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**Dr Prasanth Koothoor**

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**RESEARCH/TEACHING INTERESTS**

AI in Media, Augmented and Virtual Reality in advertising, Transformation of Media Consumption, Data Driven Content Creation, Digital Divide

**EXPERIENCE**

Teaching Assistant Department of Mass Communication and Journalism, PSG College of Arts and Science, Coimbatore, Tamil Nadu, India: 2009-2014  
Assistant Professor & Head (2015-2020) Department of Visual Communication, Nehru Arts and Science, Coimbatore, Tamil Nadu, India: August 2014- 2020  
Assistant Professor Division of Media. Karunya Institute of Technology and Sciences, Coimbatore, Tamil Nadu, India: August 2020- Till Date.

**EDUCATION**

Degree	Branch / Specialization	University	Class	Mode	Year of Passing
Ph.D.	Journalism and Mass Communication	Bharathiar university	-	Full Time	2014
MSc	Electronic media	Bharathiar university	First Class	Full Time	2008
BSc	Visual Communication (Electronic Media)	Bharathiar university	First Class	Full Time	2006

**SUMMARY OF INTERNATIONAL JOURNAL & CONFERENCE PUBLICATIONS**

Year	International Journal Publications	International Conference Publications	National Conference Publications
2010 - 2025	4	4	6

**PATENTS**

1	A novel Conceptual framework for enhancing Social Media Literacy and Compacting Fake News. Application No. 202341058337, Publication Date: 08/09/2023
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**RESEARCH GUIDANCE**

Research guidance as supervisor	Completed	Ongoing
Doctor of Philosophy – Ph.D. Thesis advising	-	5