

Faculty Profile



Name: Dr Partha Sarkar

Designation: Assistant Professor Stage III

Department/Centre: Mass Communication

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Educational Qualifications:

PhD in Mass Communication from Assam Central University , 2006

Masters in Mass Communication from Assam Central University ,1998

Post Graduate diploma in advertising , Communication and Management , EMPI Business School , New Delhi ,2000

Areas of Interest: Advertising , Public Relatiions , New Mediia and Media Reseach

Work Experience: [In chronological order with the recent one at the last.]

Name of the Organization	Designation	Period		Nature of Post (permanent/temporary/Ad-hoc/ contractual etc.)
		From	To	
Assam University	Assistant Professor	12/01/2006	Present	Permanent
Assam University	Reseach Officer	22-12 2004	11-01 2006	Contractual
B.R Advertising Service , New Delhi	Client Serving Executive	29-06-1999	20-12-2002	Contratual

Awards and Honours (if any): [Maximum upto 5]

Award Details	Awarding Agency	Year	Remark (if any)

Projects:

Project Title	Awarding Agency	Period	Amount Sanctioned	Ongoing/ Completed
<i>Effectiveness of Folk Media in Rural Development: A study of Three Tea Gardens of Barak Valley in Southern. Assam</i>	UGC	2011 to 2013.	1.40 lakh	Completed

Consultancy/International Collaboration: [In chronological order with the recent one at the last.]

Details	Year	Remark (if any)
[Type of consultancy/ collaboration], [Party details], [Period], [Amount (if any)]		

Publications in Peer Reviewed Journals/Book Chapters (Maximum 5)

Author s	Title of the Paper/Chapter	Name of the Journal/Book	Journal/Book details	ISSN/ISBN
Self	Impact of Soap Operas Among The Housewives and Working Woman Of Silchar Town,	<i>Global Research Analysis,</i>	<i>Listed and Index with ISSN Directory , Paris, SARA Publishing Academy' Volume : 1 Issue : 3 Aug 2012 •pages-62-64</i>	, ISSN No- 2277-8160
Self	Jhumur dance in tea gardens of Barak Valley: A	INTERNATIONAL JOURNAL OF SCIENTIFIC	Volume : 1 Issue : 3 Aug 2012, , pages-73-74	ISSN No 2277 – 8179,

	development dimension	RESEARCH		
	The Barak Valley in Socio-Economic Perspectives	Communication Today	, April –June – 2011 ., pages-85-91 Vol 13 No2	ISSN 0975-217X
Self	Impact of Mobile phone Advertising among the female students in the colleges of Silchar town	Science Communicator,	June 2011, Pages-40-48 Vol-2 I	ISSN 2231-217X,
Self	Rural Development News in Regional Dailies of Assam: A Comparative study	Intellection ,	(A Bi-annual Interdisciplinary Research Journal) July2015	ISSN: 2319-8192

And Ten others research papers published in International and National research Journal

Books Authored/Edited Books (Maximum 5)

Author s	Title of the Book	ISBN	Publisher Details	Authored/Edited
SELF	PRESS IN INDIA	ISBN 978-81-8370-317-8	- Ankhansha Publishing House , New Delhi.	Authored
SELF	Advertising : Theory and Practice ,	ISBN 978-81-8370-426-7	Ankhansha Publishing House , New Delhi	Authored
SELF	Social Media as Mass Media , -	ISBN 978-81-8370-427-4	Ankhansha Publishing House , New Delhi.	Authored

Peer Reviewed Publications in Proceedings of National/International Conference/Workshop/Symposium (Maximum 5)

Authors	Title of the Paper	Name of the Program and Organizer	Publisher Details	ISBN/ISSN
			[Name of the publisher], [Year of Publication]	

Patents (if any):

Patent Details	Awarding Agency	Year	Remark (if any)

Details of Ph.D degree awarded (Under the supervision of the faculty):

Name of the Scholar	Title of the Thesis	Year of award	Remark (if any)
Parag Dutta Baruah	Use of ICT in College Libraries of Barak Valley: An Empirical Study	2017	Dept of Mass Communication Assam University
Burhan Uddin Choudhury	Advocacy Journalism and the Local Newspapers in Barak Valley	2017	Dept of Mass Communication Assam University
Ayesha Afsana	Information Communication Technology in Education : A study of Muslim students in Silchar Town	2008	Dept of Sociology Assam University
Meinam Irikomba Meetei	A study of Contemporary Visual Arts Practices in Manipur	2016	Dept of Visual arts Assam University
Shweta Chaudhary	Cultural Communication Dimension of Buddhism : An Analytical Study	Submitted	Dept of Mass Communication Assam University