

CURRICULAM VITAE



- 1.Name : LORD DATTA
- 2.Father's name : Kalyan Datta
- 3.Present address : Vill.+P.O.-Hatgobindapur, Dist.-East Burdwan,
Pin-713407
- 4.Permanent address : Vill.+P.O.-Hatgobindapur, Dist.-East Burdwan, Pin-713407
- 5.Date of birth : 5th June 1981
- 6.Nationality : Indian
- 7.Gender : Male
- 8.Contact no. : 9153042696
- 9.E-mail address : dattalord@gmail.com
- 10.Educational qualification :

i) Madhyamik from W.B.B.S.E.-1997

ii) H.S from W.B.C.S.S.E -1999

iii) B.A with Hons.(Bengali) from Burdwan University-2002

iv) M.A in Bengali from Burdwan University -2010

v) M.A in Mass Communication from Burdwan University-2007

11.Research activities : i) Media Credibility during Lokshobha Election-2014- a minor project in Burdwan
(In collaboration with Burdwan University & NSHM, Kolkata)

ii) An Audio – Visual research work on-‘Mobile Mania among students’

12.Work experiences : i) **Working as a Guest Lecturer in Mass Communication and Journalism Dept. at**

Dr.Bhupendranath Dutta Smriti Mahavidyalaya since 2012

ii) Worked as an External Examiner Mass Comm. & Journalism in the year 2016

iii) Worked as an Internal Examiner of Mass Comm.& Journalism in the year 2017

iv) Worked as an External Examiner of Mass comm.& Journalism in the year 2018

v) Worked as a paper setter of Mass comm.& Journalism, Kazi Nazrul

University, Asansol (2016,2018)

- vi) Worked at FIM News, an audio-visual news channel
- vii) Worked as reporter and copy editor in Burdwan based newspaper 'Dharabahik'
(RNI No.-WBBEN/2001/5219) for three years
- viii) Worked as reporter and copy editor in Burdwan based newspaper 'Prathipholn'
(RNI No.-WBBEN/2009/30188) for three years
- ix) Worked as freelance reporter in Bengali newspaper 'Aajkaal'
- x) Having personal work experience in 'Audio-Visual editing and camera working'
- xi) Participated in the workshop for preparation of Syllabus (2017 & 2018)

13.Seminar Attended

- : i) Participated in the two-day National Seminar on 'Transition from Information Society to Knowledge Society: An Indian Perspective' conducted by the University of Burdwn.(2007)
- ii) Attended ' 1st International Conference of the dept.of Mass Comm. In 2014
- iii) Attended UGC Sponsored National Level Workshop (2017)
- iv) Attended International Conference, 2017
- v) UGC National Level Seminar, conducted by Dr.B.N.D.S.M (2016)

14.Publications

- : i) 'Worthiness of Traditional Media in Present Context'-an article published in the journal of Communication studies (ISSN No.-0970554),Volume:XXXII, No.1, April, 2014 issue.
- ii) 'CSR : a corporation Beyond Business'- an article published in PR Communication Age (ISSN No.-0972-0650),Volume: XVI,No.12,March 2014 issue.

iii) 'Role of on Line Advertising in Mega Marketing: A Brief Analysis, Interdisciplinary journal of Science and Humanities (ISSN No.- 2348-3822),Vol.-II, No.-II, January, 2015

iv) An Edited book is going to be published....XY Gen.

(Edited by. -Prof.Dr Rajesh Das & Dr. Debarati Dhar)..2018

v) Reporting published in Burdwan based newspaper 'Pratiphalan' in Vol.1,issue no.2,(RNI.No.-WBBEN/2009/30188)

vi) Reporting published in Burdwan based newspaper 'Dharabahik' in Vol.7,issue no.12,8,11,13,14,15,17,19,22(RNI.No.-WBBEN/2002/5219)

vii) A Reporting Published in 'Aajkaal' (RNI No.-37263/81)23rd Jan.2008

15..Computer skill

: One-year certificate course on computer application and C++ from West Bengal State Council of Technical Education

16.Award

: i) Second prize in 'Extempore' conducted by 'Paschimbanga Rajya Chatra Yuva Utsab'

ii) Third prize in 'Shruti Natak 'in inter departmental cultural competition conducted by the University of Burdwan

iii) Third prize in 'Debate Competition 'in inter departmental cultural competition conducted by the University of Burdwan.

17.Personal interest

: Reading Bengali literary books ,special interest in creative writing and taking participation in 'Natak'(Drama)

The information is given above about me is true to my knowledge.

(Lord Datta)

