

Bio Data

Name- Amrita Mukherjee

Designation- State Aided College Teacher

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Academic qualification:

1. Ph.D. Pursuing in Journalism & Mass Communication from Berhampur University.
2. B.Ed. in English from The West Bengal University of Teachers' Training, Education Planning and Administration
3. M.A in Mass Communication from The University of Burdwan, 1st class First Gold medallist
4. B.A in Mass Communication and Journalism from The University of Calcutta

Others academic qualification:

1. Qualified *UGC NET 2020* in Mass Communication and Journalism
2. Won the university *Gold Medal* for being first in the First class in the M.A Examination in Mass Communication.
3. Won the *Dasarathi Tah Gold Medal* for securing highest marks in Rural Communication.
4. Certificate Course in Information Technology Application.

Teaching Experience:

More than 5 years of teaching experience in Honours & General Course of Mass Communication and Journalism at Dr. Bhupendra Nath Dutta smriti Mahavidyalaya.

Certificate of Completion:

- Certificate of participation on UGC Sponsored National Level workshop on “Changes in Reporting & Community Journalism” on 25th May,2017
- Certificate of participation on the Career Development Workshop “Excellence Infinitum 2017”
- Certificate of participation in the International Conference “Bengali Journalism: Post Globalisation Era” on 10th November 2017
- Certificate of participation in the 13th International Social Communication Cinema Conference on 21st December 2017.

Webinar Participation:

- 1.Certificate of participation on “International special lecture on Communication research: Looking at Unstructured Narrative Big Data”, organised by the Department of mass communication, The university of Burdwan.
2. Certificate of participation in a two-day national level webinar series on “History of Heritage of India”, organised by Ramkrishna Mission Vidyamandir, The University of Calcutta.
3. Certificate of participation in the “International Webinar on Cultural Traces: Folk art form of Bankura” organised by Jamini Roy Institute of Art & Culture, Bankura University.
4. Certificate of Participation in the National level webinar on “Role of guidance and career counselling in the perspective of present pandemic situation of covid 19”, organized by Mankar College on 5th and 6th August.2020.
- 5.Certificate of participation in the two-day webinar on “An insight into Commercial applications of Microorganisms in the Current era” organised by Department of Microbiology, Madras Christian College.
6. Certificate of participation on the online Teachers conference on the theme “Impact of covid 19 on Indian Economy” organised by Victoria Institution, and the Eastern India Regional Council of The Institute of company secretaries of India on 26th July 2020.

Published Work:

Paper Presentations:

1. Paper presentation on International Seminar “Inclusive education: Problems & Practices” organised by Annapurna Memorial College of Education, held on 3rd December, 2018.
2. Presented Paper on National Conference on “Unveiling the Power of Authentic Journalism: Communication in Digital Era” on the topic- Convergence of Digital Broadcasting Technologies in the New age Media”, organised by the Department of Journalism & Mass Communication of Berhampur University, held on 25th & 26th November, 2023.
3. Presented paper on two days International Conference on “Decoding AI: Understanding its impact on the Narratives of Mass Media” on the topic- “Analysis of the impact of AI on the role cognition in education system”, organised by The Department of Journalism and Mass Communication, Khidderpore College, held on 19th & 20th December 2023.
4. Presented paper on International Media Conclave on “Media, Politics and Democracy” on the topic- “The Rise of OTT Platforms and the Transformation of Television Industry in Democratic Decision Making” organised by P.G Department of Journalism & Mass Communication, Fakir Mohan University, held on 15-16th March 2024.
5. Presented Paper on International Seminar on The Department of Philosophy on “Well-Being: Physical and Psychic” organised by Kaji Najrul University, held on 1st March 2024.

Books Chapters:

1. Mukherjee Amrita (2021), “Constitutional Provision Governing Educational Administration in India” in “EDUCATIONAL SYSTEM OF CONTEMPORARY INDIA” edited by Savita Mishra, Ranjit Biswas, Arjun Chandra Das, Mittal Publications, New Delhi-110002, **ISBN- 978-93-90692-72-9**
2. Mukherjee Amrita, “Towards a new ICT based educational scenario during the Pandemic in India” in” “New Horizon of Teaching Learning in Indian Higher Education”, by Mr. S. Biswas, Dr. Kaushik Das, Blossoms Books: 2021: 11-21, **ISBN- 978-93-84550-13-4**
3. Mukherjee Amrita, “WOMEN EMPOWERMENT AND GENDER EQUALITY UNDER THE LIGHT OF MASS MEDIA” in “Concept of Gender, School and Society” edited by Dr. Harish Kumar Yadav, Redshine Publication: 2023, **ISBN- 978-93-954566-4-7**
4. Mukherjee Amrita, “Blending Learning: A Revolutionary Change in the Era of Digital Education, the New Normal” in “Information Communication Technologies to Facilitate Teaching & Learning in Teacher Education” edited by Dr. Kaushik Das, Blossom Book: 2022: 15-28: **ISBN: 978-93-92522-04-8**
5. Mukherjee Amrita, “SIGNIFICANCE OF MASS MEDIA IN THE EDUCATION SECTOR” in “Current Trends and Issues in Education” edited by Dr. Harish Kumar Yadav, Redshine Publication, **ISBN- 978-91-89764-20-0**