

# Dr. Oinam Bedajit Meitei

Associate Professor,  
Dept. of Mass Communication and Journalism  
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## Academic Identity

 **Google Scholar ID** QCCRNfcAAAAJ

 **Scopus Id** 56487970100

## Education and other Qualification

Ph. D. in Mass Communication and Journalism from Tezpur University, Assam. (2014)

MA in Mass Communication and Journalism from Tezpur University, Assam. (2010)

Qualified the National Eligibility Test (NET) in Mass Communication and Journalism (2010– June)

M. Sc. in Mathematics from Dr. BR Ambedkar University Agra (2006)

## Publications

1. Communication and Challenges of Capacity Development: A case study of Bagru hand block printing. Textile: The Journal of Cloth and Culture, Taylor & Francis. Vol. 20. Issue 3, pp. 311–321. <https://doi.org/10.1080/14759756.2021.1950422>. (2022)

2. Challenging perspectives: Review of De-westernizing visual communication and cultures. Edited by Herdin, Faust and Chen. Media Asia, 2021 – Taylor & Francis. Vol. 48. Issue 3, pp 229–231. <https://doi.org/10.1080/01296612.2021.1896861>

3. Intertextuality of Film Remakes of Devdas: Romanticism from the perspectives of Indian Aesthetics. South Asia Research, Sage Publication, Vol.36, No.1, pp 24–40. ISSN: 0262-7280. (2016) <https://doi.org/10.1177/0262728015615477>

4. Breaking Western Film Making Models: An Unexplored Indian Frame of Film Communication– Evidence From Telugu Cinema. *Journal of Communication Inquiry*. Vol 39, Issue 1, pp 38–62. Sage. ISSN: 0196–8599. (2015) <https://doi.org/10.1177/0196859914549889>

5. The Tale of Gandhi through the lens. An Inter-textual Analytical Study of Three Major Films—Gandhi, The Making of the Mahatma and Gandhi, My Father. *CINEJ Cinema Journal*. (University of Pittsburgh Press). Vol.2.2. Pp 4–37. US.ISSN: 2158–8724. (2013)

6. Wiki-Leaks–An Enigma of Information Sensation Sans Accountability: A Case Study of India. *New Media and Mass Communication*. Vol. 2. 13–26. ISSN: 2224–3275. (2012)

7. Mediating through Web 2.0---Imperatives of an end user perspective of Websites of Universities of North East of India. *Global Media Journal* (Indian Edition). Summer Issue. June 1–24. ISSN: 2249–5835. (2011)

## Area of Interest

Film and Television Studies

Comparative Communication analysis

Visual Culture

Media system

Sustainable Development

Entrepreneurship

## Work Experience

Presently working as an Associate Professor in the Department of Mass Communication and Journalism at Central University of Karnataka, since 26<sup>th</sup> September, 2025

Assistant Professor in the Department of Mass Communication and Journalism at Central University of Karnataka, from 29<sup>th</sup> November, 2019 till 25<sup>th</sup> September, 2025

Assistant Professor in the Department of Mass Communication at Manipal University Jaipur, Jaipur from 29<sup>th</sup> December, 2014 till 27<sup>th</sup> November, 2019.

Assistant Professor in the Department of Mass Communication at the Asian Institute of Management and Technology, Guwahati from 2<sup>nd</sup> July, 2014– 15<sup>th</sup> December, 2014.

Sub Editor in an English daily *The Shillong Times* at Shillong, Meghalaya.

8. Trends and Approaches In Environmental Journalism Research Post-2000: A Bibliometric Analysis. *Global Media Journal: Indian Edition*. Vol 15. Issue 2. 1-33. ISSN:2249-5835. (2023)

9. Thematic Mapping and Network Dynamics of Media Literacy Post-2000: A Bibliometric Analysis. *Journal of Media and Communication*. Vol 8. Issue 1, 85-103. eISSN: 2581-513X. (2024)

10. Individualization and sexuality of aging women in contemporary women's cinema of Bollywood. *Indian Journal of Health, Sexuality & Culture*. Vol.10. Issue 2. 77-84 eISSN: 2581-575X. (2024)

11. Thematic and Network Mappings of Algorithmic-based Communication Research: A Bibliometric Analysis, *Journal of Media and Communication* Vol 9. Issue 1, 41-58, eISSN: 2581-513X. (2025)

12. Quality Perception And Ethical Considerations of Ai-Generated Influencer-Based Advertisements in India. *Global Media Journal, Indian Edition*. Vol.17 Issue 1, 74-94. ISSN:2249-5835. (2025)

## Paper presented at International Conferences

1. *Narrative Framework of Communicating Identity of Male Sex Worker in Indian Web Series Tribhuvan Mishra CA Topper*. Paper presented at an ICSSR sponsored Three-Day International Conference on Bodies across Boundaries: Representing Human Trafficking, and Sex Works in Contemporary Indian Films and Media organised by the Manipal Institute of Communication, MAHE, Karnataka on 24-26, October, 2024.

2. *Advertisement and Women: A Visual Analysis of Contemporary Myntra Advertisements*. Paper presented at an International conference Media and Gender- Inclusive Narratives and Contemporary Debates Organised by CUK, IJ Ohio University, SVKM, WICCI on 18 Jan, 2023.

3. *Cultural Values and Children in Indian Singing Reality Television Shows: A Narrative Analysis of 'Sa Re Ga Ma Pa Lil' Champs*. Paper presented at 26th AMIC Annual Conference on Disturbing Asian Millennials: Some Creative Responses Organized by AMIC in association with Manipal Academy of Higher Education, Manipal from on 7 June 2018

4. *Communication and Capacity Development: A Case Study of Bagru Hand Block Printing*. Paper presented at International Conference on 'India's Communication Policy & Strategy for Development' Manipal University, Manipal, Karnataka during March 17-18, 2017.

5. *The Tale of Gandhi through the lens. An Inter-textual Analytical Study of Three Major Films—Gandhi, The Making of the Mahatma and Gandhi, My Father*. Paper presented at Literature to Cinema: An international conference at NIT, Durgapur, West Bengal during May 31-June 3, 2013.

6. *Wiki-Leaks-An Enigma of Information Sensation Sans Accountability: A Case Study of India*. Paper presented at the International Conference on Diversity and Plurality in Media: Reflection of Society at Makhnallal Chaturvedi University of Journalism and Mass Communication, Bhopal. December 27-28, 2011.

7. *Breaking Western Film Making Models: An Unexplored Indian Frame of Film Communication*. Paper presented at the 20th AMIC Conference held at Hotel Taj Krishna during June 24-27, 2011.

## Paper presented at National Conferences

1. *Manipuri Cinema Through the Lens of Aribam Syam Sharma- An Analytical Study*. Paper presented at a UGC sponsored National Conference on Indian Cinema: Past, Present and Future at Department of Mass Media VPM Joshi Bedekar College, Mumbai during January 8-9, 2016.

2. *Mediating through Web 2.0-Imperatives of an End User Perspectives of Websites of Universities of North East of India*. Paper presented at a UGC sponsored National Conference on New Media and National Development, Department of Communication, Bangalore University during March 18-19, 2011.

## Projects and Documentary

1. A Media Perspective of Expectations and Challenges to the Small-Scale Printing Industries in Bagru Town sanctioned by Manipal University Jaipur.

2. Call from the Green Floats- Documentary on the fisherman of Loktak Lake in Manipur produced by Tezpur University.

3. Bagru Block Printing: A documentary on the hand block printers and their challenges produced by Manipal University Jaipur.

4. Delawas STP: A Success Story- Documentary on sewage treatment plant in Jaipur produced by Asian Development Bank Institute.

5. ICSSR funded Minor Research Project titled "The Socio-Cultural impact of Rewarding Youtube Content Creators in Viksit Bharat: A Case Study of National Content Creators Award 2024".