Ms. Tanika Deb Roy



 General Information

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| **Department:** Journalism and Mass Communication |  |
| **Designation:** State Aided College Teacher (Category-I) |  |
| **Qualification:** M.A (2014), SET (2020), NET (2024) |  |
| **Specialization:** Specialized in Advertising |  |
| **Email:** [tanika.debroy@rksmvv.ac.in](mailto:tanika.debroy@rksmvv.ac.in) |  |

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)

4. Working as Guest Teacher in Harichand Guruchand University (Affiliated under UGC) from 20-06-2024 to till date.

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.

1. Published the Book “Nobyo Madhyom Porichoy”, Co-Author Prof. Soumik Kanti Ghosh; Publisher: The Gaze Publication, 2023; ISBN- 978-81-957674-4-1

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.

3. **Participated and Paper presented** in a One Week Virtual **Faculty Development program** entitled “RESEARCH PROPOSAL AND ACADEMIC WRITING” organized by Research cell of Deviprasad Goenka Management and Media Studies, Mumbai and Internal Quality Assurance Cell dated from 3rd July to 8th July, 2023. At the end of the FDP, the last session was ‘Paper Clinic’ session. In Paper Clinic session on 8th July, 2023, presented Research Paper titled “Change in Evaluation Pattern during COVID-19 Pandemic: An Observation on Internet-Based Online Examinations at UG colleges in Kolkata”.

* Participated in a **Workshop** entitled “Implementation of NEP 2020” organized by the IQAC of Derozio Memorial College in Collaboration with the IQAC of Kalinagar Mahavidyalaya on 14th July 2023 at Derozio Memorial College.

4. Participated in a One Week Virtual **Faculty Development program** entitled “QUALITATIVE AND QUANTITATIVE RESEARCH APPROACHES” organized by Research Cell of Deviprasad Goenka Management and Media Studies, Mumbai and Internal Quality Assurance Cell dated from 23rd September to 28th September 2024.

Awards/ Fellowships/ Grants

1. First Class First in Graduation (University Topper)

2. First Class Second in M.A.

Administrative Responsibilities in College

* Sports Committee (2021-2022)
* Documentation Committee (2022-2023 & 2024-2025)
* Cultural Sub-Committee (2024-2025)

## Honorary Posts/Positions Held

* Associate Member, Public Relations Society of India (PRSI) in 2022