

RESUME



Name : Dr. Shourini Banerjee.
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Educational Qualification

- Qualified **UGC NET** in the year 2022
- 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: 10th 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**, Kolkata, West Bengal with 57.6% in the year 2011.
- Completed **B.A (Honours) in Mass Communication and Journalism** from Gyan Jyoti College, **University of North Bengal**, Siliguri, West 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.

Short Term Courses

- Completed the course **Gender Equality and Human Rights** from Mizoram University with GIAN [Global Initiative for Academic Networks] and Ministry of Education from 20-24th February 2023.
- Completed 8 credit Diploma course **BGSE-001: Gender Sensitisation Society, Culture and Change [April 2022-July 2022 16 weeks]** from SWAYAM Online Course with Indira Gandhi National Open University, New Delhi.

Experience

UG Teaching Experience: 5 years

PG Teaching Experience: 3 years

- Working as **Assistant Professor, (For both UG & PG)** Department of Visual Communication, The American College (Autonomous), [Affiliated to Madurai Kamaraj University] Madurai, Tamil Nadu from 1st July 2019 till date.

Papers handled: Film Language, Fiction and Film, Advertisement and Public Relations, Media Culture & Society, Media Management, Media Analysis, Development Communication, Media Writing, Corporate Communication, Broadcast Journalism.

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

Paper handled: Business Communication Skills

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

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

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

(i) 24th August 2015 to 26th May 2016.

(ii) 25th August 2016 to 30th May 2017.

Paper handled- Women and Media, Radio Programme Production.

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

Academic activities

- **Visiting Faculty** for MA [Journalism and Mass Communication], **Jain University ONLINE**, Bangalore, Karnataka for the academic Year 2022-2023 and 2023-2024.

- **Visiting Faculty** for BSc [Mass Communication], **Xaviers Institute of Management (XIM)**, Bhubaneswar, Odisha for the academic Year 2021-2022.
- **Adjunct Faculty- Upgrads Online Education**, for M.A Journalism and Mass Communication. [Setting Question Papers- July 2021]
- **IQAC representative** of The Department of Visual Communication, The American College, Madurai [Worked as Criterion member for NAAC Accreditation 2022]
- **Organising Secretary** of the “VIGYAN SARVATRA PUJYATE”, Festival of SCoPE for All at The American College, Madurai from 22–28 February 2022.
- **Co-Chair** for Technical Session: “Exploring Gender Identity and Communication” on 25th June 2021 in a two-day virtual **International Conference on Media, Communication & Design (ICMCD-2021)** organised by the Faculty of Journalism and Creative Studies at Jagran Lakecity University, Bhopal from June 25th & 26th, 2021. This conference is in collaboration with partner universities, London College of Communication, University of Arts London and Universidad Camilo José Cela, Spain.
- **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.
- **Board of Studies**
 1. Attended **Board of Studies** as a **Subject Expert** for Department of Visual Communication, Subbulakshmi Lakshmipathy College of Science, Madurai, Tamil Nadu on 15.10.2019.
 2. Attended **Board of Studies** as a **Subject Expert** for Department of Visual Communication, Thanthai Hans Roever College, Perambalur, Tamil Nadu on 12.03.2022.
- **Setting Question Papers and Evaluated the answer scripts**
 1. M.Com, 3rd Semester at ASP College of Commerce, Vijayapura, Karnataka (Affiliated to Rani Channamma University, Belagavi, Karnataka) from 2015-2018.
 2. B.Sc Visual Communication at The American College, Madurai, Tamil Nadu for July 2017, November 2017 and April 2018.
 3. For B.Sc Visual Communication at Subbulakshmi Lakshmipathy College of Science (Affiliated to Madurai Kamaraj University), Madurai, Tamil Nadu on 6th October 2017 and 31st March 2018.
 4. For B.Sc Media Technology, B.Design and P.G Diploma in Fashion Design and Interior Design at Alagappa University, Karaikudi for 2020-2021, 2021-2022, 2022-2023.
 5. M.A Journalism and Mass Communication, DDE, Madurai Kamaraj University, Madurai for March 2020.
 6. B.Sc Electronic Media, M.O.P Vaishnav College for Women, Chennai, Tamil Nadu for November 2021

7. PG Diploma in Journalism and Mass Communication, Periyar University Salem for April 2022
8. B.Sc Visual Communication, M.O.P Vaishnav College for Women, Chennai, Tamil Nadu for May 2022
9. B.A Journalism and Mass Communication, Fatima College, Madurai, Tamil Nadu for May 2022, November 2022 and April 2023.

Delivered Special Lectures

1. Delivered a Lecture on **“Hindi Language and Media”** at State Level Workshop for students organised by Sourashtra College, Madurai on 06.03.2023
2. Delivered a lecture on **“Media and Information Literacy”** organised by the Dept of Social Work, The American College in association with St Claret’s College, Bangalore on 17.02.2023
3. Delivered a Lecture on **“Media Literacy”** organized by U.S.Consulate General Chennai and Justice Shivaraj V Patil Academy for Democratic Values at SOCO Trust, Madurai on 28.01.2023
4. Delivered a Lecture on **“Media Literacy”** organised by Centre for Communication and Multimedia, Audio Visual Club, Lady Doak College (Autonomous), Madurai on 25.01.2023
5. Delivered a Lecture on **“Exploring EContent Development Tools and Techniques”** organised by Department of Physics and Research Centre, Lady Doak College, Madurai on 21.01.2023
6. Delivered a Lecture on **“Media and Economic Development”** organised by PG Economics Association, Department of Economics, The American College, Madurai on 11.05.2022
7. Delivered an Online Lecture on **"Fake News and Misinformation"** organised by Parul Institute of Arts, Vadodara, Gujarat on 25.04.2022.
8. Delivered an Online Lecture on **“Hands on Activity on Shifting Patterns in Classroom Teaching: From Classroom to Smart Classroom to Online Classroom (08.04.2022)”** in One Week National level Faculty Development Programme (FDP) on Teaching Pedagogy and ICT Tools for Social Sciences organised by Bhavan's Vivekananda College of Science, Sainikpuri, Secunderabad in collaboration with Telangana Academy for Skill and Knowledge (TASK), Hyderabad from 4th April to 8th April 2022.
9. Delivered a Lecture on **“Media Literacy”** organised by Dept of BioTechnology, The American College, Madurai, Tamil Nadu on 22.03.2022
10. Delivered an **Online Lecture** on **“News Reporting”** organised by Creative Warriors, Vidyadaan and supported by Lovely professional University on 03.02.2022.

11. Delivered an **Online Lecture** on “**Gender and Media**” organised by the Dept of Sociology, North Bengal St Xavier’s College Rajganj Jalpaiguri, West Bengal on 14.12.2021
12. Delivered an **Online Lecture** on “**Gender stereotypes in Indian TV Advertisements**” organised by Dept of Sociology and Dept of Journalism, Jain Deemed to be University, Bangalore, Karnataka on 01.10.2021
13. Delivered an **Online Lecture** on “**Gender and Advertisements**” organised by Dept of Visual Communication Technology, St Joseph’s College, Trichy, Tamil Nadu on 30.09.2021
14. Delivered an **Online Lecture** on “**Media Literacy**” as a part of 3 Days Faculty Development Programme on Recent Trends in Media and Innovative Techniques for Teaching organised by IQAC and Dept of Visual Communication, Ayya Nadar Janaki Ammal College, Sivakasi, Tamil Nadu on 22.09.2021
15. Delivered an **Online lecture** on “**Gender stereotypes in Indian TV Advertisements**” organised by IQAC and PG Department of Journalism and Communication, SSS Shashun Jain College for Women, Chennai, Tamil Nadu on 07.09.2021
16. Delivered **Online Lecture** on “**Basics of Advertising**” organised by Dept of Visual Communication, Excel College for Commerce and Science, Komarapalayam-Namakkal, Tamil Nadu on 12.06.2021.
17. Delivered **Online Lecture** on “**Design your Career Effectively**” for the Post Graduate Dept of English, Ayya Nadar Janaki Ammal College, Sivakasi, Tamil Nadu on 25.05.2021.
18. Delivered **Online Lecture** on **Dr B.R. Ambedkar and his contribution to Journalism** in the One week National Webinar on Dr B.R.Ambedkar's Perspectives on State and Society in Contemporary India organised by Sathiyam Social Service Organisation (SSSO), Vellore, Tamil Nadu on 26.04.2021
19. Delivered **Online lecture** on **Communication Skills and Job prospects** for One Week National Level Career Guidance Programme organised by Placement Cell and IQAC, Government First Grade College, Athani, Karnataka on 19.02.2021
20. 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/GQypJR8EZmU>
21. Conducted **Media and Information Literacy Trainings** as a **Factshala Trainer** 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 8) Xavier’s University, Bhubaneswar
 - 9) Dr P.G.Halakatti College of Engineering and Technology, Vijayapura 10) Teaching Faculty, The American College, Madurai, 11) ANJA College, Sivakasi 12) Ilakku NGO, Madurai 13) Redpond NGO, Madurai 14) Don Bosco Vazhikatti NGO, Chennai 15) Women Police of Oomachikulam Sub Division, Madurai Rural 16) Govt

- School Teachers of Raja Parameshwarai and Gomathi Middle School, Madurai 17) Housewives of Usilampatti Taluk 18) Auto drivers of Veeraganur dam, Madurai rural 19) Dept of Journalism and Mass Communication, Parul University 20) Dept of Visual Communication, The American College, Madurai 21) Dept of Visual Communication, ANJA College, Sivakasi 22) Dept of Visual Communication, ULTRA College, Madurai 23) Dept of Social Work, The American College, Madurai 24) Dept of Visual Communication, SLCS, Madurai 25) Dept of English and Psychology, SFR, Sivakasi
22. 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/Mlr26IOY2bl>
 23. 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
 24. 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.
 25. Delivered **Special Lecture on Importance of Writing** for Undergraduate students of Sermathai Vasanth College for Women, Madurai (Affiliated to Madurai Kamaraj University) on 19th September 2019.
 26. Delivered **Special Lecture on Scripting and Budgeting** for B.A Visual Communication 2nd Year at Directorate of Distance Education, Madurai Kamaraj University, Madurai on 15th September 2017.
 27. 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.
 28. 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.
 29. 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.
 30. 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).

Publications

Total: 40

Journals: 23, Chapters in Book: 11, Conference Proceedings: 6

International : 15 National: 25

Co-Edited Book:

1. Dr Abhilasha R & **Dr Shourini Banerjee** (2022), *Regional Media: Emerging Trends & Prospects*, Chennai: Notion Press. ISBN: 979-8-88805-357-7
2. Dr Tamilselvi N & **Dr Shourini Banerjee** (2021), *A Panoramic View of Women in Indian Cinema*, Coimbatore: RIACME Publications. ISBN: 978-81-951098-0-7

Journals:

01. S. Balaganapathy & **Shourini Banerjee** (2022). Madurai College Students Prefer Online Shopping, *Communication Today*, Vol. 26 (1), January-June, pp 110-124. ISSN 0975-217X
02. **Shourini Banerjee** & Onkargouda Kakade (2021). Coverage of Development issues in Kannada News Channels: A Study. Vol.15 (4), pp 37-40, Oct-Dec 2021, *Mass Communicator: International Journal of Communication Studies*. ISSN 0973-9688. DOI:10.5958/0973-967X.2021.00022.3 **(UGC Approved till May 2019)**
03. **Shourini Banerjee**, Najwa Hameed & Akil Sukumar (2021). Female Power in Women Centric Tamil Films on OTT Platform Amazon Prime, *Mass Communicator: International Journal of Communication Studies*, Vol 15 (1), January- March, pp 27-34. ISSN 0973-9688. DOI No. 10.5958/0973-967X.2021.00004.1 **(UGC Approved till May 2019)**
04. Ranjita Kulkarni & **Shourini Banerjee** (2021). Gender Stereotypes in TV Advertisements of Kannada Channels, *Mass Media*, Vol. 9 (107), February 2021 pp 4-8. ISSN 2277-7369
05. **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
06. 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)**
07. **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)**

08. 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)
09. **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: International Journal of Communication Studies*. ISSN 0973-9688 (UGC Approved till May 2019)
10. **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)
11. 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
12. **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)
13. 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)
14. **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
15. 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
16. 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
17. **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

18. **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
19. 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**
20. **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 **UGC Approved till May 2019**
21. **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**
22. **Shourini Banerjee** (2015), Changing Role of Women in Television Advertisements, *Vidura*, Vol. 7(4), October- December 2015, pp 34-35. ISSN 0042-5303
23. **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:

24. Abishieke R, Akil Sukumar & **Shourini Banerjee** (2022). Social Media in Women Entrepreneurship: Advantages and Challenges. In Dr Manash Pratim Goswami, Dr Radha Bathran, Dr Nikhil Kumar Gouda (Eds), *Atmanirbhar Bharat and India- On the road to success*, New Delhi: Today and Tomorrow's Printers & Publishers. ISBN: 9789391734305.
25. **Shourini Banerjee**, Abishieke R & Najwa Hameed (2022). Women beyond Kitchen: An analysis of the Malayalam film- The Great Indian Kitchen. In Dr Thomas MJ, Dr Prashanth V, Dr Sajith V and Dr Jenin Raj (Eds), *Equity in changing Society and Responsibility in relationships*, pp 11-26. Bangalore: St Pauls College. ISBN: 978-81-955923-0-2
26. **Shourini Banerjee**, S. Balaganapathy & Akil Sukumar (2022). Dr Ambedkar and his contribution to Journalism. In Dr Anji, Dr Ranjith Kumar & Ms M Eswari (Eds), *Dr B.R.Ambedkar's Perspectives on State and Society in Contemporary India*, pp 103-110. Chennai: MJP Publishers. ISBN: 978-93-5528-175-3
27. **Shourini Banerjee**, Sumedha Chaudhuri & S. Balaganapathy (2020). Coverage of Migrant issues in Digital news format: A Content Analysis. In Dr Ranjith Kumar A,

Ms M Eswari & Dr Anji A (Eds), *Migration and Covid-19 Gender Perspective*, pp 125-134. Delhi: Kalpaz Publications. ISBN: 978-93-53246-18-1

28. **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
29. **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
30. **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
31. **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
32. 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
33. **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
34. **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:

35. 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

36. 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
37. 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.
38. **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
39. 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
40. 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

Total: 25

International Conference: 11 National Conference: 14

01. Presented a paper entitled “**Perception of Fake news and analysis of critical thinking among college students of Madurai**” in Two Day Madurai International Communication Conference on Future of Eco Literacy: The role of Emergent Eco centric Media held on 03-04th December 2022
02. Presented a paper entitled “**Social Media and the Women Entrepreneurs of Madurai**” in National Seminar on “Atmanirbhar Bharat and India: On the road to

Success” sponsored by **ICSSR in Central University of Tamil Nadu, Thiruvavur, Tamil Nadu** held on 28-29th April 2022

03. Presented a paper entitled **“Women beyond Kitchen- An Analysis of the Malayalam film ‘The Great Indian Kitchen’ ”** in Two Day National Seminar on Identification of Abusive Relationships and Prevention of Domestic Violence sponsored by **National Commission for Women (NCW), Govt of India by St Paul’s College, Bengaluru, Karnataka** on 8th & 9th March 2022.
04. 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.
05. 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.
06. 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 19th & 20th 2019.
07. 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.
08. 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 14th and 15th 2017.
09. 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.
10. 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 10th, 11th and 12th 2017.

11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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.
18. 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.

19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. 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.
25. 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.

Seminars and Workshops Attended

1. Attended **5 Days Faculty Development Programme** conducted by School of Media Studies, Presidency University, Bengaluru, Karnataka from 20th to 24th December 2022.
2. Participated in the **2 Days International Conference on “Ethics in Research and Principles of Ethical Journalism and its Impact on Society”** organised by the Department of Journalism and Mass Communication, JAIN deemed to be University, Bengaluru, Karnataka in collaboration with Globethics on 27th and 28th September 2022 in Online mode.
3. Attended **1 Day National Workshop on “New Age Advertising: Skills and Techniques”** conducted by the Dept of Journalism and Mass Communication, Fatima College, Madurai on 10th October 2022.
4. Attended **3 Day ‘Faculty Development Programme on Investor Awareness & Education’** co-hosted by the Department of Commerce, The American College, Madurai, from 28th to 30th April, 2022
5. Attended **1 Day Faculty Development Programme on Alternative Teaching Methodology** conducted by the Internal Quality Assurance Cell, Fatima College, Madurai, Tamil Nadu on 14th October 2017.
6. Attended **1 Day Inter Collegiate Cultural Event on My Vision-Corruption Free India** organised by the NLC TamilNadu Power Limited, Tuticorin and The American College (Autonomous), Madurai, Tamil Nadu on 25th October 2017.
7. 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 6th and 7th March 2017.
8. 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 10th to 12th February 2017
9. Attended **2 Days Seminar on “Devraj Urs and Media”** organised by Karnataka Media Academy at Belagavi Vidhan Soudha on 18th & 19th September 2016.
10. Attended **1 Day Seminar on Women and Media** organised by Karnataka Media Academy, Bangalore, Karnataka on 31st March 2016.
11. 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 8th March 2016.
12. 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 2nd to 14th July 2015.
13. 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 31st October 2014.
14. 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 14th to 24th July, 2014.
15. 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 30th April, 2014.

16. 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 18th March, 2014.
17. 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 12th July 2013.
18. Participated in **One-Day Workshop on Gender, Masculinity and Media** organized by Department of Communication, Madurai Kamaraj University, Madurai, Tamil Nadu on 22nd August 2012.
19. Participated in **Two-Day Hands-on-Workshop on Scriptwriting and Storyboarding** organized by Department of Communication, Madurai Kamaraj University, Madurai, Tamil Nadu on 13th and 14th August 2012.
20. Attended **Mukul Dutta Memorial Workshop on Sports Journalism** organized by Calcutta Sports Journalists’ Club, supported by Aajker Kheladhulo Patrika on 5th December 2011 at Calcutta Sports Journalists’ Club.
21. Attended **Media Workshop** organized by **NDTV-INDIACAN Broadcast Journalism** at NDTV-INDIACAN centre, Kolkata on 26th June, 2011.
22. Attended **FOOTPRINTS 2009, Kolkata Chapter, “Knowledge Event on Media and Communication”** organized by Symbiosis Institute of Media and Communication on 6th November 2009.
23. Participated in a **Media Workshop** organized by the Department of Mass Communication and Journalism, Siliguri College along with American Center, Kolkata at Siliguri College (Darjeeling), West Bengal on 7th and 8th March 2008.

Skills

- Have a passion for writing, creative writing and storyboarding..
- Have received awards for Athletics, Speech and Essay writing at University Competitions.
- Advanced audio editing skills (Adobe Audition, Adobe Soundbooth).
- Worked as a member of the Editorial team for publishing Newsletters in University, College and School.
- 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.
- Husband's Name- S. Balaganapathy
- Gender- Female.
- Nationality - Indian.
- Languages known - English, Hindi and Bengali (Read / Write / Speak).
Nepali, Tamil, Kannada (Can Speak Basics)

Dated:

Dr. Shourini Banerjee