



Name: Dr. Sushmita Pandit

Designation: Assistant Professor

Qualifications: PhD, M.A, PG Diploma in Digital Humanities and Cultural Informatics

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Biographical Sketch

Dr. Sushmita Pandit is an Assistant Professor at Department of Mass Communication, St. Xavier's University, Kolkata. She has 16 years (approximately) of full-time academic experience. She holds a PhD from Jadavpur University and is UGC-NET qualified in Journalism & Mass Communication. Her academic credentials include two first-class-first postgraduate degrees: an M.A. in Mass Communication & Videography (Gold Medallist) from Rabindra Bharati University and a Post Graduate Diploma in Digital Humanities and Cultural Informatics from Jadavpur University (Ranked 1st). Parallel to her academic career, she has over 18 years of professional media industry experience as a Radio Presenter for All India Radio (presenting over 500 live shows) and as a Programming Manager for an online radio station. She is an active researcher with publications in journals and as book chapters and conference presentations in media, communication, television studies, and digital culture.

Areas of Specialisation and Research

- Television & Platform Studies: Digitalization of television, OTT services, streaming platform content, and non-Western television historiography.
- Digital Media, AI & Policy: Generative AI and aesthetics, AI policy, digital divides, social media, online advertising, and digital humanities.
- Media Policy & Political Economy: Implementation of digital broadcasting systems (e.g., DAS), media regulation, and the political economy of communication.
- Journalism & Alternative Media: Community radio, alternative media ecosystems, media monitoring, and journalism practices.
- Cultural & Representation Studies: Representation of gender, caste, diaspora, and minority communities in film/TV; political animation; gender in media.
- Media Education & Literacy: Media education futures, digital literacy, and pedagogical use of film and media.

Teaching Experience

- Assistant Professor, Department of Mass Communication, St. Xavier's University, Kolkata | January 2026 – Present
- Associate Professor, Amity School of Communication, Amity University Kolkata | February 2025 – December 2025
- Assistant Professor & Batch Coordinator, Department of Media Science, Future Business School (MAKAUT) | July 2015 – February 2025
- Visiting Faculty, Swami Vivekananda Institute of Modern Science | September 2014 – August 2015
- Assistant Professor (Full-Time), Department of Media Science, ILEAD | March 2012 – September 2014
- Lecturer (Full-Time), Department of Media Science, Pallan School of International Studies (WBUT) | September 2009 – February 2012
- Visiting Faculty, Institute of Mass Communication Film & Television Studies (University of Kalyani) | March 2011 – 2012

Administrative Responsibility

- Chaired a session on “Ethics, Equity, and Adaptability in AI-Supported Learning” for International Conference on Society, Culture and Technology (ICSCT), University of Calgary, Erasmus University, Rotterdam, and Bennett University, Online, 12th, 13th, and 14th June, 2025
- Chaired a session for the first Gender and Communication Conference (GaCC) organized by the School of Mass Communication, KIIT University, Bhubaneswar on the 7th and 8th of March 2025
- Batch Coordinator, Future Business School (2015-2025)
- Managing Editor of the student newsletter FutureXpress (online & print).
- Project/Video Content Coordinator for institutional projects (Future of the Past, Obhijatra).
- Supervised student blogs, lab papers (Leading Express), and departmental newsletters (Reflections).
- Organized Faculty Development Programs (FDP), media seminars, film festivals, and workshops.
- Coordinator for the media theme of the International Conference “Managing Change, Creativity And Innovation In A Dynamic Environment” (2017).
- Coordinator for the MOOC course “Communication, Media and Society” on the SWAYAM Platform (MHRD, 2018).
- Training & Placement Coordinator, Pailan School of International Studies (PSIS) (2009-2012)
- Conceptualized and coordinated an online event on “The role of Digital Platforms” for the Global Media Education Council’s (GMEC) Global Media Education Conclave (GCEC) on 11 March 2022.
- Served as External Examiner, Judge, and Dissertation Supervisor for multiple universities and schools.
- Secretary of Bichitra Pathshala, an organization integrating cinema into classroom learning | 2022 – Present
- Anchor & Coordinator for annual lectures, film festivals, and workshops for Bichitra Pathshala.
- Prepared and wrote the brochure for the first Indo-French Film Festival, organized jointly by Alliance française du Bengale and ILead. (15-30 December, 2012)

Publications

Chapter/Article published in Books:

- 2024. **Online Advertising: Emergence and Trends** in P. Jain (Ed.) Online Brand Management. (pp.151-167). **IGNOU: New Delhi**. [<https://egyankosh.ac.in//handle/123456789/108071>]
- 2022. **Reconsidering media education in light of the digital divide in India during the time of pandemic** in Y. Friesem, U. Raman, I.Kanižaj, G. Y. Choi (Ed.) The Routledge Handbook on Media Education Futures Post Pandemic. (pp. 46-57). **UK: Routledge**.
- 2021. **Advertising in the Time of Pandemic: A Study of Print Advertisements during COVID 19 Crisis in India** in D. Tripathi(Ed.) Rethinking Media and Socio-Cultural Change: India and the Globe in Times of Pandemic.(pp. 127-141). **London: HP Hamilton Limited**. [ISBN: 978-1913936204]

- 2021. **Turkish Television Series in India: Tracing the Alternative Circuits of Transnational Media Flow** in O. Arda, P. Aslan and C.Mujica (Ed.) Transnationalization of Turkish Television Series.(pp. 42-53). **Istanbul: Istanbul University Press.** (Co-Authored) [DOI : 10.26650/B/SS18.2021.004.003]
- 2021. **Caste, Class and the Market: Representation of Caste in Hindi Television Serials.** in B. Das and D. Majhi (Ed.) Caste, Communication and Culture. (pp. 183-195). **New Delhi: SAGE Publication.** [ISBN:9789391370824]
- 2020. **Mapping the Mechanics of Truth: Fake News and Suburban Young Adult News Consumers in India** in T. E. Filibeli [Ed.]. Information Nightmare: Fake News, Manipulation and Post-Truth Politics in the Digital Age (pp. 125-138). **New York: Peter Lang Publishing.** [ISBN:978-3-631-81221-1] [DOI:10.3726/b17038]
- 2019. **Political Economy of Communication.** in U.S. Pandey [Ed.]. Perspectives on Mass Communication Theories (pp. 66- 73). **Kolkata: Alpana Enterprise.** [ISBN: 978-8193653364]
- 2012. **Social Media, Urban Women’s Movement and the Neoliberal Public Sphere in India.** in N. Bagchi (Ed.) Metaphorical Visibility: An Indian Perspective (pp. 107-114). **Kolkata: Ekush Satak.** [ISBN: 978-81-923688-9-4].

Article published in Peer-reviewed journals

- 2024. **Laughing at Power: Humour and Subversion in Indian Political Animation.** Inclusive, Vol. 2 (25), 983-997. [ISSN 2278- 9758] [<https://inclusivejournal.in/current-issue-5/>]
- 2021. **Freedom, Distribution and Work from Home: Rereading Engels in the Time of the COVID-19- Pandemic.** tripleC, Vol. 19 (1), 140-153. (Co-authored) [ISSN 1726-670X (Online) [<https://doi.org/10.31269/triplec.v19i1.1225>]
- 2019. **Is community radio an alternative media?: An ethnographic study of audience participation in RadioJU.** Media Asia, Vol.45(2), 1-13. [London: Routledge, ISSN: 0129-6612 (Print) 2377-6277 (Online)]. (Co-authored) [<https://doi.org/10.1080/01296612.2019.1649105>]
- 2019. **Public policy and the digital deadline: The implementation of the Digital Addressable System (DAS) in West Bengal.** Journal of Digital Media & Policy, Vol.10 (2), 217-228. [ISSN 2516-3523 (Print); ISSN 2516-3531 (Online)]. [https://doi.org/10.1386/jdmp.10.2.217_1]
- 2017. **Coverage of the Surgical Strike on Television News in India.** Journalism Practice, Vol.12(2), 162-176. [London: Routledge, ISSN: 1751-2786 (Print) 1751-2794 (Online). (Co-authored) [<https://doi.org/10.1080/17512786.2017.1397529>]
- 2011. **Ideological network apparatus: media and the Indian public sphere.** Global Media Journal, Vol.2 No.1 (Summer Issue), 2011. [ISSN 2249-5835] [<https://shorturl.at/qNOAw>]
- 2011. **Zoozoo vs. Celebrity: Subjectivity, Desire and the Indian Consumer.** Gyanpratha: Accman Journal of Management, Vol.3 Issue 2, 2011. pp. 92-98. [ISSN:0976-9471]
- 2023. **Book Review of Why stories work: The evolutionary and cognitive roots of the power of narrative** Journal of Comparative Literature and Aesthetics, Vol. 46 (2), 166-169.[ISSN: 0252-8169] (Online) [https://jcla.in/wp-content/uploads/2023/07/JCLA-46.2_Summer-2023_Sushmita-Pandit.pdf]
- 2021. **Mapping the digital playground: Review of Gaming culture(s) in India,** Media Asia, Vol. 48 (3), 234-236. [ISSN 1726-670X] (Online) [<https://doi.org/10.1080/01296612.2021.1916187>]

Journalistic Articles

- 2017. "Classroom Technology Triggers". *Imagine* Vol.3 No. 2, pp. 27.
- 2017. "Digital Humanities: The Path Ahead". *Teacher Plus*, Vol.15 No. 5, pp. 82-85. [ISSN: 0973-778]
- 2015. Film Review: "Not a Dirty Film: Desire, Betrayal and Facebook". *BanglaMovies.in*.
- 2015. Film Review: "Jogajog: Mending the Broken Strings of Relationship". *BanglaMovies.in*.
- 2015. Film Review: "Belasheshe: Reviving Lost Love at the Twilight of Life". *BanglaMovies.in*.
- 2012. "State Bank of India Archives and Museum". *Kolkata 360*, Issue.1. pp. 40-47.
- 2012. "The Romance of Kolkata Streets". *Kolkata 360*, Issue.1. pp. 56-61.
- 2012. "Flurys: Bon Appetite Forever". *Kolkata 360*, Issue.1. pp. 74-77.

Recorded Lectures (MOOC) and SLM Prepared

- 2023. Prepared the module on Development Communication (Unit I-IV) in Bengali language for the post graduate course on Journalism and Mass communication, Netaji Subhas Open University (NSOU),
- 2022. Transcribed the Hindi language modules "Radio Varta" and "Radio Rupak" for the MOOC course titled "Drishya Shravya Madhyam Lekhan" offered in SWAYAM platform by Dr. Ravi Suryavanshi.
- 2022. Prepared two modules "Reporting Types and Techniques" and "Newsgathering and Reporting: Types and Techniques" for the SWAYAM course on Reporting and Anchoring offered by Ms. Parmita Dhar.
- 2020. Prepared the module on History of Press in India (Unit I-IV) in Bengali language for the post graduate course on Journalism and Mass communication, Netaji Subhas Open University (NSOU).
- 2019. Prepared a module on Media, Language and Popular Culture for the MOOC course on Society and Media for the SWAYAM Platform (MHRD) offered by Dr. Durgesh Tripathi.
- 2018. Coordinator of MOOC course on Communication, Media and Society: Key Theoretical Concepts on SWAYAM Platform (MHRD)
- 2018. Prepared a module on Community Media and Voluntary Labour for E-PG Pathshala Programme (Media and Communication Studies, Centre for Culture Media and Governance, Jamia Millia Islamia University).
- 2017. Cultural theory and its application part 1 Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2017. Cultural theory and its application part 2. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2016. Quantitative Research in Media. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2016. Selective Processes in Mass Communication. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2016. Individual Differences Theory. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.

- 2016. Uses and Gratification Theory. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2016. Play theory in Communication. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2015. History of All India Radio before Independence. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2015. History of All India Radio after Independence. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2015. Shannon and Weaver's Model. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2014. Making Meaning: Denotation and Connotation. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2014. Aristotle and Persuasive Communication. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2014. Impact of Mass Communication. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2013. Barriers of Communication. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.
- 2013. Development of Mass Communication. Lecture recorded at the Educational Multimedia Research Centre, Kolkata, India.