Mass Communication & Journalism, Dum Dum Moti jheel College, Affiliated to West Bengal State University Siliguri	Full Time Contractual faculty		
Jyotiprakash Mandal	2009-11	Department of Journalism & Mass Communication, Serampur College, Affiliated to University of Calcutta	Full Time Contractual faculty	2013	
Abhisek Mukherjee	2007-2009	Ramkrishna Ashram Vidyamandir	Teacher (Subject : English)	2013	9563665543/ avishekmukherjeedurgapr@rediffmail.com

Government Services					
Prankrishna Ghosh	2007-09	The Govt. Of West Bengal	Block Social Audit Co-Coordinator (Mgnrega)	2011	9434314202/ Pranaughty08@Rediffmail.Com
Siddhartha Bandyopadhyay	2000-2002	Participatory Planning & Governance Coordinator, ISGPP cell (Dept. of P&RD),Khatra Subdivision, Bankura, Govt.of W.B., India.		2011	
Lalan Chakraborty		Communication Officer, State Institute of Panchayats & Rural Development , Panchayats & Rural Development Department, Government of West Bengal		2009	
Saikat Das	2001-2003	Special Correspondent ,Economic Times, Mumbai		2013	
Mr. Avijit De	2000-02	Sub Divisional information & Cultural Officer, Government of west bengal			
Mr. Sikandar Alam	2003-05	Sub – Inspector , West Bengal Police			