

CURRICULUM VITAE

Dr. Sourav Gupta



A. PERSONAL DETAILS

| Sl no. | Particulars | Information |
|---------------|---------------------------|---|
| 1. | Name | Dr. Sourav Gupta |
| 2. | Date of Birth | 14-10-1981 |
| 3. | Parents | Late Mr. Samir Kumar Gupta, Mrs. Susmita Gupta |
| 4. | Religion | Hinduism |
| 5. | Nationality | Indian |
| 6. | Address for Communication | Dep't of J & MC, Central University of Odisha, P.O.-NAD, District-Koraput, Odisha-763004. |
| 7. | E-mail | sourav.gupta81@gmail.com |
| 8. | Phone | 8910300546 |

B. CAREER OVERVIEW

| Sl no. | Particulars | Particulars/ Numbers |
|---------------|---------------------------|--|
| 1. | Designation | Associate Professor in Journalism & Mass Communication |
| 2. | Institutional Affiliation | Dep't of J & MC, Central University of Odisha |

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| 3. | Highest Qualification | PhD |
| 4. | Teaching Experience (Substantitive Post) | 13 Years + |
| 5. | Industry Experience | 02 Years |
| 6. | Books Authored/ Edited | 07 |
| 7. | Papers Published (Journals & Book Chapters) | 40 |
| 8. | Invited Lectures & Seminar Presentations | 70 |
| 9. | Research Supervision (PG/MPhil/PhD) | PG Dissertation-39 (Awarded) MPhil-01(Awarded) PhD-02 (ongoing) |
| 10. | Trainings & Workshops Attended | 11 |

C. ACADEMIC QUALIFICATIONS

| Sl no. | Year | Degree/ Diploma | Subject/s | Board/University | Grade/ Percentage of Marks Obtained |
|--------|------|--------------------|---|---------------------------|--|
| 1. | 1998 | ICSE | English, Science, Mathematics, Bengali, Accountancy, History- Geography | CISCE, New Delhi | 81% |
| 2. | 2000 | ISC | English, Bengali, Accountancy, Business Mathematics, Commerce, Economics | CISCE, New Delhi | 71% |
| 3. | 2003 | B.Com (Hons.) | Accountancy, Commerce, Economics, Business Maths, Tax, Audit, | University of Calcutta | 52% |

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| | | | English, Bengali etc. | | |
| 4. | 2006 | M.A. | Journalism & Mass Communication | University of Calcutta | 62% |
| 5. | 2019 | PhD | Journalism & Mass Communication | Central University of Orissa, Koraput | NA |
| 6. | 2001 | Diploma in Software Technology | Windows, MS-DOS, MS-Office, C, C++, Unix etc. | CMC | B |

D. WORK EXPERIENCE-TEACHING

13 Years +

| Sl no. | Name of the Organization | Department/ Centre | Designation | Period | Nature of Engagement | Level of Teaching | Salary |
|--------|---|---------------------------------|---------------------|-----------------------|----------------------|-------------------|---------------------------------------|
| 1. | Gurudas College, Kolkata (Affiliated to University of Calcutta) | Mass Communication & Journalism | Assistant Professor | 01.09.2008-14.07.2011 | Contract | UG (Hons.) | Consolidated |
| 2. | Central University of Bihar, Patna (Presently CUSB, Gaya) | Mass Communication & Media | Assistant Professor | 15.07.2011-29.12.2011 | Contract | PG | Consolidated |
| 3. | Central University of Odisha, Koraput | Journalism & Mass Communication | Assistant Professor | 07.02.2012-20.01.2025 | Regular | PG/ PhD | Level 11 (As per 7 th CPC) |
| 4. | Central University of Odisha, Koraput | Journalism & Mass | Associate Professor | 20.01.2025-Continuing | Regular | PG/Ph D | Level 13 A (As per 7 th) |

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| | | Communication | | | | | CPC) |
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E. WORK EXPERIENCE-INDUSTRY

2 years (approx.)

| Sl no. | Name of the Organization | Designation | Time Period |
|--------|--|---|----------------------------------|
| 1. | S N Electrogear & Engineering Pvt Ltd. | Public Relation Executive | December 2006- September 2007 |
| 2. | M/s Madhu Agro Products | Advertisement Visualizer (Outdoor Publicity Conceptualizer) | January 2007- January 2008 |

F. PUBLICATIONS

BOOKS (AUTHORED & EDITED): 07 NOS.

| Sl no. | Name of the Book | Year | Publisher | ISBN | Author/ Editor |
|--------|---|------|--|-----------------------|-------------------|
| 1. | Development Communication: The Grassroots Reality | 2023 | Paradise Pub., New Delhi | 978-93- 92333-83-5 | Author |
| 2. | Recent Trends in Communication Research | 2022 | Dep't of J & MC, Central University of Odisha | 978-93-5701- 355-0 | Editor |
| 3. | Indian Cinema-Ray & | 2022 | Dep't of J & | 978-93-5627- | Editor |

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|----|---|------|----------------------------------|-------------------|--------|
| | After | | MC, Central University of Odisha | 436-5 | |
| 4. | Theatre & Communication | 2020 | Paradise Pub., New Delhi | 978-93-88825-26-9 | Author |
| 5. | Aam-Sandesh-Cadbury: A Collection of Three Plays for Children | 2014 | Vidya Prakashani, Kolkata | 978-93-83093-13-7 | Author |
| 6. | The Journey of Development in India: Reflections on Economic & Communication Scenario | 2024 | Central University of Odisha | 978-81-962131-3-8 | Editor |
| 7. | Sustainable Livelihood, Food Security & Rural Transformation through Millets for Viksit Bharat: Book of Ideas | 2025 | Central University of Odisha | 978-93-342-1200-6 | Editor |

JOURNAL PAPERS : 24 NOS.

| Sl no. | Title of the Paper | Name of the Journal/ ISSN/ Nature (Print/Online) | Issue, Date, Page | Type of Journal |
|--------|--|--|----------------------------------|-----------------|
| 1. | <i>A Study on Portrayal of Bangladesh's Liberation War in Bollywood Movies</i> | JOURNAL OF RESEARCH IN HUMANITIES & SOCIAL SCIENCE/ 2321-9467/ O | Vol.10, Issue 4, May 2022/ 81-87 | PEER REVIEWED |
| 2. | <i>Using folk media in development</i> | DIALOGUE QUARTERLY/ | Vol. 22 No. 1 | UGC CARE |

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|-----|--|--|--|--------------------------|
| | <i>communication-A study in KBK region of Odisha</i> | 0973-0095/ P | July-September 2020/ pages 127-144 | |
| 3. | <i>Not a mere art, but a life style: Koraput & its Desia Naat-An aesthetic introspection</i> | ADIVASI-JOURNAL OF SCSTRTI/ 2277-7245/ P | Vol. 59 No.1 June 2019 pages 1-12 | PEER REVIEWED |
| 4. | <i>Theatre for Development: Opportunities & Challenges-A study of KBK region of Odisha</i> | COMMUNICATION TODAY/ 0975-219X/ P | Vol.23, No.2, April-June 2019, pages 103-111 | UGC LIST & PEER REVIEWED |
| 5. | <i>Theatre as a tool of Development Communication: A Media Aesthetics Study</i> | JOURNAL OF MEDIA & COMMUNICATION/ 2581-513X/ P | Vol.2 Issue 1, 2018, pages 44-62 | UGC CARE |
| 6. | <i>Institutionalizing the use of folk media in development communication-A study of the artist federation in Odisha</i> | VIDYAWARTA/ 2319-9318/ O | Issue 28 Vol.4, October-December 2018, pages 89-95 | UGC LIST & PEER REVIEWED |
| 7. | <i>Media Aesthetics as a methodology in Communication Research: Possibilities & Challenge-A focus on Theatre for Development</i> | EDUCATION, RESEARCH & ANALYSIS / 2348-571X/ P | Vol.5 Issue 1.2; January 2018; pages 102-105 | UGC LIST & PEER REVIEWED |
| 8. | <i>Folk Theatre for Development (TfD): A study in KBK region of Odisha</i> | VABNA THEATRE/ 2321-5909 | Vol.6 Issue 3-4; October-November 2016; pages 105-118/ P | PEER REVIEWED |
| 9. | <i>Trial by Media: Analyzing Indian Perspectives</i> | INQUEST/ 2348-6813 | Vol II Issue I May-October 2016; pp 31-36/ O | PEER REVIEWED |
| 10. | <i>Swasthya o Gyapan: Sambhabana o Pratikulata</i> | YOJANA/ 0971-8435/ P | February 2016; pp 32-36 | UGC CARE |
| 11. | <i>Gyapan Tatwer Alope Theatre-Ekti Paath</i> | PARBO KAGAJ/ 2395-597X/ P | Vol 2 Issue 1; January 2016; pp 29-32 | PEER REVIEWED |
| 12. | <i>Sangeet, Sanket theke Nritya: Rabindra Natya Jattrar Bikkhan</i> | DURDAIBA/ 2394-9090/ P | 2nd Issue; July 2015;pp 14-18 | PEER REVIEWED |

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|-----|--|--|--|--------------------------------|
| 13. | <i>Scanning Kolkata Stage through the Eyes of Five Doyens: A Review of Bratya Basu's Book of Interviews</i> | JOURNAL OF BENGALI STUDIES/ 2277-9426/ O | Vol. 3, No. 2; 01.11.2014 Autumn Issue; pp 247-250 | UGC LIST & PEER REVIEWED |
| 14. | <i>Abachanik Gyapan Evam Abhinay</i> | THEATRE DUNIA/ 2321-8959/ P | Vol.2, No. 5; September 2014; pp 54-58 | PEER REVIEWED |
| 15. | <i>Bratya Basu's Plays: Challenging Hegemony from between the Eyebrows of Time</i> | JOURNAL OF BENGALI STUDIES/ 2277-9426/ O | Summer Issue Vol. 3 No. 1; Published on 14.05.2014; pp 71-89 | UGC LIST & PEER REVIEWED |
| 16. | <i>Tagore's Theatre Philosophy & Its Reception in the Bengali Group Theatre Movement</i> | THE VISVA BHARATI QUARTERLY/ 0972-043X/ P | Vol. 22 No. 3 & 4; October 2013-March 2014;pp 136- 144 | PEER REVIEWED |
| 17. | <i>Celluloid Reflections: A Study of Socio-political elements in Bengali New Wave Cinema</i> | INTERNATIONAL JOURNAL OF COMMUNICATION & SOCIAL RESEARCH | Vol. 2, No. 1; January 2014; pp 61-72 | UGC LIST & PEER REVIEWED |
| 18. | <i>The deprived technologist: Hiralal Sen & Bioscope</i> | JOURNAL OF BENGALI STUDIES/ 2277-9426/ O | Vol.2 No.2 Autumn Issue 18.10.2013; pp 08-18 | UGC LIST & PEER REVIEWED |
| 19. | <i>IPTV-A new dimension in online video streaming-A study of Indian scenario</i> | GLOBAL MEDIA JOURNAL-INDIAN EDITION/ 2249-5835/ O | Vol. 4 No.1, Summer Issue/June 2013 | UGC CARE |
| 20. | <i>Analysing contemporary response to Tagore's philosophy of 'Indian Theatre': A selective study of productions in West Bengal</i> | JOURNAL OF BENGALI STUDIES/ 2277-9426/ O | Vol.2 No.1 Spring Issue ; 27.03.2013; pp. 07-17 | UGC LIST & PEER REVIEWED |
| 21. | <i>Adaptation of Films from Plays-A selective study in post colonial Bengali cinema</i> | JOURNAL OF BENGALI STUDIES/ 2277-9426/ O | Vol 1, No. 2 Monsoon Issue; 09.08.2012; pp 104-119 | UGC LIST & PEER REVIEWED |
| 22. | <i>Exploring Social Responsibility through Social Media</i> | GLOBAL MEDIA JOURNAL-INDIAN EDITION/ 2249-5835/ O | Vol.2 Issue 1/ Summer Issue/June 2011 | UGC CARE |
| 23. | <i>Green PR: Latest Tool of Corporate Social Responsibility</i> | PR COMMUNICATION AGE/ 0972-0650/ P | Vol. XIII No.8; November 2010; pp 16-26 | PEER REVIEWED |

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| 24. | <i>Use of Folk & Traditional Media in Development Communication-A case study of the Artist Federation (Kala Sanskruti Sangha)in Odisha</i> | Science and Culture/ P | 89 (7-8) : 248-253 (2023) | UGC CARE |
| 25. | <i>Importance of voice in communication: A study in light of Bharat Muni's Natyashastra</i> | Shodh Samiksha/O | Vol. XIII Issue II: 100-108/ July-December 2023 | UGC CARE |
| 26. | <i>Discoursing Feminism-A content analysis of stories in the People's Archive of Rural India</i> | Communicator/P | LIX(4): 54-61/ Oct-Dec' 2024 | UGC CARE |

BOOK CHAPTERS: 14 NOS.

| Sl no. | Title of the Chapter | Name of the Book | Publisher & Year | Page nos. | ISBN | Authorship (Sole/Co-authored) |
|--------|---|--|--|-----------|-------------------|-------------------------------|
| 1. | <i>Issues & Challenges in Digital Media Ethics: In Context to Graphic Media Content</i> | Issues of Journalistic Ethics & Freedom in the Contemporary Age of Digital Media | Subarnarekha, Kolkata & Journalism Congress, University of Calcutta/9 January 2012 | 418-423 | 81-86263-004 | S |
| 2. | <i>IPTV in Indian Education: Opportunities & Challenges</i> | Television & New Communication Technology-The Changing Paradigm of Education/ | EMRC, University of Kashmir & Black Prints, New Delhi/2012 | 109-124 | 978-93-82036-62-3 | S |
| 3. | <i>Community development through theatre-An insight into Badal Sircar's Gram Parikrama</i> | Communication: A need for community development | Gour Mahavidyalay Publication, Malda/February 2012 | 199-200 | 978-81-920386-2-9 | S |
| 4. | <i>Role of Graphic content in media-A qualitative analysis</i> | Issues of content & technology in contemporary media | Kanishka Publishers, New Delhi; 2012 | 06-14 | 978-81-8457-402-9 | J |
| 5. | <i>Analyzing Marketing</i> | Contemporary | IBA | 03-21 | 978-81- | F |

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|-----|---|--|--|---------|-------------------|---|
| | <i>Mix: A Study of Amul Advertising Campaign</i> | Advertising | Publications, Haryana; December 2013 | | 87883-51-7 | |
| 6. | <i>Towards a Scientific Approach to Teaching of Media Laws & Ethics: A Few Observations</i> | Media Teaching | Dep't of Journalism & Mass Communication, VJR College, Kolkata & Rupali Publication, Kolkata/ October 2015 | 292-298 | 978-93-81669-84-6 | S |
| 7. | <i>Analyzing Screen Writing in Adaptation of Films from Plays-A Study in Bengali Cinema</i> | Structure & Dimensions of Screen Writing: An Initiative of ODL | School of Humanities, Netaji Subhas Open University, Kolkata/ January 2016 | 48-59 | 978-93-82112-18-1 | S |
| 8. | <i>The Director's Gaze-Depiction of Women in Bengali Films: A selective study of the language of camera</i> | Women in Indian Politics-Traditions, Transitions & Transformations | Mittal Publications, New Delhi/ 2016 | 291-310 | 81-8324-807-1 | S |
| 9. | <i>Applied Theatre & Development-A Media Aesthetics Study</i> | Contemporary World Theatres | Centre for Performance Research & Cultural Studies in South Asia/ November 2020 | 63-73 | 978-81-92794-21-3 | S |
| 10. | <i>Addressing Identity, Empowering Rights-A Study of Portrayal of Women in Indian Art Cinema</i> | Gender Equality & Empowerment-Workspace, Safety and Well Being | ICC, Central University of Odisha & SSDN Publishers & Distributors, New Delhi | 25-33 | 978-93-9279-811-5 | S |
| 11. | <i>Exploring Semiotic Analysis as a Method of Film Study</i> | Recent Trends in Communication Research | Dep't of J & MC, Central University of | 100-109 | 978-93-5701-355-0 | J |

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| | | | Odisha | | | |
| 12. | <i>Communicating environment consciousness through tribal ritual: A study of Chaiti Parab of Koraput</i> | Odisha Environment Congress | Birdnest, Bhubaneswar/ 2022 | 277-283 | 978-81-920841-6-5 | J |
| 13. | <i>Tribal Issues in Odisha: An Eco-Marxist Study</i> | Odisha Environment Congress | Birdnest, Bhubaneswar/ 2022 | 152-160 | 978-81-920841-6-5 | J |
| 14. | <i>Inter relationship of health, communication and commerce: A study of the healthcare sector in Odisha, India</i> | Changing World Economic Order in the post pandemic period | IGI Global / 2023 | 201-219 | 9781799868989 | J |
| 15. | <i>Visual communication and PARI: The persuasive role of photography</i> | The Journey of Development in India: Reflections on Economic & Communication Scenario | Central University of Odisha/2024 | 173-181 | 978-81-962131-3-8 | J |
| 16. | <i>Tribal Development Through Community Radio – A Study on Radio Dhimsa in Koraput</i> | The Journey of Development in India: Reflections on Economic & Communication Scenario | Central University of Odisha/2024 | 182-190 | 978-81-962131-3-8 | J |
| 17. | | | | | | |

CONFERENCE / SEMINAR PROCEEDINGS: 06 NOS.

| Sl no. | Title of the paper | Title of seminar/conference | Organizer & Year/ ISBN | Page nos. | Authorship (Sole/Co authored) |
|--------|--|---|---|-----------|-------------------------------|
| 1. | <i>Silence: A New Dimension of Communication</i> | UGC Sponsd. Seminar on Post Independence Bengali Cinema | Gurudas College, Kolkata; 20-12-2007 | 52-54 | S |
| 2. | <i>Use of Traditional Folk Media in Publicity Campaign</i> | UGC Sponsd. Seminar on Multiverse of Folkcultures: An | Gurudas College, Kolkata; 5-6 February 2010 | 58-69 | S |

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|----|---|---|---|---------|-----------------|
| | | Eastern Perspective | | | |
| 3. | The Internet as a promoter of Literature in India-A Study of Book Marketing Web Portals | UGC Sponsd. Seminar on Literature in the Age of Technology | Christ College, Cuttack; September 2012 | 53-61 | S |
| 4. | Socio-political elements in Bengali new wave cinema | Seminar on Cinema: Through the prism of reality | Indian Institute of Mass Communication, Dhenkanal/ 14 January 2018 | 136-149 | S |
| 5. | Through the gender lense: Depicting women in Bengali cinema | Seminar on Cinema in the age of OTT | Indian Institute of Mass Communication, Dhenkanal/ 14 January 2020 | 115-125 | S |
| 6. | Applied Theatre & Development-A Media Aesthetics Study | International Web Conference on Contemporary World Theatres | Centre for Performance Research & Cultural Studies in South Asia/23 November 2020/ ISBN 978-81-92794-21-3 | 63-73 | S |
| 7. | Portrayal of climate change in Bollywood Eco cinema and its impact on Urbanization: An eco critical study | Odisha Environment Congress 2023 | Pakhighara Prakashani/ 22 December 2023/ ISBN 978-81-938885-5-2 | 114-118 | 1 ST |

G. INVITED LECTURES/ TALK AS RESOURCE PERSON

43 NOS.

| Sl no. | Date | Title of the lecture | Programme | Level of programme |
|--------|--------------------|---|--|--------------------------------|
| 1. | 16.11.2012 | Recent trends in journalism | National Press Day / Press Club, Koraput | State |
| 2. | 7-8 February, 2013 | A study of communication approaches in Tagore's theatre | Tagore Drama in Modern Scenario/ Gour Mahavidyalaya, | UGC sponsored national seminar |

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| | | | Maldaha | |
| 3. | 12-13 March, 2013 | Nation, dreams, disasters of society, politics & economy in Bengali New Wave Bengali Cinema | Celebration of 100 Years of Indian Cinema: An Insight into New Wave Films/ Sripat Singh College, Murshidabad | National Seminar |
| 4. | 28-29 January, 2014 | Research Methodologies in Women & Media | Workshop on Research Methodologies in Gender & Communication Studies/ Womens Studies Centre, Rabindra Bharati University, Kolkata | State/University |
| 5. | 17-04-2014 | Does the Media influence the voters? | Seminar/ Dep't of J & MC, Gurudas College, Kolkata | State/University |
| 6. | 26-27 November, 2014 | <i>The Directors' Gaze</i> -Depiction of Women in Bengali Films: A Selective Study of the Language of Camera | UGC Seminar on Women & Politics in India: 1913-2013 / Lalbaba College & Rabindra Bharati University | National seminar |
| 7. | 23-12-2014 | Use of camera in films: A study of Bengali Parallel Cinema | Seminar/ Dep't of Political Science & J & MC, Khudiram Bose Central College, Kolkata | State/University |
| 8. | 11-08-2015 | Research Methods in Mass Communication and Fine Arts | Seminar/ Rabindra Bharati University, Kolkata | National level Workshop |
| 9. | 09-10-2015 | Portrayal of Dalit in media: Aesthetics of reflection | UGC Seminar on Dalit Consciousness in 19 th Century autobiographical literature & its relevance in post colonial India/Gour Mahavidyalaya, SERA, IGNOU & Inquest Journal | UGC sponds. National seminar |
| 10. | 05-12-2015 | Towards a scientific approach to | UGC Workshop on | UGC sponds. |

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| | | teaching of Media Laws and Ethics: A few observations | Media Teaching/ Vijaygarh Jyotish Ray College, Kolkata | National workshop |
| 11. | 22-24 August 2016 | Visual Communication & Language of Communication | Seminar/ Indian Institute of Mass Communication, Dhenkanal | NATIONAL |
| 12. | 23-09-2016 | IPTV: An innovative blend of Television & Internet-A Study | UGC Seminar on Media, Economics & Politics in Post- Globalization India / Gurudas College, Kolkata | UGC sponsd. National seminar |
| 13. | 23-09-2016 | A Study of the Language of Camera in depiction of women in Bengali films | UGC Seminar on Media, Economics & Politics in Post- Globalization India / Gurudas College, Kolkata | UGC sponsd. National seminar |
| 14. | 11-11-2016 | Can the media influence the people? | Seminar/ Dep't of J & MC, THK Jain College, Kolkata | State/ University |
| 15. | 07-02-2017 | Role of Communication from ancient age to digital age | Seminar/ Dep't of J & MC, Derozio Memorial College, Kolkata | UGC sponsd. National seminar |
| 16. | 04-02-2018 | Quality Journalism | Seminar/ Semiliguda Press Club, Odisha | State |
| 17. | 02-08-2019 | Use of Folk Culture in Development Communication | Seminar on Folk Culture & Media/ Nandanik & Parbo Kagaj, Koraput, Odisha | National |
| 18. | 16-08-2019 | Women in Text & Audio Visual Media | Seminar on Women in Text & Audio Visual Media/ Dep't of Film Studies, West Bengal State University, Kolkata | International |
| 19. | 17-08-2019 | IPTV in Indian Education- Opportunities and Challenges | International Seminar on ICT Integration in | International Seminar |

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| | | | Teaching & Learning: Scopes & Challenges in Higher Educational Institutions/ Muralidhar Girls' College, Kolkata | |
| 20. | 22-08-2019 | Adaptation of Bengali Literature to Drama | Workshop/ Dep't of Bengali, Gurudas College, Kolkata | State/ University |
| 21. | 22-08-2019 | Androgyny in Folk Culture of Odisha | Seminar/ Dumdum Shabdamugdho Natyakendra, Kolkata | National seminar |
| 22. | 21-23 October 2019 | Media & Communication Research | Seminar/ Indian Institute of Mass Communication, Dhenkanal | NATIONAL |
| 23. | 16-11-2019 | National Press Day: Contemporary Relevance | Seminar/ Damanjodi Media House, Odisha | State/ University |
| 24. | 22-01-2020 | Culture, Communication and Development: The Third World Perspective | Seminar/ Department of Journalism & Mass Communication, Mahatma Gandhi Antarrashtriya Hindi Viswavidyalaya, Wardha | State/ University |
| 25. | 15-04-20 & 16-04-20 | Media Sociology | Lecture Series / Odisha State Open University | State/ University |
| 26. | 10-05-20 | Bengali Drama & Theatre-History, Research & Sources | BLA Webinar Series/ Bengal Library Association, Kolkata | State |
| 27. | 18-06-20 | Communities, culture & credibility: The irresistible rise of the traditional media vis-a-vis Covid-19 | Webinar on Covid-19 pandemic and communication: Its use & misuse in shaping discourse vis a vis society, | International |

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| | | | economy & culture/ Dep't of Mass Communication, Rabindra Bharati University, Kolkata | |
| 28. | 08-07-2020 | Theatre & Acting | Webinar / Gossips, Tripura | National |
| 29. | 29-07-2020 | Role of Media in Development-An overview of the Indian perspective | Webinar Series Master Class/ Vijaygarh Jyotish Roy College, Kolkata | State |
| 30. | 03-08-2020 | The aesthetics of teacher-student communication: Psyche & Body | Online FDP on Creativity & Innovation in Teaching & Learning/ Mazbat College & Jorhat College, Assam | International |
| 31. | 10-08-2020 | Role of Media in Disaster Management-A study of HAM Radio in Odisha | Webinar on Disaster Management & Communication: Challenges & Opportunities/ RKSMVV College, Kolkata | National |
| 32. | 22-09-2020 | Media: Gendered Representations | Webinar on Gender Issues: Impact on Society, Culture & Media/ Rishi Bankim Chandra Evening College, WB | National |
| 33. | 26-09-2020 | The Self & the Other: Rethinking Sino-Indian Relationship through Neel Akasher Niche | Webinar on Sino-Indian Conflict: Escalation & Troubled Transition-Perspectives, Issues & Strategies/ Behala College, Kolkata | National |
| 34. | 28-09-2020 | Communication for Development: | Webinar on | National |

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| | | Analyzing the role of cultural idioms | Communication for Development/ Rishi Bankim Chandra College for Women, WB | |
| 35. | 30-09-2020 | The Semiotics of Representation: A study in Bengali parallel cinema | Webinar / Gour Mahavidyalaya, Maldaha | State |
| 36. | 4-8 January 2021 | Communication Theories & Models | Online Special Lecture in PGDOJ/ IIMC, Dhenkanal | NATIONAL |
| 37. | 13-14 January 2021 | Communication Research | Online Special Lectures for UG/ Dep't of J & MC, Vidyasagar College, Kolkata | State/ University |
| 38. | 21 July 2021 | Classical & Folk Music: The Applied Tradition of Theatre | National Webinar on The Role of Classical Music for the mental health of the human beings/ Dep't of Hindustani Vocal Music, Raja Narendra Lal Khan Women's College (Autonomous), Midnapore | National |
| 39. | 13 December 2021 | Group Discussion & Internal Communication | Capacity Buiding & Personality Development Webinar Series for Female Students/ Central University of Jammu & National Commission for Women | National |
| 40. | 28 January 2022 | Understanding Journalism | Webinar on Understanding Journalism/ Dep't of Journalism & Mass Communication, St. Joseph | National/Unive rsity |

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| | | | University, Nagaland | |
| 41. | 8 June 2022 | History of Odia Journalism & its Kolkata Connection | History of Bengali, Hindi, Punjabi, Odia & Urdu Journalism & their Kolkata Connection/ Bharatiya Bhasha Parishad & Sadinama, Kolkata | National |
| 42. | 8 November 2022 | Theatre as a medium for furthering development | Seminar on Development Communication/ Symbiosis Centre for Media & Communication, Pune | State/ University |
| 43. | 7 December 2022 | Communication Theories & Models | Special Seminar Class on Communication Theories & Models/ Indian Institute of Mass Communication, Dhenkanal, Odisha | State/ University |

H. PAPER PRESENTATION IN SEMINARS/ CONFERENCES

19 NOS.

| Sl no. | Date | Title of paper presented | Title of event | Organizer | Level |
|--------|---------------------|---|---|--|------------------------------|
| 1. | 28-29 April, 2010 | Stage to screen: transformation & technicalities: A study in Bengali Cinema across border | Changing contours of Cinema | Dep't of Mass Communication, University of Burdwan | UGC sponsd. National seminar |
| 2. | 15-05-2010 | Trial by Media: Legal & Humane Perspectives | Trial by the media-is the media overstepping its brief? | Dep't of MC & J, Netaji Nagar College, Kolkata | UGC sponsd. state seminar |
| 3. | 10-11 January, 2012 | Social media as a tool of Integrated Marketing Communication | Journalism in the age of New Media | Dep't of MC & J, Surendranath College for Women, Kolkata | UGC sponsd. National seminar |
| 4. | 17-18 February | Community | Communication: | Dep't of MC & | UGC sponsd. |

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| | 2012 | development through Theatre-An insight into Badal Sircar's <i>Gram Parikrama</i> | A need for community development | J, Gour Mahavidyalaya, Maldaha & Gurudas College, Kolkata | National seminar |
| 5. | 3-4 March, 2012 | Online media as a tool of dalit empowerment in India:A content analysis of relevant web portals | Situating the dalits in post colonial India: Their voices, opportunities & empowerment | Ambedkar Studies Centre, Gour Mahavidyalaya, Maldaha | UGC sponsd. National seminar |
| 6. | 23-27 March, 2012 | The application of Videography in Theatre: A case study in contemporary Bengali proscenium theatre | Relationship of Theatre with other Medium | Ashoknagar Nattayamukh & Ministry of Culture | National seminar |
| 7. | 8-9 September, 2012 | The Internet as a promoter of literature in India: A Study of book marketing web portals | Role of literature in the age of technology | Department of Odia, Christ College, Cuttak | UGC sponsd. National seminar |
| 8. | 23-24 November, 2013 | Portrayal of climate change in Indian media | Climate change & Bio diversity | School of Biodiversity & Conservation of Natural Resources, Central University of Orissa, Koraput | Ministry of Earth Sciences sponsd. National seminar |
| 9. | 28-07-2017 | Celebrity and Media: Study of Madhur Bhandarkar's films Page-3 & Fashion | Celebrity and Media: Existing Trends & Emerging Traditions | Panihati Mahavidyalaya, Kolkata and Parbo Kagaj | National seminar |
| 10. | 4-5 December 2017 | Theatre for Development: Opportunities & Challenges-A study of KBK region of Odisha | Communication for Social Change, Development and Empowerment in Rural India | Schools of Rural Management & Mass Communication, KIIT University, Bhubaneswar | National conference |
| 11. | 16-01-2019 | From Gajanan Chitre to Jayakant Shikre: Politicians as villains | Seminar on Political Narratives in | Indian Institute of Mass Communication, | National seminar |

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| | | in Bollywood Films | Indian Cinema | Dhenkanal | |
| 12. | 31-01-19 & 01-02-19 | The Changing of Mediascape of Development Communication- Discussing the relevance of Theatre for Development | Facets of Development Communication | Dep't of Mass Communication & Videography, Rabindra Bharati University, Kolkata | National seminar |
| 13. | 2-3 March, 2019 | Communicating curses of industrialization through arts: A study of Theatre for Development | National seminar on Industrialization, Environment and Local Sustainability | PG Dep't of Sociology, Vikram Deb Autonomous College, Jeypore | National seminar |
| 14. | 29-30 April 2020 | Virtual Education: During and After COVID-19: A Media Aesthetics Analysis | International Webinar on Epidemics & Pandemic: A historical analysis through the ages | Dep't of History, AIHC & Aecheology, DAV PG College, Varanasi | International Webinar |
| 15. | 23 November 2020 | Applied Theatre and Development: A Media Aesthetics Study | International Web Conference on Contemporary World Theatre | Centre for Performance Research And Cultural Studies In South Asia | International Web Conference |
| 16. | 11-15 July 2021 | Theatre for Development-A Media Aesthetics Study | IAMCR Annual Conference Nairobi 2021 | IAMCR & United States International University, Africa | International Web Conference |
| 17. | 29 March 2022 | A study on the portrayal of Bangladesh's liberation war in Bollywood movies | International Conference on Calamity & Catastrophy in world literature in English/ 28-29 March 2022 | Dep't of English, Andhra University, Visakhapatnam | International |
| 18. | 22 December 2022 | Tribal issues in Odisha: An Eco-Marxist Study | Odisha Environment Congress/ 21-23 December 2022 | Central University of Odisha, Koraput | National |
| 19. | 22 December 2022 | Communicating Environment Consciousness through tribal ritual: A Study of Chaiti Parab of Koraput | Odisha Environment Congress | Central University of Odisha, Koraput | National |

I. RESEARCH SUPERVISION

PHD SUPERVISION: 02 NOS.

| Sl no. | Topic of the research | Name of the candidate | Status |
|--------|--|-----------------------|---------|
| 1. | Media and communication Intervention for Rural Development in India: A Study of Initiatives by People's Archive of Rural India | A T Sunny | Ongoing |
| 2. | Exploring narrowcasting as a technique of development communication: A study of <i>Radio Dhimsa</i> in Koraput, Odisha | Abinash Hantal | Ongoing |

MPHIL AWARDED: 01 NOS.

| Sl no. | Title of the dissertation | Name of the candidate | Date of Award |
|--------|--|-----------------------|---------------|
| 1. | Portrayal of Bangladesh Liberation War in Hindi Movies: A Social Semiotic Analysis | Dibyajyoti Dutta | 27.09.2022 |

PG DISSERTATION AWARDED: NOS 38

| Sl no. | Name of the student | Enrolment No. | Topic | Session |
|--------|-----------------------|---------------|--|---------|
| 1. | Shreesthi S Mishra | Y10/02/003/18 | The changing language of Bollywood songs: A comparison over last 5 years (2006-11) | 2010-12 |
| 2. | Kamini Kanchan Bhatra | 11/03/CJMC/07 | Coverage of education related news in Odiya newspaper-A study of Samvad & Samaj (Feb 21-27) in Koraput | 2011-13 |
| 3. | Dillu Kumar Gond | 12/03/CJMC/07 | Positive Contribution of Mobile | 2012-14 |

| | | | | |
|-----|--------------------------|---------------|---|---------|
| | | | Phones to Society | |
| 4. | Sameer Kumar Khosla | 12/03/CJMC/20 | A Study on Media Reach in Chindri Village of Koraput District | 2012-14 |
| 5. | Santosh Kumar Kuldeep | 12/03/CJMC/24 | Impact of <i>Tarak Mehta Ka Ulta Chashma</i> of SAB TV channel on the audience of Koraput-A study | 2012-14 |
| 6. | Sibani Dalai | 12/03/CJMC/25 | Analysis of political news in Odia newspaper: A study of Dharitri & Samvad | 2012-14 |
| 7. | Harsh Vardhan | 13/03/CJMC/11 | Impact of social media among youth in Koraput | 2013-15 |
| 8. | Narendra Raut | 13/03/CJMC/15 | Study on the role of print media in promoting tourism industry in Odisha: A study of Orissa Post & The New Indian Express | 2013-15 |
| 9. | Abhisikta Rath | 14/03/CJMC/01 | Impact of television advertisements on children: An impact study in Koraput, Odisha | 2014-16 |
| 10. | Bhavani Prasad Choudhury | 14/03/CJMC/04 | Impact of <i>MTV Roadies</i> on youth: A study of CUO | 2014-16 |
| 11. | Ravi Kumar Gupta | 14/03/CJMC/14 | Impact of political communication on rural voters: A study of Kuchaikot block of Gopalganj district of Bihar (India) | 2014-16 |
| 12. | Ankush Panigrahy | 15/03/DJMC/02 | Effect of mobile phones on today's youth: A study of Central University of Orissa | 2015-17 |
| 13. | Bhabani Khilla | 15/03/DJMC/05 | Use of ICT in agricultural development-A study of Kisan Call Centre | 2015-17 |
| 14. | Sagarika Badu | 15/03/DJMC/17 | 'Mis'-communication through Emoji-A study | 2015-17 |
| 15. | Subhashree Pradhan | 15/03/DJMC/26 | Impact of television advertising on purchase behavior of house wives | 2015-17 |
| 16. | Subhashree Sahu | 15/03/DJMC/26 | Analysis of women related issues in Orissa Post and Samaj: A comparative study | 2015-17 |
| 17. | Elibala Parida | 16/03/DJMC/03 | Dance as a therapeutic strategy: A study of communication aspect | 2016-18 |
| 18. | Kshirabdhi Tanaya Bisoyi | 16/03/DJMC/07 | Coverage of triple talaq issue in Odia newspapers | 2016-18 |
| 19. | Sruti Deepali Samal | 16/03/DJMC/22 | Coverage of primary education in newspaper: A study of Koraput district | 2016-18 |
| 20. | Tapan Kumar Nayak | 16/03/DJMC/25 | Ham Radio & its utility in disaster | 2016-18 |

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| | | | management | |
| 21. | Priyambada Behera | 16/03/DJMC/07 | Media Relations of IT companies: A study of selected press releases | 2016-18 |
| 22. | D M Yasmine Lenka | 17/03/DJMC/04 | A study on news reading styles in electronic media | 2017-19 |
| 23. | Megha Nayak | 18/03/DJMC/10 | Media representation of rape-A content analysis of selected Odia newspapers | 2018-20 |
| 24. | Arabinda Lenka | 18/03/DJMC/12 | Marketing through social media: A case study of Koraput pages of Facebook | 2018-20 |
| 25. | Samsad Begum | 19/03/DJMC/04 | A Content Analysis of the Deshbakth Hapta nikall YouTube channel | 2019-21 |
| 26. | Jogita Sahu | 19/03/DJMC/11 | Content Analysis of Covid 19 Related News In Rajya Sabha Tv: Prime Time Bulletin | 2019-21 |
| 27. | Krishna Gomango | 19/03/DJMC/16 | Content Analysis of Facebook Page Health And Family Welfare Department, Government Of Odisha | 2019-21 |
| 28. | Sushovita Das | 20/03/DJMC/05 | Bollywood Breaking Gender Sterotypes: A Content Analysis of “Thappad” and “Ki And Ka” | 2020-22 |
| 29. | Lingaraj Sahu | 20/03/DJMC/06 | Impacts of COVID-19 Period on Educational Systems: A Content Analysis of YouTube Videos | 2020-22 |
| 30. | Ambaresh Jena | 20/03/DJMC/14 | Coverage of Bollywood in Electronic Media – A Study of Zee News and Zoom TV | 2020-22 |
| 31. | Amit Raj | 20/03/DJMC/15 | Role of Television Advertisement on Changing Lifestyle of Youth: A Study of CUO Main Campus Sunabeda | 2020-22 |
| 32. | Aman Ayush | 20/03/DJMC/18 | Portrayal of LTTE Movement in Film: A Study of Madras Cafe | 2020-22 |
| 33. | Krishnapriya P R | 20/03/DJMC/20 | Portrayal of Women in Adoor Gopalakrishnan Movies | 2020-22 |
| 34. | Drisya A R | 20/03/DJMC/33 | Marketing of Religion: A Study of Advertisements | 2020-22 |
| 35. | Shakti Swarupa Pattnaik | 21/03/DJMC/02 | Portrayal of Queer Community in Indian Cinema: A Comparative Study between Mainstream and Alternative Movies | 2021-23 |
| 36. | Mamali Sahoo | 21/03/DJMC/16 | The Impact of Community Radio on Antenatal & Postnatal Care of Tribal Women - A Study of Dumuriput in | 2021-23 |

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|-----|------------|---------------|---|---------|
| | | | Koraput District of Odisha | |
| 37. | Aswin P S | 21/03/DJMC/24 | Mapping the Usage of Productive Apps for Social Media - A Study among Students of Central University of Odisha, Koraput | 2021-23 |
| 38. | Bisu Pangi | 21/03/DJMC/25 | Making News Package for TV in Argus Channel | 2021-23 |

J. EXAMINATION & EVALUATION ASSIGNMENTS

| Sl no. | Name of the University/ Institution | Assignment | Level |
|--------|---|---------------------------------|----------------|
| 1. | Central University of Odisha, Koraput | Question Setting/ Evaluation | PG, MPhil, PhD |
| 2. | Viswa Bharati University, Shantiniketan | Dissertation Evaluation | PG |
| 3. | Kushabhau Thakre Patrakarita Avam Jansanchar Viswavidyalaya, Raipur | Question Setting/ Evaluation | UG, PG |
| 4. | Indian Institute of Mass Communication, Dhenkanal | Question Setting/ Evaluation | PG Diploma |
| 5. | Odisha State Open University, Sambalpur | Question Setting/ Evaluation | UG, PG |
| 6. | Fakir Mohan University, Baleswar | Evaluation | UG |
| 7. | Central University of Bihar, Patna (presently CUSB, Gaya) | Question Setting/ Evaluation | UG, PG |
| 8. | University of Calcutta, Kolkata | Evaluation | UG |

K. TRAININGS/ WORKSHOPS/FDPs ATTENDED

| Sl no. | Title of the programme | Nature of the Programme | Date | Duration | Conducted by |
|--------|---|-------------------------|--------------------|----------|------------------------------|
| 1. | Social & Behaviour Change Communication | Workshop | 1-3 November, 2022 | 03 Days | Unicef & Lady Irwin College, |

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| | | | | | | New Delhi |
| 2. | Academic Writing & Research | Inter disciplinary Refresher Course (Online) | 16-30 May 2022 | 21 Days | | Teaching Learning Centre, Tezpur University |
| 3. | Mapping Women's Movement in India and worldwide | Workshop (Online) | 28 March-3 April 2022 | 07 Days | | Ranchi University & Indian Association for Women's Studies |
| 4. | Exploring self: A new paradigm in Education | Faculty Development Programme (Online) | 20-26 June 2021 | 07 Days | | KIIT University, Bhubaneswar |
| 5. | Research Methods: Insights and Applications | International Workshop (Virtual) | 16 January-5 February 2021 | 21 Days | | University of Calcutta |
| 6. | Essential Skills for Research, Writing & Publishing | Workshop (Online) | 15-19 June 2020 | 05 Days | | Bennett University, Noida |
| 7. | Badalta Bharatiya Paridrishya: Sahitya, Sanskriti, Sanchar Aur Manovigyan | Faculty Development Programme (Online) | 22-28 May 2020 | 07 Days | | Teaching Learning Centre, Ramanujan College, New Delhi |
| 8. | Online Faculty Development Programme | Faculty Development | 12-16 May 2020 | 05 Days | | Kristu Jayanti College, |

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| | | Programme (Online) | | | Bengaluru |
| 9. | E-content Development (Educational Audio- Video Production) | National Level Workshop (Online) | 10-17 May 2020 | 08 Days | Maharshi Dayanand College of Arts, Science & Commerce, Mumbai |
| 10. | Communication Education at Crossroads | Annual Refresher Programme in Teaching (ARPIT) | 30 March 2019 | Online | SWAYAM & Tezpur University |
| 11. | Orientation Programme | Orientation Programme | 10 September 2012-8 October 2012 | 28 Days | UGC-Academic Staff College, Jadavpur University, Kolkata |

L. Development of ICT based Innovative Pedagogy/ Teaching Learning Material/ e-content

| Sl no. | Title | Year | Subject | Level | URL |
|--------|--|------|---------------------------------------|-------|---|
| 1. | Theories & Principles of Communication | 2021 | Journalism & Mass Communication | PG | https://www.youtube.com/playlist?list=PL7nB1gljLK GzMUTaSTBENJxGfqdI4MwgX |
| 2. | Film Studies | 2021 | Journalism & Mass Communication | PG | https://www.youtube.com/playlist?list=PL7nB1gljLK GyMbVAuvhUCPFLSgUT |

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|----|-------------------------|------|---------------------------------|----|---|
| | | | | | EjjzD |
| 3. | Editing | 2017 | Journalism & Mass Communication | PG | chrome-extension://efaidnbmnnnibpcajpcgclclefindmkaj/http://osou.ac.in/eresources/DJM C-03-Block-02.pdf |
| 4. | Theatre & Communication | 2013 | Journalism & Mass Communication | PG | https://www.caluniv.ac.in/global-mdia-journal/past_issue7.html |

M. Administrative Responsibilities

| Sl no. | Dep't/ Section/Course/Cell | Designation/ Capacity | Year/ Duration |
|--------|--|------------------------------------|------------------------------|
| 1. | Journalism & Mass Communication | Head of the Department (In Charge) | 18.01.2023-03.2024 |
| 2. | Engineering & Maintenance Section, CUO | Officer In Charge | 01.2023-2023 |
| 3. | Ek Bharat Shreshtha Bharat, CUO | Nodal Officer | 2019-Till Date |
| 4. | Central Library | In Charge | In absence of Asst Librarian |

N. Convener/ Member in Major University Committees (2012-2025)

| Sl no. | Name of the Committee | Capacity |
|--------|----------------------------------|----------|
| 1. | Board of Studies-Dep't of J & MC | Member |
| 2. | IQAC | Member |
| 3. | Library Committee | Member |
| 4. | Publication Committee | Member |

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| 5. | Cultural Committee | Convener |
| 6. | Annual Report | Member |
| 7. | Newsletter | Member |
| 8. | Sports | Member |
| 9. | Admission | Member |
| 10. | Outreach | Coordinator |
| 11. | Entrance | Observer |
| 12. | ICC | Member |
| 13. | LAN | Member |
| 14. | Grievance | Convener |
| 15. | MOOC | Member |
| 16. | University MOU Committee | Convener |

O. Extension Activities

1. Founder & Creative Director of Nandanik, a theatre group based in Koraput, Odisha
2. BOM Member of Jana Shikshan Sansthan, Koraput (Ministry of Education, Government of India)
3. BOM Member of PM Shri Kendriya Vidyalaya, Koraput (Ministry of Education, Government of India)

I hereby declare that the information furnished above are true to the best of my knowledge.



(DR. SOURAV GUPTA)

Date:24.02.2025

Place: Koraput, Odisha