



ENLIGHTENMENT TO ERECTION

UNIVERSITY OF NORTH BENGAL

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Raja Rammohunpur, Dist- Darjeeling, West Bengal, Pin-734013, India.

Department of Mass Communication

Print



SUBHRAJYOTI KUNDU

Subhrajyoti Kundu

M.A. (Mass Communication)

Assistant Professor

Members of Learned Societies: Burdwan Chalachitra Charcha Kendra, Siliguri Cine Society



Contact Addresses:

Phone +91-09903657520
Address(office) Department of Mass Communication, University of North Bengal, India 734013.
e-Mail skundu.mc@gmail.com

Subject specialization: Nil

Areas of Research Interest: Development Communication

No. of Ph.D. students: (a) Supervised: Nil (b) Ongoing: Nil.

No. of M.Phil. students: (a) Supervised: Nil (b) Ongoing: Nil.

No. of Publications: (a) Journal(s) : 04 (b) Book Chapter(s) : 01 (c) International Conferences: 04 (d) National Conferences: 02

Achievement & Awards:

- Burdwan University Gold Medal having been placed First in First Class in the M.A. Examination, 2008 in Mass Communication.
- Dasarathi Tah Gold Medal for having secured highest marks in Rural Communication paper in MA Examination, 2008 in Mass Communication, Burdwan University.
- Chittaranjan Sengupta Smiti Puroshkar from Calcutta Journalist Club.
- 1st prize winner in the International Art Exhibit in senior category organized by Christian Children's Fund of Canada.
- 1st Class Senior Diploma in Painting from Bharatia Sangeet O Sanskriti Samsad, West Bengal.
- Certificate of Chitra Bhushan from Pracheen Kala Kendra, Chandigarh.
- 1st prize in Shrutinatak at the Inter College Cultural fest, Samhati, organized by University of Burdwan.
- Certificate of honor in Recitation from Kriya O Yubo Kalyan Bibhag, Govt. of West Bengal.
- Certificate of Social Service from Pratibandhi Kalyan Kendra, Hooghly.

Administrative Experiences:

- Executed the role of Organizing Secretary at 2 days National Seminar on Globalization and Localization in Media – Trends and Prospects organized by Department of Mass Communication University of North Bengal on 26 – 27 March, 2010
- Has been appointed as the Co-ordinator in Mass Communication and Journalism for the Career Oriented Programme (COP) Examination in (a) Certificate, (b) Diploma and (c) Advanced Diploma since 2009 till present date.
- Has been appointed as Member of the Advisory Committee of the Computer Centre, University of North Bengal from 2010 to 2012.
- Has been appointed as the Head Examiner in Mass Communication and Journalism for the B.A. Part III (Hons) Examination since 2010 till present date.
- Has been appointed as the Co-ordinator of Practical Examination in Mass Communication and Journalism for the B.A. Part III (Hons) Examination since 2010 till present date.
- Has been appointed as the Co-ordinator in Mass Communication and Journalism for the B.A. Part I (General) Examination since 2011 till present date.
- Has been appointed as the Chairman, Expert Committee for, Under Graduate Examination, University of North Bengal, since 2012 in Mass Communication and Journalism.

Professional Experiences:

- Lectures, Seminars, Tutorials, Practical, contact hours undertaken as percentage of lectures allocated: Conducts regular theory practical and tutorial classes in the department
- Lectures or other teaching duties in excess of UGC norms: Has been invited as the Guest Faculty to the Department of Library and Information Science, University of North Bengal in January- February 2012. Has conducted 8 classes of 1 hr duration each.
- Examination Duties (Invigilation, question paper setting, evaluation of answer scripts) as per allotment:
 - PG Exams: Mass Communication, Paper setter, Examiner, Scrutinizer, Invigilation, Tabulator, Moderator
 - UG Exams: (Theory and Practical), Journalism and Mass Communication, Part I, Part II, Part III, Moderator, Co-ordinator, Head Examiner
 - COP Examination: Journalism and Mass Communication, Certificate Course, Diploma Course, Advanced Diploma Course Moderator, Chairman
 - External Examiner: Sikkim University, Gour Banga University, Netaji Subhash Open University
 - Other Invigilation: NET, SET, MES, SIB etc competitive exams, PG 2nd and 4th Semester Examination, 2012 for the Constituent Colleges under University of North Bengal
 - Has been appointed as the Judge of the Short Film Festival DEPICTA, Jalpaiguri 2012.
 - Invited as one of the Guest Speakers of North Bengal Book Fair, 2012
 - Has been appointed as the Judge of the Inter-University Art Competition, 2012
 - Has been appointed as the Judge in the Inter-School Debate Competition, held by Dowhill School, Kursiong, 201

Selective List of Publications:

Books Chapters:

1. Paper entitled *The Impact of Internet on Reading Habits of the Net Generation University Post Graduate Students* has been accepted in the proposed edited journal on Mass communication, to be edited by Dr. Buroshiva Dasgupta and Mr. Rajesh Das, yet to be published.

Selected Articles:

2. Paper entitled *The Need of Community Radio among the Major Ethnic Communities of North Bengal* has been accepted for publication in the Departmental Journal ALIS, Vol – II, to be published by the Department of Library and Information Science, University of North Bengal.
3. Paper entitled *Community Radio and Darjeeling District* has been published in Global Media Journal - Indian Edition, University of Calcutta, <http://www.caluniv.ac.in/Global%20mdia%20journal/Commentaries/subhrajyoti%20kundu.pdf>, ISSN 2249-5835, on Summer Issue 2010
4. Paper entitled *Usage of Logo for Corporate Image* has been published in PR Communication Age, Vol. XIII No. 3, ISSN-0972-0650 on June 2010
5. Paper entitled *Democratic Need of Right To Information Act In India* has been published in Global Media Journal - Indian Edition, University of Calcutta, <http://www.caluniv.ac.in/Global%20mdia%20journal/WINTER%202010%20COMMENTARIES/Commentaries%202.pdf>, ISSN 2249-5835, on Winter Issue / December 2010

International Conferences:

6. Participated in Media Consultation & Workshop: Addressing Eradication of Polio organized by UNICEF on March 15-18, 2010
7. Paper accepted for presentation titled *Free flow of Information through Social Media: An Analysis of Inclusiveness* at the Colloquium on Communication to be organized by the Academic Staff College, Jawaharlal Nehru University during October 15-19, 2012.
8. Paper accepted for presentation titled *Social Media Usage, Addiction and Psychological Dependence within Generation Y - A study on Generation Y populace of Siliguri, West Bengal focusing on Facebook usage* at The 2012 Inter-Congress of International Union of Anthropological and Ethnological Sciences (IUAES) on "Children and Youth in a Changing World" held at KIIT University, Bhubaneswar, during November 26-30 2012.
9. Paper accepted and presented titled *Building Bridges among the South Asian Media Associations - The SAFMA Perspective* at the International Conference organised by the Department of Mass Communication, University of Burdwan in collaboration with Maulana Abul Kalam Azad Institute of Asian Studies (MAKAIAS) on 'Contemporary Media Scenario in South Asian Region', (19-20th November, 2014)

National Conferences:

10. Presented a paper titled *Participatory Message Design to Cross the Last Mile* at the National Seminar on Globalization and Localization in Media – Trends and Prospects organized by Department of Mass Communication, University of North Bengal on March 26-27, 2010
11. Presented a paper titled *The Impact of Internet in the Domain of Journalism* at National Seminar on Contemporary Issues and challenges of Modern Management organized Department of Management, University of North Bengal on March 9-10, 2011