

# Noveena Chakravorty



## Associate Professor

Department of Journalism and Mass Communication, Adamas University, Kolkata, West Bengal

**Ph:** +91 8800224236

**Email:** noveena.jimmc@gmail.com  
noveena1.chakravorty@adamasuniversity.ac.in

**Address:** Noveena Chakravorty, Flat -3 - D, 92, Sapphire- Bamkimpally – Madhyamgram – Kolkata - 700129 -West Bengal

## Education:

- PhD. thesis submitted  
Mass communication (Film Studies - The Films of Rituparno Ghosh – Film Studies, Adamas University)
- MA in Mass Communication, Banaras Hindu University (Specialization in Television and Films and Minor Elective Advertising & Communication Theories)
- Bachelors in Commerce (Hons), Banaras Hindu University
- Film Appreciation Certification from Film and Television of India, Pune
- Film Making Course from Indian Film Institute, Delhi

## Major Highlights/ Proficiency:

- Documentary and Travel Film Producer.
- Created more 68 Travel and Life- style stories in Public Domain
- Organizing, Moderating and Anchoring Film Festival as Festival Director
- Voice – Artist – Films Selected for International Film Festivals – Official

Selection Lift -off Global Network UK and Official Selection at Independent Video Film Festival of Youtube Art Club Pavlos Paraschakis, Greece, 2022.

- Organizing FDP and Workshops for Media Research and Film Making
- Key Note Speaker and Guest Speakers for Travel Vlogging / Content Creations at Central University of Jharkhand and Amity University Noida

## Achievements:

- **Recipient of National Award winner of Public Relations Society of India – 2023 “Communication Excellence Award” contribution of Film Making. PRSI Announces National Awards 2023 Winners for Communication Excellence and Public Relations Research – Public Relations Society of India**
- **Noveena Chakravorty’s name added in prestigious list of IMDB list Noveena Chakravorty - IMDB.**

## Extracurricular:

- Travel Vlogger, You-tuber and Digital Content Creator
- Documentary Film Maker
- Voice – Artist

## For Details, Visit:

- *Faculty Profile* - Ms. Noveena Chakravorty - School of Media & Communication (adamasuniversity.ac.in)
- *LinkedIn Profile* - Noveena Chakravorty | LinkedIn YouTube Links – Noveena D Amateur
- *YouTube Profile* - [https://youtube.com/channel/UCxpHKEM\\_DxA0YDWut7CGb2g](https://youtube.com/channel/UCxpHKEM_DxA0YDWut7CGb2g)
- *Facebook Page* - <https://www.facebook.com/amateurnoveena>

## Research profiles:

- *Research Gate:* <https://www.researchgate.net/profile/Noveena-Chakravorty>
- *ORCID ID:* 0000-0002-1372-3377
- *Google Scholar Id:* gQhUfpoAAAAJ

## Languages Known:

- English,
- Hindi

- Bengali

### Research Key Areas:

- Film Studies
- Over the Top Platforms
- Audio – Video Advertising
- Communication

### Work Experience:

18 years of Work Experience

- August 2010 to August 2020 worked as Associate Professor at Jagran Institute of Management and Communication (An initiative of Dainik Jagran Prakashan), Noida <http://jimmc.in/best-faculty-in-mass-communication.php>
- August 2009 to June 2010 Faculty member and Media Coordinator with Maharana Institute of Communication Studies, Lucknow
- October 2008 to Jul 2009 worked as Communicator at Public Relations Society of India for their Project in Eastern U.P. area for six months
- July 2007 to October 2008 Trainee Reporter in Star New (Now APB News, Noida)

### Selected Publication (s):

- E - CineIndia (July - September 2020) - A Lady Who Pioneered Bollywood Dance as A Different Genre : Saroj Khan, ISSN:2582-2500 38.-Noveena-Chakravorty-Saroj- Khan.pdf (fipresci-india.online)
- CEC News, Consortium for Educational Communication, An Inter - University Centre of University Grant Commission on Electronic Media – TOPIC - Role of Public Relations to Create a Communicative Channel for Stakeholders of Digital Higher Education
- Published in ICAN 4 Book – Cinema and OTT Wave with ISBN – 978-93-91450-40-3
- Accepted chapter in the Routledge Book ‘Media Education for Generation Z: A Comprehensive Book on Media Education – Chapter 13 - Film Appreciation -
- Understanding Film Studies for Gen Z Mass Media Students
- Research Paper accepted for publication

Topic “Breaking the Gendered Stereotype: A Case Study on Effeminate Appeal in Selected Contemporary Indian Advertisements” in the Vivekananda Journal of Research - Jan-June 2022, Vol. 12 Issue 1, ISSN 2319- 8702(Print) and ISSN 2456-7574 (Online)

- Noveena Chakravorty, Sayak Pal, Sharmila Kayal, G. Nikita (2023). Gender Equality in India: an emerging nation changing the perception through advertisements. European Chemical Bulletin, 12 (5), 2772-2788, E-ISSN 2063-5346, DOI: 10.48047/ecb/2023.12.5.196 – *Scopus Indexed*
- Sayak Pal, Nitesh Tripathi and Noveena Chakravorty (2022). Breaking the Gendered Stereotype: A Case Study on Effeminate Appeal in Selected Contemporary Indian Advertisements. Vivekananda Journal of Research, 12 (1), 40-51, ISSN 2319-8702(Print) and ISSN 2456-7574 (Online)
- Sayak Pal, Sharmila Kayal, Noveena Chakravorty (2023). Understanding Sustainability through Gender Sensitization: Relevance of Audio-visual Indian Advertisements in the Digital Age. New Media Landscape and Dimensions: an Indian Perspective, 17-30, ISBN: 978-81-963402-1-6
- Book (Edited): Sayak Pal, Sharmila Kayal, Noveena Chakravorty (2023). New Media Landscape in India: Dimensions, Issues, Trends, and Future, ISBN: 978-81-963402-0-9 (Proceedings of International Conference of Media and Communication, ICMC- I)
- Book (Edited): Sharmila Kayal, Sayak Pal, Noveena Chakravorty (2023). New Media Landscape and Dimensions: an Indian Perspective, ISBN: 978-81-963402-1-6
- Noveena Chakravorty and Swati Agarwal (2023). The Age of Renaissance in OTT Platforms – A Critical Analysis of Web Series Family Man and Pataal Lok Jan-June 2023, Vol. 13 Issue 1 , ISSN 2319-8702(Print) and ISSN 2456-7574 (Online).
- Co – Convenor of International Conference of Media and Communication – Organised by School of Media and Communication , Adamas University.

## National and International Research Paper Presentations –(Selected)

- Paper accepted for presentation - 100 Years of Media Education in South Asia: A Flashback – International web convention – Topic - A qualitative analysis on the current status media education in India- Issues and Recommendations.
- MANAGEMENT DOCTORAL COLLOQUIUM- Department of Management School of Business and Economics Adamas University - Topic- A Critical Study on Popularity of Web Series with special reference to Resurgence of Long Format Content on OTT platforms.
- Presented a Research Paper in an International Conference, Information Communication and Artificial Networks ICAN4 in Association with Delhi Metropolitan Education, Delhi and Deakin University, Australia – Topic - Indian New wave Cinema in Today’s Perspective: A comparative Analysis of Story Lines
- Presented a Research Paper titled “Muslim Women and Islam Identity in Indian Contemporary Cinema: Looking Through the Lens of Tokenism and Typecasting ” at International Paris Conference on Social Sciences – Paris – France .
- Presented a Research Paper titled ‘Character Construction of Mother in Indian Television Serials: A Critical Analysis on Select Television Series at Critical Studies in Television Conference 2020 at Edge Hills University – UK. Date – 15th July 2022.
- Presented a Research Paper titled ‘Feminist Message in Rituparno Ghosh Film Chokherbali and its Relevance: A distinctive case study’ in the Present Context at International Conference, Information Communication Artificial Network ICAN4 in association with Delhi Metropolitan Education, Delhi and Deakin University Australia. Date – 3rd July 2022

## Media -Writing Highlights

- Distinction of having written various articles for [https://differenttruths.com/arts/impact-of-social-networking-sites-among-the-mass-](https://differenttruths.com/arts/impact-of-social-networking-sites-among-the-mass-communication-scholars-i/)

[communication-scholars-i/](https://differenttruths.com/arts/communication-scholars-i/)

- Some major samples of writings as columnist were:
- <https://www.differenttruths.com/cover-story/girish-karnad-the-doyen-of-indian-cinema-bids-adieu/>
- <https://www.differenttruths.com/arts/cinema/film-appreciation-understanding-cinema-beyond-an-ordinary-audience/>
- <https://www.differenttruths.com/arts/impact-of-social-networking-sites-among-the-mass-communication-scholars-i/>
- <https://www.differenttruths.com/arts/cinema/stars-die-but-art-lives-on-a-tribute-to-irrfan-khan-and-rishi-kapoor/>

## Teaching video links:

- <https://www.youtube.com/watch?v=a19B7pTzm3I&feature=youtu.be>
- <https://www.youtube.com/watch?v=SQY5HOGwI8s&feature=youtu.be>
- <https://www.youtube.com/watch?v=A02teYLUj48&feature=youtu.be>
- [https://www.youtube.com/watch?v=Ab4\\_w2Bp8e0&feature=youtu.be](https://www.youtube.com/watch?v=Ab4_w2Bp8e0&feature=youtu.be)
- <https://www.youtube.com/watch?v=5rUtCgOcYmM&feature=youtu.be>
- <https://www.youtube.com/watch?v=mdghZEaheso&feature=youtu.be>
- <https://www.youtube.com/watch?v=S33xu2I6a4&feature=youtu.be>
- <https://www.youtube.com/watch?v=gl50fKpZjAM&feature=youtu.be>
- <https://www.youtube.com/watch?v=IQda1stkfOc&feature=youtu.be>
- Details of Faculty Development Course, Refresher Courses, Research Workshops:
- FDP - Research Methodology and Data Analysis (Sharpening Skills through MS Excel, SPSS, MATLAB and R, Ramanujan College, University of Delhi, Sponsored by MHRD, Pandit Madan Mohan Malavya National Mission on Teachers and Training, March 24 to April 7, 2021
- Refresher Course - Media Industry Education and Skills: A New Way Forward, Human Resource Development Centre, Kurukshetra University - August 5 to August 20, 2020
- FDP - Effective Leadership in Media Education, Xavier University, Bhubaneswar, January 30, 2021
- Research Workshop -Research Methodology, School of Business and

Economics, Adamas University, May 24 to May 29, 2021

- Research Workshop - Qualitative Data Analysis Using NVivo, Numerical Analytics Instruments Pvt. Ltd. May 21 to May 26, 2021
- Refresher Course - Media and Cinema Refresher Courses from CPDHE, University of Delhi with A Grade
- Refresher Course - Kurukshetra University, UGC, MHRD
- FDP and Refresher Course on 'Research Methodology and Data analysis' Teaching Learning Centre - Ramanujan Collage, University of Delhi, Ministry of Education Passed with A Grade
- FDP on 'Evolving Media: Effective Teaching and Research' Amity School of Communication, Amity University Kolkata. – Passed with A Grade
- FDP on 'Interpreting Mass Media in the Contemporary Times : A Look at Present and Future' Amity School of Communication, Amity University Kolkata. – Passed with A Grade
- FDP and Refresher Course on 'Induction/Orientation Programme for Faculty in Universities/ Industry/Higher Education' Teaching Learning Centre - Ramanujan Collage, University of Delhi, Ministry of Education - Passed with 'A+' Grade
- FDP on 'Application of Methodologies in Media, Communication, and Entertainment Research' by School of Media and Communication, Adamas University – Organized and Moderated.

- Completed major internal assignments as Dissertation on MTV- The Music Television with its programming strategy in order to capture the Indian Market
- Script Writing on A Full-Length Movie (Film) in Hindi on Mai AkeliHoon ... Don't leave me ... I am alone
- Passed Intermediate Level in Shaimak Style - Contemporary from ShiamakDavar's Institute For The Performing Arts – SDIPA
- Junior Diploma in “Guitar” 1st Division. Senior Diploma in “Guitar”; 1st Division and Prabhakar in “Guitar” 1st Division from PrayagSangeetSamiti, Allahabad
- Dance Training in ShamaikDavar Institute of Performing Arts; Choreographed Dance and Dance – Drama Performances
- Won 1st Prize in “Duet Dance Competition” of Horizon-2002 in UPTEC Computer Consultancy Ltd.
- Participated in Group Dance of T.V. Album “DHOOM” of “EU-PHORIA” group led by Famous Pop-Singer ‘Palash Sen’.

#### **Extra Co – curricular Activities:**

*Participated in:*

- A dance performance in Boishakhi Adda at Adamas University, won Second Price
- Footprints 2008, a Knowledge Event on Media & Management conducted by Symbiosis Institute of Media & Communication, Pune.
- Footprints 2008, a Knowledge Event on Media & Management conducted by Symbiosis Institute of Media & Communication, Pune.
- Special. Delegate & Representative of M.I.C.S. in the Orientation Programs as IT & Management Studies as well as Media & Communication Studies arranged by Punjab Technical University at Lucknow