



**Name:** Dr. Somak Sen

**Designation:** Assistant Professor in Mass Communication

**Qualifications/Academia:** M.A.(English),  
M.A. (Mass Communication),  
Ph.D.

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### **Biographical Sketch**

An academician by profession, Dr. Somak Sen started his career as a reporter and copy editor with a web portal in Gurgaon, Haryana. As a reporter, he covered various breaking issues which include the death of LTTE chief Velupillai Prabhakaran in Sri Lanka, the 26/11 massacre in Mumbai, the 2009 Lok Sabha election from Barrackpore constituency of West Bengal, the upsurge of the Bangladesh Rifles against the Bangladesh Army, and so on.

His passion for academics brought him to the world of academia once he had cleared UGC-NET and subsequently joined Ph.D. He possesses more than 5.5 years of experience in teaching along with 4 years of industrial experience as a reporter, sub-editor and copy-editor. He was awarded the prestigious Ph.D degree from the Guru Nanak Dev University, Amritsar, Punjab in 2017. His Doctoral research focusses on the use of social media by the political leaders and its influences on the voting behaviour of the people of Punjab.

### **Areas of Specialisation and Research**

His areas of specialisation are Development Communication, New Media, Reporting and Editing, Page Designing.

Research interest lies in the field of Development Communication, Social Media, News Framing.

### **Teaching Experience**

- **Jan'18 to May'18** – Head and Assistant Professor at Kanya Maha Vidyalaya, Punjab
- **Mar'17 to Dec'17** – Assistant Professor at Amity University Chhattisgarh, Raipur
- **Jun'15 to Feb'17** – Assistant Professor at St. Francis College for Women, Hyderabad
- **Jan'15 to Apr'15** – Assistant Professor at Lovely Professional University, Punjab
- **Dec'13 to Dec'14** – Assistant Professor at Himgiri Zee University, Dehradun
- **Jul'12 to Nov'13** – Assistant Professor at Lovely Professional University, Punjab

## **Administrative Responsibilities**

- Since December 2021 as Special Officer (Additional Charge) in the Office of the Vice-Chancellor.
- Since July 2022 as Convener – Magazine committee.
- December 2020 to December 2021 as Convener of Consultancy Committee in St. Xavier's University, Kolkata.
- Since 2020 as working committee member of IQAC, St. Xavier's University, Kolkata.
- January 2020 – June 2022 as member of Programme Monitoring Committee in St. Xavier's University, Kolkata.
- 2020-June 22 as member of Sports Committee in St. Xavier's University, Kolkata.
- Since 2019 as member of Board of Research, St. Xavier's University, Kolkata.
- Since 2019 as Teachers' Representative of Alumni Association of St. Xavier's University, Kolkata.
- Since 2019 as member of Journal Committee in St. Xavier's University, Kolkata.
- August 2018 – June 2022 as Professor In Charge of Photography Society namely XPOSURE in St. Xavier's University, Kolkata.
- August 2018 – June 2022 as member of Editorial Board of the Magazine Committee namely Xaveranium in St. Xavier's University, Kolkata.
- Since August 2018 as member of Board of Studies in Department of Mass Communication, St. Xavier's University, Kolkata.
- July 2019 to July 2020 and Jan'22-Jun'22 as Officer In Charge of Examination Cell in St. Xavier's University, Kolkata.
- July 2019 to December 2019 as Professor In Charge of Students Board in St. Xavier's University, Kolkata.
- External question paper setter in 2021 of PG Department of Mass Communication, The University of Burdwan, West Bengal.
- External question paper setter in 2018 and 2019 of UG and PG Departments of Journalism and Mass Communication at Kazi Nazrul University, West Bengal and Gourbanga University, West Bengal.
- Acted as Head of the Department at Kanya Maha Vidyalaya, Jalanhar, Punjab.
- Acted as Hostel Superintendent (Both boys & girls sections) at Himgiri Zee University, Dehradun, Uttarakhand.
- Question paper setter of Guru Nanak Dev University, Amritsar, Punjab & Punjab Technical University, Kapurthala, Punjab.
- Examination scripts evaluator of different colleges affiliated to the Osmania University, Hyderabad, Telangana State.

### Chapter/Article published in Books

- (2022). Sen, Somak. **Analysis of development programmes and role of media in dissemination of message: A study on 2021 Legislative Assembly election in West Bengal.** *Changing landscape of news media and entertainment.* Publisher: Jagran Lakecity University, Bhopal, MP. Lakecity Publishing. Ignited Intellectual Pvt. Ltd. Editor: Dr. J K Panda, Dr. M A Pasha. Pp- 405-416. ISBN 978-93-5628-588-0.
- (2020). Sen Somak, Bhattacharya Manali. **DD Kisan, the Gateway to Agricultural Journalism in India: A Study,** *Agriculture Journalism,* Publisher: IIMC Dhenkanal Monograph 24, Pp – 131 – 142, ISBN: 978-93-5407-890-3
- (2019). Sen, Somak. **Media Society Theories.** *Perspectives on Mass communication Theory.* Ed by Dr. Uma Shankar Pandey. Alpana Enterprise. Kolkata, 1st edition. ISBN No: 978-81-936533-6-4
- (2018). Sen Somak, Bhattacharya Manali. **Role of selected media avenues during emergency: A study on Kerala flood and Bagri market fire-breakout.** St. Xavier's University Kolkata. *Communication for Development.* Publisher: Institute of Media Studies, Utkal University, Bhubaneswar. ISBN: 978 -93- 5321-913-0. Pp- 481-491
- (2018). Sen Somak, Duggal, Kamlesh Singh. **Uses of Facebook by the political party leaders in Punjab Assembly election 2017: A study.** *Mass Media: Current Scenario and Future Trends,* Editor: Dr. Trishu Sharma. Publisher: Nirmal Publications, Delhi – 110094. P- 26-38. ISBN: 978-81-86400-349-4
- (2017). **“Dissemination of sustainable development messages through YouTube”.** Role of media in environment management and conservation ICRMEMC 2017. Pp-71-76. Publisher: Vidit Publishing House, J-147, 2<sup>nd</sup> floor, Vikas Puri, New Delhi – 110018. ISBN: 978-1-947099-49-4
- (2014). **“Social Media and Development: An Analysis,”** Social Media and New Technologies, Edited by Prof. Dr. Ambrish Saxena, Pp. 1-10, Publisher: Kanishka Publishers, Distributors, New Delhi. ISBN: 978-81-8457-588-0
- (2014). **“Women empowerment through films: A comparative study of two Hindi films”**, Where the sky is the limit, Edited by Prof. Dr. Neelam G Tikka, Pp. 51-54. Publisher: CF International, Ahmadabad – 380015. ISBN: 81-86067-19-1
- (2012). **“New Communication Media and the Corruption of Language.”** Television and New Communication Technology, Edited by Prof. Dr. Salima Jan, Ajaz ul Haque, Inam ul Rehman, Pp. 261-264. Publisher: Black Prints, New Delhi – 110002. ISBN: 978-93-82036-62-3
- (2012). **“Child Labour: A Curse to India”**, Child Labour, Edited by Dr. M.D. Allen Selvakumar. Pp. 36-45. Publisher: Global Research Publications, New Delhi – 110002. ISBN: 978-81-89630-69-0

## Article published in Peer-reviewed journals

- (2022). Paul, Sucheta; Sen, Somak; Narayanan, Harini. **Psycho-Social Impact of COVID-19 Pandemic and Lockdown on the Elderly: A Study on Selected Areas in Kolkata.** International Journal for Scientific Research and Development. Vol. 10, Issue 3, May, 2022. Pp-267-273. ISSN – 2321-0613. Impact Factor: 4.396
- (2021). Sen, Somak. **Factors that prevented BJP's chances to win 2021 West Bengal Assembly Election: A study.** International Journal of Multidisciplinary Educational Research. Impact Factor: 7.816 (2021); IC Value:5.16; ISI Value:2.286. Peer Reviewed and Refereed Journal, VOLUME: 10, ISSUE: 9(6), September: 2021. ISSN :2277-7881 Pp- 66-70
- (2021). Sen, Somak. **Media Education in West Bengal.** Communication Today Pp-194-202 Vol.25, No. 1, Jan-Mar 2021, ISSN: 0975-217X
- (2020). Sen, Somak. Bhattacharya, Manali. **WhatsApp as tool of Communication.** Mass Communicator: International Journal of Communication Studies. Pp- 35-37. ISSN 0973 9688. Vol 14 No 2 April June 2020. Impact Factor: SJIF 4.159. Infobase Index: IB Factor 2.2. Jagannath International Management School, Vasant Kunj, New Delhi. ISSN: 0973-967X. Article DOI: 10.5958/0973-967X.2020.00011.3
- (2018). **“Media advocacy through talk shows: A study on NDTV (Hindi) India Prime Time Show”.** International Journal of Communication and Social Research. Vol 4&5. No. 1& 2. Peer reviewed. Pp. 41-53. ISSN: 2319-605X.
- (2017). **“Controversial advertisements in brand development and violation of advertising ethics.”** Global Media Journal. Indian edition, sponsored by University of Calcutta. Winter Summer Issue / Dec 2016 – June 2017, Vol. 7 No. 2 / Vol. 8 No. 1, Pp. 1-12. ISSN – 2249-5835.
- (2017). **“Changing trend of product advertising: A study on Cadbury Dairy Milk.”** Journal of Content, Community & Communication, Vol.5, Year 3. ISSN – 2456-9011
- (2017). **“Celebrity Endorsement Advertising in Sustainable Development: A Study on Swachh Bharat Abhiyan.”** International Journal on Multidisciplinary Educational Research. ISSN: 2277-7881. Impact factor: 2.972
- (2016). **“Reporting of local incidents by a national daily: A study on Hyderabad.”** Online International Interdisciplinary Research Journal, Vol VI / July 2016 Special Issue. Pp.122-136 ISSN: 2249-9598 ISRA:JIF 3.816
- (2016). **“Rural Development Approaches By The Telangana Government: A Study”** South -Asian Journal Of Multidisciplinary Studies, Vol. 3, Issue 5. Pp. 101-112. ISSN: 2349-7858. SJIF -2.246
- (2015). **“A Study on Facebook”**, Communication Today, Vol.17, No. 3, July-Sep 2015,

Pp. 76-90. ISSN: 0975-217X

- (2014). **“Development Communication: Food To Absolute Modernization,”** Global Media Journal, Winter Issue/December 2014/Vol. 5/No. 2. Pp. 1-4. ISSN: 2249 – 5835
- (2014). **“Marxism, Naxalism and Indian films,”** Communication Today, Vol.16, No.1, Jan-Mar’2014. Pp. 100-109. ISSN: 0975-217X
- (2013). **“Science Communication: A Study On The Role Of The Tribune,”** Global Media Journal- Summer Issue / June 2013/ Vol.4/No.1. Pp. 1-9. ISSN: 2249 - 5835
- (2013). **“Public Relations: The Hymn of Effective Business,”** PR Communication Age, Vol XVI, No. 06, Sep-2013, Pp. 9-13. ISSN: 0972 – 0650
- (2013). **“Indian Cinemas – A study on the socialistic approaches of Bollywood and Tollywood films”,** International Journal For Social Development, Vol.1, Oct-Dec, Issue-4, 2013. Pp. 73-96. ISSN: 2320 – 9283