

DR IPSITA BARAT

ACADEMICIAN, FILM
SCHOLAR & CRITIQUE



+91-9874245973



ipsita.barat@gmail.com
ipsita.barat@sxccal.edu



Head, Assistant Professor
Mass Communication & Videography Department
Faculty, Film Studies Department
St. Xavier's College (Autonomous), Kolkata

About

Dr Barat has been an Assistant Professor in the Department of Mass Communication & Videography at St. Xavier's College, Kolkata, for more than eleven years. She is presently the Head of the Mass Communication & Videography Department and in the past has been acting as the head of the Film Studies Department at St. Xavier's College. She has completed her PhD. from the Film Studies Department of Jadavpur University, Kolkata and holds a master's degree from AJK Mass Communication and Research Centre (MCRC), Jamia Millia Islamia. Her academic research focuses on industrial networks and investments in the post-millennium Hindi film industry. Before her academic career, she worked extensively as a media professional.

Qualification

2020 PhD
Film Studies Dept. Jadavpur University, Kolkata

2009 M.A in Mass Communication
A.J.K. MCRC, Jamia Millia Islamia University, New Delhi
Percentage/Class: First Class
(4th position in University Examinations)

2007 B.Sc. in Mass Communications and Videography
St. Xavier's College, Kolkata.
Percentage/Class: First Class
(1st position in University Examinations)

Administrative Experience

August 2021 – Present
Head, Mass Communication & Videography Department
St. Xavier's College (Autonomous), Kolkata

July 2013- July 2021
Head, Film Studies Department
St. Xavier's College (Autonomous), Kolkata

Teaching & Other Experience

Principal Coordinator (PI) MOOC Course

MOOCs platform SWAYAM, indigenously developed by the Ministry of Human Resource Development and AICTE, aims to provide free digital education to all Indian students.

- Sociology of Media 2022 (5 credits)
- Techniques of Ethnographic Filmmaking 2022 (2 credits)
- Documentary – Theory & Production 2018 (2 credits)

Publication

- Barat, Ipsita. “ Cinema as a tool for Development- The Case of Bollywood Cinema”.*Development Journalism Issues Challenges and Direction*, edited by Snehasish Sur and Uma Shankar Pandey, Unique Books International. India 2022
- Barat, Ipsita. “Pandemic Survival Strategy of Hindi Film Studios: The Case Study on Yash Raj Films”. *International Handbook of Disaster Research*, edited by Amita Singh, Springer, Singapore. 2022, https://doi.org/10.1007/978-981-16-8800-3_95-1
- Barat, Ipsita. “The Emerging Narratives of Pre-Designed Hindi Cinema”. *Wizualizacja w mediach, nauce I technice*, edited by Krystian Cholaszczyński, et al., 2022
- Barat, Ipsita, and Krishnangshu Gangopadhyay. “A Tribute to a star director of Bengali cinema Tarun Majumdar.” *Celluloid*, vol. 43 Issue 1 & 2, 2022, pp. 58-60
- Barat, Ipsita. Digital Horror in Hindi Cinema. *Indian Cinema Today and Tomorrow: Infrastructure, Aesthetics, Audiences*, edited by S.V Srinivas, et al., I.I.C. Quarterly, 2021, pp. 74-91
- Barat, Ipsita. Marketing Strategies of Films in the Bollywood Industry. *Handbook of Research on Social and Cultural Dynamics in Indian Cinema*, edited by Santosh Kumar Biswal et al., I.G.I. Global, 2020, pp. 314-325. <http://doi:10.4018/978-1-7998-3511-0.cho26>
- Barat, Ipsita. Narrative Conventions of Hindi Popular Cinema. *Structure and Dimensions of Screen Writing: An Initiative of O.D.L.*, edited by Arijit Ghosh, School of Humanities, Netaji Subhash Open University, 2016, pp. (ISBN no.978-93-82112-18-1)
- Barat, Ipsita. Conglomerate Structure of Media Ownership in India. *Wesleyan Journal of Research*, Vol.8.1, June 2015, pp 71-79 (ISSN:0975-1386)
- Barat, Ipsita. A New Cinematic Experience: Bollywood and Social Media. *LUMINAIRE*, Vol 5, Issue 1, 2015, pp 226-230 (ISSN: 2249 2542)

Invited speaker/papers presented in national & international seminars/workshops conducted

(A) Resource Person

- Media Conference on Development Journalism organized by Press Club Kolkata in collaboration with UNICEF West Bengal. 12-14 December 2022
- Under Erasmus Staff Mobility for teaching specified under the ERASMUS + programme, invited to

the Academy of Social Media and Culture in Torun, Poland

- Faculty orientation program, St. Xavier's University, Kolkata. May 28, 2019
- Series of eight educational films for U.G.C. nationwide telecast (Film Studies), EMMRC Kolkata. July 2017

(B) Invited Speaker

- Keynote paper presenter at the Women in Cinema conference organized by Dhaka International Film Festival. January 15-16, 2023
- Invited (delegate) discussant, Woman in Cinema Conference, Dhaka International Film Festival 16, January 17 2022
- Key Note Speaker, IAMCR-India Regional Conclave on Development Journalism: The Way Forward organised by Department of Journalism & Mass Communication, Surendranath College for Women, Kolkata at Press Club, Kolkata. July 12th, 2022
- Speaker, webinar titled Literature and Cinema: An Intersection, organized by the Department of English, Royal School of Languages, Royal Global University, Guwahati. December 3, 2021
- Speaker, Screenwriting Workshop, Netaji Nagar College, Kolkata. October 4, 2021
- Speaker, a master class on smartphone filmmaking by India Science, an Internet-based science Over-the-Top (O.T.T.) T.V. channels under the Department of Science and Technology, Govt of India. January 2021 (<https://www.youtube.com/watch?v=CgKy4tolcaA>)
- Speaker, invited talk, 'Smartphone filmmaking: Making content with your phone for YouTube'. Department of Journalism and Mass Communication, Netaji Nagar College, Kolkata, August 10, 2020
- Key Speaker, webinar India Today Media Institute (ITMI) on the topic 'Open shot for video editing in the digital age: A creative insight'. July 29, 2020
- Key Speaker, webinar Open Shot software as a part of the five-day webinar 'Using Free Software for Media Production' jointly by The Heritage Academy and Surendranath College for Women. July 20, 2020
- Chaired session, 'Bhuvan Shome & New Wave Indian Cinema', Netaji Nagar College, Kolkata. March 4, 2020
- Speaker, titled: Science Research: Papers vs Popular Content at India International Science Festival (IISF) (www.scienceindiafest.org) organized by the Department of Science and Technology at Kolkata on November 6, 2019.
- Plenary lecture, seminar 'Literature and Films: An Interface' organized by P.G. Dept. of English, Bakura Christian College. March 20, 2017

(C) Invited Lecture

- Delivered a lecture on 'Bollywood and Globalization' [Online] for Department of Media Studies, Christ University, Bangalore. February 8, 2023
- Lecture on Hindi Cinema to students of Bhartendu Natya Academy at Satyajit Ray Film and Television Institute of India (SRFTI), Kolkata. February 3, 2023

(D) Papers presented in International Seminars / Conferences

- Digital Fandom: A study of Online Fan Communities, International, online scientific conference titled New Media: Creativity +Innovation + Modernity organized by College of Social and Media Culture in Torun Poland (Erasmus + program). May 10, 2022
- Transmedia Imagination of Contemporary Hindi Cinema 8 th Annual South Asian Media & Cultural Studies virtual conference organized by Florida State University, College of Communication & Information. February 10-11, 2022
- Transmedia Narrative of Hindi Cinema, 7 th International Conference hosted online by the department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies. September 17, 2021
- Visual Effects and the Emerging Narratives of Pre-designed Cinema, an International, interdisciplinary online scientific conference titled: #visualization Word - Image - Sound organized

- by the College of Social and Media Culture in Toruń Poland (Erasmus + program). May 11, 2021
 - Conglomerated Structure of Multiplex Business in India, 7th South Asian Media & Cultural Studies virtual conference organized by Florida State University, Tallahassee, FL. February 4-6, 2021
 - Conglomerates Structure of Multiplex Business in India, International Virtual Conference Media Meet 2020, organized by Department of Media Studies, Christ University, Bangalore. August 27-29, 2020
 - A New Aesthetic order: The politics of Indian New Wave, International Conference 'Role of Media in Democracy' organized by Xavier school of communication, Xavier University Bhubaneswar. November 25-26, 2016
 - A New Cinematic Experience: Bollywood and Social Media, International seminar 'Postcolonial Voices in South Asian Literature and Cinema' organized by Garden City College, Bangalore. February 7-8, 2014
 - Reframing Bollywood: Changing narratives of Post Millennium Bollywood Cinema, International seminar 'Literature to Cinema: Appropriation, Adaptation, Adulteration' organized by the National Institute of Technology Durgapur, West Bengal, India. June 1 -3, 2013.
- (E) Papers presented in National Seminars/Conferences**
- The role of social media in marketing contemporary Bollywood Cinema, U.G.C. sponsored National seminar 'Social Media: A Challenge to Mainstream Media' organized by Dept. of Journalism and Mass Communication, Rastraguru Surendranath College, Barrackpore, in collaboration with Dept. of Journalism and Mass Communication, West Bengal State University, Kolkata. December 23, 2016
 - Question of Investment in Bollywood: Economics, Industry, and Institution', U.G.C. sponsored National Conference 'Re - imaging India: Challenges and Opportunities in Finance, Management and Policy Making' organized by St Xavier's College (Autonomous), Kolkata Department of Commerce and Business Administration in collaboration with International Management Institute, Kolkata. September 19-20, 2014
 - Politics of Media Ownership in India, National-level Seminar 'Media in Nation Building: A Retrospective' organized by Dept. of Mass Communication & Journalism, Tezpur University, Assam, and Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi, January 30 and 31, 2013
- (F) Workshops Conducted**
- Scriptwriting for Films [online], Kalindi College, University of Delhi. March 1, 2021
 - Communication and presentation skills, ISDI Summer School. May 31, 2019
 - Documentary and Photography, Toon Skool Advanced Animation Academy, Kolkata. February 2011
 - Conducted a Script Writing workshop for the Institute of Mass Communication Film and Television Studies, Kalyani University, in June 2010

Professional Experience

- Curated a exhibition on Jean Luc Godard for Kolkata 28th International Film Festival , December 15-22, 2022
- Edited a series of eight educational films for U.G.C. nationwide telecast (Film Studies) for EMMRC Kolkata. 2016-2017.
- Produced and directed a series of eight educational films for U.G.C. nationwide telecast on 'Documentary Films' (Film Studies) for EMMRC Kolkata. November 2015
- Worked as an Assoc. Creative for a reality show *Gaan Gaao Taka Nao* (Ruposhi Bangla) produced by Annu Kapoor films. August 10 2009
- Assistant Director in a Corporate Video Film for Nagarjuna Agro Chemicals Limited under Our Dreamz Cine-Works. November 2006
- Assistant Director with various directors from the Kolkata television industry.