

## **Curriculum Vitae**

**Name:** Mr Somsubhra Gupta

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**Present Position:** Assistant Professor

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**Academic Qualification:**

-MA (Journalism) University of Calcutta, 1990

-BA (Hons) in English, Ashutosh College, Kolkata, 1988

**Other Attainments:**

-SET (West Bengal College Service Commission)

**Member:**

1. Post Graduate Board of Studies in Journalism and Mass Communication

-Rabindra Bharati University

**Research Experience:**

5 PhDs awarded under my supervision-

- Loknatya Bolaner madhyame gyapon o tar prasongikota by Sudipto Pal
- Communication Strategy for Swarnajayanti Gram Swarojgar Yojana: A Study of two blocks of West Bengal by Debjyoti Chanda
- Emerging Trend and Scenario of Indian Online Advertising : A Study of Major Web Portals by Payal Sen Choudhury
- A Comparative Study of National and Regional News Channels : A Probe into Bengali News Channels and its Viewers in West Bengal by Priyam Basu Thakur
- Environmental Communication in India- Creating Content and Evolving Strategies : A Study of Mass Media , Government and Non Government Agencies by Sangita De