

6TH NATIONAL CONFERENCE ON MEDIA & JOURNALISM

'MEDIA & SOCIETY: THE EMERGING LANDSCAPE'

21ST- 22ND OCTOBER 2024 IN HYBRID MODE, KOTHRUD - PUNE



ORGANIZED BY

DEPARTMENT OF MEDIA & COMMUNICATION

MIT-WORLD PEACE UNIVERSITY PUNE

ABOUT MIT-WPU

MIT World Peace University (MIT-WPU) is a prestigious world-class institution of higher education in India, boasting a remarkable 40-year legacy dedicated to fostering excellence in academics. With a global alumni network comprising over 1,00,000 professionals, MIT-WPU has consistently delivered outstanding educational outcomes. The institution offers over 150 undergraduate and postgraduate programmes that are thoughtfully designed to strike a balance between theoretical foundations and practical application. The pedagogical approach prioritises experiential learning, empowering students to translate knowledge into real-world skills. This is facilitated through immersive internships and invaluable mentor-mentee insights that serve as catalysts for personal and professional growth.

ABOUT DEPARTMENT OF MEDIA & COMMUNICATION, SCHOOL OF LIBERAL ARTS

The Department of Media and Communication at MIT-WPU stands as a premier institution for media studies and journalism in the country. Offering both undergraduate and postgraduate programmes, the department places a strong emphasis on cultivating critical and analytical skills in students while imparting knowledge about the intricate interplay between society, media, and communication. Its pedagogy approach employs a blend of theoretical lectures, tutorials, classroom presentations, and industry oriented assignments to equip students for diverse roles in the media, broadcasting, journalism, and communication sectors, with a specific focus on emerging technologies and online media channels. Beyond conventional classroom learning, the institution's multifaceted approach ensures that students not only grasp theoretical concepts but also gain practical insights into the dynamic field of media and communication. Interactive sessions with industry experts and academicians play a pivotal role in shaping students' perspectives, enabling them to delve deeper into the nuances of the ever-evolving media industry. Graduates emerge as future socially aware professionals who are competent and ready to navigate the intricacies of the corporate world with confidence.

ABOUT THE CONFERENCE: 'MEDIA & SOCIETY: THE EMERGING LANDSCAPE'

In the era of the digital revolution, the interplay between media, society, and democracy is experiencing a profound shift. Since the inception of internet mediated technologies and their subsequent diffusion across the social realms, from workplace to social exchange, seeking, sharing, learning, financial transactions and more. The emergence of new media technologies has revolutionized the methods of information/content distribution and consumption. This transformation has far-reaching implications, influencing public opinion, realigning societal norms, and the functioning of democratic processes. The first two decades of the twenty first millennia witnessed the unprecedented rise of the infrastructural expansion and digital driven mobilization which has made information more accessible, leading to an increase in the diversity of voices and perspectives available to the public. Therefore, digital technologies, among certain groups are perceived as revolutionary, on the other hand, the issues that of political economy of digital media continues to prevail. Digital media has been celebrated as a horizontal platform for communication since its inception. However, attempts to silence certain voices, concerns surrounding digital labor, and issues of fake news, misinformation, and data breaches cannot be overlooked. Moreover, the rise of social media platforms has led to the creation of echo chambers, where individuals are exposed primarily to viewpoints that they align with, potentially polarizing the society.

In the backdrop of these issues emanating and shaping the everyday negotiations between media technology and the self; this academic conference aims to delve into these complexities of the evolving media landscape in the context of Media Technology and society. It seeks to understand not only the impact of media on everyday societal practices and democratic processes but also how these relationships continue to evolve and call for a renewed engagement with the digital and off course the social.

THEMES : WE INVITE PAPERS ON THE FOLLOWING THEMES BUT ARE NOT LIMITED TO

1. Media and Society: Understanding the Dynamics
2. Media Literacy: Navigating in a Post-Truth Era
3. Platform Economy, Digital Labour and Algorithmic Bias
4. AI & Media: Envisioning Journalism & Technocracy
5. Advertising in the age of personalization
6. Public Relations in networked spaces
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7. Cinema in the digital era: Streaming, and audience reception
8. Production & Aesthetical Shifts in Films in the age of Digital Media
9. Media Ethics in Digital Era: Contested terrains in the age of likes and shares
10. Media, Health and Psychological Wellbeing in the Digital Age
11. Envisioning AI & Journalism: Lighting up the Canvas of social responsibility
12. The Role of Media in Democracy

We invite research papers from academicians, research scholars, industry professionals, media, practitioners, students, human rights activists and experts on themes as mentioned above. selected papers will be considered for publication in an edited book format by renowned publisher with ISBN number

ABSTRACT SUBMISSION GUIDELINES

The following points may be noted for abstract submissions:

1. Abstracts should not be more than 300 words.
2. The deadline for sending abstracts is 21st September, 2024..
3. The abstracts must be relevant to the broader theme as described and should be sent to the Conference organizing committee on the email id: ncmj@mitwpu.edu.in
4. The abstract must clearly mention the **title of the paper**
5. Abstract should consist a very short bio (one or two lines) consisting of the name and affiliations of the presenter. The bio will not be included in the abstract word count

REGISTRATION FOR THE CONFERENCE

For all participants and paper presenters, registration is mandatory. Please note that the acceptance of the abstract is tentative, and only those who have registered and paid the conference registration fee . will be allowed to participate in the conference

REGISTRATION FEES

Research Scholars/Students (Postgraduate)/Research Assistant/Research Associate	INR 1000
Academic (Asst. Professor/Asso. Professor/ Professor)	INR 2000
Industry Professional/Media/ Gender Rights experts	INR 2000
Foreign nationals and scholars	USD 100

REGISTRATION LINK:

Conference Registration Payment link will be shared after acceptance of the abstract
For further details and abstract submission, Contact at ncmj@mitwpu.edu.in

OUR INSPIRATION

Prof. Dr. Vishwanath D. Karad

Founder President, MIT-WPU

Rahul V. Karad

Executive President, MIT-WPU

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FOR ANY QUERIES CONTACT FACULTY COORDINATORS

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IMPORTANT DATES

Last day of Abstract Submission: 21st September 2024

Last day of Paper submission: 15th October 2024

Date of the Conference: 21st-22nd October 2024