



**Name:** Tanika Deb Roy

**Qualification:**

M.A in Mass Communication and Videography ( Rabindra Bharati University)

**Date of joining this college:** 17/09/2018

**Courses Taught:** Introduction to Journalism, Introduction to Media and Communication, Reporting and Editing for print, Media and Cultural studies, Photography, Advertising, Film, Radio and Television.

**Honours:**

- Language of news, Principles of clear writing, Emergence of Alternative paradigm, Personal Influence Theory etc.
- Understanding media and news, Factors affecting news treatment, paid news, gatekeepers etc.
- Media and technology, Folk media as a form of Mass Culture, Audience in Live Performance, Medium is the Message etc.

**General:**

- Ad campaign, Market Research, Dagmar approach, STP Model to develop marketing strategies
- Different camera shots and movement.
- Differences between television and radio news.

**Paper presented:**

• “**Narratives of Disabilities: Contemporary Barriers and Belongings**”- A Two day UGC sponsored International Seminar Titled ‘**Portrayal of Disability in Indian Film: Representation of Blindness**’, organized by Centre for Disability Studies, Jadavpur University in collaboration with Department of Film Studies, West Bengal State University and Byanjanbarna Foundation, Kolkata , on 14<sup>th</sup> March ,2019

**Specialization:** Advertising (P.G.)

**Research:**

**PhD title:**

**PhD Abstract:**

**Current Research:**

**Publications:**

**Other engagements:** Working as Guest Lecturer in Dum Dum Motijheel College (Affiliated under West Bengal State University)

**In college:**

**Sub-committee Members:**

**Awards and Fellowships:**

**Contact:** Email: [tanika.debroy@gmail.com](mailto:tanika.debroy@gmail.com)