

CURRICULUM VITAE

Dr. Purabi Bhattacharya

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PERSONAL DETAILS

Father's name	:	Mr. Krishna Kamal Bhattacharya
Mother's name	:	Mrs. Snigdha Bhattacharya
Marital status	:	Unmarried
Languages known	:	English, Bengali, and Hindi
Nationality	:	Indian
Residential address	:	Medical More, International Asian Highway-II, P.O. Sushruta nagar, Pin 734012, Darjeeling District, West Bengal, India.

EDUCATION

- Full-Time (regular mode) Ph.D. awarded (the research work and the topic highly appraised) from the Department of Journalism and Mass Communication, Banaras Hindu University (BHU), Varanasi, India.
- UGC-NET (University Grants Commission-National Eligibility Test) in Mass Communication and Journalism (with a 99.7018 percentile) in 2018
- UGC-NET (University Grants Commission-National Eligibility Test) in Mass Communication and Journalism (with a 98.9125 percentile) in 2019.
- WBSET (West Bengal State Eligibility Test) in Mass Communication and Journalism with 62.66% marks.
- Master Degree in Mass Communication with 71.04% of marks and First Class First position from the University of Burdwan, Burdwan, West Bengal, India.
- Bachelor Degree in Mass Communication and Journalism (Honours) with 63% of marks and First Class First position from Siliguri College, under the auspices of North Bengal University.
- Higher Secondary from Royal Academy, CBSE (Central Board of Secondary Education) with First Class First position.

AWARDS/ACADEMIC ACHIEVEMENTS

- Awarded with the **Title** of “**Amul Vidya Bhushan**” for academic performance at the Central Board of Higher Secondary Examination (12th).

- Awarded with the **University Gold Medal** for achieving **First Class First** position in the University of North Bengal's bachelor degree in Mass Communication and Journalism (Hons.) Examination.
- Awarded with the **University Gold Medal** for achieving **First Class First** position in the University of Burdwan's master degree in Mass Communication Examination.
- Awarded with the **Niranjan Sengupta Smriti Award** by the Calcutta Journalist Club in 2014 for achieving the **highest marks** in the subject of Mass Communication from the University of Burdwan at the Master's degree level.
- **Felicitation** was received as a **former student** of the Department of Mass Communication and Journalism and in recognition of services provided as a **Media Educator (teaching faculty)** at Siliguri College.
- Ranked **first** in the Entrance Examination held by the University of Burdwan for admission in the Master's Degree course in Mass Communication.
- Positioned **first** in Ph.D. admission process at the Department of Journalism and Mass Communication, Banaras Hindu University.
- Awarded the "**First Best Paper Award**" at the Three-Day International Seminar on "Changing Trends in Journalism and Mass Communication in the Era of Social Media", organized by the Banaras Hindu University (16th, 17th, and 18th January 2026).

MEMBERSHIP IN PROFESSIONAL BODIES

- International Communication Association (ICA)
- Children, Adolescent, and Media (CAM) division of ICA
- International Association for Media and Communication Research (IAMCR)

RESEARCH HIGHLIGHTS

PUBLICATIONS

- Bhattacharya, P. (2020). A Critical Appraisal of the Initiatives of the Government and Media in the Upliftment of the Adivasis, Dalits, and Minorities in India. *Sodh Drishti*, 11 (2), 83-89. ISSN-0976-6650.
- Bhattacharya, P. (2020). Theorizing Digital Journalism: The Changing Role of Media in the Digital Era. *Journal of Education and Development*, 10 (19), 191-205. ISSN-2248-9703.
- Bhattacharya, P. (2022). A Study on Institutional Communication in Mental Healthcare. *Humanities and Social Science Review*, 9 (2), 81-99. ISSN- 2349-5928.
- Bhattacharya, P. (2023). An Overview of the Process of Communication in Taking Care of Patients with Mental Illness: Family and Community Perspectives. *Amnayiki*, 23 (2), 242-252. ISSN-2277-4270
- Bhattacharya, P. (2023). An Assessment of the Importance of Communication in Mental Healthcare: A Critical Review. *American Journal of Social and Humanitarian Research*, 4 (3), 237-245. ISSN-2690-9626
- Bhattacharya, P. (2023). New Media Usage and Mental Health: A COVID-19 Scenario. *अमृत काल and Changing Media: Resurgence of New Media*, Page no. 202-217, ISBN-978-93-92619-63-2.
- Bhattacharya, P. (2025). Authenticity and Algorithms: Preserving the Human Voice of Print Journalism in the AI Era. *AI and the Future of Print Media: Disruption, Adaptation, and Strategic Transformation*, Lovely Professional University (LPU) Publication House, Phagwara, Punjab-144411. Page no. 69-77. ISBN:978-93-49851-21-4.

PRESENTATIONS

- Presented a research paper in the UGC-sponsored Two-Days International Conference on “Community & Mental Health: Connect, Communicate, and Care,” organized by the Department of Education, Jadavpur University, Kolkata, in collaboration with the Mental Health Foundation, Kolkata, held on 3rd & 4th January 2020.
The title of the research paper is “Mental Health and Media: A Study on Youths in Urban Areas of North Bengal.”
- Presented a research paper in a Two-Days International Seminar on “Developing a Healthy Mind: Role of Society, Culture, and Education,” organized by the Department of Education, Jadavpur University, Kolkata, in collaboration with the Byanjanbarna Foundation, Kolkata, held on May 19 and 20, 2022.
The title of the research paper is “An Appraisal of Communication in Mental Healthcare During COVID-19 Pandemic: Problems, Opportunities, and Perspectives.”
- Presented a research paper in a Two-Days (22-23 March 2023) National Conference on ‘अमृत काल’ and Changing Media: Resurgence of New India, organized by Vivekananda School of Journalism and Mass Communication under Vivekananda Institute of Professional Studies (VIPS) and sponsored by the Indian Council of Social Science Research (ICSSR).
The title of the research paper is “New Media Usage and Mental Health: A COVID-19 Scenario.”
- Presented a research paper in a Three-Days International Seminar (16th, 17th, and 18th January 2026) on “Changing Trends in Journalism and Mass Communication in the Era of Social Media,” organized by the Dept. of Journalism and Mass Communication, Banaras Hindu University, Varanasi.
The title of the paper is “From Margins to Mainstream: Regional and Vernacular Journalism in the Digital Space.”

Her research paper has also been accepted (in her very first attempt) for presentation from India at the prestigious conference of the International Communication Association (**ICA**), held in Denver, Colorado, USA, in June 2025. It is recognized as one of the most globally acclaimed and intellectually influential conferences in the field of Media and Communication studies. The ICA conference brings together highly distinguished scholars, leading and eminent researchers, and world-renowned academicians from across the globe, making it a highly competitive and prestigious platform for scholarly exchange and academic excellence.

KEY RESEARCH AREAS

Health Communication, Development Communication, Public Relations, Social Media, Media Psychology, and Advertising.

PROFESSIONAL PROFILE: WORKING EXPERIENCE

- Currently working as an Assistant Professor in the Dept. of Media Studies, School of Media and Communication, Adamas University, Adamas Knowledge City, Barasat, Kolkata.
- Worked as a Full-Time Teaching Faculty Member at Siliguri College (Dept. of Mass Communication and Journalism) under the University of North Bengal.

- Worked as a Spot Evaluator, Question Paper Setter, Examiner, Invigilator, Board of Study (BOS) member in Mass Communication and Journalism (U.G.) under the 1+1+1 system, Choice Based Credit System (CBCS), UG and PG under NEP 2020.
- Co-SPOC Time Table; Editor of AU Spotlight- monthly newspaper of the School of the Media and Communication; Mentorship (Batch Mentor); and Course Coordinator (both UG & PG).
- Drafted syllabi for PG Core papers, UG Minor, and PG MDE papers.
- Worked as a Faculty Coordinator for Industry Visit, ABP press, Barasat, Kolkata, WB on 13th December, 2025.
- Worked as a dissertation Supervisor for Masters students at Adamas University.
- Worked as a member of the Steering Committee of the Adamas University Model United Nations (AUMUN) event held at Adamas University on 5th and 6th February 2026.
- Served as a Judge for the Open Mic Competition during the Media Fest “Xpressions 3!”, organized by the School of Media and Communication (SOMC), Adamas University, November 4–6, 2025.
- Coordinator for Student Management at the International Kolkata Short Film Festival (IKSFF) held at Adamas University on 20th, 21st, and 22nd January, 2026.
- Served as a member of the Floor Management Committee on Adamas University's Convocation Day, from the School of Media and Communication, held on 11 February 2026.
- Worked as a member of the Press Committee during the 2nd Regional Science and Technology Congress held at Siliguri College on 7th and 8th December, 2017.
- Teaching- students of UG Mass Communication and Journalism (honours), UG & PG in Media Studies, and BSc in Graphics, Animation, and Media Technology.
- Coordinator for Phase-2 Dipanwita Samman 2025, organized by the School of Media and Communication, Adamas University.
- Invigilated many state and central government's competitive examinations as well as internal and external examinations (both theory and practical) of the college and university.

ACADEMIC WORKSHOPS/SEMINARS/OTHER

- Participated in the (offline) workshop for restructuring the Undergraduate (U.G.) syllabus based on CBCS (Choice Based Credit System) for both the Honours and Program Courses in Mass Communication and Journalism held at North Bengal University, Organised by the Council for Under Graduate Studies in Arts, Science, Commerce and Law & Board of Under Graduate Studies, University of North Bengal.
- Participated in the three-days (offline) Practical Training Programme on “Radio Production and Copy Editing” from 25th to 27th June, 2013 organized by the Department of Mass Communication at the University of Burdwan.
- Participated in the Ten-Day Online Research Methodology Course for M.Phil./Ph.D./PDF Scholars in Social Sciences, organized by the Department of Cultural Studies, School of Humanities and Social Sciences, Tezpur University, Tezpur, Assam, India, and sponsored by the Indian Council for Social Science Research (ICSSR), New Delhi, India. **Dates:** May 23 to June 3, 2022.
- Participated in the One-Week Faculty Development Programme (FDP) on “Enhancing Practice-Based Research and Publication Skills in Media, Design, and Innovation,” organized by Sharda School of Media, Film & Entertainment (SSMFE) in collaboration with the Department of Design and Innovation, Jamia Millia Islamia, New Delhi., held from 22nd to 29th December, 2025.

- Participated in the Five Days Certificate Course cum One Day Workshop on Patent, Trademark and Industrial Design, jointly organized by DPIIT IPR Chair, IIT Patna and Incubation Centre, IIT Patna, scheduled from February 23-28, 2026.
Participated in many online webinars, Faculty Development Programmes (FDPs), and workshops on Teaching and Learning through E-Learning Technologies, COVID crisis, Journalism, Mental health, Research Methodology, Health Communication, et cetera, organized by various governmental and private institutions, research organizations such as the Indian Council of Social Science Research (ICSSR), Press Club of Kolkata, Ministry of Education, Government of India, et cetera, and international organizations like World Health Organization (WHO) and The United Nations International Children's Emergency Fund (UNICEF) that vary in duration from one day to ten days.

Number of Seminars / Conferences / Workshops / Certificate Course / Training Programmes attended:

National - 26
International - 6

Research Profiles

Web of Science Researcher ID: PNF-5721-2026

Vidwan ID- 611791 **Profile URL:** <https://vidwan.inflibnet.ac.in/profile/611791>

LinkedIn: www.linkedin.com/in/dr-purabi-bhattacharya-322b20142

ORCID ID- <https://orcid.org/0009-0004-2873-9023>

Google Scholar ID:

https://myaccount.google.com/?hl=en&utm_source=OGB&utm_medium=act&gar=WzI4MV0

Research Gate: https://www.researchgate.net/profile/Purabi-Bhattacharya?ev=hdr_xprf

REFERENCES

- Prof. (Dr.) Sisir Basu
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- Prof. (Dr.). Saswati Gangopadhyay
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Department of Mass Communication,
The University of Burdwan, Burdwan-713104, West Bengal, India
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- Prof. (Dr.) K. V. Nagaraj
Professor of Mass Communication; Former Pro-Vice-Chancellor, Assam University;
Former Professor, Mizoram University.
Former Professor & Head, Department of Mass Communication, Assam University

Former Professor & Chairman, Department of Mass Communication and Journalism,
Mangalore University

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- Dr. Sujit Ghosh
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CAREER OBJECTIVE:

To contribute to teaching and research in Mass Communication, focusing on development, media, and health communication, while fostering critical thinking and socially responsible communication among students.

DECLARATION:

I hereby declare that the above-furnished information is true to my knowledge and reference.
Regards,

Dr. Purabi Bhattacharya.