

MEDIASCAPES

2024

AN INTERNATIONAL CONFERENCE ON

“Media & Society: Exploring Contemporary Transitions in Society by Re-Viewing Mediascapes”

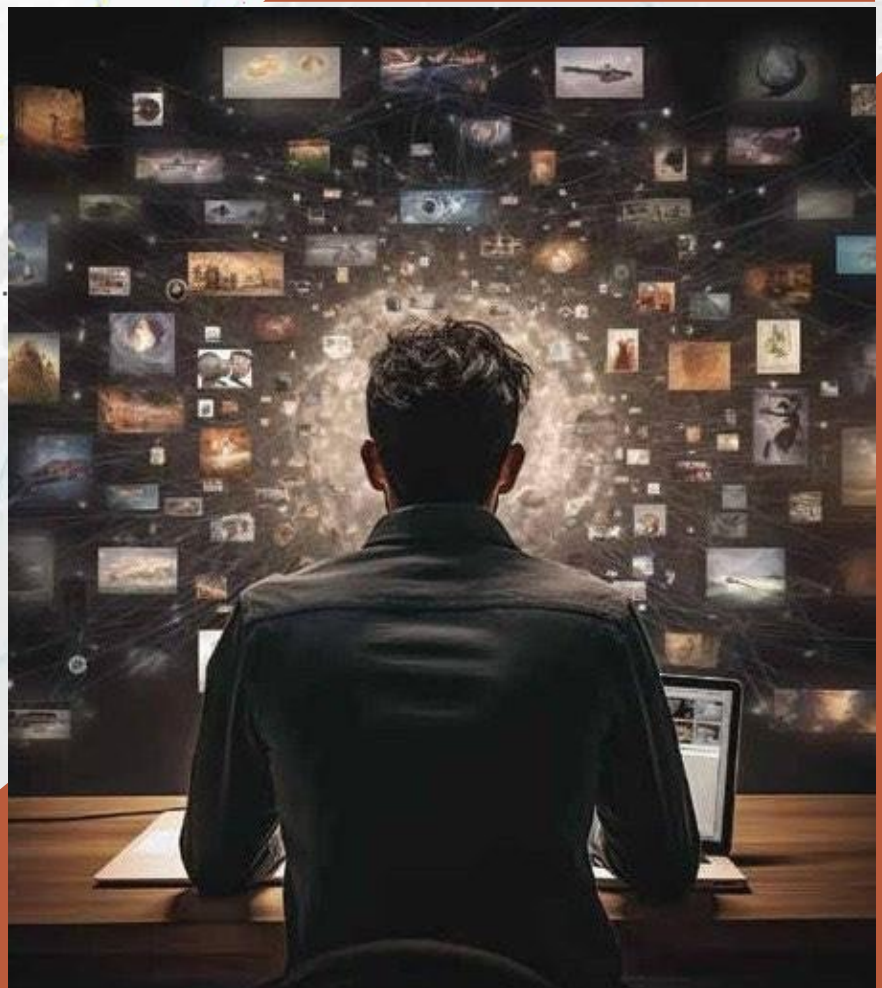
8th August, 2024

Organized by
School of Media Studies,
GCU

In Association with



St. Francis De Sales College
Bengaluru



GCU Overview

Garden City University was established under the Karnataka State Act no. 47 of 2013 and approved by UGC. The University is a product of the legacy of providing quality education for more than three decades. The journey started with the establishment of Garden City Education Trust in the year 1992 by Dr. Joseph V.G. who is the Chancellor of Garden City University. The trust was established to set up centers for educational excellence that would accept only qualitative practices nurturing students with value-based education. The University, ever since its commencing has focused on holistic international standards of education.

Garden City University provides professional courses including Physiotherapy, Microbiology, Biotechnology, Genetics, Forensic Sciences, Computational Sciences and Information Technology, Hospitality, Tourism, Fashion and Apparel Design, Media Studies, Psychology, Indian and foreign Languages, Commerce and

Management. The courses prepare the students for multidisciplinary career opportunities across various industries. Besides, students can also develop competency to become entrepreneurs. A holistic education based on the brand slogan & quote; "Emphasis on Life" is a unique part of education at GCU.

Apart from UG and PG programs, all the schools offer Ph.D. programs. All programmes at GCU comply with the New Education Policy 2020. A new university campus is being developed in a lush green area spread over 150 acres of land, adjacent to the Volvo manufacturing plant. This is a part of the township envisioned by Dr. Joseph V. G. which would have Knowledge parks, IT & BT Parks, Hotels & Convention Halls, shopping malls & Residential areas. The mission & vision of the university are based on the belief that social development is an avenue for nation building which is inculcated through the approach and the policies of the University.



ABOUT SCHOOL OF MEDIA STUDIES

The School of Media Studies at Garden City University aims to equip the students with knowledge of working with the latest technological advancements in media, with a balanced curriculum that challenges students to confront contemporary issues in media theory, research, policy, planning, and management. Here, an optimum balance is maintained between theory and practice.

It has one of the most progressive infrastructures at a University-Level in which the students are provided with hands-on experience through our in-house bi-weekly e-magazine (Garden Allure); Weekly news-letter (GCU ELAN), Campus radio (GCU Heartbeat), and Campus TV (G-News). Substantial work hours are spent on laying a strong foundation for different kinds of media, like print, electronic, and new media along with exposure to advertising, public relations, technical writing, content writing, event management, and so on.

With the backing of subject experts having an enormous research background coupled with industry experience, the School of Media Studies is one of the liveliest Schools at the University with student journalists covering all the events inside the University.

The highlights of the School of Media Studies include the practically oriented learning methodology through the infrastructural facilities mentioned above, thereby facilitating learning by doing. The School of Media Studies engages its students in conducting film festivals, which witness many National Award winners in attendance. The studios are fully equipped with the latest technologies and the students themselves operate each of them.

The students of media studies are placed with companies such as NDTV, ZEE TV, CNN IBN, News-X, Times of India, Deccan Herald, The Indian Express, Mudra Group, Ogilvy & Mather, Oysters Advertising, Sage Publications etc. The plans of the School of Media Studies include undertaking corporate filmmaking for various companies, documentary studies, instituting short-term courses on filmmaking, etc.

The School of Media Studies publishes an annual peer-reviewed journal Media Matters (ISSN -2249-2542), which is devoted to the current topics related to the field of Media & Communication.

CONFERENCE OVERVIEW

The International-level conference by the School of Media Studies on "Media and Society: Exploring Contemporary Transitions in Society by Re-viewing Mediascapes" is aimed at recent developments in various spheres of public discourse through the lens of media. The media landscapes around us are shaped to impact our lives in different ways. Our duty as media practitioners is to discover, inspect, analyze, and infer meaning from these transitions around us.

In this respect, the international conference hopes to get many speakers in one forum to discuss various topics. Media plays a huge role in shaping our views of society. Similarly, the theme of the conference is to bring out voices that can identify and elaborate on diverse perspectives that lend distinct shades to the world around us.

KEY OBJECTIVES

1. **Understanding Media Dynamics:** Explore the evolving dynamics of media in contemporary society, including the role of traditional and new media platforms.
2. **Analysing Societal Transitions:** Investigate how societal transitions, such as technological advancements, globalization, cultural shifts, and political changes, influence and are influenced by media landscapes.
3. **Impact on Communication Patterns:** Examine how changes in media influence communication patterns, interpersonal relationships, and community structures.
4. **Critical Media Literacy:** Promote critical media literacy by encouraging participants to analyze and evaluate media content, messages, and their societal implications.
5. **Diversity and Inclusion:** Address issues of representation, diversity, and inclusion in media narratives and production, exploring how these factors shape societal perceptions and norms.
6. **Ethical Considerations:** Discuss ethical considerations in media production, distribution, and consumption, including issues such as misinformation, propaganda, privacy, and media manipulation.
7. **Policy and Regulation:** Explore the role of policy and regulation in shaping media environments, ensuring fairness, accountability, and freedom of expression.
8. **Future Directions:** Identify emerging trends and anticipate future developments in media and society, considering the potential impacts on individuals, communities, and institutions.
9. **Interdisciplinary Perspectives:** Foster interdisciplinary dialogue by bringing together scholars, practitioners, policymakers, and stakeholders from various fields such as communication studies, sociology, psychology, political science, and technology.
10. **Practical Applications:** Provide insights and tools for applying research findings and theoretical frameworks to real-world contexts, including media industries, education, advocacy, and policymaking.

INAUGURAL CEREMONY



Prof. B. K. Ravi
Vice Chancellor
Koppala University
Koppala



Dr. Chandrashekar
Executive Director
KSHEC
Bangalore



Prof. N. Usharani
Retd. Professor and Coordinator
UGC UPE Focus Area-II
Vijnana Bhavan
Manasagangotri, University of Mysore
Mysore



Prof. B. P. Mahesh Chandra Guru
Retd. Professor
DoS in Journalism and Mass Communication
Manasagangotri, University of Mysore
Mysore

KEYNOTE SPEAKER FOR THE CONFERENCE



Prof. Nikhil Moro
Associate Professor
AQ Miller School of
Media and Communication,
234 Nichols Hill
Kansas State University,
Manhattan, USA

SESSION CHAIRS

Theme:

Revolution in Society: Media

Dr. Sibanthi Padmanabha

Assistant Professor and HOD
Department of Journalism and Mass Communication
Tumakuru University, Tumkur

PANEL DISCUSSION

Dr. Nirmala M.N

Assistant Professor and HOD
Department of Media Studies, Christ
University, Bangalore

Dr. Divya Kumari

Assistant Professor
Department of Media
Studies, Reva University
Bangalore

Dr. Amutha Manavalan

Assistant Professor
School of Communication
St Joseph's University
Bangalore

Theme:

Media and Its Effects on Society

Dr. Sharada

Assistant Professor
Department of Journalism and Mass Communication
NMKRV College, Bangalore

Theme:

New Media as a Catalyst of Society

Dr. Juby Thomas

Professor
Department of Journalism,
Kristu Jayanti College (Autonomous),
Bangalore

VALEDICTORY FUNCTION



Prof. Sapna M.S
Professor & Director (EMRC)
Department of Journalism and Mass
Communication Manasagangotri,
University of Mysore, Mysore



Prof. Niranjana Vanalli
Vice Chancellor
Bangalore North University
Bangalore



Prof. Kusuma R
Professor
Department of Humanities
St. Francis De Sales College
Electronic City
Bangalore

CONFERENCE SUBMISSIONS

The Media & Society conference welcomes submissions exploring the intricate interplay between media and society amidst contemporary transitions. As digital technologies redefine communication paradigms and globalization reshape cultural dynamics, understanding the evolving mediascapes becomes imperative. Scholars, practitioners, and stakeholders are invited to submit research, case studies, and theoretical frameworks elucidating themes such as media convergence, cultural hybridization, social media impacts, representation,

media literacy, ethical considerations, industry transformations, and future trends. By critically reviewing these mediascapes, the conference aims to foster interdisciplinary dialogue and illuminate pathways towards a more inclusive, ethical, and sustainable media environment. Join us in unpacking the complexities of media-society relationships and charting directions for navigating the transformative currents of the digital age.

SUB THEME/ KEY AREAS FOR SUBMISSION

REVOLUTION IN SOCIETY: MEDIA

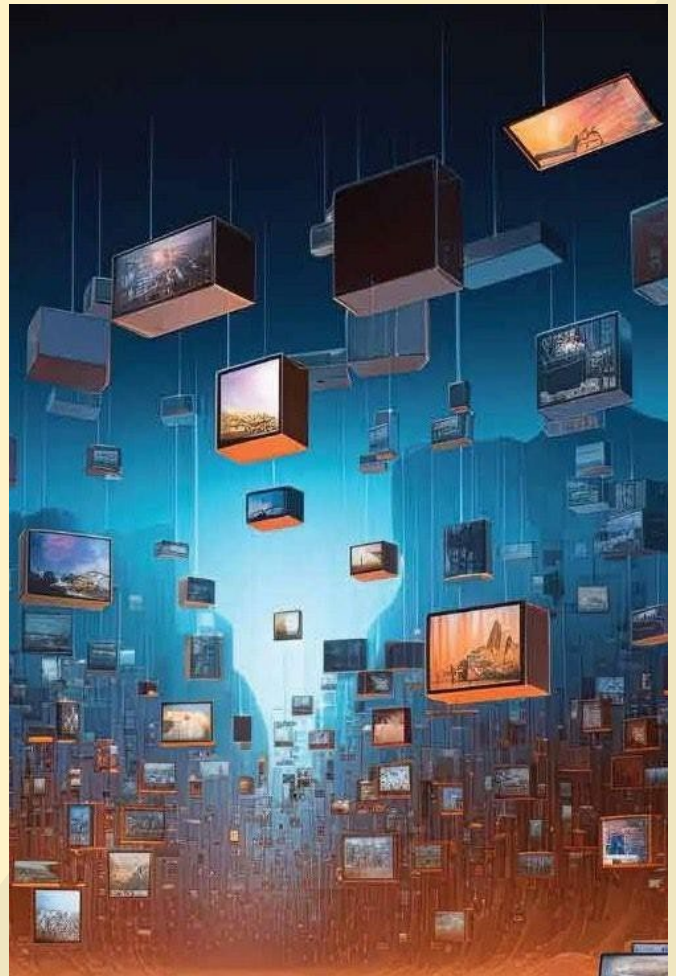
- Positive and negative impact of media in society
- Media development role of social, economic, and political progress: with special reference to print, electronic & online
- Media freedom and human rights
- Mass versus Niche media
- Revolution in society from a media perspective

MEDIA & ITS EFFECTS ON SOCIETY

- Media, Mediation & Sociability
- Typology of media effects
- Media in transition
- Censorship, affront, and censoriousness in media
- Cultural representation and power in media

NEW MEDIA AS A CATALYST OF SOCIETY

- The future of social media: predictions & trends
- Social media & the spread of misinformation
- Social media & cyber bullying: prevention & response
- (In)equities in access, and digital divide
- Multicultural media



PAPER SUBMISSION GUIDELINES

- The paper should be of minimum 1500 words, typed in font size 12, Times New Roman with double line spacing.
- The author's name, designation, organization, and contact details should be tagged along with the title of the paper.
- The paper must include the list of references at the end in the APA referencing style.
- The authors, whose research papers are selected by the expert panel shall be invited to present their papers at the conference.
- The abstract and full paper should be mailed to media@gardencity.university

PUBLICATION OPPORTUNITIES

All papers meeting high-quality standards and devoid of plagiarism will be considered for publication in peer-reviewed journal. Media Matters (ISSN – 2249-2550). Authors whose papers are accepted will be invited to submit a revised and enhanced version after the conference concludes. It is essential that submitted papers are not concurrently under review by any other journal or publication.

JOURNAL PUBLICATION NORMS

The publication decision solely depends on the journal's editorial, review board and will be considered as final.

CONFERENCE ATTENDEE COST

Student – Rs.500/-

Research Scholar – Rs. 1000/-

Faculty– Rs. 1500/-

Industry Expert/Corporate – Rs. 2000/-

Cost includes conference registration, networking with mentors, a conference kit, lunch, snacks, and an E-certificate.

IMPORTANT DATES

Abstract Submission - 18th July 2024

Abstract Confirmation - 22nd July 2024

Full Paper Submission - 31st July 2024

Paper Presentation - 8th August 2024

Conference Dates - 8th August 2024

Paper Presentation Registration Closes - 6th August 2024

Participants registration closes - 6th August 2024

PAYMENT PROCESS AND INSTRUCTIONS

The payment for registration, participation publication is to be done in given account:

Name : Garden City Foundation PVT LTD.

A/C No : 043210100002750

Bank : Canara Bank

Branch : Indira Nagar Branch

IFSC : CNRB0010432



COMMITTEE

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His Excellency Dr. Joseph V.G.
Chancellor, Garden City University, Bengaluru.

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Vice-Chancellor

Mr. Christo Joseph

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Pro Vice-Chancellor

Dr. Sibi Shaji

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Professor, Department of Media Studies

8892025512

Co- Convener

Prof. Monu N C

Assistant Professor,

Centre for Media Praxis

9446190556

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HoD - Department of Media Studies

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Prof. Abhishek B. S.

Prof. Manasa Gowda

Prof. Ritika Prabhu

Prof. Maria James

To register, click the link given below
<https://forms.gle/uQ6fDuMLtCraHa9T9>

Scan the QR code



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