

# Riya Sengupta

## Professional Experience

- Participated in the ICSSR-sponsored National Seminar on Media, Culture and Social Algorithms under the Department of Mass Communication, Assam University, Silchar and presented a paper with the title: “OTT and Social Media algorithms: Content Suggestions Compared between Netflix and Amazon Prime”
- Worked as a guest lecturer in Mass Communication and Journalism (Media Science) at IMS Kolkata (August 2023- January 2025)
- Qualified UGC NET for Assistant Professor in 2021 and 2022.
- Working as a freelance academic content writer & blog writer
- Worked as an academic content writer at Wriassist (May 2021-April 2022)
- Worked as an editor in an online news portal, Opical.in (September 2020-January 2020).
- Worked at the Institute of Neurosciences, Kolkata as a Front-office executive (2019).
- Interned at Tent Cinema (Boyhood Productions), Joyee serial (2018).
- Interned at JU community Radio 90.8 Mhz (2018).

## Publications

Book title	Editors	ISBN number	Chapter name
“Media, Society and Sustainability: Perspectives on Communication and Change in India”	(under the press of IMS Management Studies)	(under press)	“Media representation of environmental and social issues”
“Celluloid Chronicles: Tracing the Arc of Indian Cinema”	(under press)	(under press)	“Representation of women on screen: Progress and pitfalls”
“Divergence: Contemporary Concerns: A peer-reviewed edition”	Dr. Kironmoy Chetia & Dr. Nitu Konwar	ISBN: 978-93-5879-587-5 ISBN-10: 3-587-587-5	“Impact of Social Media in Society” (pp. 146-151) Doi: 10.25215/9358795875

## Education

2019 M.Sc in Media Science, NSHM College of Management and Technology, Kolkata

2017 B.A English Honours, M.U.C Women's College Burdwan

2014 ISC (Science), St.Xavier's School, Burdwan

2012 ICSE, St.Xavier's School, Burdwan

## **Skills**

- **Digital marketing**
- **Microsoft Word, Excel and Powerpoint**
- **Canva**

## **Interests**

- **Learning recitation and elocution from elocutionist Bratati Bandopadhyay**
- **Learning guitar**
- **Reading books**

## **Projects**

- **Helped in organizing several programs and events in St Xavier's School, Burdwan and M.U.C Women's College, Burdwan.**
- **Coordinated in some events as a part of NSHM Knowledge Campus, Kolkata**
- **Attended the social surfing 3.0 workshop on Online Safety, Counter speech, Cyber Etiquette & Social Media for Social Change**
- **Did workshop with SUDESHNA ROY in the web series "VIRGIN MOJITO".**

## **Declaration**

**I do hereby declare that all the above information furnished by me is true and correct to the best of my knowledge.**

**Riya Sengupta**  
**Burdwan, West Bengal, 03/05/2025**