



VIDYASAGAR COLLEGE

39 SANKAR GHOSH LANE
KOLKATA

Name: Dr. Sonarekha Chattopadhyay

1	Name	<p>Dr. Sonarekha Chattopadhyay is a seasoned academic, currently heading the Department of Journalism and Mass Communication at Vidyasagar College, Kolkata. With over two decades of expertise, she has made significant contributions to the study and teaching of the History of Indian Journalism and Public Relations. As a long-serving Head Examiner and paper setter for Undergraduate Honours and General Courses under the University of Calcutta, she has played a pivotal role in shaping academic standards and mentoring aspiring professionals.</p> <p>A PhD holder from the University of Calcutta, Dr. Chattopadhyay's research on "Recent Trends of Banking Advertisements in the Print Media" highlights her keen insight into evolving communication trends. Beyond academia, she has enriched public discourse as a contributor to Akashvani Radio talks and as a freelancer for reputed Bengali dailies, bringing depth and nuance to journalism and communication.</p> <p>Known for her organizational acumen, Dr. Chattopadhyay has successfully convened several state, national, and international seminars, earning recognition as a sought-after resource person. Her blend of academic expertise, professional engagement, and leadership continues to leave a lasting impact on journalism and mass communication education.</p>
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5	Date of Joining	01/11/2006

Academic qualifications				
	Degree	Subject	University	Year
6	Ph.D	Journalism & Mass Communication	University of Calcutta	August 27 th , 2021
	MA/M.sc	Journalism & Mass Communication	University of Calcutta	1995
	BA/B.Sc	Political Science (Honours)	University of Calcutta	1992
PH.D. DETAILS				
7	Title of the Thesis		'Recent Trends and Impact of Advertising in the banking Sector'	
	Field of specialization under subject/ discipline		Advertisement	
8	PREVIOUS POSITIONS/Engagement		<p>Currently, I serve as a guest lecturer in the Department of Journalism and Mass Communication at the University of Calcutta's Bagbazar Campus. Previously, I taught at Sadhu Ramchand Murmu University in Jhargram. Prior to that, I was involved in part-time teaching at several undergraduate colleges affiliated with the University of Calcutta, including Netaji Nagar College, Muralidhar Girls' College, APC College, and Vijaygarh Jyotish Roy College. I have also had the privilege of serving as the Head of the Department of Journalism at two of these institutions.</p>	
9	SUMMARY OF RESEARCH EXPERIENCE		<p>The summary of my research experience highlights its unique nature, with the key outcome being an analysis of recent trends in banking advertisements and the messages they convey to society. Through a structured research approach, it was observed that banking advertisements have significantly increased across various types of newspaper ads. These advertisements have gained notable popularity for their informative content. While tender notices, corrigenda, and official announcements dominate in volume, display advertisements excel in capturing reader attention. This is due to their visually appealing design, including size, layout, colour schemes, engaging content, and the relevance of the information they present.</p>	
10.	COMPLETE LIST OF PUBLICATIONS (Maintain Harvard Format)		<ol style="list-style-type: none"> 1. Modern Dilemma in Media Ethics:ISBN:81-86263-02-4 :2012 2. Media Teaching: On Teaching Advertising in the age of Apps and Social Media:ISBN:978-93-81669-84-6:2016 3. Media, Celebrity and Social Responsibilities:ISSN:2395-597X:2018 4. Mobile Wallets –A Modern Medium of Communication:ISSN:2348-571X:2018 5. The Social triumph of Technology over Tradition: ISSN:2348-571x, vol:6:2019 	
12	Extracurricular Activities		<p>Alongside 27 years of teaching experience, I have been actively involved in various programs, including radio talks and live broadcasts, on Akashvani Kolkata. Additionally, as a freelance writer, I have contributed to numerous esteemed Bengali dailies and magazines.</p>	