



Ms Nity

Designation: Assistant Professor

Qualification: MA, MPhil

Date of Birth: 09.11.1991

Date of Joining: 29.03.2022

Tel: 8789661804; **Email:** nity@rdwu.ac.in

ORCID: <https://orcid.org/0000-0002-9296-715X>

VIDWAN: <https://vidwan.inflibnet.ac.in/profile/380848>

Area of Interest

Development Communication, Media, Laws and Ethics, Communication Theories and Models, Intercultural Communication, Research Methodology, & Media Literacy

Courses Taught

Principles of Communication, Research Methodology, Development Communication, Media Laws and Ethics, History of Media, International and Intercultural Communication, Media Literacy, & Media Management

Career

Assistant Professor (2022-present): Rama Devi Women's University, Bhubaneswar

Teaching Experience

2 years

Research Experience

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Administrative/Executive Experience

Assistant Superintendent of Annapurna Hostel, Rama Devi Women's University

Awards & Honors

- National Talent Scholarship (NTS) by Indian Council of Agricultural Research (ICAR) (2010-14)

- Bagged merit fellowship from Makhanlal Chaturvedi National University of Journalism and Communication for securing the first position in the postgraduate level (2014-16)

Research Guidance

- ✓ M.A thesis supervised: 12 (Twelve)

Research Grants

Publications

Patents -

Journal publications

1. Nity and Yadav S. (2021), Study of Mental Well-being among Students of Central Universities of South India in Relation to their Social Media Usage and its Influence on Mental Health, Journal of Thamizh Research, 9(4), pp. 2156-2173

Book/book chapter Publications

1. Nity and Yadav S. (2021). Awareness of Mental Health: An Empirical Study on Students of Central Universities of North India. In, Sharma S, Sukula SK, Kumar U, Kondamudi, NR, Rani M (eds) Information Edge and Education Policy in India and Europe, Socio-Cultural Perspectives. Associated Publishing House. ISBN No.978-93-81778-99-9. pp 204-229
2. Bharadwaj HS and Nity (2023). A Study on Hallyu: The Influence of K-Pop Group Among Bhubaneswar Youth. In, Chatterjee M, Acharya B, & Roy A (eds) Manthan. Chandra Sekhar Press, Dhenkanal. ISBN No. 978-93-5777-364-5. pp 40-50
3. Mishra AS, Rizwi, I and Nity (2023). Emoji and Communication: A Study of Emoji Using Habits of Young Girls. In, Swami R, Ranjan P, & Gautam, S (eds) Research at DME 2023. IARA Publication. ISBN No. 978-81-963628-2-9. pp 240-248

Participation in Conferences & Seminars

1. Presented a paper titled 'A Study on Hallyu: The Influence of K-Pop Group Among Bhubaneswar Youth' at Filmi Chakkar 4.0, seminar titled 'Stardom' organized by Indian Institute of Mass Communication (IIMC) on 14th January 2023.
2. Presented a paper titled 'Social Media Strategies of Odisha Government during Covid-19 Pandemic at the National Media Conclave 2022, Media and Culture from 21-23rd November 2022 at Bhubaneswar, Odisha

3. Presented a paper titled 'A Study on the Role and Problems of Women Journalists in Odisha at the National Media Conclave 2022, Media and Culture from 21-23rd November 2022 at Bhubaneswar, Odisha
4. Presented paper titled "Study on the Relationship between Social Media Behaviour and Mental Health among the College-going Youths of Jharkhand" at the 19th Annual/ 5th International Science Fiction Online Conference 2020 (IFSC-2020), organized by Bangalore University and Indian Association for Science Fiction Studies from 7th to 9th December 2020.
5. Presented paper titled "Effect of Media on Rural Women in Communicating Health-Related Information in Villages of Lucknow District" at the International Conference on Media and Communication in Sustainable Development (MCSD-2019, Asian Congress for Media & Communication, India Chapter's 2nd International Conference), organized by the Centre of Journalism and Mass Communication, Visva-Bharati, Santiniketan from 11th February 2019 to 13th February 2019.
6. Presented paper titled "Role and Impact of Media on Society: A Sociological Approach with Respect to Demonetization" at the International Conference on Public Sphere & Ethical Communication in a Democratic Society, CommCon2017, Organized by Invertis University, Bareilly on 14-15th April 2017
7. Presented paper titled "New Media Access and Usage Pattern Among the Youth in the Rural Areas of NCR" at the ICSSR Sponsored National Seminar Organized by the University of Lucknow on 25-26th March 2017

Other information(s)

1. Contributed e-content of the 3 blocks ('Post Colonial Indian Cinema', 'Film Society Movement', and 'Different Sections of a Film Budget') of the MA Course in Journalism and Mass Communication for Odisha State Open University titled 'Film Studies' in the year 2019.
2. Worked as a content writer and voice-over artist at Novosol Pte Limited, New Delhi from February - July (2016)
3. Worked as a radio jockey at Pantnagar Janvani (90.8 MHz), 'Janvani YUVA', a component of community radio of G.B.Pant University of Agriculture and Technology from 2012-13.
4. Associated with Television Health Campaign 'Swasth Bharat/Healthy India', produced and telecast from 30 Kendras of Doordarshan and the publicity campaign of Bharat Nirman Phase-II on August 2013.