



Ms. Tanika Deb Roy

General Information

Department: Journalism and Mass Communication

Designation: State Aided College Teacher (Category-I)

Qualification: M.A (2014), SET (2020)

Specialization: Specialized in Advertising

Email: tanika.debroy@gmail.com

Teaching Experience

1. Worked as Guest Lecturer in Surendranath College (Affiliated under University of Calcutta) from 01-11-2017 to 17-07-2018.
2. Worked as Guest Lecturer in Dum Dum Motijheel College (Affiliated under West Bengal State University) from 17-09-2018 to 09-12-2019.
3. RKSMVV (12-11-2018-present)

Research Interests

1. New Media: Key Concepts & Theories
2. Mass Communication Theories and Models
3. Creativity in Advertising

Publication

Seminar/ Conference Proceedings

1. Published the Book of Abstract "International Management Conference on "Re-Inventing the Future of Work and Business: Challenges, Opportunities and the Path Ahead" Organised by KIIT School of Management, Bhubaneswar on 27th – 28th February, 2021.

Invited Lectures/ Paper Presentations

PAPER PRESENTED-

1. "Narratives of Disabilities: Contemporary Barriers and Belongings"- A Two day UGC sponsored International Seminar Paper 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 14th March,2019.
2. "International Management Conference on "Re-Inventing the Future of Work and Business: Challenges, Opportunities and the Path Ahead"- A Two day International Seminar Paper Titled "NEW PHASE OF DIGITAL MARKETING CAMPAIGNS: AN OBSERVATION DURING COVID-19 PANDEMIC", Organized by KIIT School of Management, Bhubaneswar, on 27th – 28th February, 2021.

Awards/ Fellowships/ Grants

1. First Class First in Graduation (University Topper)
2. First Class Second in M.A.

Administrative Responsibilities in College

1. Sports Committee (2021-2022)
2. Documentation Committee (2022-2023)