



JYOTI DUTTA

RESEARCH SCHOLAR
& STATE AIDED
COLLEGE TEACHER

CONTACT

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Lane, Ahana Apartment- 4A,
Howrah- 71103

EDUCATION

Ph.D Pursuing from St.
Xavier's University Kolkata.
2021

Masters in Mass
Communication, Burdwan
University, 2014

B.A in Journalism & Mass
Communication, Calcutta
University, 2011

SKILLS

- Creativity
- Communication
- Teamwork
- Meeting deadlines
- Friendly
- Critical thinking
- Resilience

ABOUT ME

I am a hard working, honest individual. I am a good timekeeper, always willing to learn new skills. I am friendly, helpful and polite, have a good sense of humour. I am able to work independently in busy environments and also within a team setting. I am outgoing and tactful, and able to listen effectively when solving problems

EXPERIENCE

STATE AIDED COLLEGE TEACHER

KIDDERPORE COLLEGE

SEPT2016 -

- DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ONKAR BANGLA - JOURNALIST (JULY 2015- JAN - 2016)

INTERNSHIP - 24 GHANTA - (AUG 2011- OCT 2011)

- DESK PERSON
- COPY WRITER

LANGUAGE

ENGLISH

BENGALI

HINDI

PUBLICATIONS

2022

- **Ebong Prantik A Peer-Reviewed Multi-Disciplinary Academic Journal SJIF Approved**

Impact Factor: 7.16 Vol. 10th Issue 20th, May., 2022

Paper: Using Health Communication in Advertising as a mean of Brand Image.

- **6th National Media Conclave 2022 Media & Culture 2022 ISBN: 978-93-5768-190-2**

Chapter: Impact of Social Media Influencer on Brand Awareness: A Study on College Students of Kolkata.

- **Development Journalism: Issue, Challenges and Directions 2022 ISBN: 978-93-92092-03-9**

Chapter: MOJO and Rise of Mobile News: A Study on the Effect of News Alerts among Gen-Z.

2023

- **Dynamism of Democratic Development Contemporary Concerns and Gandhian Roadmap ISBN 978-93-92516-69-6 Paper: A New Brand Positioning Strategy in India: Health Communication Through Advertising.**

- **Communications In Humanities and Social Science e-ISSN 2807-5390 international open-access journal Paper: Impact of Social Media Influencer on Brand Awareness: A study on College Students of Kolkata. International Journal of Scientific Research in Modern Science and Technology ISSN: 2583-7605 (Online) Vol.2 Issue 8 August 2023**

- **Paper: Effect of Healthcare Brand Advertising: A Study on Millenium. Omniscient- An International Multidisciplinary Peer Reviewed Journal EISSN: 2583-7575 Paper: Usage of You Tube as an Educational Tool: A Study on College Students of Kolkata.**

- **New Media Landscape and Dimensions: An Indian Perspective First Edition ISBN 978-81-963402-1-6 Chapter: Health Communication through Social Media Advertising: A Study on the Effect of Health Messages among Gen-Z.**

2024

- **Bridging Identities National Integration through Cultural Exchange, March 2024 ISBN 978-93-89490-89-3 Chapter: Social Media as Catalyst for Preserving Local Culture: A study on Nagaland's Hornbill festival**