



**Name:** Dr. Somak Sen

**Designation:** Assistant Professor in Mass Communication

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

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### **Biographical Sketch**

An academican 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.

And the 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 Hingiri Zee University, Dehradun
- **Jul'12 to Nov'13** – Assistant Professor at Lovely Professional University, Punjab

## **Administrative Responsibilities**

- 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.

## **Publications**

### **Chapter/Article published in Books**

- (2017). **“Dissemination of sustainable development messages through YouTube”**. Role of media in environment management and conservation ICRMCMC 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

- (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