



Dr Shyamali Banerjee

Associate Professor

Specialization: Inter- disciplinary Studies (Media and Literature)

Email : shyamali_b@cms.ac.in/shyamalirmail@gmail.com

LinkedIn: <https://www.linkedin.com/in/shyamali-banerjee8048981ab>

Qualification

- **PhD** - Inter-disciplinary Studies, 'Media and Literature'- Mahatma Gandhi University
- **MA** -English Literature & Media and Film Studies - Jadavpur University, Kolkata
- **BA (Hons)** - English Literature - Calcutta University

Career Summary

Dr Shyamali Banerjee was immensely fascinated to English Literature at the beginning of her career, which turned to be de-categorized into Media Studies and Film Studies. From an early age she was determined to get into research yet, required hands on experience in field, therefore, plunged into working as a Research Associate with the School of Media at Jadavpur University, Kolkata. Under the erudite supervision of Prof Mihir Bhattacharya she contributed in many research studies on the 'History of Girl Childhood', 'History of Communist Movement in India and the Role of Women with specific references to Working Class Women' and the 'History of Indian People's Theater Movement' (IPTA) etc. Her literary inclination found expression in numerous poems published in literary magazines. She is interested to find newer ways of experimenting with both literary and media related issues. She has successfully opened up many exclusive stories as a whistleblower. While working as a journalist she was always undaunted and never compromising with the ethics of journalism, thus, wished to establish herself with a significant impression.

Work Experience

16 Years

- 2019- Present Assistant Professor - JAIN (Deemed-to-be University) Center for Management Studies Bangalore
- 2018-19 Associate Professor - T John Institute of Technology, Bangalore
- 2015-2018 Associate Professor - University of Science & Technology - Meghalaya
- 2011- 2016 Assistant Professor & Visiting Faculty - Asian Academy of Film & Television - NOIDA, North East Hill University & Calcutta University

Research Interest

Media Economics, Media Culture, Media Industry & English Literature

Research Publications

SN	Title of Paper	Journal Name	Impact Factor	ISSN	Scopus Indexed	Year
1.	Women and the Environment : Eco- Feminism, its Impact on Transcending the Borders of NE Region	International Journal of Research in Social Sciences and Humanities	7.528	2249 - 4642	Yes	2020
2.	Popular Myth, Popular Literature vs Classical Literature, The myth of Nation State, Recast in Indian Cinema	Centre for Cultural Resources & Training, Ministry of Culture, Govt. of India	7.838	2835 - 7581	Yes	2018
3.	From Real to Reel or Behind the Reality : Reconstruction of Narratives from Film to Literature	International Journal of Multidisciplinary Educational Research	5.818	2277 - 7881	Yes	2018
4.	The Myth of Nation State, Nehruvian Egalitarianism, Revisited in the	Journal of English Language GNOSIS - An International & Literature	4.147	2394 - 0131	Yes	2019

- 2013-2017 Senior Research Fellow - Centre for Cultural Resources & Training, Ministry of Culture, Govt. of India - New Delhi
- 2013-2014 Academic Counsellor, US Cultural Center - New Delhi
- 2009- 2013 Academic Counsellor, Indian Council for Cultural Relations - New Delhi
- 2006-2009 Political Correspondent - Meghalaya Times, Eastern Chronicle
- 2002- 2006 Honorary Founder Director - Kolkata Film & Media Studies
- 2002-2006 Political Reporter - Hindustan Times - Kolkata
- 1997-2000 Political Reporter - Indian Express - Mumbai
- 2005-2009 Creative Director - India International Women Film Festival recognized by the Ministry of Information & Broadcasting, Govt. of India
- 2000-2002 Creative Content Writer for AD Agencies, Film Making & Participation in Film Festivals in India & abroad

	Novels of Esterine Kire					
5.	Story Telling and Society Change: The Myth of Nation State, Revisited in the Novels of Eesterine Kire	International Journal of Emerging Technologies and Innovative Research	5.87	2349 - 5162	No	2019
6.	Deconstruction of Popular Myth in the Greek Dramas of Sophocles, Euripides and Aeschylus – Genesis to Shakespearean Tragedy	International Journal of Advancements in Research & Technology (IJOART)	4.3	2278 - 7763	No	2019
7.	Who Will be the Ultimate Author	The Death Voyage - An International Journal of Interdisciplinary Studies in English	5.7	2455 - 7544	No	2019
8.	Proliferation of Satellite Channels : New Media, Death of Auteur, Spurious Media Texts	The Daath Voyage - An International Journal of Interdisciplinary Studies in English	5.7	2455 - 7544	No	2019
9.	Reconstruction of Narratives from Film to Literature	International Journal of Multidisciplinary Educational Research	5.818	2277 - 7881	Yes	2018
10.	The Quest of Womanhood : Study of Women in the North Eastern Matrilineal Society	Northeast Today – A Research Journal Of Cultural Studies	1.5287	0975 - 8305	Yes	2009
11.	Proliferation of Satellite Channels : New Media, Death of Auteur, Spurious Media Texts	International Journal of Research in Humanities and Social Sciences (IJRHS)	1.5287		No	2011
12.	Adaptations : A study of Points of Divergences from twenty best Theatres to Film	The Daath Voyage - An International Journal of Interdisciplinary Studies in English	5.7	2455 - 7544	No	2010
13.	Advertisement, Consumerism & Bazaar : The Subjectivity of Women	International Journal of Multidisciplinary Educational Research	5.818	2277 - 7881	Yes	2010
14.	The Myth of Nemesis : Reflections on Greek Dramas of Sophocles, Euripides, and Aeschylus –	International Journal of Multidisciplinary Educational Research	5.818	2277 - 7881	Yes	2012

Courses Facilitated

Short-term Crash Courses:

- Film Appreciation
- Cinematography
- Script Writing
- Film Direction

Member on Committees / Editorial Boards.

- 2002 – 2006
Indian Panorama,
Govt. of India
- 2013- 2016
Center for Cultural
Resources

Professional Memberships

-NIL-

	Genesis to Shakespearean Tragedy					
15.	Cultural Homogenization & Institutional Mode of Representation in Popular Literature	GNOSIS - An International Journal of English Language & Literature	4.147	2394 - 0131	Yes	2019
16.	Cultural Imperialism & The Dominance of Star System in Hollywood Film Industry	GNOSIS - An International Journal of English Language & Literature	4.147	2394 - 0131	Yes	2019
17.	Myth of American Individualism and the representation of prototypes in Classical Hollywood Cinema	Journal of English Language GNOSIS - An International Journal of Literature	4.147	2394 - 0131	Yes	2016
18.	Popular Technique of Representation in Early Indian Cinema as an extension of Institutional Mode of Representation in Hollywood	International Journal of Multidisciplinary Educational Research	5.818	2277 - 7881	Yes	2016
19.	Nagamese Literature, Esterine Kire & the Myth of Alternative Nationalism	International Journal of Multidisciplinary Educational Research	4.147	2394 - 0131	Yes	2016
20.	The Policy of Isolation by the British Colonial Ruler & Reflections on Naga Movement from the Novels of Esterine Kire	International Journal of Multidisciplinary Educational Research	5.818	2277 - 7881	Yes	2016
21	Femvertising: A Critical Analysis of Contemporary Trends in Narrative Advertisements in India	International Journal of Current Science (IJCS PUB)c	8.17	2250 - 1770	Yes	August 2022
22	Influence of Political Parties on Indian News Channels	Stochastic Modeling & Applications (SMA) (Multidisciplinary)	4.8752	0972 - 3641	Yes	July 2022
23	The Impact of Public Service Advertising: Social	The Ciência & Engenharia-Science		0103 -	Yes	May 2023

	Development or Social Change through Development Communication: Strategic Communication through Corporate Lobbying: an analysis of the changing dynamics from Print to Digital Media	& Engineering Journal		944 X		
24	Mass Media, Propaganda & Ethics: An Overview of a New Upsurge of Fascism in India	The Ciência & Engenharia-Science & Engineering Journal		0103 - 944 X	Yes	May 202
25	Gender Stereotyping: The Role of Traditional and Social-Media: An Analysis of Audience perception	Indian Journal of Mass Communication & Journalism		2583 - 0651	Yes	November 2023

Articles / Case Studies

- Bribing, How to read its signal / Meghalaya Times
- Road to Guantanamo / Meghalaya Times
- Who will be the audience / Meghalaya Times
- Paid News vs Media Ethics / Meghalaya Times
- Face & Mask – How will you differentiate / Meghalaya Times / 19th June 2010
- Do you understand me ? I understand you / Meghalaya Times/ 17th May 2010
- Another nightmare ... Rail Accident / Meghalaya Times / 29th May 2010
- Cut & Paste – Congress Political Theory / Meghalaya Times / 3rd June, 2010
- Shillong Jail Break / The Snakes may come out digging at Earthworms/ 5th June 2010.
- Church Dominance / How far congenial for a secular democratic state / 11th June 2010
- Thus Far and No Further / Meghalaya Times/ 26th May 2010 / Article – 1
- Thus Far and No Further / Meghalaya Times / 27th May 2010 / Article – 2
- Rising Indian Economy – Meghalaya Unaffected / 26th May 2010

Consultancy / Projects

- Indian Council For Cultural Relations : Indo-Nepal Scholarship Projects
- Indo-African Scholarship Projects
- KLYES Scholarship Projects, USIS
- Indo American Field Service, US State Department
- PG & UG Research Students' Project Supervised: 20
- Research guidance provided : One PhD Scholar

Books / Chapters

Redefining Modes of Political Communication

Communication English – II

Real to Reel, Behind the Reality- A chronology of Hundred Years of News Front Films

Activities

Research Consultancy – CCRT

Editorial Board- International Journal of Novel Research and Development

Recognition / Awards

- Jury Member, National Film Award, Govt. Of India
- Jury Member, Locarno Film Festival, Switzerland
- Jury Member Femme Totale, Paris
- Jury Member, International Documentary Festival Amsterdam, Netherlands
- Creative Director, India International Women Film Festival, Govt. of India
- Senior Fellow, CCRT, Ministry of Culture, Govt. of India

National and International Conferences

S.N	Title of Conference	Institute Full Name & Location	Paper Presented	Year
1	Prospects of Film Making in India	Locarno International Film Festival, Switzerland	International Seminar, Panel Speaker	2004
2	Operational Imperatives in Indian	Film Industry : International Film Festival of India	Panel Speaker at International Seminar	2006
3	Establishing Female Gaze through Films : A Woman Director's Perspective	International Women Film Festival, India	Panel Speaker at International Seminar	2005
4	Jury Member and Speaker	Locarno International Film Festival	The Prospects of Alternative or Parallel Cinema in India, and the Market Imperatives	2004
5	Jury Member	National Film Award, Govt. of India	National Film Award	2006
6	International Conference on Gandhi's Vision and	University of Science & Technology Meghalaya	Gandhi's Vision and Contemporary Political Leadership in NE	2018

	Contemporary Political Leadership in NE			
7	International Seminar on Literature and Representation	University of Science & Technology Meghalaya	Opening up of Naga Universe'	2018
8	International Seminar	(ICFST 2019), at Ajeenkya D Y Patil University, Pune	The Future of Story Telling - Global and Multidisciplinary Emergence	2019
9	Paper Presentation at International Conference	India	Conference on Marginal Voices of North East Region	2015
10	Panel Speaker at a National Seminar on Customary Laws of North East India	India	Practices and Prevalence	2016
11	Paper Presentation at International	India	Marginal Voices of North East Region	2015
12	Paper Presentation at International Conference	University (NEHU)	Gender, Society & Development in The Context of North East, At North East Hill	2020
13	Paper Presentation at International Conference	REVA University	Reconstruction of Narratives from literature to film: The significant points of Divergences: Director as an Author	2021
14	Paper Presentation at G-20 Summit	MGU Meghalaya	Women Empowerment-Inclusive Growth in the North Eastern Matrilineal Society: A Discourse on the Polemics of Sustainable Development.	2023

Webinars-FDP/MDP

SL NO	FDP/MDP-WEBINAR	INSTITUTION	YEAR
1	Media & Politics	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
2	Mindfulness for Educators	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
3	Living Through Covid-19 – Indian Perspective.	St. Joseph's Degree & PG College.	2020
4	Managing stress during uncertain times.	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
5	Covid-19 Crisis: The Global Economy Reshaping	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
6	Paradigm shift in Teaching Pedagogy - Post COVID-19	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020

	7	Goal Setting that Cannot Fail	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
	8	Marketing during COVID-19	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	May-20
	9	E-Learning Tools for Empowering Quality of Education	Savitha School of Management	2020
	10	Digital marketing 101	IIDE	2020
	11	Inquest of Research - SPSS and AMOS	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
	12	Creating New Knowledge: A Blend of Research and Data Analysis	JAIN (Deemed-to-be University) Center for Management Studies Bangalore	2020
	13	Conversation with Nigerian Director, Femi Odugbemi	New York Film Academy	2020