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**Associate Professor & Head,**  
**Department of Journalism & Mass Communication**

- Qualification: M.A, Ph.D.
- Area of specialization : Public Relations & Advertising
- Research interest : Media and Society, Film & Culture
- Total no. of publications
  - i) National- 7
  - ii) International-10
- Total no of conferences/workshops attended
  - i) National: 5( paper presented) + 2 ( Resource Person)
  - ii) International- 3( paper presented) + 1 ( Resource Person)

**PUBLICATION:**

Sl No	Title	Book title, editor & publisher	ISSN/ISBN No(Or renowned publishers) Impact Factor	Year
1.	The Future of Print Media. Page No- 19-20	A Reader on Print Media in India.	NIL	

2.	Media Accountability & Influence of Politics	Issues of Journalistic Ethics & Freedom in the Contemporary Age of Digital Media ” ISBN No. 81-86263-02-4 in 2012	” ISBN No. 81-86263-02-4	2012
3	Changing Business Scenario of India in the Age of Digital Media	Digital Media Emerging Issues	ISBN No. 978-93-83463-99-2	2014
4	Slogan-A Key Element of Successful	Media Teaching	ISBN No. 978-93-81669-84-6	2016

	Brand			
5	Representation of Women in Hindi Popular Film	Our Place Our Space Our Case	ISBN No:978-93-85119-65-1	2016
6	The Ill Effects of E-Waste- An Analysis	Nature As A Resting Wheel	ISBN No. 978-93-85119-86-6	2017
7	Resurgence of Bollywood Economy	Bollywood Show Business”	ISBN No. 978-81-938439-0-1	2018
8	Impact of Paranormal Television Serials on Viewers – An Analytical Study	IJMAS, Volume 4, No.6, November-December issue, 2017	ISN No. 2348-537X, ISI, IF 3.926	2017
9	Marketing & Strategy of Indian Advertising Industry	Education, Research & Analysis, Volume: 5, No. 1.3, January, 2018.	ISSN no:2348-571X	2018

10	Role of Advertisement in Promoting Environmental Awareness	IJMAS, Volume 5, No.1, January-February issue, 2018,	ISN No. 2348-537X, ISI, IF 3.926	2018
11	Role Of Media Towards Transboundary Water Disputes Between India & Bangladesh	IJMAS, Volume6, No.1, January-February issue, 2019	ISN No. 2348-537X, ISI, IF 3.926,	2019
12.	Prospects of Online Education in India	IJMAS, Volume9, No. 3, May - June 2022	ISN No. 2348-537X, ISI, IF 3.926	2022
13.	Transition of Women in Indian Advertisements	IJMAS, Volume9, No. 2, March – April 2022	ISN No. 2348-537X, ISI, IF 3.926	2022
14.	Rise of E-Commerce in India During Covid Pandemic Situations	IJAHS, Volume: 7, No: 7, July 2021	ISSN No. 2395-0692, ISI, IF3.317	2021
15.	Role of Indian Media during Covid Pandemic	IJAHS, Volume: 8, No: 04, Apr 2022	ISSN No. 2395-0692, ISI, IF3.317	2022
16.	Cyber Bullying: A Threat to Youth	IJAHS, Volume: 8, No: 05, May 2022	ISSN No. 2395-0692, ISI, IF3.317	2022

17.	Water Conservation in India: Importance of Advertising Campaign to Promote Awareness	IJAHS, Volume 10, Number 5, May, 2024	ISSN NO. 2395-0692, ISI, IF 3.317	2024
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