

Dr. Swati Agarwal

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Career Objective: To pursue research, teach the students with utmost dedication and excel as an academic.

- Qualified for **NET July 2018** (For Assistant Professor only)

PROFESSIONAL EXPERIENCE

- Assistant Professor, Department of Journalism, School of Media and Communication
Adamas University, Kolkata. (20 July 2020 to present)
- Assistant Professor, Department of Journalism, School of Media and Communication,
Adamas University, Kolkata. (17 July 2018 to 19 July 2020 present)

PROFESSIONAL MEMBERSHIP

- Associate member of Public Relations Society of India (PRSI)

PUBLICATIONS

Scopus Indexed Q3 Journal

Agarwal, S., & Kayal, S. (2024). Mapping of Learning efficacy through YouTube: An Empirical study of media learners in Kolkata. *International Journal of Media and Information Literacy*, 9(1). <https://doi.org/10.13187/ijmil.2024.1.4>

Agarwal et. al. (2023). Understanding Acceptance of New Media: An Empirical evaluation of students undergoing higher education in media studies. *International Journal of Media and Information Literacy*, 8(2). <https://doi.org/10.13187/ijmil.2023.2.257>

Web of Science

Pal, S., Kayal, S., Tripathi, N., & Agarwal, S. (2024). Measuring Reception of Advertising Endeavors through Quantitative Metrics. *Media Education*, 20(3), <https://doi.org/10.13187/me.2024.3.473>

UGC Care

Pal, S., Kayal, S., Tripathi, N., & Agarwal, S. (2023). Deciphering Sustainability Messages in Audio-Visual Advertisements toward achieving the SDGs. *Liberal Studies*, 8 (1), 71–95. <https://doi.org/10.5281/zenodo.8170807>

Kayal, S., Agarwal, S., Tripathi, N., & Pal, S. (2023). Decoding Rhetoric of Political Speeches: A Case Study on West Bengal Assembly Elections 2021. Atishay Kalit. 236-242 UGC approved journal

Tripathi, N., Agarwal, S., & Pal, S. (2022) Mobilizing Justice in Social Media through HashTag: A Case Study of “#justiceforsushantsinghrajput” on Twitter. Media Mimansa. 16(1), 50-60

Tripathi, N., Pal, S., Kayal, S., & Agarwal, S. (2023). In Tandem for Survival: An Exploratory Study on Integration of Folk Media into New Media with reference to Folk Theatre in West Bengal. Theatre Street Journal. 7(1), 23-35.

Agarwal, S., Kayal, S., Tripathi, N., & Pal, S. (2024). The "Greta" Phenomenon: A Sentiment Analysis of Climate Change Discourse on Instagram Through Data Mining. Vivekananda Journal of Research. 14(1)

Book Chapter

Agarwal, S., & Kayal, S. (2022). Impact of Covid 19 - Increased use of New media Tools in Higher Educational Institutes. Covid - 19 Impact and Fake News. Kanishka Publishers

EDUCATIONAL BACKGROUND

2025: Pursuing M.A. English from Aligarh Muslim University.

2024: Ph.D. in Journalism and Mass Communication at Adamas University, Kolkata. The course work was completed with SGPA 8.0.

2009-2011: Master of Arts, 61.7% in Journalism and Mass Communication – University of Calcutta, College Street, Kolkata.

2006-2009: Bachelor of Arts, 59.5% in Journalism and Mass Communication (Honours) - Shri Shikshayatan College (affiliated to the University of Calcutta), Lord Sinha Road, Kolkata.

2006: Scored 65.8% in All India Senior School Certificate Examination with the subjects Physics, Chemistry, Mathematics, English and Information Practices, Kendriya Vidyalaya Army Barrackpore, affiliated to the Central Board of Secondary Examination.

2004: Scored 75% in All India Secondary School Examination, Kendriya Vidyalaya Army Barrackpore, affiliated to the Central Board of Secondary Examination.