

Dr Barbara Mitra



Senior Lecturer in Media and Cultural Studies

Institute of Humanities & Creative Arts

Contact Details

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Barbara Mitra is Subject Leader for Media & Cultural Studies. She has varied teaching and research interests and has published on issues relating to television, gender, advertising and children, and also on the use of technology in learning and teaching. She is also interested in employability, ethnography, and race and gender in the media. Her doctoral thesis focused on advertising in India, whilst her current research addresses Facebook and new media in relation to gender, identity and language. She has also researched [the impact of TV advertising on children](#).

Barbara teaches a broad range of undergraduate modules, including the specialist modules *Television Times* and *Gender and Popular Culture*. She has spoken on local radio and in local schools on issues related to gender and body image, Facebook and television advertising and children. She has also made a number of films on various academic topics.

Teaching & Research

Dr. Barbara Mitra has been awarded a University of Worcester Teaching Fellowship (2011).

Specialist Teaching Areas

Gender, television, children and media, advertising, race and ethnicity, new media, teaching and Learning , E-Learning

Specialist Research Areas

Gender, advertising and children, television, television in India

Professional Bodies

Feminist and Women's Studies Association

Member – presented at conference

Media, Communications and Cultural Studies Association (MeCCSA)

Member – presented at conferences and attend annual conference

European Communication Research and Education Association

Member

Publications

Wolfe, C. and Mitra, B. (2012) 'Newsreaders as Eye Candy' *Journal of the Association for Journalism Education*. Vol. 1(1), pp.92-99 (available at <http://journalism-education.org/2012/04/newsreaders-as-eye-candy/>).

Mitra, B. & Lewin-Jones, J. (2012) 'Colin won't drink out of a pink cup' in Karen Ross (ed.), *Blackwell Handbook of Gender, Sexualities and the Media*. Oxford, Wiley-Blackwell, pp.383-400.

Mitra, B. Lewin-Jones, J. Barrett, H. & Williamson, S. (2010) 'The use of video to enable deep learning' *Research in post-compulsory education* Issue 15(4) pp.405-414.

Mitra, B. & Lewin-Jones, J. (2010) 'Children and Gender Identity in Television Commercials' *Worcester Papers in English and Cultural Studies*, Spring, Issue 8 pp.71-83.

Barrett, H., Lewin-Jones, J., Mitra., B & Williamson, S. (2009) 'Evaluating the Use of Video in Learning and Teaching:the Blended Learning Research Project' Worcester Journal of Learning and Teaching, Issue 2.

Lewin Jones, J. and Mitra, B. (2009) 'Gender Roles in Television Commercials and Primary School Children in the UK' Journal of Children and Media Volume 3(1)pp.35-50.

Mitra, B. (2005) 'The Influence of Television Commercials on Clothing in India' Worcester Papers in English and Cultural Studies October(3), University of Worcester.

Milbourne, P., Mitra, B., and Winter, M. (2001) 'Agriculture and Rural Society: Complementarities and Conflicts Between Farming and Incomers to the Countryside in England and Wales'. Cheltenham. Countryside and Community Research Unit Report to MAFF.

External Responsibilities

External Examiner for BA (Hons) Communication, Media and Culture at Oxford Brookes University 2008-2012

I help organise Café Philosophique where we discuss philosophical ideas in an informal, friendly setting at the Fold in Bransford. If you are interested in finding out more about this then please contact Barbara Mitra by email to find out more.

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