

CURRICULUM VITAE

DR. KAUSHIK RAY

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DESIGNATION

Associate Professor of Journalism and Mass Communication, Dum Dum Motijheel College, Kolkata-700074.

ACADEMIC BACKGROUND

- Ph.D. (Journalism), University of Calcutta, 2015.
- M.A. (Journalism and Mass Communication), University of Calcutta.

POSITIONS HELD/ HOLDING

- 2017–Present : Associate Professor, Dum Dum Motijheel College
- 2002–2017 : Assistant Professor, Dum Dum Motijheel College

TEACHING INTEREST

- Advertising, Public Relations, Sports Journalism.

RESEARCH PROFILE

Ph.D. Thesis:

Impact of Television Advertisement in Kolkata.

PUBLICATIONS:

Journal Paper:

1. **Ray, K.:** Role of Advertisement in Promoting Environmental Awareness. *International Journal of Multidisciplinary Approach and Studies*.
2. **Sinha, S.** and Ray, K. (2018). The Role of Rural Communication in Rural Development, *Sanskriti International Multidisciplinary Research Journal*, 4(2): 122-139.
3. **Ray, K.:** Television Advertisement Marketing Strategies. *The Journal of Management and Applied Science*, 4(2).

Book Chapter:

1. **Ray, K.:** Portrayal of Women by Indian Brands. Proceedings of 1st International Conference on Branding and Advertising, pp. 20-29.
2. **Ray, K.:** Sting Journalism. *Science Journalism & media Communication*, pp. 117-120.
3. **Ray, K.:** The Future of Print Media. *A Reader on Print Media in India*, pp. 19-20.
4. **Ray, K.:** Portrayal of Women in Advertisements, *Our Place Our Space Our Case*, pp. 250-262.
5. **Ray, K.:** Journalistic Ethics and Media Action. *Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media*.
6. **Ray, K.:** Combating Environmental Hazards and Disaster: Issues and Approaches. *Hazards of Rat Hole mining in the state of Meghalaya*, UGC-HRDC, University of Calcutta.
7. **Ray, K.:** Media and Social Responsibility-Paid News Syndrome. *Conference Proceedings of National Media Conclave*.
8. **Ray, K.:** Eve Teasing: an Act of Insult and Humiliation. *Gender Perspectives from Global Lens*.

NUMBER OF SEMINAR PRESENTATIONS:

- International: **3**; National: **5**