

CURRICULUM VITAE

SRI. SUBIR SINHA

E-mail ID: subirsinha.2009@gmail.com

DESIGNATION

State Aided College Teacher (SACT) in Journalism and Mass Communication, Dum Dum Motijheel College, Kolkata-700074.

ACADEMIC BACKGROUND

- M.A. (Mass Communication), The University of Burdwan, West Bengal, 2009.
- B.A. (English), Dum Dum Motijheel College (University of Calcutta), West Bengal, 2007.

POSITIONS HELD/ HOLDING

- 2010–Present : State Aided College Teacher in Journalism and Mass Communication, Dum Dum Motijheel College
- 2017–2019 : Guest Lecturer, Department of Journalism, Surendranath College
- 2011–2012 : Guest Lecturer, Department of Journalism, Vijaygarh Jyotish Ray College

TEACHING INTEREST

- Mass Communication, Television, Rural Communication, Development Communication, Radio.

RESEARCH PROFILE

PUBLICATIONS:

Journal Paper:

1. **Sinha. S.** (2021). An Analytical Study of the Roles of Advertising in the Business Organisation, *GBS Impact Journal*, 7(1): 1-3.
2. **Sinha. S.** (2021). An Analytical Portrait of Digital Marketing in India: Sustainability of Business and Commerce during the Pandemic of COVID-19, *GBS Impact Journal*, 7(2): 12-16.
3. **Sinha, S.** (2019). Television and Social Development in India, *International Journal of Research and Analytical Review*, 6(1): 926-931.
4. **Sinha. S.** (2019). Radio Broadcasting in India and its Role in Social Development, *Suraj Punj Journal for Multidisciplinary Research*, 9(4): 334-341.
5. **Sinha, S.** (2019). The Contribution of Mahatma Gandhi in the History of Indian Journalism, *International Journal of Research and Analytical Review*, 6(1): 630-633.
6. **Sinha, S.** (2019). The Significance of Mass Media in Education: A Portrait of Modernisation of Indian Education System, *International Journal of Research and Analytical Review*, 6(1): 244-247.
7. **Sinha. S.** (2019). Mass Media and Indian Society: An Analytical View of its Significance, *SMS Journal of Entrepreneurship & Innovation*, 6(1): 52-60.
8. **Sinha. S.** (2019). Rural Communication: A New way to Rural India, *Suraj Punj Journal for Multidisciplinary Research*, 9(5): 135-144.
9. **Sinha. S.** (2019). The Significance of Mass Media in Education: A Portrait of Modernization of Indian Education System, *International Journal of Research and Analytical Review*, 6(1): 244-247.
10. **Sinha. S.** (2019). Cinema in the Digital age: End of Conventional Single Screen Cinema Hall Exhibition, *International Journal of Research and Analytical Review*, 6(2): 785-790.

11. **Sinha, S.** (2018). The Role of Television in Modern India, *Sanskriti International Multidisciplinary Research Journal*, 4(2): 175-182.
12. **Sinha, S.** and Roy, K. (2018). The Role of Rural Communication in Rural Development, *Sanskriti International Multidisciplinary Research Journal*, 4(2): 122-139.
13. **Sinha, S.** (2018). Significance of Information and Mass Media in Corporate Business, *Journal of Global Information and Business Strategies*, 10(1): 90-94.

Book Chapter:

1. **Sinha. S.** (2022) *An Analytical Study of the Roles of Social Media and the Social Development in India* published in the edited book “*Evolution of Digitized Societies Through Advanced Technologies*” (Edited by Amitava Choudhury, T.P. Singh, Arindam Biswas, Mrinal Anand), *Springer Nature*. Singapore, (Pg-87-100)
2. **Sinha. S.** (2022). “*Indian Television and the Ideologies of Social Development in India*” published in the edited book “*Handbook of Research on Connecting Philosophy, Media and Development in Developing Countries*” (Edited by Desmond Onyemehi Okocha, Melchizedec J.Onobe, Mirian Ngozi Alike) *IGI Global*. United State of America. (Pg- 86-96)
3. **Sinha. S.** (2022). “*Agriculture, Mass media and the Economic Development of India*” published in the edited book “*Impacts of Climate Change and Economic and Health Crises on the Agriculture and Food Sectors*” (Edited by Prof. Vitor Joao Pereira Domingues Martinho), *IGI Global*. United State of America. (Pg 27-37)
4. **Sinha. S.** (2021). “*An Analytical Review of the Role of the Internet in the Indian Education System*” published in the edited book “*Internet of Everything and Big Data*” (Edited by Prof. Dr.Salah-ddine Krit, Prof. Dr. Mohamed Elhoseny, Prof. Dr. Valentina Emilia Balas, Prof. Dr. Rachid Benlamri and Prof. Dr. Marius M. Balas), *Taylor & Francis Group, Imprint- CRC Press*. Boca Raton, London and New York. (Pg 1-8)
5. **Sinha. S.** (2021). “*Orientalism and Hollywood: Reflection of India on Western Cinema*” published in the edited book “*Handbook of Research on Contemporary Approaches to Orientalism in Media and Beyond*” (Edited by Isil Tombul and Prof. Dr. Gulsah Sari), *IGI Global*. United State of America. (Pg 240-250)
6. **Sinha. S.** (2021). “*COVID-19 and the Mass Media: A Scenario of the Pandemic in India*” published in the edited book “*Handbook of Research on Representing Health and Medicine in Modern Media*” (Edited by Prof. Dr. Gulsah Sari) Published by *IGI Global*. United State of America.
7. **Sinha. S.** (2020). “*Contemporary Social Issues of India and the Roles of Mass Media*” published in the edited book “*Contemporary India – A New Perspective*” (Edited by Dr.Meenakshi Bansal), *Walnut Publication*. Bhubaneswar, India. (Pg 338-353)
8. **Sinha. S.** (2020). “*Information and Education in the Age of Internet*” published in the edited book “*Emerging Trends in Library and Information Service in Digital Era*” (Edited by Dr. Bhanu Pratap, Priyanka Neogi and Dr. Rajinder Kumar), *Satish Serial Publishing House*. Azadpur-Delhi, India. (Pg 91-98)
9. **Sinha. S.** (2020). “*Economic Development of India and the Role of Mass Media*” published in the edited book “*Financial Inclusion and Economic Growth*” (Edited by Prof. Dr. Aftab Anwar Shaikh and Prof. Dr. Ana Mateen) Department of Economics (PG &Research Centre), *International Publications*. Kanpur, India.
10. **Sinha. S.** (2020). “*Advertising and its Role in Modern Indian society*” in “*EMERGING INDIA IN 21st CENTURY – with special reference to Society, Economy, Women and Politics*” (Edited by Prof. Dr. Meenakshi Bansal), *Walnut Publication*. Bhubaneswar, India. (Pg 27-35)
11. **Sinha. S.** (2020). “*Mahatma Gandhi and his Newspapers: An Analytical Review of Mahatma Gandhi’s Newspaper*” published in the edited book “*Post Modernism and Literature: Historicity, Textuality and Culture*” (Edited by Dr. Satyawan Mane and Dr. Shivputra Kanade), *Vishwabharati Research Centre*. Latur, Maharashtra, India. (Pg 111-120)
12. **Sinha. S.** (2019). “*Mass Media, Literature and the Reflection of Society*” published in the edited book “*Futuristic Innovative Trends in English Language and Literature: A Global Perspective*” (Edited by Dr. Satyawan Mane and Dr. Shivputra Kanade), *Vishwabharati Research Centre*. Latur, Maharashtra, India. (Pg 280 -292)

13. **Sinha. S.** (2019). The Role of Print Media in Dissemination of Indian English Literature in the Pre Independence-Era, Art and Vision of Indian Masters and Muses: Their Contribution to world Literature (Accepted).
14. **Sinha. S.** (2019). Globalisation and Indian Mass Media: A Portrait of Consequences, Postmodern Perspective in English Language and Literature, Authorpress Publications, New Delhi, pp. 395-407.
15. **Sinha. S.** (2019). Health Awareness and the Role of Media in India, Wellness Education, School of Education, Pondicherry University, 1: 11-14.
16. **Sinha. S.** (2019). The Role of Social Media and the Society of New Generation, Vishwabharati Research Centre, AABS publishing house, 6: 44-52.

NUMBER OF SEMINAR PRESENTATIONS:

17. International: **2**; National: **1**

NUMBER OF WORKSHOP/ CAPACITY BUILDING COURSE PARTICIPATIONS:

18. State Level: **4**; National: **1**