



## ADITI DAS

### General Information

Department Journalism and Mass Communication

Designation Assistant Professor

Qualification M.A. in Journalism and Mass Communication (C.U.)  
B.Ed, currently pursuing Ph.D

Specialization Sports Journalism

Email [aditi.das@rksmvv.ac.in](mailto:aditi.das@rksmvv.ac.in), [ditsa000@gmail.com](mailto:ditsa000@gmail.com)

### Teaching Experience

616 years of teaching experience including 6 years of H.S. school teaching.

### Colleges Served

RKSMVV, West Bengal State University (2010-till date)

### Publication

#### Chapter in a book

Introduction to Communication published in Perspectives on Mass Communication Theory, Alpana, pp-9-15, Editor: Dr. Uma Shankar Pandey, March 2019, ISBN-978-81-936533-6-4

Lalitaji to Bournvita Mom: The Changing Face of Women in Indian TV Commercials

Published in Nari Progotir Sekal O Ekal, Ebaong Mushayera, pp-71-77, Editor: Sakuntala Das, Jan 2018, ISBN-978-93-85119-95-8

In-film Advertising in Recent Popular Bollywood Movies published in Media Teaching, Rupali, pp-16, Editor: Dr. Arnab Kumar Banerjee, ISBN : 978-93-81669- 84-6

Feature published in SambadpatroSangbadikata- TattwoThekeProyog, Byanjonbarno, pp-253, Editor: Pallab Mukhopadhyay, ISBN: 978-93-84729-12-7

Proof Sangsodhan published in Sambadpatro Sampadana- TattwoThekeProyog, Byanjonbarno, pp-136, Editor: Pallab Mukhopadhyay, ISBN: 978-93-84729-26-4

### **Articles in Journals/ E - journals**

“Celebrization of Voice Over in Animation Movies : A Bollywood Experience, Published in a Special Issue namedCelebrity and Media, pp-158-167,of a Referred Journal named Parbo Kagoj, Special Issue : August 2018,RNI No. WBBEN/2014/59090,ISSN No: 2395-597X, Editors: Tanima Chakraborty (Dey) & Aditi Das

Chhota Bheem- A Desi Superhero or A Moral Value Tutor of the Children on Indian Television: A Study, published in a UGC referred journal (No.64674) named Education, Research & Analysis ,ISSN : 2348-571X, Vol:5, Issue : 1.1, January 2018, Chief Editor : Santanu Banerjee,pp-7-10

### **Seminar/ Conference Proceedings**

An Article titled “Election Opinion Polls in Indian News Channels: Question of Credibility” Published in “Introspection on Politics, Mass Media and Public Opinion”, Alpana Enterprise,pp-36-44,Editor: Ramesh Barman, Aparna Mohanta Chakraborty; Feb 2017,ISBN:978-81-936533-2-6.

### **Invited Lectures/ Paper Presentations**

Paper Presented in a Two Day UGC National Level Seminar on Women Empowerment : Now and Then on 15/12/16 & 1/12/16, organized by SonarpurMahavidyalaya. Topic: Lalitaji to Bournvita Mom: The Changing Face of Women in Indian TV Commercials

Presented a Paper in the National Seminar on “Celebrity and Media: Existing Trends and Emerging Traditions” on 28/7/17, organized by PanihatiMahavidyalaya.Topic: Brand Endorsement of Indian Cricketers on TV: An Overview

Paper Presented in the International Seminar on Multidisciplinary Research on 29/1/18, organized by VjaygarhJyotish Ray College.Topic: ChhotaBheem- A Desi Superhero or A Moral Value Tutor of the Children on Indian Television: A Study

Presented a paper in a Two Day International Seminar on Reflection of Childhood and Adolescence in Literature, Culture and Psychology on 26/7/18 & 27/7/18, organized by RKSMVV.,Topic: Lost Childhood of Child Actors: A Bollywood Experience

Invited Lecture (Online) in Webinar Series Master Class on Radio Jockey on 23/07/20, organised by Vijoygarh Jyotish Ray College

Invited Lecture (Online) in One Day Webinar on Media Ethics and Responsible Journalism :An Overview organised by Hiralal Mazumdar Memorial College for Women

Presented a paper titled Importance of Virtual Interpersonal Communication on Employee Motivation during Covid-19 Pandemic: An Exploratory Study on Women College Teachers in Kolkata, West Bengal in the International Management Conference on Re-Inventing the Future of Work and Business : Challenges, Opportunities and the Path Ahead on 27/2/21-28/2/21, organised by KIIT, Bhubaneswar, Odisha, India

### **Administrative Responsibilities in College**

HOD, Department of Journalism and Mass Communication

Convener, Sports Committee

Member, Anti-Ragging Cell

### **Honourary posts/positions held**

Co-chaired a session at the 2 day's UGC Sponsored International Seminar on "Narratives of Disability: Contemporary Barriers and Belongings" organized by Centre for Disability Studies, Jadavpur University in collaboration with Department of Film Studies, West Bengal State University, Barasat, North 24 Parganas, WB on 15/3/19

Joint Editors of A Special Issue titled Celebrity And Media, of a Referred Journal titled Parbo Kagaj, Special Issue : August 2018,

RNI No. WBBEN/2014/59090, ISSN No: 2395-597X