



Dr Mausumi Bhattacharyya

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Address: ,West Bengal,India - 731235

Expertise

Communication

New Media, Science Communication, Audience Research, Gender Studies, Convergent Journalism, Public Relations, Film Studies, Media Education and Mobile Communication

Work experience

1. Visva-Bharati University 2013 — Present

Associate Professor
Birbhum

2. Visva-Bharati University 2013 — 2016

Associate Professor and Head
Birbhum

3. Visva-Bharati University 2006 — 2013

Assistant Professor
Birbhum

4. Visva-Bharati University 2004 — 2005

Lecturer
Birbhum

5. Visva-Bharati University 2000 — 2004

Faculty
Birbhum

Education

1. PhD - 2012

Calcutta University

2. MA - 1996

Calcutta University

Honours and Awards

1. Post Doctoral Research Fellowship - 2016

Indian Council for Social Science Research, New Delhi

2. Studies in US Institutes (SUSI) Scholars in Journalism and Media Programme - 2016

Department of States, USA Government

3. Post Doctoral Research Grant - 2015

Fokus, Norway and the International Association of Women in Radio and Television (IAWRT)

Research Project

The Room Where It Happens

Role: Mentor and Communication Coordinator - India

Year 2021, Amount 10000 USD

International Learning Project for Shaping Globalization

Role: Participant from India

Year 2010, Amount Entire expenses born

Publication

1. **International Media and Covid 19 - Challenges for Journalists and Educators**

Mausumi Bhattacharyya and Jatin Srivastava jointly compiled the three part web symposium event report
Event report on International Media and Covid 19 - Challenges for Journalists and Educators, Volume ,
Year 2021, Pages

2. **Social Media Consumption Amidst Covid19: Perspective for Users' Discretion**

Mausumi Bhattacharyya
MEDIA IN THE TIME OF COVID-19, Volume ISBN 978-5407-738-8 June 2020, Year 2020, Pages

3. **Safety and Security of Journalists in India: Need for Comprehensive Protective Regulations**

Mausumi Bhattacharyya
Handbook of Research on Discrimination, Gender Disparity, and Safety Risks in Journalism, Volume First
Edition, Year 2020, Pages

4. **Mobile Telephone Interactions and Perspectives in the Health Sector of Rural Bengal of India**

Mausumi Bhattacharyya, Arpita Saha
The Journal of Development Communication, Volume Volume 31(2), Year 2020, Pages

5. **Bromance in Bollywood: Is it dismantling homophobia and homophobia?**

Mausumi Bhattacharyya
The Global Media Journal, Indian Edition, Volume Volume 12 - 1, ISSN 2249-5835, Year 2020, Pages

6. **Growth of OTT in India: The Covid Factor**

Mausumi Bhattacharyya
E-CineIndia Journal, Volume April-June 2020 Issue, ISSN 2582-2500, Year 2020, Pages

7. **Gender, Society and Development**

Mausumi Bhattacharyya
Media, Gender and Society, Volume Society and Media programme for MOOC in SWAYAM, Year 2019,
Pages

8. **Media and Gender Representation**

Mausumi Bhattacharyya
Media Gender and Society, Volume Society and Media programme for MOOC in SWAYAM, Year 2019,
Pages

9. **Feminist Theory and Media**

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at
SWAYAM Platform, Volume Media and Communication Studies for the ePG Pathshala at SWAYAM
Platform, Year 2017, Pages

10. **Changing Forms of Gender Stereotypes**

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Year 2017, Pages

11. Media, Women and Environment

Mausumi Bhattacharyya, Shabarni Basu
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Year 2017, Pages

12. Social Media - A New Platform for Women's Participation

Mausumi Bhattacharyya, Shabarni Basu
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Year 2017, Pages

13. Consumption of Technology and Lifestyle Choices

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Year 2017, Pages

14. Mapping the Portrayal of Women with Disabilities on Social Media Platform with special reference to Facebook

Mausumi Bhattacharyya, Esha Chakraborty
Perception and Portrayal of Women with Disabilities: Remapping Their Identity, Volume ISBN 978-93-86722-76-8, Year 2017, Pages

15. Image, Inequality and Media

Mausumi Bhattacharyya, Arpita Saha
Gender, Media, Society paper under Media and Communication Studies for the e-PG Pathshala , Volume Media and Communication Studies for the e-PG Pathshala , Year 2017, Pages

16. Gender Segregation in Media

Mausumi Bhattacharyya, Arpita Saha
Gender Media Society paper under Media and Communication Studies for the e-PG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the e-PG Pathshala at SWAYAM Platform, Year 2017, Pages

17. Gender, Advertisement and Media

Mausumi Bhattacharyya, Arpita Saha
Gender Media Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Year 2017, Pages

18. Gender Portrayal in Traditional Media

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender Media Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Year

19. **Advertising and Gender Portrayal**

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform, Volume Media and Communication Studies for the e-PG Pathshala at SWAYAM Platform, Year 2017, Pages

20. **Film and Gender Stereotypes**

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Year 2017, Pages

21. **Gender Portrayal in Contemporary Media**

Mausumi Bhattacharyya, Utsav Chatterjee
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Volume Media and Communication Studies for the e-PG Pathshala at SWAYAM Platform , Year 2017, Pages

22. **Gender Portrayal in Social Media**

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Year 2017, Pages

23. **Queer Identity and Indian Films**

Mausumi Bhattacharyya, Debastuti Dasgupta
Gender, Media, Society paper under Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Volume Media and Communication Studies for the ePG Pathshala at SWAYAM Platform , Year 2017, Pages

24. **A study on people's concerns on social media analysis for online audience identification and its impact on new media advertising**

Mausumi Bhattacharyya, Utsav Chatterjee
Amity Journal of Media and Communication Studies, Volume Volume I Issue 6, Year 2016, Pages 124-130

25. **ENGAGING SOCIAL MEDIA IN HEALTH COMMUNICATION-SCOPE AND CHALLENGES OF THE 21ST CENTURY**

Mausumi Bhattacharyya, Priyanka Roy
JOURNAL OF CONTENT, COMMUNITY & COMMUNICATION, Volume , Year 2016, Pages

26. **Branding cartoon channels through the social media: A study on their usage**

Mausumi Bhattacharyya, Mou Mukherjee Das
New Media -Issues, Challenges, and Prospects, Volume ISBN 978-81-925001-8-8, Year 2016, Pages

27. **Fan Page Culture in Facebook - A study on three popular facebook fanpages of Bengali director/actors'**

Mausumi Bhattacharyya, Debastuti Dasgupta

New Media -Issues, Challenges, and Prospects, Volume ISBN 978-81-925001-8-8, Year 2016, Pages

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