

Name: Dr. SHOURINI BANERJEE



Designation: ASSISTANT PROFESSOR

Department: VISUAL COMMUNICATION

Date of Joining: 01.07.2019

Phone with Extn. No:

Email: shourini@gmail.com, shourinibanerjee@gmail.com

Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
PhD	Journalism and Mass Communication	Karnataka State Akkamahadevi Women's University, Vijayapura, Karnataka	2019
M.Phil	Communication Studies	Madurai Kamaraj University, Madurai, Tamil Nadu	2013
M.A	Journalism and Mass Communication	University of Calcutta, Kolkata, West Bengal	2011
B.A	Mass Communication and Journalism	University of North Bengal, Siliguri (Darjeeling), West Bengal	2009

Specialisation in Teaching: COMMUNICATION, ADVERTISEMENT, RADIO PRODUCTION, RESEARCH, WOMEN STUDIES, BUSINESS COMMUNICATION, SCRIPT WRITING.

Specialisation in Research: GENDER STUDIES, ADVERTISEMENT, COMMUNICATION, RESEARCH.

Research Interests: ADVERTISEMENTS, GENDER STUDIES, FILM,

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
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• Content Writer	• Buzzify Media Private Limited	• 20 th February 2012 to 10 th July 2012.
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Administrative /Academic Position/s (held / currently holding):

Positions held / currently holding	Year - From (month/year) To month/year)
Assistant Professor, Department of Visual Communication, The American College (Autonomous), [Affiliated to Madurai Kamaraj University] Madurai, Tamil Nadu	01st July 2019 to present
Assistant Professor, Department of Journalism and Mass Communication, Fatima College (Autonomous), [Affiliated to Madurai Kamaraj University] Madurai, Tamil Nadu	3 rd July 2017 to 19 th June 2018.
Part-time Guest Faculty, Department of Journalism and Mass Communication, Karnataka State Women's University, Vijayapura, Karnataka from :-	24 th August 2015 to 30 th May 2017.

Membership in Professional Bodies:

- Honorary Member of the Hon'ble Editorial Board of the IJBST Journal Group
www.ijbst.org

Publications:

Books: 11

1. **Shourini Banerjee** & Onkargouda Kakade (2020), Grooming Products and Men: A Study of Primetime Advertisements. In Juby Thomas & Aby Augustine (Eds), *Gender Identity and Changing News Paradigms*, pp 36-39. New Delhi: Excellent Publishing House. ISBN: 978-93-86238-87-0
2. **Shourini Banerjee** & Onkargouda Kakade (2016), Bollywood Films and Muslim Women: A Content Analysis. In Bollineni Keerthi & Mutluri Abraham (Eds), *Women and Media: Empowered Women – Empowers Women*, pp 83-94. Vishakhapatnam: Sri Venkateswara Printers. ISBN : 978-81-932358-4-3
3. Suvarna.S.Kambi, Onkargouda Kakade & **Shourini Banerjee** (2016), Impact of Media on Educational Development of Lambani Community: A Critical Study of Vijayapura District. In Vikas Kumar & Pawan Gupta (Eds), *Media and Communication in Sustainable Development*, pp 128-134. Haryana: Society for Education and Research Development. ISBN 9781943438846

4. **Shourini Banerjee** & Onkargouda Kakade (2016), Masculinity and Men: A Critical Study on Hindi Television Commercials. In C.Vani & Peddiboyina VijayaLakshmi (Eds.), *Gender and ICT: Opportunities and Challenges*, pp 158-170. New Delhi: Sonali Publications. ISBN 9788184115680
5. **Shourini Banerjee** & Swaminathan Nagarathinam (2014), Gender, Masculinity and Media- A Study. In S.Nagarathinam & Nirmalya Mukherjee (Eds.), *Media Musings- A resonance of thoughts on media*, pp 81-92. Kolkata: MANT. ISBN 97-88190883-73-3.
6. Geethamma & **Shourini Banerjee** (2019), Utilization Pattern of Kannada Newspapers Supplements among Women Farmers: A Study of Kalaburagi District In Dr. Ratnakar D.B and Dr. Samson Kumar's (Eds), "**Advances in Gender, Diaspora, Cultural Identity, Education, Islamic Studies**" **Indian Academic Research Conference, Delhi**, pp 157-162. Ibrahimpatnam: IMRF International publications. ISBN 978-93-86435-84-2
7. Mokashi Shahin, **Shourini Banerjee** & Kakade Onkargouda (2019). Shift In The Role Of Women: A Study of Selected Hindi Women Centric Films Of 2016. In Dr.M.Raghu Kalidasan & Mr.Arunmozhi Varman (Eds) "**Proceedings of National Seminar on Innovative Concepts In Media**", pp 140-148. Madurai: Jayalakshmi Publications. ISBN : 978-93-86712-59-2
8. Balaganapathy S, **Shourini Banerjee** & Raj Samuel (2019). Analysis of Colour in Films: A Study On 'Thanioruvan'. In Dr.M.Raghu Kalidasan & Mr.Arunmozhi Varman (Eds) "**Proceedings of National Seminar on Innovative Concepts in Media**", pp 122-130. Madurai: Jayalakshmi Publications. ISBN : 978-93-86712-59-2.
9. **Shourini Banerjee** & Onkargouda Kakade (2017), Reinforcement 'Beauty' and 'Traditional' Role of Women: An Analytical Study of Primetime TV Commercials. In Sunita Mall, Anjali Bansal, Keval Kumar (Eds), "**People, Planet and Profit**" MICA's Fourth International Communication Management Conference, pp 458-463. Ahmedabad: MICA. ISBN: 97-89352679-35-5
10. Geethamma, J.M.Chandunavar & **Shourini Banerjee** (2017), Role of Kannada Newspapers in Coverage of Organic Farming Development. In Sunita Mall, Anjali Bansal, Keval Kumar (Eds), "**People, Planet and Profit**" MICA's Fourth International Communication Management Conference, pp 288-294. Ahmedabad: MICA. ISBN 97-89352679-35-5
11. Geethamma, J.M.Chandunavar & **Shourini Banerjee** (2017), Social Networking and Youths: A Study of Graduate Students in Vijayapura. In Ashu Shokeen & D.V.Singh (Eds), International Conference on "**Gearing up for the Future: Library Initiatives for Digital India**", pp 980-986. Delhi: Indian Library Association. ISBN: 81-85216-51-7

Articles Published in International Journals: 8

1. Geethamma, J.M.Chandunavar & **Shourini Banerjee** (2018). Role of ICT in Skill Development of Women Farmers: A Case Study of Vijayapura, July Issue, *Review of Research*. ISSN 2249-894X
2. **Shourini Banerjee** & Onkargouda Kakade (2018). Changing Role of Women: A Study on Critically Acclaimed Hindi Films of 2013, Vol.12 (2), pp 22-27, April-June 2018, *Mass Communicator*. ISSN 0973-9688
3. **Shourini Banerjee** & Onkargouda Kakade (2018). Construction of the 'Beauty' concept: An Analytical Study of Femina – A Leading Women's Magazine, *Journal of Media and Social Development*, Vol. 6(1), January-April 2018, pp 69-76. ISSN 2320-8244
4. **Shourini Banerjee** & Onkargouda Kakade (2016). The emergence of the 'New Woman': A Study on Selected TV Commercials, *Social Sciences International Research Journal*, Vol. 2 (Special Issue), pp 31-33. ISSN 2395-0544
5. Geethamma, J.M.Chandunavar & **Shourini Banerjee** (2016). Media Utilization Pattern of Women Farmers in Yadgir District (Karnataka), *Social Sciences International Research Journal*, Vol. 2 (Special Issue), pp 12-15. ISSN 2395-0544.
6. **Shourini Banerjee** & Onkargouda Kakade (2016). Coverage of Women's Sports in Two English Dailies of Karnataka: A Comparative Study. *Amity Journal of Media and Communication Studies*, Vol 6(1), July 2016, pp 94-100. ISSN 2231-1033
7. Dnyanajyoti Chandakavathe, Onkargouda Kakade & **Shourini Banerjee** (2016), The Role of Radio in Improving Social Condition of Rural Women, *Social Sciences International Research Journal*, Vol. 2(2), pp 74-75. ISSN 2395-0544
8. **Shourini Banerjee** & Onkargouda Kakade (2015), Masculinity and Gender Stereotyped Commercials in Hindi News Channels- A Content Analysis, *Journal of Media and Social Development*, Vol. 3(4), October- December 2015, pp 51-62. ISSN 2320-8244

Articles published in National Journals: 10

1. Onkargouda Kakade & **Shourini Banerjee** (2020) Hindi Television Commercials and the Male Target Audience: An analytical study, *Purakala*, Vol. 31(4), April 2020, pp 1489-1500. ISSN 0971-2143 **UGC Care Journal**
2. **Shourini Banerjee** (2015), Changing Role of Women in Television Advertisements, *Vidura*, Vol. 7(4), October- December 2015, pp 34-35. ISSN 0042-5303
3. **Shourini Banerjee** & Onkargouda Kakade (2015), The Role of Social Media in Enlightening Women on Gender Issues- An Empirical Study, *Media Matters*, Vol. 4(1), September 2015, pp 14-16. ISSN 2249-2542

4. **Shourini Banerjee** & Onkargouda Kakade (2016), Stereotyped Gender Ads in Hindi TV Channels: An Analysis, *Communication Today*, Vol. 18(1), January-March 2016, pp 105-111. ISSN 0975-217X
5. **Shourini Banerjee** & Onkargouda Kakade (2016). Objectification of Men in Primetime TV Commercials: An Analytical Study. *Media Matters*, Vol 5 (1), September 2016, pp 23-26. ISSN 2249-2542
6. Dnyanajyoti Chandakavathe, Onkargouda Kakade & **Shourini Banerjee** (2016). Coverage of Women Issues in Kannada Newspapers: An Ethical Perspective. *Media Matters*, Vol 5 (1), September 2016, pp 27-30. ISSN 2249-2542
7. Geethamma, J.M.Chandunavar & **Shourini Banerjee** (2016). Coverage of Developmental Issues in Agricultural Supplements- An Analysis of Kannada Newspapers. *Media Matters*, Vol 5 (1), September 2016, pp 45-48. ISSN 2249-2542
8. **Shourini Banerjee** & Onkargouda Kakade (2016). Surrogate Advertisements in Hindi News Channels of India: A Critical Study. *Al-Shodhana*, Vol 4 (1), January 2016, pp 59-70. ISSN 2320 – 6292
9. Onkargouda Kakade & **Shourini Banerjee** (2017). Masculinity and Surrogate Products: A Study of Prime Time TV Advertisements, *Media Mimansa*, April-June, pp 2-7. ISSN 2229-5593
10. **Shourini Banerjee** & Onkargouda Kakade (2019), Bollywood and Its Depiction of Hindu-Muslim Relationships: A Content Analysis, *Communication Today*, Vol. 23(4), October- December 2019, pp 32-49. ISSN 0975-217X

Conference / Seminar Presentations:

1. Presented a paper entitled “**Beti Bachao, Beti Padhao**” in National Seminar on Media’s Influence on Society organised by **Subbulakshmi Lakshmipathy College of Science, Madurai, Tamil Nadu**, on February 14th 2020.
2. Presented a paper entitled “**हिन्दी चलचित्र और वैश्वीकरण**” [**Hindi Cinema and Globalisation**] in One Day International Seminar on हिन्दी का वैश्वीक परिदृश्य organized by **The American College, Madurai, Tamil Nadu** on November 22nd 2019.
3. Presented a paper entitled “**Grooming products and Men: A Study of Primetime Advertisements**” in National Media Conference on Gender Identity and Changing News Paradigms organised by **Kristu Jayanti College, Bangalore, Karnataka**, on February 19th & 20th 2019.
4. Presented a paper entitled “**Shift in the Role of Women: A Study of Selected Hindi Women-centric Films of 2016**” in National Seminar on Innovative Concepts in Media organised by **Subbulakshmi Lakshmipathy College of Science, Madurai, Tamil Nadu**, on January 20th 2019.

5. Presented a paper entitled **“Socialisation of Children through Cartoon Channels: An Empirical Study”** in South Zone Student Research Convention organised by Association of Indian Universities, New Delhi and Tumkur University at **Tumkur University, Tumakuru, Karnataka** on February 14th and 15th 2017.
6. Presented a paper entitled **“Social Networking Youths: A Study of Graduate Students in Vijayapura”** in 62nd Indian Library Association Conference- International Conference on Gearing Up For the Future: Library Initiatives for Digital India organised by **Karnataka State Women’s University, Vijayapura, Karnataka** on February 9th, 10th and 11th 2017.
7. Presented a paper entitled **“Reinforcing Beauty and Traditional role of Women: An Analytical Study of Primetime TV Commercials”** in International Communication Management Conference organised by **MICA, Ahmedabad, Gujarat** on January 10th, 11th and 12th 2017.
8. Presented a paper entitled **“Coverage of Development Issues in TV News Channels: An Analytical Study of Kannada TV News Channels”** in International Communication Management Conference organised by **MICA, Ahmedabad, Gujarat** on January 10th, 11th and 12th 2017.
9. Presented a paper entitled **“The emergence of the ‘New Woman’: A Study on Selected TV Commercials”** in International Conference on Science, Technology, Women Studies, Business and Social Sciences organised by **IMRF Goa Chapter, Margoa, Goa** on November 03rd, 04th and 05th November 2016.
10. Presented a paper entitled **“Construction of the ‘Beauty’ concept: An Analytical Study of ‘Femina’ Magazines”** in International Conference on Media and Communication organised by **Symbiosis Institute of Media and Communication, Pune, Maharashtra** on October 6th and 7th 2016.
11. Presented a paper entitled **“Objectification of Men in Primetime TV Commercials: An Analytical Study”** in One-Day National Seminar on “Laws, Ethics and Media” organized by Department of Media Studies, **Garden City College, Bangalore, Karnataka** on September 22nd 2016.
12. Presented a paper entitled **“Masculinity and Surrogate Products: A Study of Primetime TV Advertisements”** in National Seminar on Media, Culture and Community organised by Dept of Electronic Media and Mass Communication, School of Media and Communication, Pondicherry University, Puducherry and Association of Communication Teachers of Tamil Nadu and Puducherry (ACT-TNP) at **Pondicherry University, Puducherry** on 29th and 30th March 2016.
13. Presented a paper entitled **“Gender Stereotypes and Advertisements”** in 2-Day Academic Seminar on Men and Masculinities in South India organised by Forum to Engage Men-FEM, EKTA-Resource Centre for Women, Media Research Forum and Department of Communication, **Madurai Kamaraj University, Madurai, Tamil Nadu** on 10th and 11th March 2016.

14. Presented a paper entitled **“Masculinity and Men: A Critical Study on Hindi Television Commercials”** in UGC SAP Two Day International Conference on Gender and ICT: Opportunities and Challenges organized by Department of Communication and Journalism, Sri **Padmavati Mahila Visvavidyalayam, Tirupati, Andhra Pradesh** on 24th and 25th February 2016.
15. Presented a paper entitled **“Coverage of Women’s Sports in Two English Dailies of Karnataka: A Comparative Study”** in Three Day International Conference on Media and Communication Studies on “Digital Media 2.0” organized by **Amity School of Communication, Jaipur, Rajasthan** on 20th, 21st and 22nd November 2015.
16. Presented a paper entitled **“The Role of Social Media in Enlightening Women on Gender Issues-An Empirical Study”** in One-Day National Seminar on “Social Media-360 °” organized by Department of Media Studies, **Garden City College, Bangalore, Karnataka** on September 21st 2015.
17. Presented a paper entitled **“Masculinity and Gender Stereotyped Commercials in Hindi News Channels: A Content Analysis”** in Two Day National Seminar and Media Fest on “Media and Society: New Frames and Perspectives” organized by Department of Mass Communication and Journalism, **Karnatak University, Dharwad, Karnataka** on April 10th and 11th 2015.
18. Presented a paper entitled **“Gender Stereotyped Advertisements in Hindi Entertainment Channels: A Content Analysis”** in Two Days National Conference on “Human Rights: Dalit Women Rights and Gender Sensitization” organized by Department of Political Science and Directorate of SC/ST, **Karnataka State Women’s University, Vijayapura, Karnataka** on March 27th and 28th 2015.
19. Presented a paper entitled **“Bollywood and its Depiction of Hindu-Muslim Relationships: A Content Analysis”** in Two Day International Conference on “Muslims, Democracy and the Media: Challenges and Prospects” organized by Department of Mass Communication and Journalism, **Maulana Azad National Urdu University, Hyderabad, Telangana** on March 17th and 18th 2015.
20. Presented a paper entitled **“Gender, Masculinity and Media- A Study”** in UGC SAP DRS II Sponsored Two Day National Conference on “ICTs and Development: Prospects and Challenges” organized by Department of Communication, **Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu** on February 12th and 13th 2015.
21. Presented a paper entitled **“Changing Role of Women: A Study on Critically Acclaimed Films of 2013”**, in Two Day National Seminar and Media Fest on “Media in the Contemporary World”, organized by Department of Mass Communication and Journalism, **Mangalore University, Mangalore, Karnataka** on January 22nd and 23rd, 2015.
22. Presented a paper entitled **“Representation of Women in Television Advertisements: A Content Analysis”** in Two Day National Conference on “Social Transformation and the Impact on Women Empowerment- Role of the Media” organized by UGC Women

Studies Centre and School of Communication, **G.R.Damodaran College of Science, Coimbatore, Tamil Nadu** on January 7th and 8th, 2015.

Lectures / Talks given:

- Invited as a **Chief Guest** at the State level Intercollegiate Meet organised by the Department of Hindi, Lady Doak College (Affiliated to Madurai Kamaraj University), Madurai, Tamilnadu on 7th January 2020.
- Delivered **Special Lecture on Importance of Writing** for Undergraduate students of Sermathai Vasan College for Women, Madurai (Affiliated to Madurai Kamaraj University) on 19th September 2019.
- Delivered **Special Lectures on Scripting and Budgeting** for B.A Visual Communication 2nd Year at Directorate of Distance Education, Madurai Kamaraj University, Madurai on 15th September 2017.
- Delivered **Special Lectures on Business Communication Skills** for B.Com 1st, 2nd and 3rd Year at A.R.S Inamdar Arts, Science & Commerce College for Women, Vijayapura, Karnataka (Affiliated to Karnataka State Women's University) on 25th March 2017.
- Delivered **Special Lecture on Importance of Audio Track in a Documentary** for Video Shooting and Editing Workshop at the Department of Journalism and Mass Communication in collaboration with SC/ST Cell, Karnataka State Women's University, Vijayapura, Karnataka held from 20th to 29th May 2016.
- Delivered **Special Lecture on Masculinity, Femininity and Media: Perspective of Gender in Advertising** for M.Sc, M.Phil and PhD Scholars at the Department of Communication, Madurai Kamaraj University, Tamil Nadu on 28th August 2015.
- Delivered **Special Lectures on Business Communication Skills** for 3rd Semester, M.Com at ASP College of Commerce for three batches of 2014-2015, 2015-2016, 2016-2017), Vijayapura, Karnataka (Affiliated to Rani Channamma University, Belagavi, Karnataka).

Awards / Fellowships: NA

- *University of North Bengal* -Silver Medalist in the year 2009 for **B.A (Honours) in Mass Communication and Journalism**

Doctoral Students NA

Completed:

Name of the student	Title of the thesis
N.A	

Ongoing: NA

Name of the student	Title of the thesis
n.a	

UGC Sponsored Major Projects: NA

Title	Year of Award	Amount Awarded	Status of the project- Completed/Ongoing	Co-investigator, if any
N.A				

UGC Sponsored Minor Project NA

Title	Year of Award	Amount Awarded	Status of the project- Completed/Ongoing	Co-investigator, if any

N.A				

Overseas Academic Visits: NA

Other Activities / Academic Credentials:

- Prepared **4 quadrant MOOC- Swayam** for the course of **Reporting and Editing in Print** for the Undergraduate level, co-ordinated by Madurai Kamaraj University.
- Attended **Board of Studies** as a **Subject Expert** for Department of Visual Communication, Subbulakshmi Lakshmi pathy College of Science, Madurai, Tamil Nadu on 15.10.2019.
- **Setting Question Papers and Evaluated the answer scripts** for M.Com, 3rd Semester at ASP College of Commerce, Vijayapura, Karnataka ((Affiliated to Rani Channamma University, Belagavi, Karnataka) for three batches of 2015-2016, 2016-2017 and 2018-2019.
- **Setting Question Papers and Evaluated answer scripts** for Semester examinations for B.Sc Visual Communication at The American College, Madurai, Tamil Nadu in July 2017, November 2017 and April 2018.
- Visited Subbulakshmi Lakshmi pathy College of Science (SLCS), Madurai, Tamil Nadu as an **External Practical Examiner** on 6th October 2017 and 31st March 2018.

Webinars Attended

1. **“The art of storytelling and the Latin American experience”** organised by Dept of Visual Communication and IQAC, Periyar EVR College, Tiruchirapalli, Tamilnadu on 11.07.2020
2. **“Data Journalism for Investigative Reporting”** organised by PG Dept of Journalism and Mass Communication, Doaba College, Jalandhar, Punjab on 17.06.2020
3. **“Online FDP- Emulating the folk culture in Indian Cinema”** organised by PG and Research Dept of Visual Communication, Coimbatore, Tamilnadu on 11.06.2020
4. **“Narrative Journalism versus Data Journalism”** organised by Delhi Metropolitan Education, Delhi, on 02.06.2020.

5. **“Creative Technology and IoT”** organised by Dept of Visual Communication, KCLAS, Coimbatore, Tamilnadu on 30.05.2020
6. **“Sustainable Living”** organised by the Dept of Communication and Visual Communication and Electronic Media, PSG College of Arts and Science, Coimbatore Tamil Nadu on 29.05.2020.
7. **“Covid 19 Reportage- Is Social Media complementing the Mainstream Media?”** organised by the Dept of Journalism and Mass Communication, Fatima College, Madurai, Tamil Nadu on 29.05.2020.
8. **“Media and the Second Sex: Troubling the Gender Trouble during the Pandemics”** organised by the Dept of Visual Communication, BMM and Media Arts, Loyola College (Autonomous), Chennai, Tamil Nadu on 24.05.2020.
9. **“The role of Community Radio in reaching the unreached during the Covid-19 lockdown:A way forward”** organised by the Dept of Visual Communication, BMM and Media Arts, Loyola College (Autonomous), Chennai, Tamil Nadu on 23.05.2020.
10. **“A better normal through AR/VR”** organised by School of Media Arts and Design, Asia Pacific University, Malaysia and Dept of Visual Communication, KCLAS, Coimbatore, Tamilnadu on 22.05.2020
11. **Online Faculty Development Programme** organised by the Department of Journalism and Mass Communication, Kristu Jayanti College, Bengaluru, Karnataka from May 12 2020 to May 16 2020.
12. **“Storytelling through Photography”** organised by School of Media Arts and Design, Asia Pacific University, Malaysia and Dept of Visual Communication, KCLAS, Coimbatore, Tamilnadu on 15.05.2020
13. **“Covid-19 Lockdown and the emerging streaming culture: Impact and Implications on the viewership patterns in India”** organised by the Dept of Visual Communication, BMM and Media Arts, Loyola College (Autonomous), Chennai, Tamil Nadu on 13.05.2020.
14. **“Animation as a Communication Tool”** organised by School of Media Arts and Design, Asia Pacific University, Malaysia and Dept of Visual Communication, KCLAS, Coimbatore, Tamilnadu on 08.05.2020
15. **“Advertising Industry: Past, Present and Future”** organised by ARSD College, Dhaula Kuan, Delhi on 09.05.2020.
16. **“Critical approaches in Communication Research”** organised by the Dept of Communication and Visual Communication and Electronic Media, PSG College of Arts and Science, Coimbatore Tamil Nadu on 04.05.2020.
17. **“Visual Communication Tools outside Media Industry”** organised by Dept of Visual Communication, KCLAS, Coimbatore, Tamilnadu on 01.05.2020