

## **RESUME**



**Name :** Dr. Shourini Banerjee.  
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### **Educational Qualification**

- Qualified **Tamil Nadu SET** in the year 2016
- Qualified **Maharashtra SET** in the year 2016
- **PhD** Awarded in **Journalism and Mass Communication** for the title “**Gender and Masculinity in Television Commercials- A Critical Study**” under Prof Onkargouda Kakade, Chairman, Department of Journalism and Mass Communication from **Karnataka State Akkamahadevi Women’s University**, (Formerly **Karnataka State Women’s University**), Vijayapura, Karnataka. [Registration: 10<sup>th</sup> April 2014, Submitted: 06.10.2018, Awarded: 03.08.2019]
- Completed **M.Phil in Communication Studies** on research entitled, “**Gender, Masculinity and Media-A Study**” under the guidance of Dr. S.Nagarathinam, Associate Professor and Head, Department of Communication, **Madurai Kamaraj University**, Madurai, Tamil Nadu with 85.81%. [Awarded on 20.08 2013].
- Completed **M.A. in Journalism and Mass Communication** from **University of Calcutta** with 57.6% in the year 2011.
- Completed **B.A (Honours) in Mass Communication and Journalism** from Gyan Jyoti College, **University of North Bengal** with 62% [Silver Medalist] in the year 2009.
- Passed **ISC** with 84% from Lincolns High School, Siliguri (Darjeeling) West Bengal in the year 2006.
- Passed **ICSE** with 72.8% from Lincolns High School, Siliguri (Darjeeling) West Bengal in the year 2004

## Experience

- Working as **Assistant Professor**, Department of Visual Communication, The American College (Autonomous), [Affiliated to Madurai Kamaraj University] Madurai, Tamil Nadu from 3<sup>rd</sup> September 2019 till date.

Papers handled: Film Language, Advertisement and Public Relations, Media Management.

- Worked as **Part-time Guest Faculty (1 semester)**, for M.Com 3<sup>rd</sup> Semester at ASP College of Commerce, Vijayapura, Karnataka [Affiliated to Rani Channamma University, Belagavi, Karnataka] from 22<sup>nd</sup> August 2018 to 31<sup>st</sup> December 2018.

Paper handled: Business Communication Skills

- Worked as **Assistant Professor (1 year)**, Department of Journalism and Mass Communication, Fatima College (Autonomous), [Affiliated to Madurai Kamaraj University] Madurai, Tamil Nadu from 3<sup>rd</sup> July 2017 to 19<sup>th</sup> June 2018.

Paper handled: Basics of Communication, Research Methods, Web Journalism, Communication Theories.

- Worked as **Part-time Guest Faculty (2 years)** in the Department of Journalism and Mass Communication, Karnataka State Women's University, Vijayapura, Karnataka from :-

(i) 24<sup>th</sup> August 2015 to 26<sup>th</sup> May 2016.

(ii) 25<sup>th</sup> August 2016 to 30<sup>th</sup> May 2017.

Paper handled- Women and Media, Radio Programme Production.

- Worked as a **Content Writer (6 Months)** at Buzzify Media Private Limited, Kolkata from 20<sup>th</sup> February 2012 to 10<sup>th</sup> July 2012.

## Academic activities

- **Certified FACTSHALA trainer** which is a news and information literacy programme launched by Internews in collaboration with DataLEADS with support from Google.org.
- 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.
- Honorary Member of the Hon'ble Editorial Board of the IJBST Journal Group [www.ijbst.org](http://www.ijbst.org)
- **Setting Question Papers and Evaluated the answer scripts** for M.Com, 3<sup>rd</sup> 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, Madurai, Tamil Nadu as an **External Practical Examiner** on 6<sup>th</sup> October 2017 and 31<sup>st</sup> March 2018.

### **Delivered Special Lectures**

- Invited as a **Panel Speaker** for the **Digital Literacy PR Campaign** organised by the Dept of Communication, M.O.P Vaishnav College for Women (Autonomous), Chennai ON 11.01.2021. Link- <https://youtu.be/GOypJR8EZmU>
- Conducting **Factshala workshops** in various departments of Colleges and Universities. **Conducted Trainings at** - 1) Siddaganga Institute of Technology, Tumkur, 2) Central University of Karnataka, 3) Future Institute of Management, Kolkata 4) Dr Shyama Prasad Mukherjee University, Ranchi 5) Solapur University, Solapur 6) Salesian College, Siliguri [Darjeeling] 7) St Philomena's College, Mysuru
- Delivered **Keynote Address** organised by Indo Bangla Media Educators Network on **Prospects of Media education and research in India and Bangladesh** on 10.10.2020. Link- <https://youtu.be/Mlr26IOY2bI>
- Delivered an **Online Lecture** for Undergraduate students on **Indian Languages** for the course MAN18R003 organised by Kalasalingam Academy of Research and Education, Krishnankoil on 24.05.2020
- 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 Vasanth College for Women, Madurai (Affiliated to Madurai Kamaraj University) on 19<sup>th</sup> September 2019.
- Delivered **Special Lecture on Scripting and Budgeting** for B.A Visual Communication 2<sup>nd</sup> Year at Directorate of Distance Education, Madurai Kamaraj University, Madurai on 15<sup>th</sup> September 2017.
- Delivered **Special Lectures on Business Communication Skills** for B.Com 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Year at A.R.S Inamdar Arts, Science & Commerce College for Women, Vijayapura, Karnataka (Affiliated to Karnataka State Women's University) on 25<sup>th</sup> 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 20<sup>th</sup> to 29<sup>th</sup> 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 28<sup>th</sup> August 2015.
- Delivered **Special Lectures on Business Communication Skills** for 3<sup>rd</sup> 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).

## **Publications**

***Journals: 19, Chapters in Book: 7, Conference Proceedings: 6  
International : 13 National: 19***

### **Journals:**

01. **Shourini Banerjee & S. Balaganapathy** (2020). Covid as a Marketing Tool for Advertisements, *Communication Today*, Vol. 24 (2), April - September, pp 108-115. ISSN 0975-217X
02. 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)**
03. **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 **(UGC Approved till May 2019)**
04. Geethamma, J.M.Chandunavar & **Shourini Banerjee** (2018). Role of ICT in Skill Development of Women Farmers: A Case Study of Vijayapura, , *Review of Research*.Vol. 7(10), pp 1-4 ISSN 2249-894X **(UGC Approved till May 2019)**
05. **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 **(UGC Approved till May 2019)**
06. **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 **(UGC Approved till May 2019)**

07. 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
08. **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 **UGC Approved till May 2019)**
09. 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. **(UGC Approved till May 2019)**
10. **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
11. 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
12. 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
13. **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
14. **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
15. 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 **UGC Approved till May 2019)**
16. **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
17. **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 (UGC Approved till May 2019)

18. **Shourini Banerjee** (2015), Changing Role of Women in Television Advertisements, *Vidura*, Vol. 7(4), October- December 2015, pp 34-35. ISSN 0042-5303
19. **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

### **Chapters in Book:**

20. **Shourini Banerjee, S. Balaganapathy & Akil Sukumar** (2020), Teaching During Pandemic: Tech-based Learning an Elixir? In Dr Bimal Chandra Swain & Dr Sachidananda Mishra (Eds), *Higher Education in India: Policies and Programmes*, pp 215-222. Visakhapatnam: Desh Vikas Publications. ISBN: 978-81-947203-2-4
21. **Shourini Banerjee, Shahin Mokashi & S. Balaganapathy** (2020), Media Consumption and Tribal Community: An Overview. In Amit Kumar Dixit & Jyoti Kushwaha (Eds), "जनजातीय साहित्य, समाज एवं संवेदनाएँ" (Tribal Literature, Society and Issues), pp 43-47. New Delhi: KBS Prakashan. ISBN 978-81-948982-2-1
22. **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
23. **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. Visakhapatnam: Sri Venkateswara Printers. ISBN : 978-81-932358-4-3
24. **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
25. **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
26. **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.

### **Conference Proceedings:**

27. 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
28. 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
29. 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.
30. **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
31. 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
32. 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

### **Papers Presented**

*International Conference: 9*



### *National Conference: 13*

01. 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.
02. 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 22<sup>nd</sup> 2019.
03. Presented a paper entitled **“Grooming products and Men: A Study of Primetime Advertisements”** in the National Media Conference on Gender Identity and Changing News Paradigms organised by **Kristu Jayanti College, Bangalore, Karnataka**, on February 19<sup>th</sup> & 20<sup>th</sup> 2019.
04. 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 20<sup>th</sup> 2019.
05. Presented a paper entitled **“Socialisation of Children through Cartoon Channels: An Empirical Study”** in the South Zone Student Research Convention organised by Association of Indian Universities, New Delhi and Tumkur University at **Tumkur University, Tumakuru, Karnataka** on February 14<sup>th</sup> and 15<sup>th</sup> 2017.
06. Presented a paper entitled **“Social Networking Youths: A Study of Graduate Students in Vijayapura”** in 62<sup>nd</sup> 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 9<sup>th</sup>, 10<sup>th</sup> and 11<sup>th</sup> 2017.
07. Presented a paper entitled **“Reinforcing Beauty and Traditional Role of Women: An Analytical Study of Primetime TV Commercials”** in the International Communication Management Conference organised by **MICA, Ahmedabad, Gujarat** on January 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> 2017.
08. 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 10<sup>th</sup>, 11<sup>th</sup> and 12<sup>th</sup> 2017.
09. 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 03<sup>rd</sup>, 04<sup>th</sup> and 05<sup>th</sup> 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 6<sup>th</sup> and 7<sup>th</sup> 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 22<sup>nd</sup> 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 29<sup>th</sup> and 30<sup>th</sup> 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 10<sup>th</sup> and 11<sup>th</sup> 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 24<sup>th</sup> and 25<sup>th</sup> 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 20<sup>th</sup>, 21<sup>st</sup> and 22<sup>nd</sup> 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 21<sup>st</sup> 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.

### **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, HICAS, 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

### **Seminars and Workshops Attended**

Attended **1 Day Faculty Development Programme on Alternative Teaching Methodology** conducted by the Internal Quality Assurance Cell, Fatima College, Madurai, Tamil Nadu on 14<sup>th</sup> October 2017.

Attended **1 Day** Inter Collegiate Cultural Event on **My Vision-Corruption Free India** organised by the NLC Tamil Nadu Power Limited, Tuticorin and The American College (Autonomous), Madurai, Tamil Nadu on 25<sup>th</sup> October 2017.

Attended **2 Days** State level Seminar on **Women Journalists: Problems, Challenges and Prospects** organised by Karnataka State Women’s University, Dept of Information and Public Relations, Vijayapura and Karnataka Media Academy, Bangalore held at Karnataka State Women’s University, Vijayapura, Karnataka on 6<sup>th</sup> and 7<sup>th</sup> March 2017.

Participated for **3 Days** in the **National Women’s Parliament** organised by Legislative Assembly, Andhra Pradesh and MIT School of Government at Amaravati, Andhra Pradesh on 10<sup>th</sup> to 12<sup>th</sup> February 2017

Attended **2 Days Seminar** on **“Devraj Urs and Media”** organised by Karnataka Media Academy at Belagavi Vidhan Soudha on 18<sup>th</sup> & 19<sup>th</sup> September 2016.

Attended **1 Day Seminar** on **Women and Media** organised by Karnataka Media Academy, Bangalore, Karnataka on 31<sup>st</sup> March 2016.

Attended **1 Day National Seminar** on **Women and Contemporary Crisis**, organised by Karnataka Rajya Mahila Dourjanya Virodhi Okkuta and Karnataka State Women’s University, Vijayapura, Karnataka on 8<sup>th</sup> March 2016.

Attended **13 Days Workshop** on **Research Methods and Statistical Analysis**, organized by SC/ST Cell, Dept of Library and Information Science and IQAC, Karnataka State Women’s University, Karnataka from 2<sup>nd</sup> to 14<sup>th</sup> July 2015.

Attended **One Day Workshop** on **Gender Sensitization in Media** organized by Women’s Studies Centre and Department of Journalism and Mass Communication, Karnataka State Women’s University, Karnataka on 31<sup>st</sup> October 2014.

Attended **10 Days Workshop** on **Research Methodology and Data Analysis through SPSS**, organized by Directorate of SC/ST Cell, Karnataka State Women’s University, Karnataka from 14<sup>th</sup> to 24<sup>th</sup> July, 2014.

Attended **Media Orientation Workshop on Maternal and Child Health** organized by University of Mysore, UNICEF and Karnataka State Women's University, Vijayapura at Karnataka State Women's University, Vijayapura, Karnataka on 30<sup>th</sup> April, 2014.

Attended **1 Day National Seminar on "What measures can be taken to ensure the enlightened members of the public to exercise their votes at the General Elections to the Assemblies and the Parliament"** organized by Shri. S.Nijalingappa National Foundation, Bangalore and Karnataka State Women's University, Vijayapura, Karnataka on 18<sup>th</sup> March, 2014.

Participated in **One Day Seminar Session on Trends in Coverage: Cricket and Sports Journalism** organised by Department of Communication, Madurai Kamaraj University, Madurai, Tamil Nadu on 12<sup>th</sup> July 2013.

Participated in **One-Day Workshop on Gender, Masculinity and Media** organized by Department of Communication, Madurai Kamaraj University, Madurai, Tamil Nadu on 22<sup>nd</sup> August 2012.

Participated in **Two-Day Hands-on-Workshop on Scriptwriting and Storyboarding** organized by Department of Communication, Madurai Kamaraj University, Madurai, Tamil Nadu on 13<sup>th</sup> and 14<sup>th</sup> August 2012.

Attended **Mukul Dutta Memorial Workshop on Sports Journalism** organized by Calcutta Sports Journalists' Club, supported by Aajker Kheladhulo Patrika on 5<sup>th</sup> December 2011 at Calcutta Sports Journalists' Club.

Attended **Media Workshop** organized by **NDTV-INDIACAN Broadcast Journalism** at NDTV-INDIACAN centre, Kolkata on 26<sup>th</sup> June, 2011.

Attended **FOOTPRINTS 2009, Kolkata Chapter, "Knowledge Event on Media and Communication"** organized by Symbiosis Institute of Media and Communication on 6<sup>th</sup> November 2009.

Participated in **Media Workshop** organized by Department of Mass Communication and Journalism, Siliguri College along with American Center, Kolkata at Siliguri College (Darjeeling), West Bengal on 7<sup>th</sup> and 8<sup>th</sup> March 2008.

## **Skills**

- Have a passion for writing.
- Have received awards for Athletics, Speech and Essay writing at University Competitions.

- Advanced editing skills (Adobe Audition, Adobe Soundbooth).
- Worked as a member of the Editorial team for publishing Newsletters in University, College and School.
- Have experience in creative writing and storyboarding.
- Worked as a Special Correspondent for the bi-monthly magazine of Ambuja Township “Uttarayan” at Siliguri, West Bengal.
- Worked as an Associate Director in a documentary on ONE BILLION RISING - STRIKE, DANCE, RISE In association with EKTA-Resource center for Women, Madurai and Madurai Kamaraj University. [Awarded by Govt of Orissa]
- Worked as an Anchor in a documentary on “Nilavembu Kudineer” for Vigyan Prasar, New Delhi in association with Madurai Kamaraj University.
- Contributed Articles in magazines of UNIVERSITY OF CALCUTTA, Gyan Jyoti College, Siliguri and RABINDRA BHARATI UNIVERSITY.

### **Personal Information**

- Father’s Name - Soumitro Banerjee.
- Mother’s Name- Chandrani Mukherjee.
- Gender- Female.
- Nationality - Indian.
- Languages known - English, Hindi and Bengali (Read / Write / Speak).  
Nepali, Tamil, Kannada (Can Speak Basics)

**Dated:**

**Dr. Shourini Banerjee**