



Name: Dr. Manali Bhattacharya

Designation: Associate Professor

Qualifications: M.A. Ph D

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Biographical Sketch

Dr. Manali Bhattacharya is an Associate Professor at St. Xavier's University, at the Mass Communication department. A first-class post graduate from Calcutta University, she did her Ph.D from the Burdawan University. She is having 18 years of experience in teaching and mentoring both Under graduate & Post Graduate students. She is also guiding PhD scholars. 2 PhD scholars received their degree under her guidance. She has participated and presented research paper in several National & International Conferences. Some of her research papers were published in reputed research journals.

MOOC Preparation

- Course coordinator and developed SWAYAM MOOC course Topic – Advertising and Media.
- 2021 modules ethnography research and documentary film techniques of ethnographic filmmaking film making SWAYAM
- 2021 module introduction to film as an ethnography and ethnographic research techniques of ethnographic filmmaking film SWAYAM

Areas of Specialisation and Research

Her areas of specialisation are Mass Communication Theory, Marketing Communication, Integrated marketing communication, Advertising, Public Relations, Research Methodology. Her research interest lies on the field of Mass communication theory, Advertising, Consumer Behaviour, Brand Management.

Teaching Experience

She is having 18 years of teaching experiences. She is mentoring both Under Graduate and Post Graduate students. She is also guiding PhD scholars. 2 of her scholars already received their degrees.

Administrative Responsibility

- HOD of the mass communication department, St. Xavier's University till June 2022.
- Working as a PG coordinator till date.
- Prof in charge of Centre for global network and initiatives till date.
- Prof in charge of University Students' Board from 2022-2024.
- Convener of the syllabus committee for BA mass communication, St. Xavier's University.
- Convener of the syllabus committee for MA mass communication, St. Xavier's University.
- Convener of the University Magazine committee for St. Xavier's University 2017-2021.
- Member of DRC of PhD for mass communication department.
- Chairperson of the Board of Studies till 2022.
- Convener of the University Convocation committee from 2023-2025.

Publications

Research Publications:

- 2009, CELEBRITY ENDORSED REALITY TV SHOWS: A NEW MARKETING TOOL AT ICAI ADVERTISING JOURNAL. ISBN: A100002346.
- 2010, 'MILES TO GO: EFFECTIVENESS OF RTI' Manali Bhattacharya et al, at Global Media Journal. ISSN no: 2249-5835
- 2015, 'IMPACT OF CELEBRITY ENDORSEMENT ON THE CONSUMPTION BEHAVIOR OF INDIAN CHILDREN', Manali Bhattacharya et al, at Global Journal of Management and Business Studies. ISSN 2248-9878
- 2015, 'PORTRAYAL OF WOMEN IN ADVERTISING: AN INDIAN PERSPECTIVE', Manali Bhattacharya et al, at South Asian Academic Research Journal. ISSN: 2249-7137.
- 2020, "In film Brand placement: A successful strategy for brand promotion", Manali Bhattacharya, Global Media Journal (MAHE), 2249-5835. (UGC CARE)
- 2020, "whatsapp as a communication tool", Dr. Manali Bhattacharya and Dr. Somak Sen, Mass Communicator: International Journal of Communication Studies, 0973-9688.
- 2020, "New age education: combination of online and offline mode" article published in ABP education portal.
- 2021, "COVID-19 Pandemic impels surge in MOOC learning and the New Normal: A Literature Review" research article published in IJIRT | Volume 7 Issue 10 | ISSN: 2349-6002. (UGC CARE).

- 2020, "Stingless Honey a Sustainable economy in Nagaland", International Research Journal on Advanced Science Hub, August 2020. 2582-4376
- 2023, "Is limited reach, the challenge on the publicity of SWAYAM MOOC: a review, Moa sunep Kichu and Dr. Manali Bhattacharya, Communication Today, ISSN:m0975-217X. (UGC CARE)
- 2023, "Effect of healthcare Brand Advertising: A study on Millennium", Jyoti Dutta and Dr. Manali Bhattacharya, International Journal of scientific research in modern sciences and technology, ISSN: 2583-7605, vol2\ Issue 8\ August 2023.

Chapters published in Books:

- 2017, Research Paper published on a book by RKSMVV. Topic: "Women empowerment a myth in the age of information, communication and technology", Manali Bhattacharya et al. ISBN - 978-81-8206-073-9 PP - 231-240
- 2018: "Role of selected media avenues during emergency: A study on Kerala flood & Bagri market fire break out", Manali Bhattacharya et al, at communication for development. ISBN no. 978-93-5321-913-0.
- 2019, "Agenda setting theory", at Mass Communication theory, ISBN: 978-81-936533-6-4.
- 2019, "Portrayal of women in Audio visual media", book name, Media, Democracy, Development, ISBN: 978-81-8198-493-7.
- 2020, "DD Kisan, the gateway to agricultural journalism in India: A study", Dr. Somak Sen, Dr. Manali Bhattacharya, Agriculture Journalism, IIMC Dhenkanal, Odisha, ISBN:978-93-5407-890-3. 131-143 pp
- 2022, "Impact of social media influencer on brand awareness: A study on college students of Kolkata", Jyoti Dutta and Dr. Manali Bhattacharya, Media and culture, ISBN: 978-5768-190-2.
- 2022, "Representation of gender identities in the contemporary bollywood films: A content analysis of the films Badhaai do(2022) and subh mangal zyada saavdhan (2020)", Susmita Saha and Dr. Manali Bhattacharya, Media and culture, ISBN: 978-5768-190-2.
- 2022, "Developing responsible audience for social media: A challenge for both industry and academia", Development Journalism, Press club kolkata with support from UNICEF, ISBN: 978-93-92092-03-9.
- 2024: "Misrepresentation and under representation of LGBTQIA+ community in contemporary commercial Hindi cinema: an analysis of the film Chandigarh kare Aashiqui (2021)" Susmita Saha and Dr. Manali Bhattacharya, Media Culture and Society, 1st Edition by Penprints, ISBN: 978-81-975894-8-5.
- 2025: 'Social media and political propaganda', Dr. Manali Bhattacharya, Media in the changing times, Centre for media research and development studies, 978-81 980124 0-1.