

## **Dr. Sharmistha Jha**

Assistant Professor

Department of Mass Communication and Videography

St. Xavier's College (Autonomous), Kolkata

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### **Academic Qualifications:**

- PhD, Dept. of Mass Communication, Assam Don Bosco University
- PG Diploma in Cinema with specialization in Film and Video editing, Satyajit Ray Film and TV institute, Kolkata
- Masters in Applied Psychology, University of Calcutta
- PG Diploma in Mass Communication, Jadavpur University, Kolkata

### **Professional Experience:**

- Have been a professional film and video editor in the film and television industry in Kolkata and Mumbai.
- Have been the Editor of several television serials and telefilms for *ETV*, *Zee TV*, *Star Plus* and *Jalsha*.
- Edited seven feature films in Bengali titled *Dwitiya Paksha* (2001), *Raat Barota Paanch* (2005), *Shikaar* (2006), *Ballygunge Court* (2007), *Tomar Jonnyo* (2008), *Aarohan* (2010), *Cholo Potoi Tuli* (2020).
- Produced and edited a series of educational films for UGC nation-wide telecast for EMMRC, Kolkata.
- Directed a documentary for Public Service Broadcasting Trust (PSBT), 2013.
- Edited the National award-winning Documentary titled '*The legend of Fat Mama*' (2004).
- Edited the National award-winning Bangla feature film *Ballygunge Court* (2007).
- Over 13 years of teaching experience.

### **Seminars/Workshops/Events:**

- Presented a paper titled 'Identifying New Areas of Studies on Ethics in Journalism with Respect to changing Professional Scenario with the Emergence of New Media' in a national conference organised by Assam Don Bosco University in collaboration with Mizoram University from Nov 2-3, 2015.
- Presented a paper titled '*New Media technologies and the production, exhibition and distribution of film and media content*' in the First BIMSTEC Film, Media and Journalism Conference held in Dhaka, Bangladesh from January 19-21, 2020.
- Presented a paper titled '*A study on the changing characters played by women in Hindi cinema today*' in the seminar conducted by VIPS New Delhi sponsored by ICSSR in March 2023.
- Attended the International Seminar on *Benjamin's Mass in/and Cinema* by Gertrud Koch, Organized by Department of Film Studies, January 6, 2014.
- Attended the International Seminar on *Productive Pathologies: Melodrama, Trauma, History* by Thomas Elsaesser, Organized by Department of Film Studies, January 13, 2014.
- Attended a one day basic training programme on human rights organised by St.Xavier's college (Autonomous), Kolkata on 1<sup>st</sup> November 2014.
- Conducted a special lecture followed by a practical demonstration of continuity editing techniques on 8th September 2018 at Bhawanipur Education Society College, Kolkata.
- Attended a one day National Workshop On 'Plagiarism and Academic Integrity' organized by Department of Information Technology and Fr. Verstraeten Central Library, St. Xavier's College (Autonomous), Kolkata. 31 August 2019.
- Attended a two day webinar on NAAC Assessment and accreditation process (30<sup>th</sup> and 31<sup>st</sup> July, 2020), organised by St. Xavier's college, Kolkata
- Attended a two day webinar on NAAC Assessment Process and Accreditation Process under UGC Paramarsh scheme on 30 and 31 July, 2020,organised by St. Xavier's College.

- Participated in IAMCR-India webinar series held from 3<sup>rd</sup> Aug – 7<sup>th</sup> Aug, 2020 organised by Adamas University.
- Five days FDP on “contemporary research practices in media studies and Industry-academia interface-2020” during 1st-5th July, 2020 organised by Amity School of communication, Kolkata.
- Chaired sessions in Inter-College Student’s Seminars organised by Xaverian Film Academy, SXC.
- Participated in two day international webinar organised by Rabindra Bharati University on Covid-19 pandemic and communication from 17th-18th of June, 2020.
- Conducted a special lecture followed by a practical demonstration of Final Cut pro at on 23 March, 2022 St. Xavier’s University, Kolkata.

#### **Publications:**

- Jha, S. (2020). The power of social media: Its impact on culture and personal choices. *Jeevadhara: A Journal for Socio-Religious Research*, L(295), 35-46.
- Jha, S., & Plathottam, G. (2021). Changing Trends in Film Distribution, Viewing and Media Content in India. *Communication Today*. 25(4),75-86.
- Jha, S., & Plathottam, G. (2021). New Media and Filmmaking education in the Indian context. *Mass Communicator*. 15(4), 4-10.
- Jha, S. (2023). Social Media and Collective Awareness. In Savio, D., Roy, S. & Chaudhuri, S. (Eds.) *Transforming Our World Together towards Sustainable Development* (pp. 91-101).Cambridge Scholars Publishing.
- Jha, S. (2023). A study on the changing characters played by women in Hindi cinema today. In Singh, Sharma & Gupta (Eds.), *Amrit Kaal and Changing Media: Resurgence of New India* (pp. 123-133). Khama Publishers.
- Jha, S. (2023). Filmmaking Pedagogy: Evolution and changes. *SRFTI Take one*. 3(1), 56-63.

**Academic and Administrative achievements:**

- Head of the Department of Mass communication and Videography, St. Xavier's college, Kolkata from 2015-2021.
- Appointed as a question paper moderator of several papers in end semester examinations of St. Xavier's University, Kolkata.
- Member of the board which designed the curriculum for M.A in Mass Communication offered by St. Xavier's University, Kolkata.
- Performed the duty of organizing committee member of Inter College State Sports & Games Championship 2019-20 organized by Government of West Bengal, Education Directorate, Department of Higher Education at the venue Sports Authority of India, Netaji Subhas Eastern Centre, Kolkata.
- Convener of photography team for the Inter College State Sports & Games Championship, March 2025, organized by Government of West Bengal, Education Directorate, Department of Higher Education at the venue Sports Authority of India, Kolkata.
- Working member of the School of Social Sciences and Humanities, St. Xavier's College, Kolkata.
- Member of the Board of Studies (BOS) of the EDM Wing of Satyajit Ray Film & Television Institute, Kolkata.
- Member of UG Course structure & Design syllabus committee for NEFTI, Arunachal Pradesh.
- External expert for the 19th Batch Orientation Course in the Department of Editing, SRFTI.
- Member of the Academic council of the EDM wing, SRFTI in 2022.
- Member of the Consultative committee on Mass Communication facilities at the Ajaynagar Campus, St. Xavier's college, Kolkata.
- Member of the Research Program Committee of the Research and Development Cell (RDC) of St. Xavier's college, Kolkata.
- Received an Intramural Research Grant from St. Xavier's College (Autonomous), Kolkata. Grant tenure – 01 September 2023- 31 August 2024.