

International Conference on Media Metamorphosis 2024: Navigating Changing Voices, Audiences and Practices (Hybrid Mode)

MEDIUM IS THE MESSAGE

About the Conference



The School of Media and Communication, Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai, India in collaboration with Bayan College, Oman invites you to the International Conference on Media Metamorphosis 2024 that explores the evolving media landscape. In an era marked by unprecedented technological advancements and shifting societal dynamics. This conference aims to delve into the intricate interplay between changing voices, evolving audiences, and innovative media practices. The conference will provide a platform for scholars, practitioners, and thought leaders to share insights, exchange ideas, and explore strategies in this context.

Conference Objectives

- To foster an environment for scholars, practitioners and academicians to share and exchange cutting-edge knowledge, research findings, and insights in the field of media studies.
- To explore and analyze the emerging trends, technological advancements and shifts in the contemporary media landscape
- To engage with the next generation of media professionals by providing a platform for students and young researchers to present their work, interact with seasoned professionals and gain insights into the industry.

Conference Outcomes

- Disseminate new research findings and theoretical advancements in the field of media studies, contributing to the academic community's collective knowledge.
- Facilitate the publication of high-quality research papers, ensuring that valuable contributions to the field are documented.
- Foster a network of professionals, researchers and educators who can continue to engage and collaborate beyond the conference.

Conference Themes

Media Convergence and Technological Shifts:

- Convergence of traditional and new media platforms
- Emerging technologies (AI, VR, AR) in shaping media practices
- Emotional Quotient (EQ) of emerging Media technologies
- Innovative media models that align with the SDGs
- Educational Technologies and Media for Education.
- Media Aesthetics in Modern Communication

Emerging Voices and Media Ownership:

- Marginalized media for community representation
- Amplification of marginalized and underrepresented voices in media.
- Alternative and citizen journalism's role in the contemporary landscape
- Social media on the visibility of diverse perspectives

Changing Audiences and Consumption Patterns:

- Media Consumption patterns in the Digital Era
- Alterations in Audience behaviour
- Audience engagement and interactivity
- Media literacy and critical thinking
- Audiences navigating complex media landscapes
- Media Revenue models in the digital age
- Sustainability of independent and investigative journalist

Transcultural Communication and Globalization:

- Cross-cultural influences in media content and practices
- Homogenization or diversification of media narratives
- Media messages across cultural and linguistic boundaries
- Cultural diplomacy and soft power through media exchange
- Role of Language and Linguistics in Media
- Language Evolution via Digital Non-Verbal Cues

Ethics, Privacy, and Regulation in the Digital Era:

- Balancing freedom of expression and responsible content creation
- Privacy concerns in the era of data-driven media
- Misinformation, disinformation, and fake news
- Ethical and legal challenges posed by evolving media practices

Political and Crisis Communication for Social Change:

- Political discourse and public opinion
- Media's influence on election campaigns and political participation
- Spread of misinformation and informed citizenship
- Media's response to global crises
- Harnessing media for advocacy, activism, and community mobilization

Important Dates

Last Date for Abstract Submission	Acceptance Notification	Last Date for Full Paper Submission	Conference Date
20 th Jan 2024	25 th Jan 2024	15 th Feb 2024	22 nd & 23 rd Feb 2024

*Hybrid Presentation Option can be provided to Delegates residing outside Chennai, Tamil Nadu, India

HOW TO SUBMIT

The submission prepared based on the guidelines given below are to be mailed to shasunmmconference@gmail.com

- Title Page containing the Title of the Study, Institutional Affiliation and address, Email ID, Contact Number.
- Short Bio of the Author(s)
- Abstract (Maximum 500 words) along with Keywords
- Formatting Style to be followed - Font : Times New Roman, Font size 12 with 1.5 line spacing

HIGHLIGHTS

Best Paper Award will be awarded (Category-Wise)

All abstracts will be published in a conference proceeding with ISBN Number.

Selected papers will be published in UGC-CARE/ SCOPUS Indexed Journals (subject to extra publication fee)

REGISTRATION FEE

UG & PG Students : ₹ 500

Research scholar : ₹ 750

Academicians : ₹ 1000

Industry Experts : ₹ 2000

Foreign delegates : 50 USD

Registration Link and Details regarding the mode of payment will be communicated during January 2024.



About Shasun Jain College for Women

In the heart of the bustling city of Chennai, lies a haven of education and empowerment – Shri Shankarlal Sundarbai Shasun Jain College for Women. Established in 2005, this institution has emerged as a beacon of academic excellence and a testament to the vision of the Minority Jain Community. The pillars of our institution are built upon two core values: excellence and exuberance. These values form the guiding principles for both our dedicated faculty and our dynamic student body. Each year, they come together to contribute their best to curricular, co-curricular, and extra-curricular activities.

Steeped in rich cultural heritage, we embrace the ethos of our roots while keeping an eye on the future. Our classrooms are spaces where traditional wisdom meets cutting-edge knowledge. At Shasun, we do not just educate; we empower. We believe that every student is a unique individual, and our role is to unlock her hidden potential. Whether it's in academics, arts or sports, we celebrate their strengths and talents.



About School of Media & Communication

In a world where communication and media hold unprecedented power, the School of Media & Communication at our institution has emerged as a beacon of excellence and innovation. Established to meet the ever-growing demands of the media industry, our school has been at the forefront of shaping the future of media professionals since its inception. Our journey began in 2005 when we introduced an undergraduate program in Visual Communication, recognizing the importance of visual storytelling in the media landscape. As the media industry continued to evolve, so did us. In 2017, we responded to the changing academic landscape by launching a postgraduate program in MA Journalism and Communication. This program was designed to prepare students for the rapid transformations in media.

In 2022, we took another significant step by introducing a postgraduate program in Visual Communication, catering to the growing demand for professionals adept at harnessing the power of visual narratives in the digital age. Beyond the classroom, we provide opportunities for real-world learning. Our labs are equipped with state-of-the-art equipment, and our computer labs stay updated with the latest software relevant to the industry. Thus, the School of Media and Communication stands as a dynamic institution committed to producing industry-smart media professionals.



About Bayan College

Bayan College operates under the supervision of the Ministry of Higher Education Research & Innovation and is affiliated with Purdue University - Northwest USA. Bayan College is nationally accredited by Oman Authority for Academic Accreditation and Quality Assurance of Education (OAAAQA) in 2021 and internationally accredited by ASIC in 2018 as a 'Premium Institution'. Bayan College is proud to be a premier institution in the field of education with a high employability rate. Our multi-culture faculty, affiliation with such a reputed American university, national and international cooperations, advanced academic programs and research proficiency provide students with excellent learning opportunity and enable them to earn skills necessary to enter the labour market. Major academic departments of the institution are; Department of Media Studies, Department of English Studies and Department of Social Sciences. All academic departments focus on preparing graduates for entry into the professional career and other educational pathways.



SHRI SHANKARLAL SUNDARBAI
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JAIN COLLEGE FOR WOMEN

A Unit of Sri S. S. Jain Educational Society | Reaccredited with A++ by NAAC
Affiliated to University of Madras | An ISO 9001:2015 Certified Institution

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