

Publications Details

Name - Ms. Pritha Misra

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

Specialization- Advertising and Public Relations, Health Communication

Research interest- Development Communication, Health Communication.

Research papers:

1. Pritha Misra, "Depiction of Loneliness in the Films of Rituparno Ghosh: An Analysis of Selected Films," Theatre International, ISSN- 2278-2036
2. Pritha Misra, "The Role of Memes in Political Discourse and Public Opinion Formation: A Study "International Journal of Cultural Studies and Social."International Journal of Cultural Studies and Social Sciences, ISSN- 2347-4777
3. Pritha Misra, "Beyond Deep Fakes: An Ethical Framework for AI In Countering Disinformation". International Journal of Creative Research Thoughts (IJCRT) ISSN- 2320-2882

Book chapter:

1. Pritha Misra, "Creative Design Approaches to Addressing Cybersecurity Challenges in 5G Media Convergence", Media Convergence and Design Skills 978-93- 91741-73-0
2. Pritha Misra, "Media Representation and the Reinforcement of Stereotypes regarding Women's Contraceptive Choices: An analysis of selected magazines, Sociological perspectives on Media, Gender and cultural studies 978-93-6135-317-8
3. Pritha Misra, "The Future of Print Media: Sustainability and Innovation in a Digital Age", Emerging Trends in Media and Communication Studies 978-93- 6128-689-6.
4. Pritha Misra, "Social Media as a Convergent Platform: Analyzing the IntegFuture of Environmental Sustainability (ICTFES-2024) (Accepted).
5. Pritha Misra, "From Screens to Streams: Interactive Media and Its Influence on ration of News, Entertainment, and User-Generated " Empowering Media Users and Interactive Media Design 978-93-5834-395-3
6. Pritha Misra, "Global Media Convergence: Cultural Implications and the Future of Global Media Landscapes ", Virtual Reality and Artificial Intelligence Technologies 978-93-6233-386-5
7. Pritha Misra, "Recognizing the Mechanisms of Media Convergence: An Empirical Investigation into the Combination of Traditional and Contemporary Media", Global Media and Cultural Exchange A Growing Perspective, 978-93-6135-243-0
8. Pritha Misra, "Audience Perceptions of Credibility in CrossMedia News Production: An Analysis", Media Convergence and Design Skills, 978-93-6135-317-8
9. Pritha Misra, "The Ethical Implications of Media Convergence: Balancing Innovation and Privacy in the Age of Big Data", 5G Media Convergence and Cybersecurity 978-

93-6233-353-7

10. Pritha Misra, "Impact of Natural Disaster on Public Health and the role of Extension workers: An analysis of selected case studies", *New Media Landscape in India: Dimensions, Issues, Trends and Future*, 978- 81963402-0-9
11. Pritha Misra, "Cultural Imperialism in the Digital Age: Analyzing the Dominance of Western Media in Global Markets", *La Panorama: An International Enthology of Critical Essays on Literature in English and on Media Culture*. 978-81- 965132-6-9

Conference:

1. Pritha Misra, "Bridging the Gap: The Role of Extension Work in Disaster Preparedness and Response — A Case Study Approach." International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024) (Accepted).
2. Pritha Misra, "The Impact of Green Economy Initiatives on Urban Sustainability: Case Studies from Global Cities." International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024) (Accepted).
3. Pritha Misra "Green Jobs and Economic Growth: The Nexus Between Environmental Sustainability and Employment" International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024) (Accepted).
4. Pritha Misra, "The Intersection of Renewable Energy and Climate Adaptation: Pathways to a Low-Carbon Future", International Conference on Transforming the Conservation Efforts in Digital Learning Environments", International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024) (Accepted).
5. Pritha Misra, "From Screens to Streams: Interactive Media and Its Influence on Conservation Efforts in Digital Learning Environments", International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024) (Accepted).