

## Teacher's Profile

Name: Dr Anindita Chattopadhyay

### About

Email Id: - anirumi89@gmail.com

Date of Joining: - 1.8.2017

Qualification: PhD, SET Qualified

Area(s) of Interest: - Women Studies, Film Studies, Advertising, New Media and OTT Platforms, Media Law and Ethics.

Specialization/Research Interest: - Women Studies and New Media and OTT Platforms.

Teaching Experience: - 12 + Years

Additional Information:

### Activities

#### Participation in Seminar/Conference/Workshop/Symposium

Sl No	Year	Title	Organized By
1.	2016	UGC sponsored Seminar on Media, Politics and Economics in post globalization India.	Gurudas College.
2.	2016	UGC Sponsored Seminar on Impact of Partition on Society, Polity and Literature of Bengal.	Mahadevananda Mahavidyalaya
3.	2017	The Department of Journalism and Mass Communication of Panihati Mahavidyalaya organized National level seminar on "Celebrity and Media – Existing trends and Emerging Tradition"	Panihati Mahavidyalaya
4.	2018	UGC Sponsored National Conference On "Facets of Development Communication"	Department Of Mass Communication & Videography & Centre for Mass Communication & Videography of Rabindra Bharati University.

5.	2018	Workshop on CBCS Syllabus, organized by Broad of Studies, UG, University of Calcutta.	Broad of Studies, UG, University of Calcutta.
6.	2019	International Seminar on “Women in Texts and audio-visual Media”.	Department of Film Studies, West Bengal State University with collaboration with Mahadevananda Mahavidyalaya and Byanjanbarna Foundation.
7.	2019	National Seminar on “Folk Culture and media”.	Nandanik, Odisha.
8.	2020	Faculty Development Program on “E-Learning and Emerging Trends”.	Department of Mass communication, St Xavier's University, Kolkata.
9.	2022	8- days Faculty Development Program on “Development Journalism”.	Department of Mass communication, St Xavier's University, Kolkata, in collaboration with UNICEF and Press Club of Kolkata.
10.	2023	Workshop on Curriculum and Credit Framework under NEP.	Broad of Studies, UG, University of Calcutta in collaboration with South Calcutta Girl’s college, Muralidhar College and THK Jain College.
11.	2024	Workshop on Curriculum and Credit Framework under NEP.	Muralidhar College in collaboration with Broad of Studies, UG, University of Calcutta.
12.	2025	Two- day National Seminar on Digitalization of Health Advocacy: A Special Reference to HIV/AIDS & STDS And Related Diseases, organized by NSS Cell.	The University of Burdwan, joint initiative by West Bengal State AIDS Prevention & Control Society, Department of Health & Family Welfare, Red Ribbon Club, Govt. of West Bengal.

13.	2025	Two-day International seminar on “Nature, Gender and Disability: Interrogating the Marginalized Spaces”.	Department of English, Rani Dhanya Kumari College, Jiaganj, Murshidabad and Department of English Nabagram Amar Chand Kundu College, Nabagram, Murshidabad, in collaboration with Peter Lang International Academic Publishers
14.	2025	One day state level seminar on “Women’s voices and silences: Interrogating Society and Culture”.	Departments of Bengali and History, South Calcutta Girl’s College.
15.	2025	One day International Conference on “Reconfiguring Media: Society, Culture & Politics in 21st Century”.	Department of Journalism & Mass Communication, Sidhu Kanho Birsha University, Purulia.

### Presentation

SI No	Year	Title	Organized By
1.	2016	Partition and its reflection in Press and Literature.	Mahadevananda Mahavidyalaya
2.	2017	Topic-social media and Celebrity – Recent Trends.	Panihati Mahavidyalaya
3.	2018	Growing need for NGOs for rural development.	Department Of Mass Communication & Videography & Centre For Mass Communication & Videography Of Rabindra Bharati University
4.	2019	Discourse of Representation and characterization of women in comics and fairy tale for children.	Department of Film Studies, West Bengal State University with collaboration with Mahadevananda Mahavidyalaya and Byanjanbarna Foundation.

5.	2019	Folk Media and Folk Journalism- a medium of communication for rural development: Indian Perspective.	Nandanik, Odisha
6.	2025	Role of OTT Platforms in building awareness in India regarding women sexual well-being – Case study of few movies and web series released in Indian OTT Platforms.	The University of Burdwan, joint initiative by West Bengal State AIDS Prevention & Control Society, Department of Health & Family Welfare, Red Ribbon Club, Govt. of West Bengal
7.	2025	Study on emerging trends of content development, storytelling patterns and representation of women in Bengali OTT Platforms – Case study of Hoichoi and Addatimes.	Department of English, Rani Dhanya Kumari College, Jiaganj, Murshidabad and Department of English Nabagram Amar Chand Kundu College, Nabagram, Murshidabad, in collaboration with Peter Lang International Academic Publishers
8.	2025	From pages to OTT Platforms: A study on literary adaptations in Indian web series with special reference to feminism and the representation of women in web series adaptations.	Departments of Bengali and History, South Calcutta Girl's College
9.	2025	Study on emerging trends of portrayal of negative male characters in Indian Web series: A Case study of few selected Hindi and Bengali web series.	Department of Journalism & Mass Communication, Sidhu Kanho Birsha University, Purulia.

### Publication

Sl No	Year	Title (Journal/Book /Book Chapter/	Name as applicable	ISBN/ISSN
1.	2016	Partition and its reflection in Press and Literature.	Seminar Volume: Society, Polity and Literature of Bengal	(ISBN No -81-7864-152-6).

2.	2017	Puppetry as a form of Mass Communication: Indian Perspective.	Journal of Content, Community & Communication (JCC&C), A UGC Care listed, Scopus Journal, Volume 5, June 2017, Published by Amity University, Gawalior.	(ISSN No: 2395-7514).
3.	2018	Television and Women - Problem Faced by Today's Indian Television.	Parbo-kagaj: A Refereed Journal, Volume: 4, issue 3, August 2018 Parbo Kagaj & SRFTI	(ISSN No: 2395-597X)
4.	2020	Web Series and Web Movies and their psycho- sociological impact on netizens in India.	The Asian Thinker: A bilingual Peer Reviewed Research Journal, Volume: VII, July-September, 2020, Issue-7	(ISSN No: 2582-1296)
5.	2020	Portrayal of women on OTT platforms: An Indian case.	Communicator: A Peer Reviewed, UGC- Care Journal of the Indian Institute of Mass Communication, Volume: LV (3 and 4), July – December 2020	(ISSN No: 0588-8093).
6.	2020	Discourse of representation and characterization of women in narratives of popular comics and fairy tales for children and their adaptations in audio visual media.	JOCAS (Journal of Commerce, Arts and Science) Volume 2, issue 1, December 2020, A Peer Reviewed published by	

			Narasinha Dutt College.	
7.	2021	Darkness and myth: New dimensions and changing trends in the world of Indian Web series.	Journal of Arts: A Peer Reviewed, UGC Care – listed Journal of IIS University, Jaipur, Volume 10, Issue 1, July 2021.	(ISSN No: 2319-5339)
8.	2021	The Evolving World of Indian OTT Platform’s Media Economy — The Covid Effect.	Time’s Journey, A Refereed Journal of Institute of Management Study, Kolkata, Volume 10, No. 2, July 2021.	(ISSN No: 2278-6546)
9.	2021	Symbol of Power or Victim of Patriarchy? Revisiting the female characters from Indian mythology and epics with special reference to “Panch Kanya.	Intellectual Resonance, Double – Blind, Peer Reviewed DCAC Journal of Interdisciplinary Studies, Published by Delhi College of Arts & Commerce, University of Delhi, December 2021, Volume. 4	(ISSN No: 2321-2594)
10.	2023	Cultural impacts of Indian web series and web movies: A study on the emerging trends	St Xavier’s University Kolkata Journal of Interdisciplinary Research – A Peer Reviewed Journal published by St Xavier’s University, Kolkata, Volume 1, Issue 1, 2023	(ISSN No: 2584-055X).