

Publications Details

Name - Dr. Moumita Chakraborty

Designation- Assistant Professor, Department of Journalism and Mass Communication.

Specialization- Advertising, Development Communication, Traditional Media, New Media.

Research interest- Development Communication, Traditional Media, Advertising, Global communication, media and culture, Digital Media & AI.

Research papers:

1. Moumita Chakraborty, "Traditional Folk Media: An Effective Communication Tool for Rural Development and Awareness." Sodh Dristi, Vol 10, No 6, June 2019. ISSN: 0976-6650.
2. Moumita Chakraborty, "Growth of Over the Top (OTT) Video Services: A Possible Threat to Traditional Pay Television Services- An Analysis." Theatre International. ISSN- 2278-2036.
3. Moumita Chakraborty, "Impact of Social Media on political and public opinion in India - A comparative study" International Journal of Cultural Studies and Social Sciences. ISSN- 2347-4777.

Book chapter:

1. Moumita Chakraborty, "Sedition Law in India – An Analytical Study", Rising India and the World Order in the 21st Century. ISBN: 978-93-9458-26-5.
2. Moumita Chakraborty, "Health communication campaign, and their impact on behaviour - An analysis" Media culture and Audience, ISBN: 978-93- 5529-948-2.
3. Moumita Chakraborty, "Digital media convergence: a transformative paradigm in the digital age", Sociological perspectives on Media, Gender and cultural studies, ISBN: 978-93- 91741-73-0.
4. Moumita Chakraborty, "Portrayal of transgender in Indian cinema, with special reference to Taali, An Indian web series- A critical review." Media Gender and Society, ISBN: 978-81-967932-4-1, ISBN 10:81-967932-4-3.
5. Moumita Chakraborty, "Journalism in the Era of Artificial Intelligence", Emerging Trends in Media and Communication Studies. ISBN 978-93- 6128-689-6.
6. Dr. Moumita Chakraborty, "Decoding News in the Digital Age among Social Media: The Role of Media Literacy in Mitigating Misinformation", Empowering Media Users and Interactive Media Design, ISBN: 978-93-5834-395-3.
7. Dr. Moumita Chakraborty, "The Impact of Social Media on Children: Behavioural and Psychological Effects", Virtual Reality and Artificial Intelligence Technologies, ISBN: 978-93-6233-386-5
8. Dr. Moumita Chakraborty, "The Role of New Media in Enhancing Development Communication Through Media Convergence", 5G Media Convergence and Cybersecurity, ISBN: 978-93-6233-353-7,
9. Dr. Moumita Chakraborty, 'The Future Classroom: Evaluating the Effectiveness of AR and VR in Educational Settings', Media Convergence and Design Skills, ISBN: 978-93-6135-317-8.
10. Dr. Moumita Chakraborty, 'The Convergence of Cyber Security, AI, and Advanced Tech: Strategies for a Secured Future', Global Media and Cultural Exchange A Growing Perspective
11. Dr. Moumita Chakraborty, 'Facets of Defamation with Appropriate Case Studies' ISBN:978-81-971801-9-4

Conference:

1. Moumita Chakraborty, "Health communication campaign, and their impact on behaviour - An analysis." International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023) (Accepted).
2. Moumita Chakraborty, "Digital media convergence: a transformative paradigm in the digital age." International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023) (Accepted).
3. Moumita Chakraborty, "Portrayal of transgender in Indian cinema, with special reference to Taali" International Conference on Media, Culture and Audience: Contemporary Issues and Challenges (ICMCA-2023) (Accepted).
4. Moumita Chakraborty, "Growth of Over the Top (OTT) Video Services: A Possible Threat to Traditional Pay Television Services- An Analysis". International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023) (Accepted).
5. Moumita Chakraborty, "Impact of Social Media on political and public opinion in India - A comparative study" International Conference On Media, Culture And Audience: Contemporary Issues And Challenges (ICMCA-2023) (Accepted).
6. Moumita Chakraborty, "Journalism in the Era of Artificial Intelligence", International conference on media convergence and emerging technologies, ICMCET-2024
7. Dr. Moumita Chakraborty, "Decoding News in the Digital Age among Social Media: The Role of Media Literacy in Mitigating Misinformation", International conference on media convergence and emerging technologies, ICMCET-2024
8. Dr. Moumita Chakraborty, "The Impact of Social Media on Children: Behavioural and Psychological Effects", International conference on media convergence and emerging technologies, ICMCET-2024
9. Dr. Moumita Chakraborty, "The Role of New Media in Enhancing Development Communication Through Media Convergence", International conference on media convergence and emerging technologies, ICMCET-2024
10. Dr. Moumita Chakraborty, 'The Future Classroom: Evaluating the Effectiveness of AR and VR in Educational Settings', International conference on media convergence and emerging technologies, ICMCET-2024
11. Dr. Moumita Chakraborty, 'The Convergence of Cyber Security, AI, and Advanced Tech: Strategies for a Secured Future', International conference on media convergence and emerging technologies, ICMCET-2024.
12. Dr. Moumita Chakraborty, 'Towards a Sustainable Future: Exploring the Benefits and Challenges of a Green Economy Transition in India' International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).
13. Dr. Moumita Chakraborty, 'Effective Risk Communication in Risk Management in India: An analysis', International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).
14. Dr. Moumita Chakraborty, 'Resilience and Recovery: Strengthening Environmental Sustainability in India's Post-Pandemic Economy' International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).
15. Dr. Moumita Chakraborty, 'Interactive and Immersive Media for Environmental Education in India' International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).

16. Dr.Moumita Chakraborty, 'The Role of Communication strategies in Creating Environmental Sustainability Awareness with Special Reference to Swatch Bharat Abhiyan in Assam,' International Conference on Transforming the Future of Environmental Sustainability, (ICTFES-2024).