

## DR. MANASH PRATIM GOSWAMI

### (Profile)



Dr Manash Pratim Goswami has an experience of over two decades in teaching and research. His teaching and research areas broadly include art, culture and media, advertising, corporate communication, media economics and management and new media. He completed his Master in Journalism and Mass Communication with Gold medal and PhD on *Changing Trends of Publicity Strategies for Promotion of Hindi Films* from the Department of Journalism Mass Communication, Punjabi University, Patiala.

Currently, he is working as an Associate Professor in the Department of Media and Communication, Central University of Tamil Nadu (CUTN), Thiruvavur. Prior to CUTN, Dr Goswami worked as an Assistant Professor in the Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (MP). He also worked as a media planner for nearly half a decade in the top advertising and public relations agencies in Delhi.

He has more than three dozen research papers in peer-reviewed, Eight UGC-CARE and 10 Scopus Indexed Journals, including in some highly acclaimed international journals, viz., Media Asia (Taylor & Francis), Journal of Religion and Health (Springer Nature), Asia Pacific Media Educator (Sage), Journal of Creative Communication (Sage), Asian Journal of Public Opinion Research, Journal of Content, Community and Communication. The UGC CARE journals- Communicator (IIMC), Global Media Journal (Indian Edition), Journal of Media and Communication, Drishti-the Sight, Humanities and Social Science Studies Journal, etc. have published his papers on media and communication studies. His research mainly includes ethnographic, netnographic and longitudinal studies, content, discourse and digital data analysis of various research concerns. His works encompass both quantitative and qualitative studies. He has been guiding PhD research scholars working in the broad areas of mass communication.

He has authored the book titled *In the Heartland of Tribes*, based on his personal experience and interactions with the tribal communities of central India. He has published four edited books published by national publishers. He has also contributed several book chapters for reputed national publishers, including the prestigious national literary organisation Sahitya Akademi, New Delhi.

He regularly writes feature articles for several leading newspapers, magazines and websites. His writings usually present kaleidoscopic views of India's art, culture, traditions and values. He is a Google News Initiative India Training Network Trainer. He regularly conducts workshops for professionals of national and state-level media organisations, media educators and students of colleges and universities across current trends of advertising, Data Verification, Visual Content Verification, and Data Science, among others.

# Manash Pratim Goswami (Ph. D.)

Associate Professor, Department of Media and Communication,  
Central University of Tamil Nadu, Thiruvavur, TN – 610 005, India  
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## Area of Specialization

Art culture and communication, Advertising, Cinema & New Media

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## Qualification

- PhD in Mass Communication from Punjabi University, Patiala, Punjab.
- Qualified UGC-NET
- Qualified SLET of Haryana
- Master of Journalism and Mass Communication from Punjabi University, Patiala, Punjab.
- Post Graduate Diploma in Journalism and Mass Communication, IGNOU, New Delhi.
- Post Graduate Diploma in Advertising & Public Relations, YMCA, New Delhi.
- BSc from University of Delhi, Delhi.

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## Academic Experience

- Working as Associate Professor in the Department of Media and Communication, Central University of Tamil Nadu since October 2019 to till date.
- Worked as Assistant Professor in the Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, from September 2012 to October 2019.
- Worked as Assistant Professor in MBICEM, an affiliated college, in Guru Gobind Singh Indraprastha University, from July 2005 to September 2012.
- Worked as Assistant Professor in the Department of Media and Communication, IMS, Dehradun, Uttarakhand, from January 2005-July 2005.

## Administrative Responsibilities

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- Worked as Head of the Department, Department Media and Communication, Central University of Tamil Nadu, from November 2019 to December 2020.
- Worked as Coordinator, B.Voc. Programme, Indira Gandhi National Tribal University, Amarkantak (MP) from November 2018 to September 2019.
- Worked as Course coordinator, Department of Mass Communication, IMS, Dehradun, Uttarakhand from January 2005 to June 2005.

## Professional Experience

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- Worked as Manager for content development and strategy planning for advertising campaigns, in Aavishkar Group, New Delhi, in 2001-02 & 2004
- Worked as media buyer and planner in Alliance Media, New Delhi, from 2000-2021.
- Worked as Media Executive for strategy planning & operation in Drachma Communication, New Delhi, in 2000.
- Worked as Media Executive for planning, media buying and operation in Drachma Communication, New Delhi, from 1999-2000.

## Edited book

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- Goswami, M. P., Radha, B., Gowda, N. (2022). Atmanirbhar Bharat and Media, Today & Tomorrow's Printers and Publishers. New Delhi. (ISBN 978-93-91734-30-5)
- Goswami, M. P. (2020). Bollywood Cinema: A Kaleidoscopic View. ABS Books. New Delhi. (ISBN 978-93-87229-37-2)
- Sharma, Manisha. & Goswami, Manash, P (2020). Kala Sanskriti aur Cinema. Nalanda Prakashan. New Delhi. (ISBN 978-81-945976-2-9)
- Rabindranath, M., Sharma M., Mishra, R., Singh, N., Goswami, Manash, P., Murthy, Krishna., & Tirkey, Abhilasha, A.(2018). Mediascape in 21st Century. Kanishka Publishers and Distributors. Delhi. (978-81-934480-4-5)

## Book authored

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- Goswami, Manash, P. (2020). In the Heartland of Tribes. ABS Books. New Delhi. (ISBN 978-93- 87229-85-3)

## Publications in Scopus Index Journal

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- Goswami, M.P., Upadhyaya, D., Puthiyakath, H.H., Kalai S. (2023). Awareness, media, and mitigation actions for climate change: A study among the students of higher education in Tripura. *Media Asia*, <https://doi.org/10.1080/01296612.2023.2197718>
- Goswami, M.P., Kumar, A.D. (2022). Tamil Songs of Mourning: Understanding the Reflection of Times in Oppari Songs. *J Religion and Health*, <https://doi.org/10.1007/s10943-022-01620-7>
- Goswami, M. P., Anjali, R., Raj, A., Puthiyakath, H. H., & Thanvi, J. (2022). Media During Pandemic Crisis in India: An Analysis of People's Perception During the First Wave of COVID-19. *Journal of Creative Communications*, <https://doi.org/10.1177/09732586221090750>
- Goswami, M. P., Thanvi, J., & Padhi, S. R. (2021). Impact of Online Learning in India: A Survey of University Students During the COVID-19 Crisis. *Asian Journal for Public Opinion Research*, 9(4), 331–351. <https://doi.org/10.15206/ajpor.2021.9.4.331>
- Raj, A., Ramesh, A., & Goswami, M. P. (2021). Migrants, miseries, and media: measuring the prominence of the miseries of migrants in the coverage of leading Indian English dailies during COVID-19. *Media Asia*, 48(1), 5–20. <https://doi.org/10.1080/01296612.2021.1881283>
- Puthiyakath, H. H., & Goswami, M. P. (2021). Is Over the Top Video Platform the Game Changer over Traditional TV Channels in India? A Niche Analysis. *Asia Pacific Media Educator*, 31(1), 133– 150. <https://doi.org/10.1177/1326365x211009639>
- Goswami, Manash, P. & Padhi, SR (2020). Tribal Folklore to Aesthetic and Religious Painting: Transition of Oral Narratives to Visual Art. *Journal of Religion and Health*. Springer Nature, DOI: 10.1007/s10943-020-01099-0
- Raj, Adharsh. & Goswami, Manash, P. (2020). IS FAKE NEWS SPREADING MORE RAPIDLY THAN COVID-19 IN INDIA? A Representative Study of People's Perspective on Controlling the Spread of Fake News on Social Media. *Journal of Content, Community and Communication*. Vol:11 Year: VI. pp 208-220 (ISSN 2395-7514), DOI: 10.31620/JCCC.06.20/15

- Goswami, Manash, P. (2017). Bollywood Film Poster: A study of changing trends. *Journal of Content, Community and Communication*. Vol: VI Year: III pp 78-84 (ISSN 2395-7514)
- Goswami, Manash, P. (2016). Media and Environmental Degradation. *Journal of Content, Community and Communication*. Vol:3 Year: II. pp 31-37 (ISSN 2395-7514)

## Publications in UGC CARE Journal

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- Goswami, M.P. & Radha, B. (2022). Sustainability Communication in Tamil Films: Are popular Tamil films promoting Sustainable Development Goals (SDGs)? An analysis of *Jai Bhim* (2021). *Global Media Journal*, Vol:14 Issue: II. pp 1-18 (ISSN 2249- 5835).
- Goswami, M.P., Ramesh, A. & Puthiyakath, H. H. (2022). Analysis of the News Coverage of India's Independence in Selected English Newspapers on August 15, 1947, *Communicator*, Vol: LVII Issue:1, pp 13-25 (ISSN 0588-8093)
- Raj, A., Ramesh, A., & Goswami, M. P. (2020). An Analysis of Social Media Engagement of Bollywood Male Actors during COVID-19. *Communicator*, LV (3 & 4), 70.
- Goswami, Manash, P. (2020). Is Macho the In-thing? Effects of the Representation of Masculinity in Bollywood Cinema on Youngsters, *Global Media Journal*, Vol:12 Issue: I. pp 1-24 (ISSN 2249- 5835).
- Goswami, Manash, P. & Padhi, SR (2020). Re-contextualization and Representation of Folk Art in Advertising. *Drishti: the Sight*. Vol: IX Issue: II. (ISSN 2319-8281).
- Goswami, Manash, P., Padhi, SR., Bakshi, S., & Puthiyakath, H. H. (2020). Susceptibility to fake news on social media: A study among Indian Youth in the light of COVID-19. *Humanities and Social Science Studies Journal*. Vol: IX Issue: II. Pp 1-15. (ISSN 2319-829X).
- Goswami, Manash, P. & Yadav, Priya (2019). Dots and Lines: Semiotics of the Motifs in Gond Painting. *Journal of Media & Communication*. Vol: III Issue: II. Pp 35-50. (eISSN: 2581-513X).
- Goswami, Manash, P. (2019). Celluloid versions of Gandhi: A study & analysis. *Communicator*. Vol: LIV, No: I. Pp 105-117. (ISSN: 0588-809)

## Publications in Peer-reviewed Journal

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- Goswami, Manash, P. (2017). Role of media in developing brand consciousness among youth. *International Journal of Interdisciplinary Research in Science, Society and Culture*. Vol: 3 Issue: 1. pp 133-143. ISSN: (P) 2395-4345
- Goswami, Manash, P. (2017). Totemism and Tribes: A Study of the Concept and Practice. *Adroit*. Vol:3 No: 4 April-June. Pp 72-74 (ISSN 2349-6274).
- Goswami, Manash, P. (2017). Mobile Phone, Entertainment and Tribal Life. *Media Mimansa*. Vol:11. No:1. pp 2-10. (ISSN 2229-5593)
- Goswami, Manash, P. (2016). Ramnami Movement: A Socio-religious study. *Tribal, Folk and Subaltern Studies*. Vol:III, Issue:1. pp 120-129. (ISSN 2349-4743)
- Goswami, Manash, P. (2016). Mobile Phones and Students of Remote India. *PU Journal of Social Sciences*. Vol: 24, Issue: 1 & 2. Pp 177-192. (ISSN 0251-348X)
- Goswami, Manash, P. (2016). Media and Commercialisation of Psychic Reading. *International Journal of Interdisciplinary Research in Science, Society and Culture*. Vol: 2 Issue: 1. pp 91-104. ISSN: (P) 2395-4345
- Goswami, Manash, P. (2016). Social Media and Mass Movement. *Media Mimansa*. Vol:10. No:2. pp 2-8. (ISSN 2229-5593)
- Goswami, Manash, P. (2016). Mass Media and Popular Culture. *Communis*. Vol:1,2. pp 13-20. (ISSN: 2348-3601)
- Goswami, Manash, P. (2016). Mobiles Phones and Economically Backward Class of Remote India: A Study. *Communis*. Vol:1, 2. pp 22-33. (ISSN: 2348-3601)
- Goswami, Manash, P. (2016). How Commercialisation of Festivals by Media Impacts Youth. *Communication Today*. Vol: 18, No: 1. pp 39- 50. (ISSN 0975-217X)
- Goswami, Manash, P. (2016). Tattoo: A Cultural Expression of the Baiga Women. *Journal of Tribal, Folk and Subaltern Studies*. Volume: II, Issue: 01. pp 52-64. (ISSN:2319-121X)
- Goswami, Manash, P. (2016). Marketing of All Time Blockbuster Film Sholay. *Scholar's View: International Journal of Media and Management*. Volume: V, Issue:1. pp 9-13 (ISSN:2319-121X).
- Goswami, Manash, P. (2016). Worshipping Clan Deity: A Religious, Spiritual and Cultural Faith of the Gond Tribe. *International Journal of Tribal Literature and Cultural Studies*. Vol: I, Issue: 2 & Vol: II Issue:1 Pp 115-122. (ISBN 2395-5848)

- Goswami, Manash, P. (2013). CD Film: An alternative to Bollywood. Jan Sanchar Vimarsh (A bilingual Media Research Journal). Allahabad. Vol. 3. January-June 2013. (ISSN 22773932)
- Goswami, Manash, P. (2013). Creative Freedom films: Illusions or Reality. Jan Sanchar Vimarsh. (A bilingual Media Research Journal). Vol 2. pp.94-107. (ISSN 22773932)
- Goswami, Manash, P. (2013). CD Film Industry of Meerut. Media Today (National Research Journal). Jaipur, Rajasthan. Vol. 2. pp 70-75. (ISSN 23215380).
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- Goswami, Manash, P. (2012). Bollywood's Money-making Mantra. Communication Today. Jaipur, Rajasthan. Vol-14. (ISSN 0975-217X).
- Goswami, Manash, P. (2011). Mobile Value-Added Service: Communication for Infotainment. Communication Today (National Research Journal). Jaipur. Vol-13. No-3. pp 53-60. (ISSN 0975- 217X. RNI No-58028/94.)
- Goswami, Manash, P. (2010). Emerging Trends of Film Promotion on Internet. Communication Today (National Research Journal). Jaipur. Vol. -12. No. 3. pp 74-79. (ISSN 0975-217X. RNI No- 58028/94)

## Book chapters

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- Goswami, M. P. & Puthiyakath, H.H (2022). Health Communication and Public Engagement on Social Media: Analysis of the Facebook Page of the Ministry of Health and Family Welfare. Atmanirbhar Bharat and Media. Today & Tomorrow Printers and Publishers. New Delhi.Pp 225-244 (ISBN 9789391734305)
- Goswami, M. P. & Chahal, A. (2022). Doyens of Media Education in Punjab Region: A Biographical Perspective. Institute of Media Studies (IMS), Utkal University, Bhubaneswar, Odisha, Pp 169-192 (ISBN 978-93-5578-195-6)
- Goswami, M. P. (2022). Understanding the religious identities as means of communication: A study of the Ramnami sect of Chhattisgarh. Language, Culture and Identity. Indian Institute of Mass Communication, Dhenkanal, Odisha, Pp 119-132 (ISBN 978-93-5680-603-0)
- Goswami, M. P. (2022). Totems, Tales and Tribes: Understanding the inherent message in the totems of Oraon Tribe. Language, Culture and Identity. Indian Institute of Mass Communication, Dhenkanal, Odisha, Pp 149-161 (ISBN 978-93-5680-603-0)

- Goswami, M. P. (2021). Symbolic Significance of Baiga Tattoos. Tribal Literature and Oral Expressions in India (p. 109). Sahitya Akademi, New Delhi. (ISBN 978-93-908663-8-0)
- Raj, Adharsh. & Goswami, Manash, P. (2020). Boom in OTT Platforms amid COVID-19: Opportunities and Challenges Ahead. Corona Sankat aur Bhartiya Samaj Nalanda Prakashan. New Delhi. Pp 176-185 (ISBN 978-81-945976-3-6)
- Goswami, Manash, P. & Gupta S. S (2020). Film Prachar aur Social Media. Kala Sanskriti aur Cinema. Nalanda Prakashan. New Delhi. Pp 108-113. (ISBN 978-81-945976-2-9)
- Goswami., Manash, P. (2020). Portrayal of Transgender in Bollywood Cinema. Bollywood Cinema: A Kaleidoscopic View. ABS Book. New Delhi. Pp 155-163 (ISBN 978-93-87229-37-2)
- Goswami., Manash, P. (2020). Bollywood Money-making Mantra. Bollywood Cinema: A Kaleidoscopic View. ABS Book. New Delhi. Pp 49-62 (ISBN 978-93-87229-37-2)
- Goswami., Manash, P. (2019). Infringement Vs. Inspiration: Bollywood Copyright Issues. Intellectual Property Rights and Communication. EBH Publishers. Guwahati. Pp 85-94 (ISBN 978- 93-88881-10-4)
- Goswami, Manash, P. (2018). Social Media and Hashtag Activism. Liberty, Dignity and Change in Journalism. Kanishka Publisher. New Delhi. Kanishka Publisher. New Delhi. pp 252-262 (ISBN 978-81-934480-7-6).
- Goswami, Manash, P. (2018). Fake News and Cyber Propaganda: A Study of Manipulation and Abuses on Social Media. Mediascape in 21st Century. Kanishka Publisher. New Delhi. pp 535-544. (ISBN 978-81-934480-4-5).
- Goswami, Manash, P., Yadav, Priya. (2018). Depiction of Basin Kanya in Gond Painting. Mediascape in 21st Century. Kanishka Publisher. New Delhi. pp 17-23 (ISBN 978-81-934480-4-5).
- Goswami, Manash, P., Devi, Juri. (2018). Mass Media and Science Communication. Mediascape in 21st Century. Kanishka Publisher. New Delhi. pp 211-217 (ISBN 978-81-934480-4-5).
- Goswami, Manash, P. (2017). Mobile Phones: Empowering Young Women of Remote India. Women Empowerment, Skill Enhancement and Media: Prospects and Challenges pp 212-220 (ISBN 978-93-80570-26-6)



- Goswami, Manash, P. (2017). Assamese Film Industry: At a Crossroads. Electronic & New Media in North East India. Kamakhya Publishing House. Guwahati. pp 131-148 (ISBN 978-81-9707756-2-5)
- Goswami, Manash, P. (2017). Tattoo Art: A Cultural Expression Connecting Indigenous People to Spiritual Ecology. Author Press. New Delhi. pp 144-157. (ISBN 978-93-5207-386-3)
- Goswami, Manash, P. (2017). Tattoos of Baiga Women: A Social, Cultural and Spiritual Reflection. Tribal Women in Central India. The Women Press. Delhi. pp 309-320 (ISBN 9788189110468)
- Goswami, Manash, P. (2016). Media and Commercialisation of Festivals among the Tribal Population of Madhya Pradesh. Tribal: Their Problems & Prospects. Sunrise Publications. Delhi. pp170-181. (ISBN 978-93-80966-68-7)
- Goswami, Manash, P. (2012). Film Censorship: Issues & Concerns. Censorship in India (Conference Proceeding). Punjabi University, Patiala. pp 48-61. (ISBN 978-81-302-0157-3)
- Goswami, Manash, P. (2011). Film Piracy: Challenges & Measures. Media & Communication Research. Gyan Publishing House. Darya Ganj, Delhi. pp 117-125. (ISBN 978-81-212-1096-6)
- Goswami, Manash, P. (2010). Opportunities and Challenges for Mobile to promote Hindi Films. Opportunities & Challenges before Indian Media (Conference Proceeding). Punjabi University, Patiala, pp 115-123 (ISBN 81-302-0240-9).
- Goswami, Manash, P. (2007). Community Radio: Communication for Development and Social Changes. Development Communication (Conference Proceeding). Punjabi University, Patiala, pp 67-71 (ISBN 81-302-0100-3).

### **Paper Presentation in Conference/Workshop/Seminar**

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- Presented a paper on “Media and Development of Tribal Women” ICSSR sponsored National Seminar organised by the Department of Sociology and Social Anthropology, Indira Gandhi National Tribal University, Amarkantak (MP) on 13-14 February 2015.
- Presented a paper on “Media and Tribal Culture” a national seminar organised by Department Journalism, Media and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (MP) on 16 March 2015.

- Presented a paper on “Tattoo Art: Spiritual and Cultural Expressions of the Indigenous People” an ICPR sponsored seminar on Understanding Tribal Culture, organised by Department of Tribal Studies, Indira Gandhi National Tribal University, Amarkantak (MP) on 18-20 March 2015
- Presented a paper on “Media Awareness on land and Water Resources in Central India.” in the national seminar on ICSSR sponsored National Seminar on “Land and Water Resources Management System in Central India” organised by the Department of AIHA&C Indira Gandhi National Tribal University, Amarkantak (MP) on 14-15 March 2014.
- Presented a paper on “Commercialisation of Festivals, Media and Youth” in the ICSSR-sponsored National Seminar on Gender Sensitization and Media, organised by Centre for Media Studies, GGSIP University, Delhi on 27-28 February 2014.
- Presented a paper on “Media and Popular Culture” in the seminar “Art, Culture & Journalism” organised by Kushabahau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya, Raipur, CG, on 27-28 April 2013
- Presented a paper on “Hindi Sahitya Main Patrakarita ka Yogdan” in the workshop during Hindi Week organised by Department of Hindi, Indira Gandhi National Tribal University, Amarkantak (MP) on 14-20 September 2013
- Presented a paper on “Film Censorship: Issues & Concerns.” in the seminar “Censorship in India” Organised by Centre for Media Studies, Punjabi University, Patiala, on 27 January 2012.
- Presented a paper on “Changing Trends of Publicity Strategies for the Promotion of Hindi Film” in the seminar on “Critical Aspects of Film Appreciation” organised by Kushabahau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya, Raipur, CG, on 7-8 November 2012.
- Presented a paper on “Viral Promotion: An Effective New-Age Digital Technique for Film Promotion” in the seminar on “Journalism in the Age of New Media” organised by the Department of Journalism & Mass Communication, Surendranath College for Women, Kolkata, on 10-11 January 2012.
- Presented a paper on “Film Promotion on Social Media: Opportunities & Challenges” In the national conference on “Changing Global Paradigm of Mediascape” Organised by Centre for Media Studies, Punjabi University, Patiala, on 21-23 October 2011.
- Presented a paper on “Opportunities and Challenges for Mobile to promote Hindi Films.” In the national seminar “Opportunities & Challenges before Indian Media”

Organised by the Department of Journalism and Mass Communication. Punjabi University, Patiala, March 2010.

- Presented a paper on “Community Radio: Communication for Development and Social Changes.” In the national conference on “Development Communication”. Organised by the Department of Journalism and Mass Communication. Punjabi University, Patiala, March 2007.

### **Academic Training Participation**

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- Participated in the Three Days Train-the-Trainer programme on Learning Digital Skills to Verify and Tackle Online Misinformation, organised by Google News Initiatives and powered by DataLEADS from 3-5 August 2022.
- Participated in Two-week Capacity Development Programme for faculty in Social Science. organized by the Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Madhya Pradesh from 30 April-11 May 2019
- Participated in the Special Summer School on the theme 'Ethics in Higher Education: Teaching, Learning and Research, organized by HRDC, Pandit Ravishankar Shukla University, Raipur, Chhattisgarh from 2.05.2016 to 09.06.2016.
- Participated in Orientation Programme-114, held on 22 May to 18 June 2015, organized by Human Resource Development Centre, Devi Ahilya Vishwavidyalaya, Indore, Madhya Pradesh.
- Participated in Film Appreciation Course., organized by Film & Television Institute of India (FTII), Pune, in 2003.

### **Conference/Workshop/Seminar/workshop organized**

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- Organised a Two-day ICSSR-sponsored National Seminar on “Atmanirbhar Bharat and Media: On the Road to Success”, on 28-29 April 2022 as Convener.
- Organized a Two-day workshop on “Online Verification & Fact-Checking” in association with Google News Initiative, on 6-7 February 2020, as Coordinator.
- Organized Two Day National Conference on “Mediascape in 21st Century: Emerging Perspectives” on 9-10 March 2018 as Seminar Co-convener.

- Organised Three Day course on “Film Appreciation and Orientation Course” organised on 11-13 March 2018, sponsored by Vigyan Prasar, Department of Science & Technology, Govt. of India, as Coordinator.
- Organised One Day National Seminar on “Media and Tribal Culture” organised on 16 March 2013 as Seminar Co-convener.
- Organised a Two-Day Sponsored National Seminar on “Reflection of Socio-economic Issues in Indian Cinema with reference to Tribal and Other Deprived Section” organised on 1-2 March 2013 as Seminar Convener.

### **Invited as resource person**

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- Conducted workshop on “Unlocking Data Analytics: Scraping, Wangling & Analytics Digital Content” organised by the Department of Journalism & Mass Communication, Manav Rachna University, Faridabad, Haryana.
- Conducted a Google News Initiative workshop on “Data Verification” at Vivekananda Institute of Professional Studies, Delhi
- Invited as Guest of Honour to deliver a lecture at National Conference on “Azadi Ka Amrit Mahotsav: NEP, 2020 and Paradigm Shift in Indian Education” organised by USMC, Guru Gobind Singh Indraprastha University, Delhi.
- Invited as a resource person for a master class on “Pro-Women Ads: Promoting Women Empowerment or Mere Marketing Gimmicks?” at J.C. Bose University of Science and Technology, YMCA, Faridabad
- Conducted a Google News Initiative workshop on “Visual Content Verification” at St. Joseph’s College, Trichy, Tamil Nadu
- Delivered lecture on “News: Fake or Real” as an invited speaker for the Three Days Youth Festival organised by the Department of Social Work, Central University of Tamil Nadu, Thiruvavur, on 23 September 2022.
- Delivered lecture as an invited speaker for the workshop on “Fake News and Information Literacy”, organized by the Department of Mass Communication and Journalism, Assam Women’s University, Jorhat, Assam, on 13 June 2022.
- Delivered lecture as invited speaker on “Satyajit Ray Poster: Decoding the Essence of Time” in the seminar on “Socio-political Issues and Parallel Cinema: A Road Less Travelled”, organised by K R Mangalam University, Gurugram, on 17 June 2021.

- Delivered lecture as speaker in the workshop on “Corona Mahamari ke Doran Digital Media ki Bhumika”, organised by Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya, Raipur, on 30 May 2020.
- Delivered lecture as speaker in the workshop on “Leveraging Technology in Journalism & Mass Communication” organised by MBICEM, GGSIP University, Delhi, on 16 April 2011.
- Delivered lecture as speaker in the workshop on “Media Education: Academia-Industry” on the topic “Teaching of Advertising: Current Perspective” organised by the Department of Journalism & Mass Communication, Punjabi University, 15 November 2010.
- Conducted a special session on “7 Point Formula to Design an Effective Advertising Campaign” for medical doctors pursuing Diploma Course in Health & Family Welfare Management at the National Institute of Health and Family Welfare (NIHFW), on 10th June 2010, New Delhi.

### **Course material developed**

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- Developed course material for Punjab Technical University and Punjabi University, Patiala.

### **Member of academic/professional body**

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- Member Board of Studies, Department of Media and Communication, Central University of Tamil Nadu, Thiruvarur.
- Member Board of Studies, Department of Social Works, Central University of Tamil Nadu, Thiruvarur.
- Associated with the Global Media Education Council (GMEC), a global professional body of media educators and practitioners, as a member of the Research Review Board.
- Associated as a member of the editorial board of UGC CARE list journal Dristi: the sight, published from Jageroad, Assam.
- Associated as a member of a peer-reviewed journal called Jan Sanchar Vimarsh, Allahabad, UP

## **Engagement in Literary activities**

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Write regularly in Horizon and Sunday Reading supplement of Assam Tribune, a leading newspaper in the Northeast of India.

## **Professional skills**

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- Campaign planning for advertising & PR
- Content development for corporate publicity material
- Strategy planning for Integrated Marketing Communication

## **Computer proficiency**

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- MS Office (PowerPoint, Word, Excel)
- Photoshop & CorelDraw

## **Language proficiency**

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- English, Hindi, Assamese & Punjabi

## **Professional strength**

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- A self-motivated, techno-savvy and process-driven professional with strong commitment to meet the deadline for time-bound work.

(Dr. Manash P Goswami)