

# Dr. Noveena Chakravorty



## Associate Professor

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

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## Education:

- PhD. In Journalism and Mass Communication (Film Studies - The Films of Rituparno Ghosh) **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 and Bengali

- 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
- **Book (Edited):** Noveena Chakravorty , Sharmila Kayal, Sayak Pal, Indian Contemporary Films and Societal Reflection (2024). Perspective, ISBN: 978-81-963402-2-3
- **Book (Edited):** Sayak Pal, Noveena Chakravorty, Sharmila Kayal (2024), Advertising, Methods, Research and Practices ISBN: 978-81-963402-5-4
- **Book (Edited):** Sharmila Kayal , Noveena Chakravorty, Sayak Pal (2024), Sustainable Development Goals- A Hand Book Based on Media Perspective ISBN:

- 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).
- Convenor of International Conference of Media and Communication – Organized 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-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=g150fKpZjAM&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.
  - 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
  - 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