



**International Virtual Media Conference ' 21**  
**on**  
**MEDIA, CULTURE AND SOCIETY**  
**January 22 - 24, 2021**

*in collaboration with*

*Organized by*  
**Journalism &**  
**Mass Communication Program**  
**NAVRACHANA UNIVERSITY**  
Vadodara, Gujarat - 391410



**Arab Open University**  
Faculty of Language Studies,  
Soudi Arabia  
(Affiliated to Open University UK)



**RESEARCH**  
**CULTURE SOCIETY**



**Publishing Partner**

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## About Navrachana University

Navrachana University Vadodara (NUV) was established through the Gujarat Private Universities Act, 2009 with the intent to offer superior education that befits the high educational standards of the Navrachana Educational Society in Vadodara. The University has embarked on a new educational paradigm that lays simultaneous emphasis on disciplinary education, inter-disciplinary education, professional education and general education.

Five schools make up the **NUV**

- **School of Liberal Studies and Education:** BA (Journalism & Mass Communication), B Ed., MSW and PhD.
- **School of Environmental Design and Architecture:** Bachelor of Architecture, Bachelor of Design (Interior) and Bachelor of Landscape Architecture & Design.
- **School of Engineering and Technology:** Bachelor of Technology (Mechanical, Electrical, Civil and Computer Science and Engineering, and IT).
- **School of Business & Law:** Under-graduate and Post-graduate programs in Management (BBA and MBA) and Law (BBA-LLB Integrated).
- **School of Science:** BSc, BMS, MSc.

## About the Conference

The International Conference on “Media, Culture and Society” organized by Journalism and Mass Communication program of Navrachana University, in collaboration with Arab Open University, KSA between 22 and 24 January 2021 invites scholarly submission that relate to the broad interdisciplinary themes under media, education, culture, society, ethics, gender studies, sociology and humanities. Research papers, articles and case studies that are original and not published elsewhere are invited from scholars, academicians and professionals.

## Concept Note

Media and Communication are at the centre of our everyday lives more than ever before. We are constantly bombarded with images, sounds and texts through various television platforms, news websites, newspapers, magazines, mobile applications and so much more. Media enables the exploration of different cultures, the tradition of communication with friends, family and the community in general and the interpretation of the world around us, and that in turn enables us to form our own identities. Media has the most significant implications for the nature and character of the broader culture and society that surround us. We live in a media culture, a media society.

Media forms an alternate expression of transferring of human thoughts, feelings and expressions. Media enhances and extends our communicative capacities beyond our own bodies. There are two senses in which the term “culture” is used and these two are interconnected. Culture is used to refer to the world of creative art and expressions and on the other it encapsulates other dimensions of culture namely popular culture, popular fiction and drama or even popular music. Culture refers to the whole way of life as a society that includes beliefs, values, traditions, meanings, identities and a way of behaviour. It is difficult to envisage a society that omits the cultural way of life as well as cultural demography and creative practices without the reference to the society in which they take place.

Keeping in line with all of this, Journalism and Mass Communication program of Navrachana University aims to use NUV Media Konnect 2021 to influence people in understanding Media, Culture, and Society and adopt these practices in our daily lives.

## Conference Format

The virtual conference includes panel discussions, plenary sessions and paper presentations. Online platforms will be used to bring together participants for discussions and deliberations about their presentation.

## Theme

### **MEDIA, CULTURE, AND SOCIETY**

- Papers may address (but are not restricted to) the following themes and sub-themes:

#### **The sub-themes:**

#### **1. Popular Culture**

- Visual Culture - Creation and Consumption
- Cross Cultural Communication and Globalization
- The Culture of Contemporary News Media
- Content Creation and OTT Platforms
- Media Impacts and Influences
- Emerging Trends in New Media
- Language, Literature and Media in the Information Era

#### **2. Digital Culture**

- Online Gaming and its Impact on Society
- Celebrity Journalism
- Rising Trends of Fan Culture
- Online Media and Education
- Media Convergence
- Cyber Culture, Cyber Activism, Online Movements
- Changing Trends in Digital Media

#### **3. Media Ethics**

- Misinformation, Fake News & Post Truth Media
- Media Ethics in Global Scenario
- Media and Infringement of Privacy
- Media: Information, Entertainment, Infotainment or Sensationalism?
- Freedom of Speech & Media Censorship
- Media and Cultural Values

#### **4. Advertising, PR, and Consumer Culture**

- Changing Trends in Advertising
- Gender Roles in Advertising
- Consumer Trends in Online Shopping
- Trends in PR, and Corporate Culture

## 5. Media and Society

- Media literacy
- Cinema and Society: Emergence of Regional Cinema,
- Media and Health Communication
- Propaganda & Media Imperialism
- Media and Development Communication
- Media in the Post Pandemic Era
- Gender Representations in Media

### Panel Discussions

1. Shifting Tides of Cinema
2. Changing Trends of Media in Pandemic Era
3. Social Media and Privacy Issues
4. Language, Literature, and Media in the Age of Information

### Plenary Session

1. Social Media Influencers and its Impact on Youth
2. Media Narratives in Digital Era
3. The Changing Trends in Advertising and Public Relation

### Participants

Any student, scholar, academician, professional from inter disciplinary areas of Humanities, Social Science, Liberal Studies, Media Studies, Cultural Studies, Law and Ethics can send their papers / case studies

### Abstract Submission

- You can send your abstracts on or before **15th November 2020 to: [nuvmediaconference@gmail.com](mailto:nuvmediaconference@gmail.com)**
- Please mention "Abstract Submission" on the subject line.
- It can be sent as MS word document in the following format:
  - \* Title of the paper/ Name of the author/ co-author / Authors designation/Email Id/Contact number
  - \* Main body of the abstract: font size - Times New Roman 12 / line spacing: 1.5 (Justified)
  - \* Words: 250- 350
  - \* Keywords: 4- 7
- Selected abstracts will be notified via email within three days.

### Paper submission

- Last date for submission of full papers - 31<sup>st</sup> December
- Authors will be notified the acceptance within three working days and can start the registration process.
- Times Roman 12 point /1.5 spacing/ justified matter/MS word / APA format
- Word limit: 3000- 6000
- Full paper may be sent to [nuvmediaconference@gmail.com](mailto:nuvmediaconference@gmail.com)
- Mention: Full paper submission on subject line

### Presentation guidelines

- Video of the Presentation may be sent to [nuvmediaconference@gmail.com](mailto:nuvmediaconference@gmail.com)
- Guidelines for Video presentation will be sent along with the acceptance email.

## Registration Fee

- Students (presentation cum publication): Rs: 1000/-
- Foreign Students: 50\$
- Faculty/ Research Scholar/ Industry Experts/Professionals: Rs. 1250/-

## Certificate and Publication

Certificate will be distributed online after submission of feedback form  
Selected papers will be published in ISSN/ ISBN Publication.

## Advisory Board

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## Important Dates

- Abstract submission - **November 15<sup>th</sup>, 2020**
- Full Paper submission - **December 31<sup>st</sup> 2020**
- Conference - **January 22, 23, 24, 2021**

## Correspondence

- Conference email - [nuvmediaconference@gmail.com](mailto:nuvmediaconference@gmail.com)
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- Arab Open University: <https://www.arabou.edu.kw/Pages/default.aspx>

