

: FACULTY DETAILED RESEARCH DATA:

Name of the Faculty: Pritha Misra

Designation: Teaching Assistant

Department: Journalism and Mass Communication

School: Humanities and Social Science

Research Area: Development Communication, Rural Communication, Advertising.

Details of research portfolio of faculty:

A. Researcher's ID details:

Google Scholar ID:
ps://scholar.google.co.in/citations?view_op=list_works&hl=en&user=IMSvNRgAAAAJ&gmla=ABOIHi xISUbE76OZIKr0NVyNhYXCTzkqPmhswmGw44 wj4RvZrscUZECSb7moI73K2Pix4CaKFtVwQ8MC 5QZdrERIHLt4XrIsKccr5AM

Orchid ID: 0009-0006-8285-1723

Scopus ID:

Vidwan ID: 525868

B. Publication details:

1. Conference proceedings/ Conference paper:

Sl. No.	Name of the Conference	Title of the paper	Month & Year of Publication	Author(s) Name	National/ International	doi number (if any)	ISSN/ISBN no.
1.	International Conference of Media, Culture and Audience (ICMCA 2023)	Depiction of Loneliness in the Films of Rituparno Ghosh: An Analysis of Selected Films	December 2023	Pritha Misra	International		ISSN- 2278-2036
2.	International Conference of Media, Culture and Audience	The Role of Memes in Political Discourse	December 2024	Pritha Misra	International		ISSN- 2347-4777

	(ICMCA 2023)	and Public Opinion Formation: A Study					
3.	International Journal of Creative Research Thoughts (IJCRT)	Beyond Deep Fakes: An Ethical Framework for AI In Countering Disinformation	January 2024	Pritha Misra	International		ISSN- 2320-2882
4.	International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024)	Bridging the Gap: The Role of Extension Work in Disaster Preparedness and Response — A Case Study Approach	September 2024	Pritha Misra	International		Awaited
5.	International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024)	The Impact of Green Economy Initiatives on Urban Sustainability: Case Studies from Global Cities	September 2024	Pritha Misra	International		Awaited

6.	International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024)	Green Jobs and Economic Growth: The Nexus Between Environmental Sustainability and Employment	September 2024	Pritha Misra	International		Awaited
7.	International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024)	The Intersection of Renewable Energy and Climate Adaptation: Pathways to a Low-Carbon Future	September 2024	Pritha Misra	International		Awaited
8.	International Conference on Transforming the Future of Environmental Sustainability (ICTFES-2024)	From Screens to Streams: Interactive Media and Its Influence on Conservation Efforts in Digital Learning Environments	September 2024	Pritha Misra	International		Awaited

2. Publications in SCI/Scopus indexed Journals:

Sl. No	Name of the Journal (mention SCI/scopus)	Title of the paper	Month & Year of Publication	Author(s) Name (Highlight the corresponding and 1 st author in every article)	doi number	Issue No. & Volume No.	Page no.	ISSN of the journal

3. Book chapter:

Sl. No.	Title of the book	Publishers	Author(s) Name (Highlight the corresponding and 1 st author in every article)	Year	ISBN No.	doi no. (if applicable)
1.	Creative Design Approaches to Addressing Cybersecurity Challenges in 5G Media Convergence. Book Name- Media Convergence and Design Skills	Akinik Publications	Pritha Misra	2024	978-93-91741-73-0	http://doi.org/10.22271/ed.book.2977
2.	Media Representation and the Reinforcement of Stereotypes regarding Women's Contraceptive Choices: An analysis of selected magazines Book Name- Sociological perspectives on Media, Gender and cultural studies	Levant Books	Pritha Misra	2024	978-93-6135-317-8	N/A
3.	The Future of Print Media: Sustainability and Innovation in a	Swami Vivekananda University	Pritha Misra	2023	978-93-6128-689-6.	N/A

	Digital Age Book Name- Emerging Trends in Media and Communication Studies					
4.	Social Media as a Convergent Platform: Analyzing the IntegFuture of Environmental Sustainability Book Name- Empowering Media Users and Interactive Media Design	Integrated Publications, New Delhi	Pritha Misra	2024	978-93- 5834- 395-3	http://doi.org/10.62778/int.book.475
6.	Global Media Convergence: Cultural Implications and the Future of Global Media Landscapes Book Name- Virtual Reality and Artificial Intelligence Technologies	Bright Sky Publications, New Delhi	Pritha Misra	2024	978-93- 6233- 386-5	http://doi.org/10.62906/bs.book.207
7.	Recognizing the Mechanisms of Media Convergence: An Empirical Investigation into the Combination of Traditional and Contemporary Media Book Name- Global Media and Cultural Exchange A Growing	Akinik Publications	Pritha Misra	2024	978-93- 6135- 243-0	http://doi.org/10.22271/ed.book.2976

	Perspective					
8.	Audience Perceptions of Credibility in CrossMedia News Production: An Analysis Book Name- Media Convergence and Design Skills	Akinik Publications	Pritha Misra	2024	978-93-6135-317-8	http://doi.org/10.22271/ed.book.2977
9.	The Ethical Implications of Media Convergence: Balancing Innovation and Privacy in the Age of Big Data Book Name- 5G Convergence and Cybersecurity	Bright Sky Publications, New Delhi	Pritha Misra	2024	978-93-6233-353-7	http://doi.org/10.62906/bs.book.208
10.	Impact of Natural Disaster on Public Health and the role of Extension workers: An analysis of selected case studies	Adamas University	Pritha Misra	2023	978-81963402-0-9	N/A
11.	Cultural Imperialism in the Digital Age: Analyzing the Dominance of Western Media in Global Markets	Swami Vivekananda University	Pritha Misra	2023	978-81-965132-6-9	N/A

4. Text/Reference book published from reputed national/international publishers:

Sl. No.	Title of the Text/Reference book	Publishers	Author(s) Name (Highlight the corresponding and	Year	ISBN No.	doi no. (if applicable)
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			1st author in every article)			

5. Project granted:

Sl. No	Sponsoring Agency	Name of the project	Duration		Amount in Lakhs	PI/ CO-PI
			Starting Month & Year	Ending month & Year		

6. Consultancy Project Grant:

Sl No.	Project title	Funding Agency	Duration	Completed (yes/no)	Sanctioned amount (in Rs.)	PI and CO-PI (if any)

7. Patent/IPR granted:

Sl. No.	Name of the patent	Name of the applicant	Name of the inventor	Date of File	Date of Publication	Whether Granted (yes/no); If yes, Date of Grant	Application No.