



MADHUBANTI MITRA

ASSISTANT PROFESSOR

CONTACT

☎ 7980372836 | 9874388926

✉ madhubanti.mitra7@gmail.com

📍 2/3C, Su Casa Unique.
Elachi, Narendrapur.
Kolkata- 700103

EDUCATION

2020 - 2026

ALIAH UNIVERSITY

Ph D. in Journalism and Mass
Communication

2019

Cleared the UGC NET

2014-2016

UNIVERSITY OF MUMBAI

Masters in Electronic Media
56%

2010-2013

ST. XAVIERS' COLLEGE. KOLKATA

Graduation in Mass Communication
and Videography
65%

2008-2010

**GOKHALE MEMORIAL GIRLS'
SCHOOL**

WBCHSE

82% (Best 5)

1998-2008

**RAMA KRISHNA SARADA MISSION SISTER
NIVEDITA GIRLS' SCHOOL**

WBBSE

80%

PROFILE

I am an educator and researcher by profession and enthusiastic about academics. I want to share my experience and understanding with younger enthusiasts through the teaching-learning process. My PhD thesis explores the politics of representation in television media. My research interests include civil society, protest, television news, identity, representation politics and gender.

WORK EXPERIENCE

ACADEMICS:

Swami Vivekananda University

February, 2026- Present

Assistant Professor

**Maulana Abul Kalam Azad
University of Technology**

May, 2022 - February, 2026

Assistant Professor (on Contract)

St. Xaviers' University

October, 2020 - April,
2022

Full-time Contractual Faculty

iLEAD, Kolkata

July, 2018 - September,
2020

Faculty and Academic Coordinator-
Media Science

WLCI, Kolkata

August, 2017 - April, 2020

Visiting Faculty of Media Science and
Mass Communication

INDUSTRY:

Hoichoi FM

2024- 2025

Freelance Content Developer

**Radio Mirchi, Pastel Entertainments,
Hoichoi FM, The Story Halt**

2024- PRESENT

Voice Over Artist

Web Spiders

2017-18

Content Writer

20:20 MSL

2016

Public Relations Trainee

FACULTY DEVELOPMENT PROGRAMMES

- KISS, Bhubaneswar Alternative Research Methodology 2021
- Vellore Institute of Technology 2021
- IIIT Hyderabad Winter School on Digital Technology and Society 2023

INVITED LECTURES

- Shri Kumarswami Mahavidyalaya, Ausa, Latur, Maharashtra, India. 2021
- Aliah University, West Bengal. 2024

SKILLS

- Writing

Professional digital marketing
content developer since 2013

- Software

Adobe Premier Pro/ FCP (basic),
Photoshop (basic), Adobe Audition
(Mid-level), Canva (advanced)
Website building using WordPress
(basic)

- Camera

Digital still and video capturing
(basics)

- Management skills

Handled students as Batch
Coordinator

Worked as the **Exam Coordinator**
of the department at MAKAUT

Served as the deputy Head of the
Department

- NAAC Documentation

- Research

- Creative Skills

LANGUAGES

- English
- Bengali
- Hindi

PUBLICATIONS

JOURNALS:

1. Mitra, M (2016). *Student Movements of India in Recent Times and the Role of Digital Media in This Context*. Amity Journal of Media & Communications Studies (AJMCS), 5 (3).
2. Mitra, M., & Ghosh, S. (2020). *A Study of Green Marketing in India as a Sustainable Marketing Strategy*. MediaSpace: DME Media Journal of Communication 1 (01), 39-48.
3. Mitra, M (2021). *Media and Intersectionality: A Case Study of Media Representation of Identity Politics in Kashmir*. MediaSpace: DME Media Journal of Communication 2 (01), 42-52.
4. Mitra, A & Mitra, M (2021). *A Real-Time Sentiment Analysis of Media Tourism : Twitter Data 2020*. The Perspective- International Journal of Social Science and Humanities
5. Mitra, M & Banerjee, S (2022). *Representation of Anti-land Acquisition Movement in Bengal Post 2000: A Comparative Study of Mainstream Bengali Television News Media*. Poonam Shodh Rachana 1(07), 1-10.
6. Mitra, M. (2024). *Media Building Opinion during Crisis: Analysing Hindi Media Reports on Migrant Workers during COVID-19*. Scintia, 2, 20-30.
7. Mitra, M et. al. (2025). *Protest Paradigm and Digital Platform: Comparative Analysis of Reporting Dissents on X Accounts of Indian Media*. Sanglap 12(1), 49-69.(UGC-CARE)
8. Mitra, M. (2026). *Protest Paradigm and Carnavalesque Demonstration: A Comparative Analysis of New Media Coverage of Protests against Rape in Lebanon and India*. The IIS University - Journal of Arts. (UGC-CARE)

BOOK CHAPTERS:

1. Mitra, M & Mitra, A (2021). *Meme as a tool for Facilitating Students' Activism in India* in Digital Media Redefining Modes of Political Communication Disinformation, Misinformation and Fake News. Books4Explorers, New Delhi.
2. Mitra, M., Khatun, R., & Reyaz, M. (2023). *Female Politicos in Indian Web Series: The Politics of Portrayal*. Gender and Popular Visual Culture in India: 'Benevolent' Sexism and Disguised Discrimination, 45-56. Taylor & Francis. (Indexed by Scopus)
3. Mitra, M. (2026). *From Protection to Participation: A Systematic Literature Review of the Shift in Media Literacy Theory from Classical to Digital Eras*. Intersection of Media Literacy and Digital Citizenship, 96-110. Swami Vivekananda University Press.

SUPERVISION

Graduation Dissertations

- St. Xavier's University

PG Dissertations

- St. Xavier's University
- Maulana Abul Kalam Azad University
- Swami Vivekananda University

Doctoral Research

- Course work conducted at Swami Vivekananda University

EVENTS

- MANAGEDIA (fest) at iLEAD
- Xavcom (fest) at St. Xavier's University
- Akhayan (film festival), Shabdokalp padrum (audio story making competition), Shobder Ekal o Sekal (Exhibition) and Lecture Series at Maulana Abul Kalam Azad University
- Street Play on Gender Violence as a part of ICC agenda (as a member of the ICC cell of MAKAUT)
- CONCORDIA 3.0 at Swami Vivekananda University

NAAC

- Faced the NAAC peer team at St. Xavier's University in 2021 as a faculty member.
- Faced the NAAC peer team and the official NAAC visit at Maulana Abul Kalam Azad University of Technology in 2023 as a faculty member.
- Faced the NAAC official visit at Aliah University as a doctoral scholar in 2024.
- Faced the NAAC peer team at Swami Vivekananda University in 2021 as a faculty member.

CONFERENCES ATTENDED

International Conference on Media and Communication Studies 2015

Amity University, Jaipur

Paper Name: *Student Movements of India in Recent Times and the Role of Digital Media in This Context*

International Conference on 'Emerging Socio Economic Trends and Business Strategy' 2018

International School of Business & Media (ISB&M), Kolkata

Paper Name: *The Future of Green PR- Green Revolution or Revolutionary Marketing*

Asian Congress for Media & Communication, India Chapter's 2nd International Conference Media & Communication in Sustainable Development 2019

Centre for Journalism and Mass Communication, Visva-Bharati, Santiniketan, India

Paper Name: *Green PR in India: Sustainable Development or A Sustaining Marketing Strategy*

National Conference on Humanity and Social Sciences 2022

Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Government of India in association with Poonam Academic Research Foundation, Allahabad

Paper Name: *Representation of Anti-land Acquisition Movement in Bengal Post 2000: A Comparative Study of Mainstream Bengali Television News Media*

International Conference of Media & Communication (ICMC-I) 2023

School of Media and Communication, Adamas University, Kolkata

Paper Name: *Selection Bias in Indian Media and Manufacturing Public Opinion: Study of Indian Migrant Workers Crisis 2020*

New Media and its Publics in India 2024

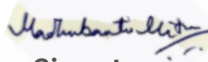
SRM University, AP

Paper Name: *Protest Paradigm and Carnavalesque: A Comparative Analysis of New Media Coverage of Protests against Rape in Lebanon and India*

12th Gender & Women's Studies Conference, Bangkok, Thailand IRCD 2025

Paper Name: *RG Kar Protest: Indian Women Reclaiming the Narrative against Discursive Violence*

Place: Kolkata


Signature