

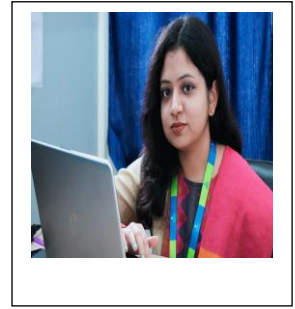
# Ms. Ipsita Banerjee

**Present Position:** Assistant Professor

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**Vidwan Profile:** <https://vidwan.inflibnet.ac.in/profile/252412>

## Education:

- Pursuing **PhD. in Health Communication** from The University of Burdwan since 16<sup>th</sup> October, 2021.
- M.A in Mass Communication, The University of Burdwan (first class first), 2019
- B.A (Major) in Communicative English, University of Calcutta, 2017

## Experience:

- **Assistant Professor**, Department of Journalism, School of Media and Communication, Adamas University, India [ since 18<sup>th</sup> April, 2022 to present].
- **Assistant Professor** in the Department of Journalism and Mass Communication, **Swami Vivekanada University**, Barrackpore [September, 2021 to 5th April, 2022].
- **Research Assistant (ICSSR IMPRESS)**, Department of Education, Government of India with **The University of Burdwan** [Since 31<sup>st</sup> December, 2020 to September, 2021].
- **Research Associate in Dexterous Writing and Research Services**, Konnagar, West Bengal [Since August 2019 to December 2020].

## Research Projects:

- Worked as a **Research Assistant** under (ICSSR IMPRESS), Department of Education, Government of India sponsored project with **The University of Burdwan** [From 31<sup>st</sup> December, 2020 to November, 2021].
- Worked as a **Supervisor** under **Ministry of Consumer Affairs, Food and Public Distribution** Sponsored project on Impact Assessment of the Jago Grahak Jago campaign through Post Offices with IIMC, New Delhi [January, 2022]
- Worked as a **Supervisor** under **Ministry of External Affairs** sponsored project on “Evaluation and Impact Assessment of Mass Media Campaign on Safe and Legal Migration” with IIMC, New Delhi [January, 2021]
- Worked as an **Investigator** (in West Bengal) for a National project on Women in

News and Entertainment Media in India, sponsored by **Indian Council of Social Science Research** (ICSSR) with the Indian Institute of Mass Communication [2019].

### **Research Publications:**

- Published a paper titled “***CSR And Health Care Management: Conceptual Approach Towards a Sustainable and Socially Responsible Organisation***” in SCOPUS indexed journal IOP Conf. Series: Earth and Environmental Science 1382 (2024) 012007 IOP Publishing doi:10.1088/1755-1315/1382/1/012007.
- Published a paper titled “***Kadvi Hawa to Jawaan: How Indian Cinema portrayed the Fight Against Climate Change***” in UGC CARE listed journal Sodh Kosh Journal of Visual and Performing Arts Online June 2024.
- Published a paper titled “***Vernacular Rhetoric to Local Culture: Challenging Narratives of Folk Songs in Social Media***” in UGC CARE listed journal Global Media Journal-Indian Edition; Volume 16 Issue 1; June 2024.
- Published a paper titled “***Political Communication through Bollywood Movies- A Selected Study from 2010 to 2020***” in UGC CARE listed journal Inclusive Vol.II No. 22 (August 2023).
- Published a paper titled “***Consumer Behaviour and Social Media Marketing of Tech-Gadgets: A Quantitative Study in Indian Market***” in SCOPUS indexed journal NeuroQuantology Volume 20, Issue 22 (2022) 221-231
- Published a paper titled “***Communication Plan for Sustainable Public Health Advocacy during Natural Calamities-A Case Study of ‘Amphan’ in West Bengal.***” in UGC CARE listed journal Global Media Journal-Indian Edition; Volume 14 Issue 2.
- Published a paper titled “***Post Truth and Covid-19: Mapping of Fallacy on Health Advocacy***” in UGC CARE listed journal Inclusive. Vol. II, No.22, (2022): 80-90.
- Published a paper titled “***Digital technology and health advocacy on covid-19: A case study of twitter handles of the world health organization and ministry of health of India.***” in SCOPUS indexed journal *Journal of Liberty and International Affairs* 7 (2021): 97-117.
- Published a paper titled “***Scope of media advocacy during Covid-19: a selected case study in Kolkata.***” in SCOPUS indexed journal *Journal of Liberty and International Affairs* (2021): 50-71.

- Published a paper titled “*Role of Slogans in Electoral Narrative: A Discourse Analysis of West Bengal Elections.*”. in UGC CARE listed journal Inclusive , Vol. II(No.19), (2021) 129–142.
- Published a paper titled “*Issues and Cultural Identity of Folk Song in Digital Platform: A Critical Analysis*” in peer reviewed journal International Journal of Creative Research Thoughts. Volume 10, Issue 10 October (2022): 2320-2882

### **Research Highlights:**

- Paper Presentation on ‘**From Propaganda to Culture: A Discourse Analysis of “Metaverse” and Global Communication**’ in the Two-Day International Webinar on Conceptualizing Culture in India: Nation, Province & Locality organised by Centre for Studies in Local Languages and Cultures, University of North Bengal on 23<sup>rd</sup> March, 2022.
- Paper Presentation on “**Public Health Awareness In Social Media: A Selected Study of Twitter Handles During Covid-19 Pandemic**” in the International Conference (online) on Democracy and Governance in the 21<sup>st</sup> Century organised by Bengal Institute of Political Studies on 11<sup>th</sup> September, 2021.
- Paper Presentation on “**Family Planning and Media Advocacy: A Selected Case Study**” in the International Conference (online) on “**Current Issues in Business Management, Education, Research and Social Psychology**” organised by Shodh Sankalp Education and Research on 1<sup>st</sup> August, 2021.
- Paper Presentation on “**The Evolution of Research Traditions in India: An Analysis of Research Philosophies in Social Science Research**” in a Three Day National Conference on “**Indian Cultural and Communication Traditions**” organised by Rabindranth Tagore University, Bhopal on 16<sup>th</sup> April, 2021. This paper was recognised as the **Best Paper of the Session**.
- Paper Presentation on “**Post Covid-19 Phase and the Dynamics of Social Science Research in India**” in the One Day International Social Science Conference entitled ‘Issues and Challenges of Social Science Research in Post-Pandemic Era’ organised by Sree Chaitanya Mahavidyalaya, Habra on 30<sup>th</sup> 19<sup>th</sup> February, 2021.
- Paper Presentation on “**Work from Home**” and **Changing Dynamics of Employee Relations as “New Normal” in India** in the International Webinar entitled ‘Changing Dimensions of Work and employee relations’ organised by The

Department of Business Administration (Human Resource), The University of Burdwan on 30<sup>th</sup> September, 2020

- Paper Presentation on **Issues and Challenges of Work from Home as "New Normal" in Covid-19 Scenario** in the One-day International Inter-Disciplinary Webinar entitled 'Decoding COVID-19 and Allied Issues' organised by ISLAMPUR COLLEGE on 08<sup>th</sup> September, 2020
- Paper Presentation on **"Issues and Structure of Newspaper Content during Covid-19 Pandemic: An Analysis of a Selected Daily"** in the International Webinar entitled **"COMMUNICATING COVID-19: GEOPOLITICS OF A GLOBAL PANDEMIC"** organised by Sree Chaitanya Mahavidyalaya, Habra on 30<sup>th</sup> June, 2020
- Presented a paper on **"The Emergence of Bengali News Portal in Post Globalisation Era"** in an International Conference on **"Bengali Journalism: Post Globalisation Era"** organised by the Department of Mass Communication, The university of Burdwan on 10<sup>th</sup> November, 2017.

**Award and Recognition:**

- Received Gold Medal for securing first position in first class in M.A Mass Communication from The University of Burdwan.
- Received Debdutta Tah Gold Medal for securing highest marks in Rural Development from The University of Burdwan.
- Received Niranjan Sengupta Smriti Purashkar from Calcutta Journalists' Society for securing first class first position in M.A. Mass Communication from The University of Burdwan.
- Secured first position in Communication Catalyst 2019 organised by Glenmark Foundation, Mumbai for contributing towards Behaviour Change Strategies in the fight against Malnutrition with CSR-NGO linkage.