

# CURRICULUM VITAE

## DR. PAYAL SEN CHOUDHURY

Date of Birth: 10.09.1979

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### DESIGNATION

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Assistant Professor in Journalism & Mass Communication, Dum Dum Motijheel College, Kolkata-700074.

### ACADEMIC BACKGROUND

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- Ph.D. (Journalism & Mass Communication), Rabindra Bharati University, West Bengal, 2018.
- M.A. (Journalism & Mass Communication), Rabindra Bharati University, West Bengal, 2003.
- B.Com. (Hons), Goenka College of Commerce and Business Administration (University of Calcutta), West Bengal, 2001.

### POSITIONS HELD/ HOLDING

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- 2019–Present: Assistant Professor in Journalism & Mass Communication, Dum Dum Motijheel College
- 2004–2019 : College Appointed Whole-time Teacher, New Alipore College, Kolkata.
- 2012–2013 : Guest Faculty, Department of Media Studies: Film & Television, University of Calcutta
- 2005–2007 : Guest Faculty, Department of Journalism & Mass Communication, Rabindra Bharati University.

### TEACHING INTEREST

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- Print Media, New Media, Advertising and Communication Theory

**Software Skills:** Adobe Photoshop, Quark Xpress

### RESEARCH PROFILE

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**Ph.D. Thesis:**

*Emerging Trend and Scenario of Indian Online Advertising: A Study of Major Web Portals.*

**Supervisor:** Prof. Somsubhra Gupta, Department of Journalism & Mass Communication, Rabindra Bharati University.

### PUBLICATIONS:

**Journal Paper:**

1. **Sen Choudhury P.** (2019). Use of Internet in Everyday Activities in Comparison to Offline Habits with Special Reference to College Students — A Study, *Education, Research & Analysis Journal*.
2. **Sen Choudhury P.** (2018). The Menace of Dowry and Media Awareness: A Study, *International Journal of Research*.
3. **Sen Choudhury P.** (2018). Old Media vs. New Media—Journalism in Transition, *Education, Research & Analysis Journal*.
4. **Sen Choudhury P.** (2018). Effectiveness of Communicating Health Messages through Mass Media: An Analysis, *International Journal of Research*.
5. **Sen Choudhury P.** (2016). A Study of Online Advertising with Special Reference to Advertising in Search Engines and General Portals, *International Journal of Integrated Research and Development*.
6. **Sen Choudhury P.** (2012). ICT enabled Community Development in India, *International Journal of Mass Communication & Journalism*.

7. **Sen Choudhury P.** (2016). Social Media Advertising: The new media in Indian online advertising, *Parbo Kagoj*.
8. **Sen Choudhury P.** (2016). Online Advertising — An Outline, *Parbo Kagoj*.
9. **Sen Choudhury P.** (2012). Internet — A new Platform of Public Opinion, *Jansanchar Vimarsh*.
10. **Sen Choudhury P.** (2011). Media in Development Communication, *Global Media*.

#### **Book Chapter:**

1. **Sen Choudhury P.** (2015). Pulse Polio Campaign in India: A successful Health Communication, *Rupali Publication, Kolkata*.
2. **Sen Choudhury P.** (2012). Development Communication and Satellite Tech. in Education, *Rupali Publication, Kolkata*.

#### **NUMBER OF SEMINAR PRESENTATIONS:**

1. International: **1**; National: **12**; State level: **5**
2. Invited Lectures: **2**
3. Resource person in **4** national level seminars.