

DR IPSITA BARAT

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Dr Barat is an Assistant Professor in the Department of Mass Communication & Videography at St. Xavier's College, Kolkata for more than nine years now. She is also 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. She has also worked extensively as a media professional in the Kolkata television industry. Dr Barat was also appointed by SWAYAM in 2018, a MOOCs platform indigenously developed by the Ministry of Human Resource Development and AICTE, to be the principal coordinator and faculty for the creation of MOOC course –Documentary Production and additionally, she has been appointed as a resource person for several educational films produced by EMMRC Kolkata for UGC nation-wide telecast

Academic Background

PhD (2020)

Completed PhD from Film Studies Dept. **Jadavpur University**, Kolkata

M.A in Mass Communication (2009)

A.J.K. MCRC, Jamia Millia Islamia University, New Delhi

Percentage/Class: First Class

(4th position in University Examinations)

B.Sc. in Mass Communications and Videography (2007)

St. Xavier's College, Kolkata.

Percentage/Class: First Class

(1st position in University Examinations)

WBCHSE from Loreto House, Kolkata (2004)

CBSE from Notre Dame Academy, Jamalpur (2002)

Employment Profile

Head of Department

Film Studies Department

St. Xavier's College (Autonomous), Kolkata
July 2013 – Currently

Assistant Professor

Mass Communication & Videography Department
St. Xavier's College (Autonomous), Kolkata
July 2011- Currently working

Regular Visiting Faculty

Mass Communication & Videography Department
St. Xavier's College (Autonomous), Kolkata
March 2010- July 2011

Television and Video Production, B.A (Hons.) in Media Studies. Institute of Mass Communication Film and Television Studies (Affiliated to Kalyani University)
February 2010- March 2011

Research

Research Interest

Media Industries, Convergence, Production Cultures, Visual Anthropology/Visual Culture, Globalization, Bollywood, and Indian Cinema

PhD thesis (title): Bollywood in the New Millennium: Industrial Networks, Convergence, and Narratives

The focus of my doctoral research was to re-examine conditions of industrial and technological changes ensuing in the Hindi film industry through the post-millennium era. I reassess the emerging modes of production, distribution, and exhibition. I locate specific shifts with the intensification of allied revenue platforms, dynamic corporatization, new locations and platforms of exhibition, renewed emphasis on the marketability of films, changing nature of fandom and the composition of the audience.

M.A thesis: Dissertation titled 'Representation of Partition in Ghatak's Films' as part of the M.A curriculum at AJK, MCRC

Research Area

Bollywood, Industrial networks and investment in post millennium Hindi film industry, Film marketing

Field(s) of Specialization:

Film Studies, Film and Television Production, Screenwriting, Still Photography and Media Research.

Academic/Administrative Experience

(A) Academic

Appointed as **subject matter expert** on Digital photography by LearningMate, a technology company offering domain expertise in teaching and learning solutions, working with educational institutions across the globe. The scope of work included structuring the syllabus and developing lesson outline for Middle School and High School photography students. January 2021

Invited to review an academic manuscript in the role of a **peer reviewer** by Journal of Creative Communication, SAGE Publication. August 2020

Appointed by St. Xavier's College, Kolkata as a **member of the board of reviewers** of the Multi-disciplinary Research Journal of St. Xavier's College "Aviskaar - The Xaverian Journal of Research". July 2020

Appointed as a question paper **moderator** of several papers in End semester examinations of St. Xavier's University, Kolkata. 2018, 2019,2020,2021.

Invited as a **guest lecturer** for Film studies paper of M.A in English Literature in the Department of English at Lady Brabourne College, Kolkata. March 2019

Appointed by SWAYAM to be as a faculty member for the creation of MOOC course –Documentary Production. MOOCs Platform is indigenously developed by the Ministry of Human Resource Development and AICTE, aiming to provide free digital education to all Indian students. April 2018

Invited as a **resource person** for the faculty orientation program held at St. Xavier's University, Kolkata. May 28, 2019

Appointed as an **external examiner** for the Department of Media Science at Pailan College of Management and Technology, Kolkata. July 2016

Appointed as a **resource person** for a series of eight educational films for **UGC nationwide telecast** (Film Studies) for **EMMRC** Kolkata, in 2016-17.

Appointed as **paper setter** by the University of Kalyani for Bachelor of Arts (General) Film Studies 2012, 2013 examinations.

(B) Administrative

Appointed by Vigyan Prasar (An autonomous organization of the Department of Science and Technology, Govt. of India) as the **member of the selection committee** constituted for recruitment. December 2020

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.

Invited to attend **PG Board of Studies meeting** to formalize the syllabus for the optional course Text and their Film Adaptation at Lady Brabourne College, Kolkata. August 2018

Appointed as **Board of studies Member of Mass Communication Department** under the category “Outside experts in the subject from other institution of repute” by St. Xavier’s University, Kolkata.

Deputed as a **Course Coordinator** for the course ‘Post Graduate Diploma in Integrated Marketing Communication’ (PGDIMC) offered by St. Xavier’s College (Autonomous) Kolkata, Career Oriented Programme for 2011 -2012 batch.

Member of the board which **designed the curriculum** for M.A in Mass Communication offered by St. Xavier’s University, Kolkata.

Member of the board which **designed the curriculum** for Post Graduate Diploma in Integrated Marketing Communication’ (PGDIMC) and ‘Mass Communication and Public Relation Course (MCP)’ offered by St. Xavier’s College (Autonomous) Kolkata, Career Oriented Programme.

Book Chapter, Published Papers, and others

(A) Book Chapter (2):

Barat, Ipsita. Marketing Strategies of Films in Bollywood Industry. *Handbook of Research on Social and Cultural Dynamics in Indian Cinema*, edited by Santosh Kumar Biswal, et al., IGI Global, 2020, pp. 314-325. <http://doi:10.4018/978-1-7998-3511-0.ch026>

Barat, Ipsita. Narrative Conventions of Hindi Popular Cinema. *Structure and Dimensions of Screen Writing: An Initiative of ODL*, edited by Arijit Ghosh, School of Humanities, Netaji Subhash Open University, 2016, pp. (ISBN no.978-93-82112-18-1)

(B) Refereed Research Journals (2):

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)

(C) Unpublished Work

Barat, Ipsita. Digital Horror in Hindi Cinema. *Indian Cinema Today and Tomorrow: Infrastructure, Aesthetics, Audiences*. IIC Quarterly, 2021

(D) Others (1)

- Published a story **Tripping** for the web magazine <https://thespace.ink/https://thespace.ink/travel/tripper/>. March 2021
- Published the cover story **A New Bollywood?** for the web magazine <https://thespace.ink/https://thespace.ink/cover-story/digitization-in-bollywood-by-ipsita-barat/>. December 2020
- Published a **write-up** on the ‘50 Years Celebration / Restored Classics’ for the festival brochure of Kolkata International Film Festival 2019.

Invited Talks/ Papers presented in National & International Seminars

(A) Invited Talks

Invited as a **speaker** at an international, interdisciplinary online scientific conference, entitled: #visualization Word - Image – Sound organized by College of Social and Media Culture in Toruń Poland (Erasmus + program). May 11, 2021

Invited as a **speaker** for a masterclass on smartphone filmmaking by India Science, an Internet-based science Over-The-Top (OTT) TV channel under the Department of Science and Technology, Govt of India. January 2021 (<https://www.youtube.com/watch?v=C9Ky4t0IcaA>)

Key speaker for the E- National Seminar organized by Department of Journalism & Mass Communication, Gopal Narayan Singh University, Bihar on the topic of ‘Current Scenario & Future of Indian Cinema’. August 24, 2020

Key Speaker for a webinar by India Today Media Institute (ITMI) on the topic ‘Open shot for video editing in digital age: A creative insight’. July 29, 2020

Key Speaker to deliberate on Open Shot software as a part of five-day webinar ‘Using Free Software for Media Production’ organized jointly by The Heritage Academy and Surendranath College for Woman.

Chair a session on ‘Bhuvan Shome & New Wave Indian Cinema’ by Netaji Nagar College, Kolkata. March 4, 2020

Speaker for a Session, titled: **Science Research: Papers vs Popular Content** at India International Science Festival (IISF) (www.scienceindiafest.org) organized by **Department of Science and Technology** at Kolkata on November 6, 2019.

Deliver a **plenary lecture** in a seminar ‘Literature and Films: An Interface’ organized by PG Dept. of English, Bakura Christian College. March 2017

(B) Moderator

Moderate a webinar organized by Career Oriented Programme, St. Xavier’s College, Kolkata on the topic ‘Talking Cinema: In conversation with the director Safdar Rahman’ with director Safdar Rahman as the special guest. August 7, 2020.

Moderated a session 'Moon Walk – A media installation' realized within the framework of Five Million Incidents, 2019-2020 supported by Goethe Institute / Max Muller Bhavan Kolkata in collaboration with Raqs Media Collectives. September 25, 2019

Moderator for an academic panel discussion 'Towards an art of Literary Adaptation' organized by Advanced Research Centre of Indian Writing in English, Lady Brabourne College, Kolkata. March 2019

(C) Papers presented in International Seminars / Conferences

Presented a paper titled **Conglomerated Structure of Multiplex Business in India** at the 7 th South Asian Media & Cultural Studies virtual conference organized by Florida State University, Tallahassee, FL. February 2021

Paper presented titled **Conglomerates Structure of Multiplex Business In India** at International Virtual Conference Media Meet 2020, organized by Department of Media Studies, Christ University, Bangalore. August 2020

Presented a paper titled **A New Aesthetic order: The politics of 'Indian New Wave** at International Conference organized by Xavier school of communication, Xavier University Bhubaneswar. November 2016

Presented a paper titled **A New Cinematic Experience: Bollywood and Social Media** at an International seminar "Postcolonial Voices in South Asian Literature and Cinema" organized by Garden City College, Bangalore. February 2014

Presented a paper titled **Reframing Bollywood: Changing narratives of Post Millennium Bollywood Cinema** at an International seminar 'Literature to Cinema: Appropriation, Adaptation, Adulteration" organized by the National Institute of Technology Durgapur, West Bengal, India. June 2013.

(E) Papers presented in National Seminars/Conferences

Presented a paper titled **The role of social media in marketing contemporary Bollywood Cinema** at UGC sponsored National seminar 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 2016

Presented a paper titled **Question of Investment in Bollywood: Economics, Industry and Institution** at UGC sponsored National Conference organized by St Xavier's College (Autonomous), Kolkata Department of Commerce and Business Administration in collaboration with International Management Institute, Kolkata. September 2014

Presented a paper titled **Politics of Media Ownership in India** in a National-level Seminar organized by Dept. of Mass Communication & Journalism, Tezpur University, Assam, and Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi, January 2013

Orientation/ Refresher/Seminar/ Workshops/ Faculty development programme Attended

(A) Faculty Development Programme (FDP)

2-week FDP on "Managing Online Classes and co-creating MOOCS: 2.0" organized by Teaching Learning Centre, Ramanujan College, University of Delhi and sponsored by Ministry of Human Resource Development, Pandit Madan Mohan Malviya National Mission on Teachers and Training. May 18 – June 03, 2020

3-day online workshop on 'Online Course Design, Development and Delivery' organized by Human Resource Development Centre, University of Hyderabad. 29- 31 May 2020.

3-day FDP on 'Research Funding and Publication' organized by the Ethiraj College for Woman, Post Graduate Department of Journalism and Communication. 26-28 May 2020

'Teaching Film Studies in West Bengal: An Orientation Programme' organized by the Media Lab, Department of Film Studies, Jadavpur University, Kolkata. July 2011.

FDP organized by St. Xavier's College (Autonomous), Kolkata

Two Day webinar on NAAC Assessment Process and Accreditation Process under UGC Paramarsh scheme. 30 and 31 July 2020

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

One day FDP on interreligious studies and social harmony. July 2019

One day Human Values development programme (HVDP). November 2015

One-day basic training programme "An Empowering Exploration of Issues Facing Human Being around the Globe Today". November 2014

(B) Refresher / Orientation

Completed **Refresher Course** 'Role of Journalism, Media and Cinema in Nation and Generation Building' scheduled from July 20 – August 1, 2020, conducted by Centre for Professional Development in Higher Education, University of Delhi.

Completed UGC sponsored **Orientation Programme** at Jadavpur University from 15.12.14 to 13.01.15

(C) National & International Seminars / Webinars

International Webinar on 'Journalism during COVID -19 Crisis' organized by St. Pious X Degree & PG College for Woman. 19 May 2020

Webinar on 'Narrative Journalism versus Data Journalism' organized by Delhi Metropolitan Education. June 2, 2020

International Seminar organized by Department of Film Studies, Jadavpur University.

The Popular Film and Transformative Politics across South Asia. January 2018

Productive Pathologies: Melodrama, Trauma, and History by Thomas Elsaesser. January 2014.

Benjamin's Mass in/and Cinema' by Gertrud Koch. January 2014

National Seminar organized by Department of Film Studies, Jadavpur University.

Partition of India: Contemporary Perspective. March 2018

Encountering World Cinema in India. November 2016

Territory to Screen: The Regional in Indian Cinema. January 2016

Writing Histories for Indian Cinema: Chapter 2. October 2014

UGC sponsored national level seminar 'Elan' organized by the Department of Multimedia, St. Xavier's College Kolkata and EMMRC Kolkata. March 2016.

Workshop Conducted

Invited as a resource person by Kalindi College, University of Delhi for a workshop on **Scriptwriting for Films** in the online mode. March 2021

Communication and presentation skills workshop for students of ISDI Summer School. May 2019.

Documentary and Photography workshop for Toon Skool Advanced Animation Academy, Kolkata. February 2011.

Screenwriting workshop for Institute of Mass Communication Film and Television Studies, Kalyani University. June 2010.

Professional Experience

Edited a series of eight educational films for **UGC nationwide telecast** (Film Studies) for **EMMRC** Kolkata, in 2016-17.

Produced and directed a series of eight educational films for **UGC nationwide telecast** on the topic of 'Documentary Films' (Film Studies) for **EMMRC** Kolkata, in 2015.

Worked as an **Assoc. Creative** for a reality show *Gaan Gao Taka Nao* (Ruposhi Bangla) produced by **Annu Kapoor films**.

Worked as an Assistant Director in a Corporate Video Film for Nagarjuna Agro Chemicals Limited under

the banner of **Our Dreamz Cine-Works**.

Worked as an **Assistant Director** with various directors from the Kolkata television industry.

Directed a 30 min documentary **I Am a Nurse** which was nominated for Jeevika Asia Livelihood Documentary Festival 2010.

Directed, Scripted, and acted in a Street Theatre '**Nari Atyachari**' – performed at 'JNU' New Delhi.

Interest and Extra-Curricular Certification

Dancing, Dramatics, Reading, Writing.

Completed a 13-hour online course - **Professional Life Coach Certification & Guide (Accredited)** from Udemy. May 2020

Language

English, Hindi, Bengali [Fluent in speaking, reading, and writing]

Date: May 2021