



Name: Tanmay Samanta

Designation: Graphic Design Instructor

Qualifications: M.A. (Journalism and Mass Communication), M.A. (Bengali Literature),

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Biographical Sketch

With two post-graduate degrees (Journalism & Mass Communication and Bengali), Tanmay Samanta presently is associated with the Department of Mass Communication at St. Xavier's University, Kolkata as Graphic Design Instructor. Currently, he is pursuing Ph.D. from Parul University, Gujarat. He possesses 15 years of work experience (10 years in the Media Industry and 5 years in academics). A writer, blogger, and digital content creator; Tanmay is the founder and editor of Newsoffbeat, a Bengali news portal. He received the best paper presentation award at the Second Global summit on Education in 2019 (GSE).

Ha has completed a Film appreciation course from Chalachitra Sataborsho Bhaban, Govt. of West Bengal, one-year certificate course in Media Studies from the National Institute of Film and Television (NIFT), and Diploma in Computer Application from Sterlite Training Institute.

He has also completed a specialization course in Photography from Michigan State University, East Lansing, Michigan; a specialization course in Search Engine Optimization (SEO) from The University of California, Davis (UC Davis), California; and a specialization course in Graphic Design from California Institute of the Arts in Santa Clarita, California.

Areas of Specialisation and Research

His areas of interest are Graphic Design, UX & UI Design, Modern design concepts, Photography & Editing, Print Media, New age education, Social & Digital Media, and Colour Theory. His Ph.D. thesis is related to Film colour.

Teaching Experience

Nov'2017 to Aug'2022 as Technical Faculty with Adamas University, Kolkata.

Publications

Chapter/Article published in Books

- (2022) **“Data Visualization in Data Journalism: A Case Study on Implications and Effectiveness”** (Tanmay Samanta, Sayak Pal & Swati Agarwal) in book titled ‘Development Journalism: Issues, Challenges and Directions’ Edited by Snehasis Sur and Dr. Uma Shankar Pandey. Press Club, Kolkata, Pp 236-249, ISBN: 978-93-92092-03-9
- (2022) **“The Socio, Economic and Psychological Impact of Online Learning in Rural Areas of Bengal”** (Tanmay Samanta) in book titled ‘Media, Society & Development’ Edited by Dr. Jayant Kumar Panda & Dr. Ram Awtar Yadav. Lakecity Publishing, Pp. 207-218, ISBN: 978-93-5628-587-3
- (2022) **“Poribortoner Potobhumite News Desk”** (Revolutionary changes of News desk) (Tanmay Samanta) in book titled ‘Dristikon: Sambadik O Sambadikota’ (Perspective: Journalist and Journalism), Edited by Prankrishna Ghosh and Jayati Kumar. Barnik Publications, Pp 47-53, ISBN: 978-93-92315-61-9