

CURRICULAM VITAE:

SHASHI SUBBA

WORK ADDRESS:

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION,
MURALIDHAR GIRLS' COLLEGE
P-411/14 GARIAHAT ROAD, KOLKATA,
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CURRENT POSITION:

ASSISTANT PROFESSOR, DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION, MURALIDHAR GIRLS' COLLEGE

QUALIFICATION:

MASTER'S IN JOURNALISM AND MASS COMMUNICATION, SIKKIM CENTRAL UNIVERSITY.

RESEARCH SCHOLAR (PH.D) IN CENTRE FOR JOURNALISM AND MASS COMMUNICATION, VISVA BHARATI, SANTINIKETAN, WEST BENGAL, INDIA

SPECIALIZATION:

ADVERTISEMENT, MEDIA MANAGEMENT, SOCIAL MEDIA AND CULTURAL STUDIES.

ONGOING PROJECT:

UNIVERSITY GRANTS COMMISSION MINOR RESEARCH PROJECT ON "THE IMPACT ON ONLINE SHOPPING IN INDIAN CULTURE: A COMPARATIVE STUDY BETWEEN WESTERN AND INDIAN CULTURE IN SIKKIM"

PUBLICATION:

- 1) Paper published in the Book "Voice of Social Media in Democracy: An Anthology, Chapter 14, pp102-111, ISBN 978-81-7522-584-8, Editor: Dr. Mausumi Bhattacharya, Published on January, 2014, Publisher Dr.Ramkumar Mukhopadhyay, Director,Grantha Vibhaga
- 2) Title: Social Media and The Changing Trends of Celebrity Concept and Culture in Journal "Celebrity and Media, August 2018, ISSN: 2395-597X, Published by Parbo Kagaj, Kolkata, Co Author : Mr. Saminur Rahaman.
- 3) Title: Post Structuralism , Book: Perspectives on Mass Communication Theory, Edited by Dr.Uma Shankar Pandey March 2019, ISBN: 978-81-936566-6-4, Published by Alpna Enterprise, Kolkata, , Co Author : Mr. Saminur Rahaman.

PAPER PRESENTED:

- 1) Paper presented on the title "The affect of cronyism in youngster psychology, a reality check" in the International seminar held on "Crony Journalism: Redefining Journalistic Practices " organized by Centre for Journalism and Mass Communication, Visva- Bharati, Santiniketan, India in association with Indian Council of Social Science Research, New Delhi, India on 18th-19th January, 2014

- 2) Paper presented on the title "Does Social media really Portrays democracys as a New Voice?-An answer that we all seek" in the Seminar on "Role of Social Media: A new voice in Democracy" organized by Visva Bharati,santiniketan,centre for Journalism and Mass Communication in collaboration with Friedricj Ebert Stiftung (FES) Germany, dated 28th-29th September, 2013
- 3) Paper presented on the title "The affect of Television and New Media in Youngster Behavior and Psychology" in the National Seminar held on "Gender and Democracy in NorthEast India"organized by Department of Political Science, Gauhati University, India with partial Assistance from Indian Council of Social Science Research, New Delhi, India on 4th5th March, 2014
- 4) Paper presented on the title "The new path of Media: From network Literacy to convergence, change and Consciousness" in the National Seminar held on "Role of Social Media in democratisation/pluralisation of media" organized by Centre for Journalism and Mass on 7-8th April, 2014
- 5) Paper Presented on the title "Reality or Myth: Change is Constant" in International conference of International Association for Media and Communication Research, Regional Conference, organized by Surrendranath College for women, department of Journalism and Mass Communication, dated 18th January,2016

WORKSHOP:

- 1) Workshop on Protection of Women against Domestic Violence (PWDCA) 2005 for college/university Teacher" organized by National Institute of Public Cooperation and Child Development, Regional Centre, Guwahati on 24th-26th August 2015

FACULTY DEVELOPMENT PROGRAMME:

- 1) Two week online FDP on "Gendered Contours of the Pandemuc: Reinventing Public Policy and Leadership Transformation" Organized for Faculties in University\CollegelInstitution in Higher Education" jointly organized by P.G. Department of Gender Studies and Sarala Devi Centre for Gender Research, Rama Devi Women's University In collaboration with Policy Centre and Gender Lab of Miranda House, University of Delhi from August 24-September 2020.

PARTICIPATION:

- 1) Seminar on "Adventure Sports and Nature Study- Mountain for the millions" organized by Muralidhar Girls' College, Kolkata in Collaboration with Indian Mountaineering Foundation (East Zone Committee) on 16th September, 2014
- 2) Seminar on Consumer Awareness & Protection, organized by Muralidhar Girls' College, Kolkata in Collaboration with Consumer Affairs & Fair Business Practices Department on 11th November, 2014
- 3) Seminar on "Prevention and Control of HIV/AIDS, organized by Muralidhar Girls' College, Kolkata in Collaboration with West Bengal State AIDS Prevention and Control Society on 18th November, 2014
- 4) UGC sponsored National Seminar on "The Importance of Swami Vivekananda, Indian Socio- Political and Legal aspects in the twenty-first century on 2nd-3rd December, 2014

- 5) UGC sponsored National workshop on “Media teaching”, organized by Vijaygarh Jyotish Ray College, department of Journalism and Mass Communication in collaboration with Rupali Publication dated 5th-7th December, 2015
- 6) UGC Sponsored State level seminar on “Empowerment of Women in Post Independent India” Organized by Muralidhar Girls’ College, department of Economics, History, Political science and Film Studies in collaboration with Vijaygarh Jyotish Ray Collge, Kolkata , dated 2nd February, 2016-09-10
- 7) UGC Sponsored State level seminar on “Panoptican Media from a Sociological and Psychological perspective ” Organized by Muralidhar Girls’ College, department of Journalism and Mass Communication, Sociology and psychology in collaboration with Asutosh College, Kolkata , dated 3rd February, 2016-09- 10
- 8) UGC Sponsored State level seminar on “Ethics in Epics” Organized by Muralidhar Girls’ College, Department of Philosophy in collaboration with Women’s Christian college ,Kolkata , dated 4th February, 2016-09-10
- 9) UGC Sponsored State level seminar on “Value Education through Rabindra Sangeet” Organized by Muralidhar Girls’ College, department of Education in collaboration with Netaji Nagar College, Kolkata , dated 5th February, 2016-09-10
- 10) UGC Sponsored State level seminar on “Sunderbans- the Endangered Ecosystem” ” Organized by Muralidhar Girls’ College, department of Botany and Geography in collaboration with Sivnath Shastri College ,Kolkata , dated 6th February, 2016-09-10

WEBINAR ATTENDED:

- 1) 22 May 2020 “Coronavirus Research Webinar” speaker: Vice Chancellor and Professor Richard Cornwall, Platform: Oxford University You tube Channel (Closed Channel), organized by Oxford Events Team, Time: 5.30 pm onwards.
- 2) Ministry of Human Resource Development, Government of India, New Delhi, National Assessment and Accreditation Council (NAAC), Bengaluru, Speaker: Union Human Resource Development Minister Dr. Ramesh Pokhriyal ‘Nishank’, Topic: Turn the Challenges to Opportunities: Covid-19 Pandemics and measures to combat by Higher Education of India’, Platform- Youtube, Date 27 May 2020.
- 3) 08 June 2020 at 4.00 pm Webinar on Dealing with Covid-19: Philosophical and Psychological Analysis, Organized by Counselling Cell of Basanti Devi College in Collaboration with Muralidhar Girls’ College, Speaker: Dr. Aparjita Mukhopadhyay, Department of Philisophy, Jadavpur Counselling, Dr. Subhrangshu Aditya, Psychological Counsellor,Faculty, Centre for Counselling Services and

Studies in Self Development, Jadavpur University and Sahana Nag, Centre of Cognitive Studies, Jadavpur University. Platform- Google Meet.

- 4) 09 June 2020 at 11.00 pm Webinar on Pandemic in Indian Society: Pre-Covid and Post Covid Situation, Organized by Muralidhar Girls' College, IQACm Speaker: Prof- Ramanuj Ganguly, Professor of Society, St. Xaviers College, Prof. M. Mukherjee, Professor of Society, St. Xaviers College. Platform- Google Meet.
- 5) 12 June 2020 at 11 am Webinar on Cyber Security Issues During Covid-19 Lockdown in India, Organized by The Women Study Centre, Bijoy Krishna Girls College, Howrah. Platform- Google Meet.
- 6) 13 June 2020 at 11 am Webinar on Fake News Syndrome: Journalism at Stake, Organized by Loyala Degree College, Department of Mass Communication and Journalism, Platform – Zoom
- 7) 17 June 2020 Webinar On Data Journalism for Investigative Reporting, Organized By Department of Journalism and Mass Communication, Doaba College
- 8) 17 -18 June 2020 International Seminar on Department of Mass Communication and Videography, Rabindra Bharati University
- 9) 18 June 2020 International Webinar on Issues and Challenges of Business, Economics and Finance In Global Scenario in the present Context, Organized by Department of Commerce, Raigunj University
- 10) 18 Jun 2020 Webinar “Ground Heroes – The Truth Matters” organized by Sister Nivedita University, Department of Mass Communication and Journalism with ABP Education
- 11) 19 June 2020 Bodhi Temple Online Sutra Class platform Google Meet
- 12) 19 June 2020, International webinar on Tomorrow's Habit, Organized by Vijaygarh Jyotish Ray College, Department of physiology, Economics and Science Innovation Centre of the College.
- 13) 4th July 2020 Webinar on Best Practices for Teaching Online From 3 pm -6 pm, Organized by Surendranath College for Women with ABP Education
- 14) Departmental meeting with sem-2 , 4 Hons and General and 3rd Year hons attended on 18, 19, 20, 22 and 23 June 2020 respectively

- 15) Departmental Meeting for Webianr Organizing with Principal Mam attended on 17 and 19 June 2020
- 16) Department Webinar organized by department of Journalism and Mass Communication on 26 June 2020 (5.30 pm – 8.30 pm) and 27 June 2020 (4 pm to 7 pm) Shilpa Dasgupta and Swagata Majumdet Bhattacharya, nezt Chandrani Ray and Sayani Bose.
- 17) 23 June 2020 Webinar Pandemic 2020: Steps Towards Remedy, Organized By Seminar Subcommittee and The IQAC, Naraishna Dutt College.
- 18) 23 June 2020 Webinar on Indo China Border Issues: The Road Ahead”Adamas University
- 19) One day National Level Seminar on Women Empowerment in India , organized by IQAC, P.N. Das College in Collaboration with IQAC, Vijaygarh Jyotish Ray College. 1-.45 am – 2 pm
- 20) 5th July 2020 Webinar on “India after 100 days in Lockdown: Online education, Offline Chaos”, Organized by DHEE Cast, Speaker P. Sainath, Raman Magsayay award Winning Journalist and Founder Editor of People’s Archive of Rural India (PARI), 6 pm onwards
- 21) 11 July 2020 One Day National Level Webinar on “Philosophical Trends and Liberation” Organized by Department of Religion, Philosopgy and Sociology, The American College (Autonomous), Madurai, 10 – 12 noon, Speaker Dr. Lourdhunathan,Former Head- Department of Philosophy,Arul Ananthan College, Madurai, Centre for Philosophy, JNU, New Delhi
- 22) 11 July 2020 Webinar Series on Communication Researchers’ Meet (A weekly Series) @ 3 pm onwards organized by Mirchak Mahajantola Education & welfare Society,Malda, WB, Vidyarthi Manch, Howrah (WB), Ulgulan Foundation, Maharastha & Shehnai Vadak Ustad Bismillah Khan Trust, Bihar
- 23) 14th July 2020 Webinar on Data Journalism to Bridge the information Asymmetry” organized by Committee on Co Data International Science Council@ 6.30 pm onwrads
- 24) 15th July 2020 Webinar on Mapping Infodemic Covid-19 & Beyond, Department of Journalism and Mass Communication, THK Jain College, Cossipore, Kolkata, 4 pm onwards.
- 25) 16th July 2020, Webinar “Content is King”,Sub theme “ Significance of Content in PR” organized by NSHM, Speaker Rith Basu

26) 16th July 2020, Webinar “Content is King”,Sub theme “ Importance of Print and Electronic Media” organized by NSHM, Speaker Jayanta Ghosal

27) 17th July 2020, Webinar “Content is King”,Sub theme “ Content Packaging helps but is short lived” organized by NSHM, Speaker Kankana Chakraborty

28) 18th July 2020, Communication Researcher’s Meet “ A weekly Meet Series

29) 18th July 2020 Webinar Series Covering Covid-19 in South Asia<Experience from South Asia, Department of Journalism and Mass Communication, Organized Aliah University,Kolkata

30) 19th July 2020, DHEE Cast “Trajectory of Labour in the Media Sector,Speaker Biswajit Das

31) 20th July 2020, Webinar “Content is King”,Sub theme “16th July 2020, Webinar “Content is King”,Sub theme “ Significance of Content in PR” organized by NSHM,” organized by NSHM, Spe Speaker Zinia Sen

32) 18 July 2020 National Level webinar on Intellectual Property Right, organized by IQAC, Tara Devi Harakh Kankaria Jain College @ 10 am onwards

33) 20 & 21 July 2020, Two Day national Level Virtual Conferene on Darjeeling Hills in the Era of Covid-19 Aspects of Society, Polity and Economy @ 11- 12.30 pm, organized by Southfield College, Darjeeling.

Committee Membership: (Current 2020)

- 1) Admission Committee
- 2) IQAC Committee
- 3) Minority Scholarship Committee
- 4) NCC Committee
- 5) Career Development and Counseling Placement Cell