



Name: Aditi Das

Qualification:

M.A. in Journalism And Mass Communication (The University of Calcutta, 2004)

B.Ed (The University of Calcutta, 2009)

Designation : Assistant Professor in Journalism And Mass Communication

Date of joining : 01.07.2010

Courses Taught:

Print Journalism : News, Newspaper Reporting and Editing, Different departments of newspaper, Agencies

Media Management, Public Relation (India)

Press Laws, Ethics

Communication, Mass Communication, Models, Television, Reviews

Practical (Computer): Newspaper Front page make up (Page maker), Writing Display ad copy (Photoshop)

Practical : Editorial writing, Report writing, Feature writing, Film Review and Book Review writing, Writing Classified Ad Copy

Specialization: Sports Journalism (P.G.)

Papers presented:

- i) "Election Exit Poll and Indian Media- An Overview"- A One day UGC sponsored National Level Seminar titled Introspection on Politics, Mass Media and Public Opinion, organised by Department of Journalism and Mass Communication, Gobardanga Hindu College on 21st September, 2016
- ii) " Cultural Myths in Indian Television Advertisements-An Overview"- A One Day National Level Seminar titled Mass Culture and Mass Media – Critical Reflection, organized by Parbo Kagaj on 23rd September, 2016

Publications:

Chapter in a book:

- i. Das Aditi, "In-film Advertising in Recent Popular Bollywood Movies", in *Media Teaching*, ed. Dr. Arnab Kumar Banerjee, Rupali, ISBN : 978-93-81669-84-6, 2016
- ii. Das Aditi, "Feature", in *Sambadpatro Sangbadikata- Tattwo Theke Proyog*, ed. Pallab Mukhopadhyay, Byanjonbarno, ISBN: 978-93-84729-12-7, May 2016
- iii. Das Aditi, "Proof Sangsodhan", in *Sambadpatro Sampadana- Tattwo Theke Proyog*, ed. Pallab Mukhopadhyay, Byanjonbarno, ISBN: 978-93-84729-26-4, April 2016

College posts (last three years):

HOD (2010 onwards)

College committees/ sub-committees (last three years):

2015 & '16:

Member, Academic Sub-committee

Member, Routine Sub-committee

Member, Magazine Sub-committee

Member, Sports Sub-committee

2014:

Member, Academic Sub-committee

Member, Routine Sub-committee

Member, Students' Welfare Sub-committee

Member, Sports Sub-committee

2013:

Member, Academic Sub-committee

Member, Routine Sub-committee

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