

Sarita Mal

General Information

Specialization

General information	
Department	: English
Designation	: State-Aided College Teacher II
Qualification	: M.A., M.Phil.

: Sociolinguistics

Email : zanesarita@gmail.com

Selected Lectures and Presentations

Teaching Experience 14 years

Colleges/ Institutes Served As a Guest Lecturer in Maharaja Manindra Chandra College (Nov.2006-Aug.2008)

As a Part time Lecturer in Vidyasagar Evening College (Jan.2007-Jan.2010)

Research

Gender and Advertisement

Publication

- 1. BooksBook Chapters/Articles in Edited Volumes
- 2. Articles in Journals/ e journals- Upcoming Article entitled "A Comprehensive Study of Lux Advertisements in India: Negotiating Gender and Advertisement" in the Heritage Journal of Bethune College, bearing the ISSN No. 2349-9583.
- 3. Seminar/ Conference Proceedings Participated and read a paper entitled "Passivity as an alterntive strategy of Resistance" in the Students' Seminar organized by the Department of English, University of Calcutta, on February 20,2008.

Invited Lectures/ Paper Presentations

Awards/ Fellowships/ Grants

Honorary Posts/Positions/Responsibilities Held

Any other relevant information- ranked 1st in the Department of English (2002) in Vidyasagar College (C.U.)