

# CONFERENCE REPORT



## 3rd ALL INDIA MEDIA EDUCATORS' CONFERENCE-2018

ON

"Power of Media and Technology: Shaping the Future"

July 6-7-8, 2018

Geeta Girdhar Sabhagaar, Jaipur | Pearl Academy, Jaipur



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Geeta Girdhar Sabhagaar

Pearl Academy of Fashion Designing & Media

Jaipur

### Jointly Organised By:

Centre for Mass Communication, University of Rajasthan, Jaipur

Department of Communication & Journalism, Gauhati University, Guwahati

Lok Samvad Sansthan, Jaipur

### Submitted By:

Kalyan Singh Kothari

Secretary Lok Samvad Sansthan



## **BACKGROUND AND CONTEXT**

During the last 70 years since Independence, the position of media has taken a radical shift in India. The ingrained transformation of the Indian society during its journey in the last seven decades, especially in the post-globalization period, has left a noteworthy impact on media. The evolution has also placed challenges before the Indian media scenario. The character of these challenges has kept on changing with the emergence of new social, cultural and political context and has assumed a new perspective following the advent of information technology, Internet and social media, visible in the multiplicity of platforms.

The Indian media had a sound role in the struggle for Independence. But it faces a challenge in the present scenario to maintain its high standards commensurate with its glorious past. Subsequently, the Foreign Direct Investment (FDI) has been entering into all forms of media. Though the entertainment media industry has been the prime area of FDI, the other genres like print, electronic even radio industries are now becoming lucrative targets of FDI. Though a focus is laid on the expansion of facilities or creation of new geographic market to speak high about FDI in media sector, experience and apprehensions point to several negative aspects.

The uneven competition may create hindrance in the blooming of several indigenous local media houses. Similarly, the challenges posed to the freedom of Press by the nexus between political parties and corporate houses, which is supported by the powers that be on several occasions, often provoke several questions for the media scholars. Several ethical issues have also been appearing in the Indian media scenario.

Modern media is no longer confined to a television or radio show, newspaper or advertisement. Today's media, from text to video and sound, can be saved and shared electronically, using everything from desktop computers to small mobile devices. Information and communication technology has changed rapidly over the past 20 years with a key development being the emergence of social media.

Commodification of the media industry is pushing the role of media known as social responsibility far behind. Researchers may find the area interesting to go for an in-depth study. The ever changing ownership pattern may also be another important sphere to be handled. All these diverse angles need to be discussed and explored to find new discourses and avenues for an academic intervention in order to restore the high standards of journalism.

Over the decades and more so in the recent years, plethora of innovations have been tried out by various stakeholders to test new waters and keep the flag of media's freedom and



neutrality flying. The innovations not only relate to the strengthening of values and ethics, but also relate to technology, financing and community-based media. Nevertheless, innovations can be of limited use and even be wasted, if these cannot be scaled up and made accessible to a greater number of communities. Many such innovations could not be replicated because of limited efforts towards dissemination, financing, and institutionalisation. A comprehensive, yet flexible framework is required to scale up the efforts to maintain credibility of media and make it relevant in the present socio-economic conditions of the country. All these issues need to be looked into from diverse angles in order to cover all possible discourses.

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Conference Report

## THE CONFERENCE

Against this backdrop, a series of the All India Media Educators' Conferences have been organised in Jaipur since 2015 to find new methods and evolve strategies for enabling the media industry to face new challenges and redefine the role of media educators. Media has played an important role in spreading public awareness on the sensitive issues, but questions are often raised about the Indian media's capacity to give voice to the marginalised sections of society, such as Dalits, minorities, tribals and women, and empower them. The series of conferences have addressed the important issues of media engagement among different sections of population and identified new areas of intervention by the media educators and practitioners.

### CONFERENCE - 2015





While the 1st All India Media Educators' Conference was organised in Jaipur on April 2-4, 2015. With the theme of "Role of Media in Positive transformation of Society: Challenges and Opportunities", the 2nd All India Media Educators' Conference was organised from on April 22-24, 2016 and was devoted to the theme, "Media Ethics and Responsibility: Need for introspection". After a gap of two years, the 3rd All India Media Educators' Conference was organised in Jaipur on July 6-8, 2018 on the theme of "Power of Media and Technology: Shaping the Future".

### CONFERENCE - 2016



The 3rd All India Media Educators' Conference was spread over three days and was addressed by a panel of distinguished speakers in its different sessions. Apart from the inaugural session on July 6, 2018, the conference was organised into 10 parallel technical sessions on the next day, in which the delegates from prestigious universities and media education institutions presented their papers. The conference was virtually a "Mahakumbh" of media educators, with the inaugural session organised at Geeta Girdhar Sabhagaar on Govind Marg in Jaipur and the technical sessions spread out on July 7, 2018, in Pearl Academy of Fashion Designing on the outskirts of Jaipur.

The conference witnessed participation of more than 200 media educators and practitioners from 19 states and presentation of over 150 research papers. The conference was organised by the Centre for Mass Communication (CMC), University of Rajasthan, Jaipur, and Gauhati University, Guwahati, in collaboration with UNICEF Rajasthan Field Office and Lok Samvad Sansthan. The participants felt that the media technology would shape the future of India's media scenario and create new opportunities for social transformation.

There was a consensus that in the present era of transformation when technology dominates every sphere of life, the misuse of media technology is a cause for concern because of its reach and potential. The responsibility of media educators as stakeholders has increased in this scenario, with the information revolution throwing up new challenges and giving rise to new issues not only in India, but also globally.



In a declaration adopted on the final day of the conference, the media educators took a pledge to upgrade standards and inculcate positive values among all stakeholders in the field of media education and practice and uphold a new value system. Their resolve showed the extent of problems that plague the Indian news media today. The declaration touched the subject of Media Literacy Education, which teaches students to apply critical thinking to media messages and to use media to create their own messages. As a key to the 21st Century skill, all the universities and media departments in the country must strive to bring in Media Literacy formally in the classrooms and take it down the line in the schools and colleges.

### CONFERENCE - 2018



## HIGHLIGHTS OF DISCUSSIONS

### INAUGURAL SESSION (FRIDAY, JULY 6, 2018)

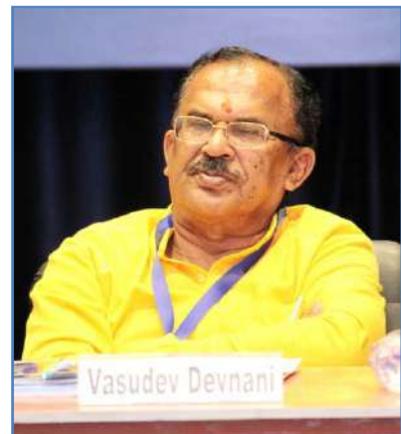
The conference began on July 6, 2018 morning with its inaugural session organised at Geeta Girdhar Sabhagaar on Govind Marg in Jaipur. The delegates carried a positive spirit to explore the immense potential for interplay between media and technology, which will shape the future of India's media scenario. The media experts, media educators, professionals, academicians and faculty members from all over the country who gathered for the



conference were in favour of promoting freedom of speech to protect democratic values and save the real spirit of journalism.

**Prof. Sanjeev Bhanawat**, Head, CMC, University of Rajasthan, Jaipur, welcomed the participants and set the stage for the inaugural session. He said the media teachers from 25 universities and institutions across the country were attached to the CMC, University of Rajasthan, through different programmes. With the technology changing the media scenario, the impact of media was going to be very important in the age of infotainment, even though its future shape was not yet clear, he said. Prof. Bhanawat said though the deliberations spread over three days of the conference would generate new avenues and throw up new ideas, it was not necessary to reach a definite conclusion at the end. "Our objective is to generate an ideological energy. The journey of wide-ranging consultations, debates and interactions will continue even after this event," he remarked.

Inaugurating the conference, the Rajasthan Education Minister, **Mr. Vasudev Devnani**, said the media, which had helped establish democracy in the 18<sup>th</sup> Century, now had an important role in strengthening democracy, especially after facing censorship in the Emergency during 1975-76. "A section of media has today become mouthpiece of corporate houses and political parties. This goes against the ideals of journalism," Mr. Devnani noted with concern. The Minister affirmed that media should treat the nation first, the society next and itself the last. While exercising the freedom of speech and expression under the Constitution, media should also respect the right to privacy of others, he said, while drawing the media educators' attention to the phenomenal emergence of social media. He also said the changes in the school textbooks in Rajasthan were made recently to inculcate respect and pride among the students for their cultural traditions.



Mr. Devnani said the government should not control the media but the media needs to regulate itself and avoid misuse of freedom of expression. "With the advent of electronic media, there is competition for TRPs. Sometimes there is sensationalism in the name of information. Media places checks on the government, but they should also restraint themselves. Charity begins at home," he said. He pointed out that after the 9/11 attacks on the U.S., the U.S. media did not keep repeating footage of the attacks, but this practice is not followed in India. Media activism was welcome, Mr. Devnani said, adding that the media should highlight social issues, such as violence against children and the safety of women in public spaces.



After Mr. Devnani's address, a book, titled "Media, Democracy and Development", written in the honour of **Prof. Sanjeev Bhanawat**, Head, Centre for Mass Communication, was released on the occasion. Two other books, "Rajasthan Cinema: A Critical Study", authored by Dr. Rakesh Goswami, and "Traditional Folk Media in India", authored by Dr. Smiti Padhi, were thereafter released during the inaugural ceremony, while a souvenir of the Public Relations Society of India (PRSI), Bhopal Chapter, was also released by Mr. Devnani.



Prof. Bhanawat was also conferred with the lifetime achievement award in recognition of his services to the field of media education for more than three decades, and his portrait was unveiled on the occasion. Mementoes were then presented to the representatives of collaborative partners, who contributed to ensure success of the conference. The collaborative partners were UNICEF-Rajasthan, Indian Institute of Mass Communication, Pearl Academy of Fashion Designing, Rupayan Sansthan, Commonwealth Educational Media Centre for Asia and All India Radio.

**Mr. K. G. Suresh**, Director-General, Indian Institute of Mass Communication, New Delhi, delivered the keynote address and pointed out that the scope of mobile journalism and citizen journalism was constantly expanding in the country because of the fast Internet penetration, while large sections of population still did not own television sets. "Internet connectivity is available to 67% of the population, or 183 million households, as per the figures of 2017," he pointed out. He praised the organisers of the 3<sup>rd</sup> AIMEC-2018 and remarked that this was truly a "Mahakaumbh" of media educators. Mr. Suresh said the technology was making an impact on media, but the readers were no longer dependent on the traditional media. When a reader is himself emerging as a journalist because of the modern technology available to him, there is a need to lay emphasis on the contents being offered. The specialisation in the selected fields would continue to make the mediapersons relevant in the society, he opined.





**Prof. M. S. Parmar**, Vice-Chancellor, Kushabhau Thakre University of Journalism and Mass Communication, Raipur, said while the print media was still functioning with responsibility, the electronic media was not adhering to the norms and values. Social media was being used for spreading rumours, while media was gradually losing its credibility, he said, while calling for establishment of the Media Council of India. Prof. Parmar said the journalists should adhere to the core values of the profession and maintain neutrality in their functioning.



UNICEF-Rajasthan Chief **Ms. Isabelle Bardem Sevede** said a responsible and neutral media was necessary for formation of a better world. She said UNICEF supports value-oriented journalism and promotes media education and added that the media should raise the serious issues of poverty, education, malnutrition among children and health standards for the public at large.



She appreciated that idea of this platform germinated some four years back and that UNICEF was a part of this master plan.

“Media as we all know, plays an important role in communicating information and creating an opportunity to discuss issues, influence public opinion, foster peace and harmony and in a way mobilize consensus on major issues relating to social development and well being of a country,” she said and added that media also have an important role to play while raising appreciative enquiries. She said that UNICEF appreciate and believes that reporting should be balanced and that gaps and bottlenecks brought to the forefront in the public domain through critical dialogue. That does not in any way justify sensationalising news which violates the basic tenet of media ethics.

Refereeing the 2011 Census of India, which indicate that around 41 percent of India’s population is below the age of 20 years and from the potential productive capital, Ms Bardem informed that UNICEF is supporting two discussions on Adolescent and young people during this conference and would like to consider the opportunity as a learning situation for all stakeholders.



She emphasised that as the fourth pillar of democracy, it is only natural that we will expect media to be sensitive to growing needs, especially of the young people who are both vulnerable and yet have tremendous opportunities before them. They too need spaces to engage and dialogue. She said that such discourses will help to continue the dialogue and also facilitate to make young people's agenda more inclusive.

**Mr. Ruben Banerjee**, Editor, Outlook, New Delhi, said if the modern technology goes into the hands of anti-social or nefarious elements, it would create a dangerous situation. He said the values of technology should be taught in the media syllabus and affirmed that while technology was important, the spirit of journalism was formed by the facts. "It is a challenge to remain unbiased and neutral in the present scenario, but the mediapersons should remain honest to their profession, even if their company takes the shape of a corporate house," Mr.



Banerjee remarked. He said while the electronic media offers a news instantly, it was the duty of the print media to examine the wider context and publish the news stories with value addition.

**Dr. Mridul Hazarika**, Vice-Chancellor, Gauhati University, Guwahati, said the media was a profession involving a great responsibility and it was a challenge to evolve a balance between its social applications and values. At the end of the inaugural session, the Conference Secretary, **Mr. Kalyan Singh Kothari**, proposed a vote of thanks to the participants.







## PLENARY SESSIONS (FRIDAY, JULY 6, 2018)

I – Adolescent and Young People's Spaces in the Changing Media Scape  
(Supported by UNICEF-Rajasthan)

The first plenary session organised on July 6, 2018 afternoon, covered the subject of finding spaces in the changing media scape for the adolescents and young people in detail and generated much interest among the participants. The session, supported by UNICEF-Rajasthan, depicted the spirit of UNICEF's mobilisation to bring some pertinent issues to the forefront of discussions in the public domain and highlight the aspects which directly relate to UNICEF's work. With the UNICEF having been given the credit for being the germinator of the idea of organising AIMEC, two plenary sessions in the conference were devoted to young people's issues. The discussions in these sessions generated a significant interest as well as advocacy around adolescent and young people's issues, including their media habits and scope for participation.



The plenary session devoted to the theme of adolescents and young people was held with a development perspective, as this section of population has the potential to become change maker and the capacity to contribute to elimination of the society's greatest challenges, such as explosive urbanisation and migration, HIV and AIDS, economic turmoil, climate change, disaster risk and humanitarian crises of increasing frequency and severity. The media's role in addressing the issues confronted by adolescents and youths was highlighted in the session, while the discussions centred on how media spaces could be built, what were the challenges for creating them, whether the young population was being exposed to any risk and what could be the scope for education for the youths, media policies and community engagement and participation.

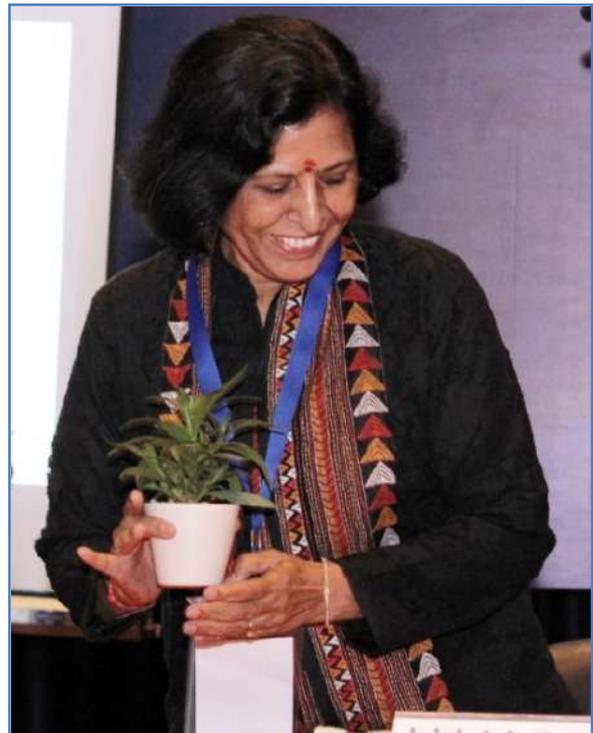
The moderator of the plenary session was Prof. Rajan Mahan, Professor, CMC, University of Rajasthan, Jaipur. The speakers were Mr. K. G. Suresh, Director-General, IIMC, New Delhi, Prof. Shahid Rasool, Director, Commonwealth Media Centre for Asia, Dr. Sanjay Nirala, Child



Protection Specialist, UNICEF-Rajasthan, and Prof. Jaishri Jethwaney, Visiting Professor, Media and Communications Division, Institute for Studies in Industrial Development (ISID), New Delhi.



**Prof. Jaishri Jethwaney**, Visiting Professor, Media and Communications Division, Institute for Studies in Industrial Development (ISID), New Delhi, since the people in villages as well as in tier-2 and tier-3 towns could purchase cheap smartphones, there was an access to social media all over the country. Jyotirlingam is a very religious place. Referring to negative aspects of easy access to the new age media, Dr. Jethwaney said the child pornographic material was being produced at a place like Deogarh in Jharkhand, famous for its Baidyanath Jyotirlinga temple. On the other hand, adolescents are not on the wish list of electronic media at all, though children and women to some extent get the coverage. Similarly the companies releasing advertisements in the media were interested in the 40 crore-strong population of the youths. Prof. Jethwaney called for a ban on child pornography, while pointing out that the evidence-based research had found a connection between easy access to child pornography and crimes.





**Mr. K. G. Suresh**, Director-General, IIMC, New Delhi, pointed out that though the Indian media was engaging enough to solve the problems of adolescents and youths, some issues of its vision and direction still remained unaddressed. He referred to a cross-cultural study in the U.S., in which the youths were asked who they would turn to if they had a problem. The first choice was music and the second was computers. In the Indian context, the first choice could be the movies, which were dominated with the entertainment contents, he said. For the youths, movies account for 20 to 24 per cent viewership share, while the news channels enjoy a viewership of only 8 to 10 per cent. Mr. Suresh also expressed concern over the proliferation of child pornography and pointed out that the police investigation into a recent case of rape of a 2-year-old girl had revealed that the accused boys used to watch porn. "Even the advertisement contents sometimes have adult contents and we can filter it out. But teenagers start believing that it is all real," he said, while affirming that the educational institutions and parents had a difficult role in this situation. He said while the teachers also needed counselling, media literacy should be an integral part of curriculum right from childhood. Otherwise, a make believe world will be created, in which it will be very difficult to distinguish between the reality and artificial atmosphere.





**Prof. Shahid Rasool**, Director, Commonwealth Media Centre for Asia, said while there was a need for study of the media consumption of contents, it would be important to understand that every technology comes with a tag. He cited the example of nuclear energy which came with the tag of destruction of Hiroshima and Nagasaki. The social media could not be controlled by just closing the windows and posing as if a solution had been found, he said, while calling upon the audience to understand these determinatives. "If I am listed as a friend on my child's social media account, I can find out the use by him and guide him. Many times I learnt new facts from my elder son's account. We



have to engage with the next generation, then only this world will become a better place," he said. Prof. Rasool said how to address digital divide of population was very important, because the proliferation of technology was very fast and the last two decades were phenomenal. This divide may increase in the coming years. Millions of students have opted for online courses during the last one decade. Content continues to be the king, but creation takes time, said Prof. Rasool, while expressing concern about those who do not have access to digital technology. While the number of those with access would increase in future, the artificial intelligence was making inroads into every spheres of life, he said.

**Prof. Rajan Mahan**, Professor, CMC, University of Rajasthan, Jaipur, who moderated the session, said the real world was somewhere being lost in the exponential growth of social media. While there was a tremendous online support in the campaign against child rape and on other issues, people simply do not come to take part in the real agitation on roads. The adolescents should not be looked at just as a problem, but their analysis, strategies and open mind should be utilised for betterment of society, said Prof. Mahan. He said a lot of ideas had been discussed in the session, which would inspire young researchers to look at them.



The plant saplings were presented to all speakers on the panel at the end of the plenary session. The speakers received them with a great interest.



## II – Media and the Marginalised (Supported by Inclusive Media for Change)



The moderator of the second plenary session devoted to the topic dealing with the space for the marginalised available in the media was Dr. Vipul Mudgal, Director, Common Cause, New Delhi. The speakers were Mr. K. B. Kothari, former Professor, Indian Institute of Management, Ahmedabad, Ms. Sevanthi Ninan, Editor-in-Chief, The Hoot, Mr. Bhanwar Meghwanshi, Editor, Shoonyakaal, and Mr. Nitin Sethi, Senior Associate Editor, Business Standard.

**Dr. Vipul Mudgal**, Director, Common Cause, New Delhi, introduced the subject to the audience, while pointing out that the emphasis was on finding a place in the media for the most deprived people, slum dweller and the poorest of poor tribals, whose were on the other side of digital divide. The issues affecting them would also affect the society at large, as a drought in Rajasthan sucks the light out of market and reduces purchasing power of large sections of population. This was a clear indication that the issues of the marginalised people and the privileged sections of society were inter-connected. In his main address later during the session, Dr. Mudgal showed the snapshots of three different researches to explain the meaning of terms such as policy paralysis and highlighted low representation of sections such as Dalits and women in the media. He said the commentators instantly refer to policy paralysis, a term which gained currency in 2011-12, in the cases of slow economic reforms and fall of rupee's values in the international market. However, no such term or description is used for poverty, hunger, suicides and malnutrition. He said the research studies had suggested that an average of only 2 per cent space was being devoted by the leading English and Hindi newspapers to the stories about poverty, rural distress and the condition of villages, depicting the trend in the mainstream media, having publications in New Delhi.





**Mr. Nitin Sethi**, Senior Associate Editor, Business Standard, New Delhi, said that amid the excessive focus on challenges of technology, it was sometimes subversive for journalists to focus on technology rather than the contents. Contents would not change in the coming years and the social media in different formats will only distribute generated contents. "The governments which invest in social media to produce narrative are still worried as to what journalists are writing. Social media cannot make journalists irrelevant. Good journalism has stood the test of time, even though the national media covers the issues of the marginalised with less intensity," said Mr. Sethi. He said the journalists would be doing service to the marginalised if they question the powers that be in a strict manner and regularly. While the conditions of the poor could be easily covered by intrusion into their persona lives, it was difficult to question the people enjoying authority. It was essential that a large part of journalism continues to hold the values of raising questions so as to affect policy formulation. "Our job is to ask intelligent question that pinch or hit the authorities who have power to change the lives of ordinary people. Young journalists are doing a fantastic work," he said, while pointing out that the focus should increasingly be shifted towards new technology and multimedia.



**Mr. Bhanwar Meghwanshi**, Editor, Shoonyakaal, felt that the newsrooms had very little diversity and the issues of the marginalised people and the media issues had a sea of difference. The media was attempting in a systematic manner to institutionalise the marginalisation of poor and destitute people and there was a need to talk about this on different forums and criticise the media, he said. Mr. Meghwanshi said many journalists boast about their connections with politicians, nobody was proud of raising the voices of farmers, Dalits, poor and NREGA labourers, etc. In this scenario, "Shoonyakaal" was the voice of common people and its members have actively participated in the struggles against casteism and communalism. Mr. Meghwanshi said the incidents of mob lynching of innocent people being reported from all over the country were the result of uncontrolled agitation against corruption in 2011, which had led to anarchy. When the television news channels were busy with creating artificial hysteria rather than depicting the real issues of people, the social media should take the initiative to ensure social justice for the victims, he said.

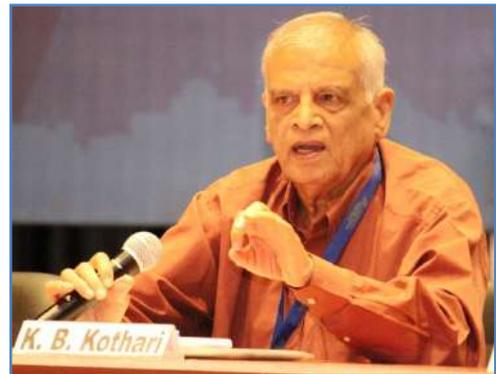




**Ms. Sevanthi Ninan**, Editor-in-Chief, The Hoot, said the studies after digitisation had looked at public broadcasters and their impact on the people, while serving the information needs of the society. The technology had in fact disrupted the free flow of information, as different forms of technology had to be accessed for getting information in different sectors. Ms. Ninan said enormous sections of population depend on public broadcaster to get information related to opportunities for them. In a study undertaken in Chhattisgarh, Odisha and Madhya Pradesh, it was found that less than 8 per cent focus was being laid on health and rural life issues, while an excessive attention was being paid to entertainment. "We don't think about information needs of the marginalised people, which are largely unmet. The opportunity part should come from media for this bunch of people, but it is not coming as was expected," Ms. Ninan said.



**Mr. K. B. Kothari**, former Professor, Indian Institute of Management, Ahmedabad, shared his experiences of working with a non-government organisation, "Pratham", which was devoted to enhancing the learning capacity of children. He said that like the journalists' community, Pratham had also greatly benefited from the use of communication technology and community engagement at different levels in a manner to promote the cause of education. He said the founders of Pratham had identified the problems of education and succeeded in enrolling new students in schools. However, the Annual Status of Education Report had revealed that 65 per cent of children studying in the classes below fifth were not able to subtract two digit figures. Mr. Kothari said the indicators had been evolved to assess elementary education and a poor quality of education in the government schools had been revealed.



The two plenary sessions organised on July 6, 2018 afternoon, covered their subjects in detail and generated much interest among the participants. There were wide-ranging deliberations during the two sessions, with a lot of questions and suggestions coming up. The speakers and the audience were engrossed in a very productive exchange of thoughts and the moderators encouraged them to delve deep into the subject in order to explore new ideas and find new avenues.



**Shri Kuldeep Ranka IAS, Principal Secretary (Tourism) Govt. of Rajasthan was chief Guest**

**Cultural Programme:**

On July 6, 2018

Brahmaputra Raga Jazz-One of the talented bands of North East India "JAMBLI" from Assam, presented by Baniyan Tree led by Shri Mahesh Babu, Mumbai (dedicated to an icon of Northeast India culture creative genius-Dr Bhupen Hazarika.





## DELEGATES DURING CULTURAL EVENING





## TECHNICAL SESSIONS (SATURDAY, JULY 7, 2018)

The venue of technical sessions on the second day of the conference, July 7, 2018, was shifted to the Pearl Academy of Fashion Designing, situated on the outskirts of Jaipur. The welcome session was supported by Pearl Academy and its Chairperson was **Dr. Ujjwal K. Chowdhary**, School Head, School of Media, Pearl Academy. The technical session, devoted to the theme, "Girls' Safety in Public Spaces", was presided over by **B.K. Karuna Bhai**, Chairman, Media Wing, Brahma Kumari Spiritual University, Mount Abu and Mr. Prabhat Kumar, National Thematic Manger (Child Protection), Save the Children, delivered the keynote address.



Ten parallel sessions were organised in different parts of Pearl Academy during the day and the participants from all over the country, as well as from Bangladesh, presented their papers. The sessions covered a wide range of topics and provided an opportunity to the speakers to present the findings of their research and studies before an enlightened audience drawn from different parts of the country.

The parallel session-1 was devoted to the topic, "Changing Roles of Television and the Audiovisual Media". Its Chairperson was Mr. Snehasis Sur, Senior Journalist, Doordarshan Kolkata, Co-Chairperson was Dr. Nisha Panwar, Head, Department of Mass Communication, Shivaji University, Kolhapur, Maharashtra, and the Rapporteur was Dr. Richa Yadav, Assistant Professor, CMC, University of Rajasthan, Jaipur.



The parallel session-2 was devoted the theme, "The Political Economy of Media". Its Chairperson was Prof. Afrina Rizvi, Department of Mass Communication, Aligarh Muslim University, Aligarh, Co-Chairperson was Ms. Shobha Dhanvatay, Director, PR, Corporate Communication & CSR, Nagpur, and the Rapporteur was Mr. Ratan Singh Shekhawat, Assistant Professor, CMC, University of Rajasthan, Jaipur.



The parallel session-3 was devoted to the topic, "Media Education, Technology and Society". Its Chairperson was Dr. Rajan Mahan, Professor, CMC, University of Rajasthan, Jaipur, Co-Chairperson was Dr. Chandan Kumar Goswami, Assistant Professor, Gauhati University, Guwahati, and the Rapporteur was Ms. Garima Shree, Assistant Professor, CMC, University of Rajasthan, Jaipur.

The parallel session-4 was devoted to the topic, "Local Representations, Universal Themes". Its Chairperson was Prof. Kushal Kumar, Director, School of Mass Communication, Manipal University, Jaipur, Co-Chairperson was Prof. Mrityunjoy Chatterjee, Director, NSHM Institute of Media and Design, NSHM Knowledge Campus, Kolkata, and the Rapporteur was Dr. Jayati Sharma, Assistant Professor, School of Communication, Amity University Rajasthan, Jaipur.



The parallel session-5 was devoted to the topic, "Impact of Community and Alternative Media". Its Chairperson was Dr. Ujjwal K. Chowdhury, School Head, School of Media, Pearl Academy, Delhi & Mumbai, Co-Chairperson was Dr. Manoj Kumar Lodha, Associate Professor, CMC, University of Rajasthan, Jaipur, and the Rapporteur was Ms. Shalini Joshi, Assistant Professor, CMC, University of Rajasthan, Jaipur.



The parallel session-6 was devoted to the topic, "Media Activism and Innovation". Its Chairperson was Prof. Manoj Dayal, Former Dean, Faculty of Communication, Guru Jambheshwar University of Science and Technology, Hisar, Co-Chairperson was Mr. Mohammad Mohiuddin, Department of Communication & Journalism, University of Chittagong, Chittagong (Bangladesh), and the Rapporteur was Dr. Ajay Kumar Singh, Assistant Professor, CMC, University of Rajasthan, Jaipur.



The parallel session-7 was devoted to the topic, "Cinema and Participatory Media". Its Chairperson was Prof. Harish Kumar, Head, Department of Journalism, Maharshi Dayanand University, Rohtak, Co-Chairperson was Mr. Ashim Sekhar Paul, Electronic and Digital Media Management, Satyajit Ray Film and Television Institute, Kolkata, and the Rapporteur was Dr. Rakesh Goswami, Chief of Bureau, Hindustan Times, Jaipur.

The parallel session-8 was devoted to the topic, "Issues of Gender, Development and Media". Its Chairperson was Prof. Sushma Gandhi, Professor, Amity University, Gurgaon, Co-Chairperson was Prof. Punita Harne, Professor, Department of Journalism and Mass Communication, Gujarat Vidyapith, Ahmadabad, and the Rapporteur was Dr. Debilal Mishra, Assistant Professor, Department of Journalism & Mass Communication, Ravenshaw University, Cuttack, Odisha.

The parallel session-9 was devoted to the topic, "Role of Social Media in Contemporary Society". Its Chairperson was Prof. Upendra Padhi, Director, Institute of Media Studies, Utkal University, Bhubaneswar, Co-Chairperson was Dr. Manju Rughwani, Head, School of Film and Media, Ajeenkya DY Patil University, Pune, and the Rapporteur was Dr. Anil Mishra, Assistant Professor, CMC, University of Rajasthan, Jaipur.

The parallel session-10 was devoted to the topic, "Challenges of the Digital Media Ecology". Its Chairperson was Esther Kar, Ex-DG, Press Information Bureau, New Delhi, and Independent Media Researcher, Co-Chairperson was Mr. Mohammad Mohiuddin, Assistant Professor, Department of Communication & Journalism, University of Chittagong, Chittagong (Bangladesh), and the Rapporteur was Ms. Anupa Lahkar Goswami, Assistant Professor, Gauhati University, Guwahati.





## CULTURAL PROGRAMMES

On July 7, 2018 evening, a contingent of the famous Manganiyar folk singers and artistes gave a colourful and mesmerising performance at Nahargarh Fort, where all the participants were taken after the day's hard work. The internationally travelled folk singers performed in memory of the Padma Bhushan recipient, the Late Komal Kothari. The cultural event was presented by Rupayan Sansthan, Jodhpur and the Rajasthan Sangeet Natak Akademi, Jodhpur.

The participants' special visit to the Jaipur Wax Museum and Sheesh Mahal at Nahargarh Fort, situated near Jaipur, on July 7, 2018 evening, followed by *Sattvic Bhojan* was also a memorable experience. The delegates were enthralled to see the place that holds the history, cinema, and sports celebrities, literature, art and culture and royal grandeur under one roof. The museum showcases wax and silicon statues of the personalities who have not only given the best to their own fields but also have been iconic for the society. The statues are displayed in the "Hall of Icons" section and "Royal Durbar" sections of the fort. The museum also has a royal section made for the majestic real life statues of the members of the erstwhile royal family of Jaipur. A background has been given to each statue to support and complement to its celebrated history. This feature has made it one-of-its-kinds museum and this enhances the wax figure and makes it feel larger than life.





## SPECIAL INITIATIVES

The photo exhibitions organised at Pearl Academy of Fashion Designing, Jaipur, added a unique value-addition to 3<sup>rd</sup> AIMEC-2018 and generated interest among the delegates in the art of photography. Tribal photos clicked by Pune-based photojournalist, Mr. Shrikrishan Pranjay were exhibited.





Prakriti Dutta, is a young talented and a Lens girl who specializes in Emotive images of the living world, had a chance to organize photography exhibition through theme based on 'Culture of India" during AIMEC.

## **PLENARY SESSIONS (SUNDAY, JULY 8, 2018)**

I – Networking Session and Feedback

**Dr. Mrinal Chatterjee**, Professor and Head, Indian Institute of Mass Communication, Dhenkanal, Odisha, presided over the first plenary session on the last day of the conference, while **Dr. Uma Shaknar Pandey**, Head, Department of Journalism and Mass Communication, Surendranath College for Women, Kolkata, was the moderator. The session was devoted to getting feedback from the participating delegates about their experiences during the conference, while a lot of suggestions came up for carrying forward the task of strengthening the media education and giving the shape of a document to the recommendations of the participants. The speakers laid emphasis on making innovations in the education system promote interactions among the stakeholders in the field of media education. A suggestion was made for establishment of a body, after adopting a resolution, at the national, state and district levels to give an institutional shape to the representation of media educators. Some of the speakers said there was a need for good integration between the media educators and practitioners. A corpus fund may be created for the representation



body in about three months, after which it can be made financially sustainable. Dr. Chatterjee concluded the session with his remarks underlining the need to do something permanent and pertinent in the field of media education.





## II – Adolescents and Young People's Agenda: Where Are We in Rajasthan? (Supported by Save the Children)



The second plenary session on the last day of the conference was devoted to the topic of protection of rights of adolescents, children and the youths in Rajasthan with the emphasis on the laws and schemes meant for their development and welfare. The moderator, **Ms. Manjaree Pant**, Communication for Development Specialist, UNICEF-Rajasthan, pointed out that a large number of girls in Rajasthan had shown courage to stop their marriage in childhood and study for securing their future. A *Garima Samman Samroh* is being organised for the last three years for felicitating such girls, their family members and others helping them out.

The chairperson of the session, **Ms. Anita Bhadel**, Minister of State for Women and Child Development in the Rajasthan Government, said the state had till recently reported 60% child marriages, which destroyed the lives of girls and put their future at stake. The families were still not giving priority to girls' education and health care in an atmosphere where a son was the sole preference, she said. Ms. Bhadel emphasised that paying attention to women in the health and family welfare programmes would automatically ensure nutrition and education for their daughters. Moreover, the policies could be turned into practice by maintaining a constant dialogue with the public, she said,





while affirming that the fastest developments in these fields had taken place during the present regime in Rajasthan. Ms. Bhadel said steps had been taken in the state for ensuring retention of girls in the schools and reducing their drop-out by constructing sanitary toilets and giving them more facilities. "We want to work to ensure that no girl is anaemic or malnourished. Girls are an asset for the society," said Ms. Bhadel

**Mr. Mahendra Dave**, Additional District & Sessions Judge, Udaipur, threw light on the legal and moral aspects of rape and said the children in the state were living under an immense pressure. There were about 9,000 cases in various stages of prosecution under the Protection of Children from Sexual Offences (POCSO) Act, which had changed the definition and scope of sexual offences, he said, while calling for interpretation of law in the right context. Mr. Dave said there was a need to listen to the



"sound of silence" of children in order to protect them. Calling upon the Government to take corrective measures, he said free medicines were not available for children in the homes for orphans and the right to education was not being implemented in its entirety, while discrepancies existed among different legislations enacted for adolescents.

**Ms. Binita Soren**, adventure champion who has climbed Mount Everest, said it was very difficult for girls belonging to the rural areas to come out of their home and join the adventures which she had undertaken. She said she had been living in harmony with nature and called upon the people to encourage the tribal girls and boys who were willing to excel in their lives.



**Ms. Khushbu Kunwar**, Brand Ambassador for *Beti Bachao Beti Padhao Abhiyan*, said the inequality between boys and girls begins in the way they are brought up at home. At the grassroots level, the condition of girls was not very encouraging and it was a big challenge to change the mindset of their parents who want to marry them off at a tender age, she pointed out.





**Ms. Ishani Sen**, Director (Adolescent Intervention), Pravah, said the structured courses for mandatory internship should be devised for the youths to make them gender sensitive and the “listening spaces”, rather than the talking spaces, should be created to raise awareness about the girls facing discrimination in various walks of life.



**Mr. Aniruddha Bahal**, Editor-in-Chief, Cobrapost, New Delhi, said the “Operation 136” undertaken by his portal recently had exposed several media institutions, which had shown willingness to propagate a particular ideology and undertake negative reporting on the leaders of Opposition parties in return for money. He narrated the challenges faced by him during his two-decade-long career and said the investigative journalists should be ready to bring out the truth and pay the price for it. He pointed out that the IT cells of all political parties were very reactive and they were spreading fake news. There was no need to depend on the traditional media for the model of work which he had adopted, said Mr. Bahal, adding that his organisation had faced a large number of malicious cases in the courts during the last 18 years of its work.





## VALEDICTORY SESSION (SUNDAY, JULY 8, 2018)

Marking the conclusion of the 3<sup>rd</sup> AIMEC-2018, a valedictory session was organised on July 8, 2018 afternoon. **Dr. Uma Shankar Pandey**, Assistant Professor and Head of Department of Journalism and Mass Communication, Surendranath College for Women, Kolkata, presented a report on deliberations during the three days of the conference. He said the participants had felt that the media technology would shape the future of India's media scenario and create new opportunities for all stakeholders. There was a consensus that both media educators and media practitioners should promote freedom of speech to protect democratic values and save the real spirit of journalism.

After the presentation of awards for best papers for each technical session to the selected recipients, **Dr. Ujjwal K. Chowdhary**, School Head, School of Media, Pearl Academy, read out a declaration in which the delegates attending the conference took a pledge to upgrade standards and inculcate positive values among all stakeholders in the field of media education and practice and uphold a new value system. The resolution stated that the voices of the marginalized people should not be lost in the maze of dominant cultural and political narratives. This implies extensive research rather than quick-fire reportage, and this must be the bedrock of our journalism and communication education on campuses. For taking this discourse further and for creating new contents and initiatives, a committee comprising the stalwarts of media education and practice will be appointed shortly and will meet soon to deliberate on the activities ahead in order to take these goals forward.





Delivering the valedictory address, the Union Minister of State for Agriculture and Farmers' Welfare, **Mr. Gajendra Singh Shekhawat**, said though Narada Muni was considered the world's first journalist as per the Indian culture, the first journalist in the modern era was the man who carried the information about Athens' victory in the war between Athens and Persia by running to Greece. The marathon was organised to commemorate his 40-km-long run, he said. Making a reference to the negative impact of social media platforms on people's lives, Mr. Shekhawat said a common man spends about nine hours everyday with the communication gadgets and eight out of 10 such media users were in the category of suspected persons. With the role of artificial intelligence set to increase in future, media technology was a double-edged sword which should be used with caution, he said.



Mr. Shekhawat said the era of artificial intelligence, which is approaching fast, would create thin edges and make a lot of difference to the people like him who were active in public life. In the present age of nation building, the period of transformation had increased the responsibility of all stakeholders and given them an opportunity to think as to what role they could play. The future of the mankind depends of how effectively the media is used to everyone's advantage and the coming generations would remember the role played by today's leaders for setting the directions for their development, said Mr. Shekhawat.



At the end of the conference, Mr. Shekhawat distributed certificates to the student volunteers who had worked hard to make the three-day event a grand success. **Prof. Sanjeev Bhanawat** delivered the vote of thanks and expressed gratitude to the delegates who came to Jaipur from far and wide for attending the conference. He pointed out that some of the research scholars had opted for Jaipur as the centre for their National Eligibility Test (NET) to attend the conference. The conference ended with resolve among the media educators to take up the responsibility to meet the challenges thrown up by information technology, giving rise to new issues not only in India, but also globally.

## SPECIAL INITIATIVES

- Live webcast with high bandwidth was arranged for all sessions of 3<sup>rd</sup> AIMEC-2018 and the webcast was integrated with the social media platforms of Facebook and Twitter. The webcast was done on **two web portals: <http://estv.in/aimec> and <http://www.aimec.in>** and it enabled the people, who were not present at the venue, to watch live the proceedings of the conference.
- **A short film on 3<sup>rd</sup> AIMEC-2018 was prepared for telecast on Doordshan**, while the All India Radio, which was also a collaborative partner, broadcast the commentaries with recordings of the proceedings from its Jaipur station, enabling the listeners to get first-hand information about the conference.



- Visual Technologic India (VTI) showcased latest smart classroom solutions through digital equipments to the delegates during the three days conference.







## **DECLARATION ADOPTED IN CONFERENCE**

### **DECLARATION OF THE 3rd AIMEC 2018 AT JAIPUR**

The 3rd All India Media Educators' Conference 2018, Jaipur, through the participation of nearly 200 media educators, researchers and practitioners from all over India, calls for upholding the following values, aspects and needs of Indian media and its education:

#### **(A) Media Literacy Promotion:**

Media Literacy education – which teaches students to apply critical thinking to media messages and to use media to create their own messages – is a key 21st century skill. All our universities and media departments must strive to bring in Media Literacy formally in our classrooms, and take it down the line in the schools and colleges. Media Literacy can be effectively used in gender sensitization and ensure gender and other social dynamics well covered in news stories.

#### **(B) Development Communication and Journalism Promotion, with special focus on children, environment & health:**

Development communication is about such communication that can be used to support development initiatives. It is about using communication to bring about a change or improve quality of life, or transform behaviour and society. Its slogan is: "Real people, real voices". Alongside, Development or Community journalism aims to achieve larger objectives - environment protection, social justice, improving health, education, protecting rights of children, and bringing people together. Marginalized people's voices should not be lost in the maze of dominant cultural and political narratives. This implies extensive research rather than quick-fire reportage, and this must be the bedrock of our journalism and communication education on campuses.

#### **(C) Combating false and fake news through the use of technology:**

Technology allows for greater expansion of mass media outlets, starting with the Internet, and sadly it can lead to fake and false news through the use of whatsapp, video manipulation, doctored pictures, and amplification through the social media. Media organizations and institutes, on their own, and in partnership with Facebook and Google, among others, need to combat fake and false news headlong, especially in the context of lynching based on rumours and communal tensions.



**(D) Safety and security of the Journalists on ground:**

Media organisations have a duty of care and moral responsibility for the safety of all their journalists, in particular news gatherers, staff or freelancers, to provide hostile-environment safety training and equipment, medical care and life insurance. The media editors have a responsibility to systematically publicise crimes against journalists, and investigate them as thoroughly as possible.

**(E) Promotion of MoJo (Mobile Journalism), and Citizen's Journalism, including Community Journalism, and Data Journalism:**

The multimedia age requires new skills for accessing, analyzing, evaluating, creating, and distributing messages within a digital, global, and democratic society. New age stories need to understand Big Data and identify the news points from among huge maze of information using Data Journalism, going beyond echo chambers, and often taking mid-path and not partisan stands, protecting sustainability of the media organizations as well. This Conference believes that good journalism involving people and data, and good media business can go hand in hand. Hence, sourcing stories from the community and individual citizens, and producing stories of real life on the go using mobile technology and multi-media tools, and good media business practices, need to be learnt and practiced, both in the media schools and in media organizations.

**(F) Need to protect RTI and its advocates and promote Peace through media:**

It is important to understand how Right to Information can be effectively used in the promotion of the cause of good journalism, and in the process protecting the RTI advocates and activists. Also, good journalism should seek to mitigate violence, and promote peace and well being in society, bringing in hope towards life and future of the nation and its people. Such content creation should be taught on campuses and promoted in media organizations.

The AIMEC Jaipur 2018 calls upon the media educationists and practitioners, including researchers, to focus on these six cardinal needs of the domain in days and months ahead. And to take this discourse further and create content and initiatives, a ten member team is being made from this Conference

**Kalyan Singh Kothari**  
**Conference Secretary**  
**Jaipur**  
**Date: 8 July, 2018**



## CONFERENCE AGENDA

<b>All India Media Educators Conference-2018</b>		
July 6-8, 2018		
<b>Theme : Power of Media and Technology: Shaping the Future</b>		
<b>PROGRAMME</b>		
<b>Inaugural Function</b>		
<b>Date : 6th July, 2018</b>		
<b>Time : 10:30 AM</b>		
<b>Venue : Geeta Bajaj Bal Mandir, Geeta Girdhar Sabhaghar, Moti Doongri Circle, Govind Marg, Jaipur, Rajasthan 302004, Ph. : 0141 262 2252</b>		
	<b>Delegate's Registration &amp; Welcome Tea (9:30 to 10:30 AM)</b>	
	<b>Lighting the Lamp</b>	<b>4 Min</b>
	<b>Kulgeet</b>	<b>2 Min</b>
	<b>Felicitation of the Guests</b>	<b>6 Min</b>
Welcome & About the Conference	<b>Prof. Sanjeev Bhanawat</b> Head, Centre for Mass Communication, University of Rajasthan	<b>5 Min</b>
	<b>Prof. K. B. Kothari</b> Chairman, Lok Samvad Sansthan	<b>5 Min</b>
	<b>Welcome of Collaborative Partners</b> UNICEF-Rajasthan Indian Institute of Mass Communication (IIMC), New Delhi Apeejay Institute of Mass Communication (AIMC), New Delhi Commonwealth Education Media Centre for Asia (CEMCA), New Delhi Pearl Academy (School of Media), Jaipur Inclusive Media for Change, New Delhi All India Radio, Jaipur Kuldeep Kothari, Secretary, Rupayan Sansthan, Jodhpur	<b>9 Min</b>
Keynote Address	<b>Sh. K.G. Suresh</b> , Director General, IIMC, New Delhi	<b>15 Min</b>
Release of Publications	Abstracts & Souvenir - Dr. Usha Sawhney <i>Essays in honor of Prof. Sanjeev Bhanawat</i> Media, Democracy, Development - Prof. Mrinal Chatterjee and Dr. Uma Shankar Pandey Rajasthani Cinema: A Critical Study - Dr. Rakesh Goswami Traditional Folk Media in India - Dr. Smiti Padhi Contemporary Dimensions: Literature, Social Media and Rethinking Gender - Dr. Usha Sawhney	<b>6 Min</b>
Short Film	A Leader Par Excellence - Apeejay Institute of Mass Communication, New Delhi	<b>10 Min</b>
Life Time Achievement Award Conferred to	<b>Prof. Sanjeev Bhanawat</b>	<b>3 Min</b>
Guest of Honour	<b>Prof. M.S. Parmar</b> , Vice-Chancellor, Kushabhau Thakre Patrakarita Avam Jansanchar Vishwavidyalaya, Raipur	<b>15 Min</b>
	<b>Experience sharing by Child Champions under the project of Save the Children</b> (Roshani Bairwa and Shailaindera Singh-Tonk, Rajasthan)	<b>8 Min</b>
Guest of Honour	<b>Ms. Isabelle Bardem Sévédé</b> , Chief, UNICEF Rajasthan Field Office	<b>10 Min</b>
Guest of Honour	<b>Mr. Ruben Banerjee</b> , Editor, Outlook, New Delhi	<b>5 Min</b>
Chief Guest Address	<b>Sh. Vasudev Devnani</b> , State Education Minister, Government of Rajasthan	<b>15 Min</b>
Chairperson Remarks	<b>Dr. Mridul Hazarika</b> Vice Chancellor, Guwahati University, Assam	<b>15 Min</b>
Vote of Thanks	<b>Shri Kalyan Singh Kothari</b> Organising Secretary, AIMEC-2018	<b>5 Min</b>
Master of Ceremony :	<b>Dr. Tanu Dang</b> , Assistant Professor, Department of Journalism and Mass Communication, Khwaja Moinuddin Chishti Urdu, Arabi - Farsi University, Lucknow	
<b>01:15 pm to 2.15 pm : Lunch</b>		



<b>Plenary Session – I</b>		
<b>Adolescent and Young People's: Spaces in the Changing Media Scape</b>		
<b>Date : 6th July, 2018 ; Time : 2:15 – 4:00 PM</b>		
<b>Chairperson</b>	:	<b>Shri KG Suresh</b> , Director General IIMC, New Delhi
<b>Panelist</b>	:	1. <b>Ruben Banerjee</b> , Editor, Outlook( CEMCA ) Delhi
		2. <b>Prof. Ashok Ogra</b> , Director, Apeejay Institute of Mass Communication, New Delhi
		3. <b>Prof Shahid Rasool</b> , Director, Commonwealth Media Centre for Asia (CEMCA), Delhi
		4. <b>Dr. Sanjay Nirala</b> , Child Protection Specialist, UNICEF - Rajasthan
		5. <b>Prof. Jaishri Jethwaney</b> , Former Professor, IIMC, New Delhi
<b>Moderator</b>	:	<b>Prof. Rajan Mahan</b> , Professor, Centre for Mass Communication, University of Rajasthan, Jaipur
<b>Open Discussion</b>		

<b>Plenary Session – II</b>		
<b>Media and the Marginalized</b>		
<b>Date : 6th July, 2018 ; Time : 4:00 – 5:30 PM</b>		
<b>Chairperson</b>	:	<b>Prof. K.B. Kothari</b> , Former Professor, IIM, Ahmedabad and Former Director UNICEF, New York
<b>Panelist</b>	:	1. <b>Ms. Sevanti Ninan</b> , Editor-in-Chief, the Hoot and Media Columnist
		2. <b>Mr. Bhanwar Meghvanshi</b> , Dalit-Rights Activist and Editor, Shoonyakaal
		3. <b>Mr. Nitin Sethi</b> , Senior Associate Editor, Business Standard and Environment Journalist
<b>Moderator</b>	:	<b>Dr. Vipul Mudgal</b> , Director, Common Cause & Inclusive Media for Change
<b>Open Discussion</b>		
<b>TEA</b>		
<b>6.30 PM ONWARDS : CULTURAL PROGRAMME FOLLOWED BY DINNER</b> BRAHMAPUTRA RAGA JAZZ, TO PROMOTE YOUNG & TALENTED BANDS OF NORTH-EAST INDIA "JAMBLI" FROM ASSAM, PRESENTED BY BAYAN TREE'S, MUMBAI (DEDICATED TO AN ICON OF NORTH-EAST INDIA CULTURE CREATIVE GENIUS - DR. BHUPEN HAZARIKA.		

**Saturday, July 7, 2018**

**6 am to 7 Pm Yoga & Meditation Session (Optional) - dedicated to how to Keep Stress Free Mind- Somesh Bhargava**

**Venue: ARIHANT VATIKA, Suraj Pole, Near Anaj Mandi, Jaipur Delhi Highway, Galtagate Corner, Jaipur**

<b>Session - I</b>		
<b>Venue : Pearl Academy, Delhi Road, Jaipur</b>		
<b>Date : 7th July, 2018 ; Time : 9:30 – 10:15 AM</b>		
<b>Welcome</b>	:	<b>Campus Director</b> , Pearl Academy, Jaipur
<b>Chairperson</b>	:	<b>Dr. Ujjwal K Chowdhury</b> , School Head, School of Media, Pearl Academy, Delhi & Mumbai



<b>Panelist</b>	:	1.	<b>Raja Yogi B.K. Karuna Bhai</b> , Chairman, Media Wing, Brahma Kumaris, Mount Abu.
		2.	<b>Sh. Pushpendra Pal Singh</b> , Editor-in-Chief, Madhya Pradesh Madhyam, Govt. of MP, Bhopal
<b>Session – II</b>			
<b>Girls Safety in Public Spaces</b> (A study on the WINGS 2018, World of India's Girls) by Save the Children			
<b>Time : 10:15 – 11:00</b>			
<b>Chairperson</b>	:	<b>B.K Karuna Bhai</b> , Chairman, Media Wings, Brahma Kumari, Mount Abu.	
<b>Keynote</b>	:	<b>Prabhat Kumar</b> , National Thematic Manager (Child Protection), Save the Children, India	
<b>Panelist</b>	:	1.	<b>Prof. Neeta Udani</b> , Head, Dept. of Journalism, Saurashtra University, Rajkot
		2.	<b>Devendra Tak</b> , General Manager, Media and Communication, Save the Children, India
<b>Open Discussion</b>			

**Parallel Session-1**  
**Changing Roles of Television and the Audiovisual Media**  
**Time: 11:30 AM to 1:00 PM**  
**Room No. : 14**

**Chairperson** : **Mr. Snehasis Sur**, Senior Journalist, Doordarshan Kolkata  
**Co-Chairperson** : **Dr. Nisha Panwar**, Head, Dept. of Mass Comm., Shivaji University, Kolhapur, Maharashtra  
**Rapporteur** : **Dr. Richa Yadav**, Asst. Prof., Centre for Mass Communication, University of Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
1.	Power of Media and Technology: Shaping the Future	Dr. Mansi Khanna / Mrs. Manju Khanna
2.	Black Out of Star TV Channels in West Bengal	Sushmita Pandit
3.	Impact of Television Advertising on Society	Prem Lata Singh
4.	Indians Finding Replacement of Television for Entertainment	Tanuja Jukariya
5.	Role of Television in Addressing Violence Against Women	Padma Pandel, Er. Parul Shukla
6.	Online Access of TV News by College Students	Somanath Sahoo
7.	A Study of Audience's Tendency to Watch Video Through Online Medium	Dr. Babita Agrawal & Anita Soni
8.	An Exploratory Study on the Popularity of Web-Series in India	Dr. Manju Rughwani & Thomas V. Aghamkar
9.	Changing Trends of Journalism through Mojo: Mobile Journalism Revolution.	Dr. Rajeev Kumar Panda
10.	Ecocinema as a Tool for Ecological Advocacy in India	Dr. Bharati Bharali
11.	OTT (Over-The-Top) Platform is the New Avenue for Traditional Broadcasters: Chances and Challenges, an Indian Perspective	Dr. Fakir Mohan Nahak
12.	Newsroom Automation: Complicated Journalism Simplified	Ashim Sekhar Paul
13.	Media Engagement and Youth: A Study Into Role of Media as an Agent of Change	Heeba Din
14.	Role of Traditional Media in Spreading the Awareness on Swachh Bharat in Tribal Villages of Rajasthan	Dr. Tabeenah Anjum Qureshi



15.	Role of Television in Enrichment of Bharatpur Culture	Dr. Amrita Katara
16.	Bengali Entertainment Industry, an Eye Opener	Mrityunjay Chatterjee and Debanjan Banerjee
17.	Political Advertising in India: A Conceptual Analysis	Dr. Richa Yadav

**Parallel Session - 2**  
***The Political Economy of Media***  
**Time: 11:30 AM to 1:00 PM**  
**Room No. : 16**

- Chairperson** : **Prof. Afrina Rizvi**, Dept. of Mass Communication, Aligarh Muslim University, Aligarh
- Co-Chairperson** : **Ms. Shobha Dhanvatay**, Director, PR, Corporate Communication & CSR, Nagpur
- Rapporteur** : **Mr. Ratan Singh Shekhawat**, Asst. Prof., Centre for Mass Communication, University of Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
18.	Confirmation Bias as a Determinative Factor for Media Credibility	Dr. Uma Shankar Pandey
19.	The Role of Mass Media in fostering Economic Empowerment of Women: A Case Study of a WSHG in Odisha	Dr Vijaya Lakshmi Mohanty, Ms. Sipra Ram
20.	Role of Media in Sustainable Development Goal (SDG) Achievement and Challenges with a special reference to Radio FTII, Pune	Sanjay J. Chandekar
21.	Political Campaign through Satirical Content on Social Media: Study of People as Political Communicator	Mr. Praful S Dhepe
22.	Who Will Bell the Cat; Media Ethics, Ownership and Agenda Setting	Dr Ankuran Dutta & Anupa Lahkar Goswami
23.	Political-Stability and Development: A study of communication disruptions and its impact in Kashmir	<i>Irfan Hashim and Aadil Showkat Bakshi</i>
24.	Virtual Reality and Artificial Intelligence is Changing the Indian Shopping Experience	Dr. Tanu Dang
25.	Cross-Media Ownership in Indian Vernacular Media: An Exploration in Diversity and Plurality	Dr Anuradha Bhattacharjee
26.	Innovative Strategies in Rural Marketing used by HUL to Reach Rural Consumer in outer Delhi Villages to promote Lifebuoy Soap	Prof. Pijush Dutta
27.	Corporate Social Responsibility: Principles and Norms in context of International Arena	Dr. Archana
28.	Which Newspapers Cover Rural India Seriously	Dr. Jaya Srivastava
29.	A Study on Brand Personality: With Special Reference to Luxury Products	Iti Gaur & Shweta Kastiya
30.	Viewership, Likeability and Popularity of Cringe Pops Digital Virality: Why Cringe-stars are Watched	Dr. Ankuran Dutta & Priyanka Rajkhowa
31.	Transformation of Variegated Cultural Dynamics in Amalgamation to Social Media	Dr. Usha Sawhney
32.	To Study an Impact of Selective Social Media Vehicles on the Marketing Strategies of Organisations	Ms. Ashmi Chhabra



**Parallel Session - 3**  
**Media Education, Technology and Society**  
**Time: 11:30 AM to 1:00 PM**  
**Room No. : 18**

- Chairperson** : **Prof. (Dr.) Charu Lata**, Dean, International Collaborations and Tie-up, Vivekananda Institute of Professional Studies (VIPS), Delhi
- Co-Chairperson** : **Dr. Chandan Kumar Goswami**, Asst. Prof., Guwahati University, Guwahati
- Rapporteur** : **Ms. Garima Shree**, Asst. Prof., Centre for Mass Communication, University of Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
33.	Mapping Ethics of Indian News Media: from Sting Operations to Paid News	Dr. Shiladitya Chakraborty
34.	Contribution of Mass Media Towards Environmental Awareness Generation: A Case of Indian Newspapers	Dr. Aditi Tyagi
35.	Media Education: Historical Perspective	Jeet Dholakia
36.	Molding Opinion, Maneuvering Policy: Social Media and Change	Anupa Lahkar Goswami
37.	Role of Media in Knowledge, Attitudes and Practice of Hygiene: A Study on Primary School Children	Dr Vaishali Billa
38.	तकनीकी के इस दौर में प्रिंट का भविष्य क्या होगा?	Priyanka Kataria
39.	Media Education: Prospects and Challenges for Millennial	Prem Singh
40.	Use of Multimedia in Higher Education	Dr. Yayati Madan G Gandhi
41.	Internet as the Agent of Change	Swati Pareek
42.	Impact of ICT as Teaching-Learning Technique on Students' Performance at Secondary Level	Ms. Babita Sharma
43.	Mediated Communication, Environment and Ecological Sustainability: A Participatory Approach	Dr. Mahendra Kumar Padhy
44.	Growing Significance of Documentaries as a Tool of Bringing Attitudinal and Behavioral Change among Children: A Critical Overview	Dr. Tanushri Mukherjee
45.	राजस्थान में मीडिया शिक्षा की संरचना एवं प्रक्रिया का आलोचनात्मक अध्ययन	Manish Shukla
46.	Media Power : Fashion Blogging as Catalyst for Social Change	Dr. Charu Lata Singh
47.	Media and Technology and Science Communication	Dr. Anshu Arora

**Parallel Session - 4**  
**Local Representations, Universal Themes**  
**Time: 11:30 AM to 1:00 PM**  
**Room No. : 19**

- Chairperson** : **Prof. Kushal Kumar**, Director, School of Mass Communication, Manipal University, Jaipur
- Co-Chairperson** : **Prof. Mrityunjay Chatterjee**, Director, NSHM Institute of Media and Design, NSHM Knowledge Campus, Kolkata
- Rapporteur** : **Dr. Jayati Sharma**, Asst. Prof., School of Communication, Amity University Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
48.	Dwindling Phase of Development News in Odiya Journalism	Anurag Sahu



49.	गांधीनगर से प्रकाशित दैनिक समाचार पत्रों में शिक्षा और स्वास्थ्यसंबंधी समाचारों का अध्ययन	Dr Vinod Pandey / Mitesh Modi
50.	मध्यप्रदेश विधानसभा की कार्यवाही के प्रसार में मुद्रण माध्यमों की भूमिका: दैनिक भास्कर तथा नई दुनिया के संदर्भ में तुलनात्मक अध्ययन	Vanya Chaturvedi
51.	Theatre: An Effective Traditional Communication Tool & Weapon of Social Awareness	Firoz Khan
52.	Economics of Convergence: A Study of Selected Newspapers in Jammu	Archana Kumari & Suruchi Shirish
53.	Media Education in Northern and Eastern India: A Comparative Study of Media Programs in Central Universities	Rajesh Kumar
54.	Role of Theatre in Building Socially Inclusive Future Generations	Surabhi Bhardwaj
55.	SDG through Assamese newspapers : A Study of two Assamese dailies	Dr. Chandan Kr. Goswami
56.	Role of Print Media in Propagating Folk Performing Arts in Pink City Jaipur.	Saleha Ghazi
57.	Media Framing Analysis of Acid Violence on Women: A Study of Selected Acid Attack News	Garima Shree
58.	आपदा प्रबन्धन में मीडिया की भूमिका	Priyanka Chaturvedi
59.	Role of Media and LGBT Community in Increasing Gross National Happiness	Nishtha Panday
60.	Portrayal of mmuliebrity in Assamese Cinema: A Semiotic Analysis of the Selected Films of Dr. Bhabendra Nath Saikia	Dr. Ankuran Dutta & Shabnam Shahin
61.	Comparative Analysis of Prose and Cinematic Narratives in Jhnu Barua's Film Halodhiya Choraye Baodhan Khai	Nasiruddin Ahmed
62.	Sentiment Analysis of contents of Indian States' News Headlines	Sandhya Godara
63.	Digital Revolution and Millennials: An Analysis of communication patterns in Kashmir	Aadil Showkat Bakshi and Irfan Hashim

#### Parallel Session -5

#### *Impact of Community and Alternative Media*

**Time: 2:00 PM to 3:30 PM**

**Room No. : 14**

- Chairperson** : **Dr. Ujjwal K Chowdhury**, School Head, School of Media, Pearl Academy, Delhi & Mumbai
- Co-Chairperson** : **Dr. Manoj Kumar Lodha**, Associate Professor, Centre for Mass Communication, University of Rajasthan, Jaipur
- Rapporteur** : **Ms. Shalini Joshi**, Asst. Prof., Centre for Mass Communication, University of Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
64.	Community Radio: The Voice of People	Prof. Bhavna Pathak
65.	Community Radio and Empowerment	Lokesh Sharma
66.	Community Radio as a Tool of Open and Distance Learning (ODL) With Special Reference to Radio Luit and Jnan Taranga	Mr. Alakesh Das,
67.	Role of ICT in Sustainable Agricultural Development	Neha Goswami & Shalini Pandey
68.	Uses of Various Communication Tools for <i>Swachh Bharat Abhiyan</i>	<b>Mohammad</b> Muzaffar khan



69.	Climate Change Communication with Communities through Community Radios	Shweta Prajapati
70.	Defining, Identifying and Combating Fake and False News	Ujjwal K Chowdhury
71.	Parental Perceptions of the Role of Multi-Media Campaigns to Change the Health Behavior of Children	Minakshi Sarmah
72.	Coverage of Water Conservation Issues in Rajasthan by Print Media : A Study of Coverage of Two Leading Daily Newspapers During Last One Year	Garima Shrivastava
73.	Community Radio as a Powerful Tool of Youth Development	Amit Verma
74.	Role of 'Alternate Media' in Empowering the Marginalised Groups : A Case Study of Alternate Media Movement in the State of Rajasthan	Vaishali Kapoor & Dr Kushal Kumar
75.	ICT for Climate Change Adaptation in Agriculture	Asha Dagar, Roopnarayan Pooniya, Kesar Chayal, Dr. Lalita Vatta
76.	Media Create Influence in Decision Making	Dr. Ramesh Kumar Rawat
77.	Role of Radio in Rural Development: A Study	Malabika Kalita
78.	Quality of Primary Health Care	Dr. Ruchi Singh

**Parallel Session - 6**  
**Media Activism and Innovation**  
**Time: 2:00 PM to 3:30 PM**  
**Room No. : 16**

- Chairperson** : **Prof. Manoj Dayal**, Former Dean, Faculty of Communication, Guru Jambheshwar University of Science and Technology, Hisar
- Co-Chairperson** : **Dr. Mohammad Mohiuddin**, Dept. of Communication & Journalism, University of Chittagong, Chittagong (Bangladesh)
- Rapporteur** : **Dr. Ajay Kumar Singh**, Asst. Prof., Centre for Mass Communication, University of Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
79.	The Culture of Escapism in Contemporary Bangladesh: A Semiotic Analysis of 'Subodh' Series Graffiti	Mohammad Mohiuddin / Rajib Nandy
80.	दलित पत्रकारिता का महत्त्व और प्रासंगिकता: अंबेडकर और भीमाकोरे गांव के संदर्भ में	Shalini Joshi
81.	कार्टून पत्रकारिता में नवीन प्रयोग	Savita Pareek
82.	India's Foreign Policy a Big Draw on New and Social Media.	Dr. Dilip Kumar
83.	Factors that Boost Online News Credibility: An Exploratory Study on Digital News Audiences	Dr. Suchitra Patnaik
84.	Analyzing the Role of Information and Communication Technology in Social Awareness Campaign in Context of Social Media	Ruchika Kumari Dr. Rachana Gangwar
85.	A Study of Media/Communication Policy of Indian Nutritional Security Programmes	Dr. Ram Pravesh Rai
86.	Power of Media and Technology: Shaping The Future	Virendra Singh
87.	Media and Democratic Values: A Theoretical Perspective	Dr. Debilal Mishra
88.	Role of Media in Addressing Violence against Children	Biranchi Narayan Seth
89.	'Mulholland Dr.' (2001): A Case Study of the Primacy of Dreams over Reality	Mr. Sunayan Bhattacharjee



90.	Right to Privacy vs. Freedom of Speech and Expression	Dr. Aditi Pareek
91.	Overcrowding in Jails: An Analytical Study on Indian Prisons	Dr. Vartika Nanda
92.	Child pornography in India	Kadambari

**Parallel Session - 7**  
**Cinema and Participatory Media**  
**Time: 2:00 PM to 3:30 PM**  
**Room No. : 18**

- Chairperson** : **Prof. Harish Kumar**, Head, Dept. of Journalism, Maharshi Dayanand University, Rohtak
- Co-Chairperson** : **Dr. Rajeev Kumar Panda**, Assistant Professor, Apeejay Institute of Mass Communication, New Delhi
- Rapporteur** : **Dr. Rakesh Goswami**, Chief of Bureau, Hindustan Times, Jaipur

Sr.	Title of the Paper	Presenter
93.	Changes in Perception of Films according to the Millennials the Factor Analysis	Dr. Ramani Swarna
94.	Portrayal of the Indian Middle Class in Hrishikesh Mukherjee Films	Dr. Smiti Padhi
95.	Case Study Analysis of Rajasthani Film Bai Chali Sasriye (1981)	Dr. Rakesh Kumar Goswami
96.	भारतीय संगीत के विकास में मीडिया एवं तकनीक की भूमिका	Neelam Sain
97.	Indian Cinema: Addressing Untouched Topics and Breaking Taboos	Ravleen Kaur Kohli
98.	Social Resistance in JP Dutta's Cinema: in Special Context to Select Social Issues of Rajasthan	Lavina Shekhawat
99.	Climate Change, Environment and Effect of Information Technology, .i.e. Social Media.	Dr. Saroj Bala
100.	LGBTQ Discourse in films: An Analysis of Portrayal Change through the Years in Bollywood.	Toyeba Pandit & Dr. Aaliya Ahmed
101.	Perception About Effectiveness of Movies on Stress Management	Bhupender Singh & Prof. Manoj Dayal
102.	Changing dynamics of Indian Media vis-a-vis Digital Journalism and Youth	Dr. Parul Mehta
103.	Use of Information gathered by reporters through Right to Information Act-2005	Parul Raizada
104.	Child Psychology & Bollywood: A Case Study of Sikandar & Tahaan-A boy with a grenade	Mrinalini Sharma
105.	Global Scenario of Media Military Relationship: Case Study USA	Kriti Singh
106.	Power of (Animation and VFX) Media in Shaping New Age Cinema	Prof. Suraj Dhar

**Parallel Session - 8**  
**Issues of Gender, Development and Media**  
**Time: 3:30 PM to 5:00 PM**  
**Room No. : 14**

- Chairperson** : **Prof. Sushma Gandhi**, Professor, Amity University, Gurgaon
- Co-Chairperson** : **Prof. Punita Harne**, Professor, Department of Journalism and Mass Communication, Gujarat Vidyapith, Ahmedabad, Gujarat
- Rapporteur** : **Dr. Debilal Mishra**, Asst. Prof., Department of JMC, Ravenshaw University, Cuttack, Odisha



Sr.	Title of the Paper	Presenter
107.	Gender Classification with Twitter Usage Patterns	Parvathy S Nair, Francis P Barclay
108.	A Study on Menstrual Hygiene Awareness through Social Networking Sites	Neha Bhushan / Swati Kaushik
109.	कृषि विकास में सूचना एवं संचार प्रौद्योगिकी का योगदान	Dr. Archana Bharti
110.	Media representation of women convicts in India: A Sociological Analysis	Dr. Moitrayee Sanyal
111.	मीडिया और महिलाएँ	Dr Monika
112.	सतत विकास लक्ष्य प्राप्ति में मीडिया की भूमिका: भारत के संदर्भ में	Dr. Surajbhan Singh Charan
113.	Representation of Crime against Women: A Comparative Study of Dailies of Delhi	Dr. Anuradha Mishra
114.	Role of Media in Addressing Violence Against Women	Sumitra Behera
115.	Tangible Communication: The Culture of Narrating through Designs	Dr. Moushumi Bhattacharjee
116.	21वीं सदी के हिन्दी सिनेमा के कथ्य शिल्प में आये परिवर्तन का अनुशीलन	Prithvi Sengar
117.	Women and Indian Print Media	Priyanka Gautam
118.	मीडिया और महिलामुद्दे	Renu Sharma
119.	Women, Youth & Children: Public Relations and Peace Building Strategies: A New Media Paradigm for Empowerment	Shobha Dhanwatay
120.	The Decisive Role of Media in Exterminating Violence against Women in India	Priyanka Sarkar
121.	Role of Media/ Technology in addressing Violence against Women	Dr. Bhavna Madan Vij
122.	The Gender Digital Divide: An Exploratory Research of University of Kashmir	Toyeba Pandit & Saima Riyaz
123.	Mass Media and Community Development	Dr. Manoj Kumar Lodha

### Parallel Session - 9

#### *Role of Social Media in contemporary society*

**Time: 3:30 PM to 5:00 PM**

**Room No. : 16**

- Chairperson** : **Prof. Upendra Padhi**, Director, Institute of Media Studies, Utkal University, Bhubaneswar
- Co-Chairperson** : **Dr. Manju Rughwani**, Head, School of Film and Media, Ajeenkya DY Patil University, Pune
- Rapporteur** : **Dr. Anil Mishra**, Asst. Prof., Centre for Mass Communication, University of Rajasthan, Jaipur

Sr.	Title of the Paper	Presenter
124.	The Curious case of Social Media in India	Dr. Mrinal Chatterjee
125.	सोशल मीडिया के दुरुपयोग से अंतरकीक सुरक्षा को बढ़ती चुनौतियाँ	Puneet Singh Ratnu
126.	Social Media as a Tool for Shaping Social Awareness & Cultural Diversity	Saher Salim Motiwala
127.	Impact of Social Media in Shaping Future Generation's Culture	Nitin Kapure



128.	Social Media as a Technology Tool used by the NGOs in Addressing Issues Related to Women, Youth and Children.	Dr. Raju C. John & Prof. Ishita Das
129.	Role and Impact of Social Media on Indian Youth	Ms. Nivedita Sharma
130.	Social Media and its Role in Violence against Women	Shweta Arya
131.	Role of Social Sites (Media) in Developing Environmental Awareness Among Student-Teachers	Anju Gupta
132.	Feminist Activism in Social Media Discourse: An Analysis based on Corpus Assisted Discourse Studies	Aakash Shaw
133.	Impact of Social Media on Youth: A Case Study of Berhampur City	Dr. Hari Krishna Behera & Indira Behera
134.	A Study on Changing Buying Behavior of Customer with Special Reference to Online Buying	Dr. Aastha Saxena
135.	मोबाइल: संचार परिदृश्य में क्रान्तिकारी परिवर्तन का सूत्रधार	Vaidehi Sharma
136.	Social Media & Voice Of Tribal	Punita Harne
137.	Impact of Social Media on Senior Citizens: An Elderly Native's Perspective.	Humira Hassan
138.	Social Media, An Emerging Research Tool: A Case Study of the Faculty of Social Science in the University of Kashmir	Saima Riyaz & Toyeba Pandit
139.	Social Media and Issue of Copyright: Infringement and Fair Use	Dr Vandana Nautiyal & Dr Jitendra Dabral
140.	Social Media: Easing the Road Towards Sustainable Development	Sonia Arora
141.	सोशल मीडिया: संयम और सजगता से प्रयोग होने का सार्वभौम सवांद मंच	Dr. Dayanand Kadian
142.	सोशल मीडिया नेटवर्किंग और सूचना समाज की चुनौतियां: एक गुणात्मक अध्ययन	Shiv Prasad Joshi
143.	Media : Climate Change and Environmental Studies	Prof. Upendra Padhi

### Parallel Session - 10

### *Challenges of the Digital Media Ecology*

**Time: 3:30 PM to 5:00 PM**

**Room No. : 18**

- Chairperson** : **Esther Kar**, Ex-DG, PIB, New Delhi and Independent Media Researcher
- Co-Chairperson** : **Mohammad Mohiuddin**, Assistant Professor, Dept. of Communication & Journalism, University of Chittagong, Chittagong (Bangladesh)
- Rapporteur** : **Ms. Anupa Lahkar Goswami**, Asst. Prof., Gauhati University, Guwahati

Sr.	Title of the Paper	Presenter
144.	Digital Cultures: Study of Mobile Phone and Internet Usage among Village Youth	Swapnil Kamble
145.	Usage of New Media Tools by Journalists working in Kashmir: Advantages and Issues	Dr. Iram Rizvi
146.	Online Violence and Indian Women Journalist: A Study	Dr Nisha Pawar
147.	New Media and Authenticity of News: Gatekeeping and Agenda Setting in the New Media Environment	Subhajit Paul and Uttam Kr Pegu
148.	Role of Social Media in Public Health Communication Campaigns based on Women Reproductive Health	Vishnupriya Pandey
149.	Scope and Challenges of Multi-Media Campaign for Making Aware Women about Menstrual Health and Hygiene	Dr. Neha Nigam & Dr. Ravi Suryavanshi



150.	Digital Platform A Road to Success for Millennials	Dr. Charan kamal Walia & Sukriti Bahuguna
151.	सोशल मीडिया से कानून व्यवस्था को चुनौती	Dr. Ashish Dwivedi
152.	Language of Social Media	Mr. Bal Krishna Mishra
153.	Identity Theft: A digital Residue of Social Media	Amit Kumar Mishra
154.	Communicating Climate change through Media, Can IT Tools Help in Better Advocacy?	Esther Kar
155.	Mobile Media as Tools for Production and Collaboration In Interactive Storytelling	Sonali Sharma
156.	Uncovering the Twitter Priority of Digital India Initiative over a Period of One Year	Amrita Chakraborty.
157.	Venn Villages: How New Media is Transforming Interaction between People	Manisha Lakhe
158.	The Role of Media in Rising Arts	Dr. Kanu Priya
159.	Effect of Online Advertisements on Buying Behaviour of Youth	Dr. Sangeeta Sachdev & Dr. Pavitra Sirivastava
160.	Exploring the Style of Digital Film Making	Prof. Naveen Gautam

**6.30 PM ONWARDS : CULTURAL PROGRAMME FOLLOWED BY DINNER, COLOURFUL PERFORMANCE BY INTERNATIONALLY TRAVELLED & FAMOUS FOLK MUSICIANS OF RAJASTHAN DESERT IN MEMORY OF LATE PADMA BHUSHAN KOMAL KOTHARI, ORGANIZED BY RUPAYAN SANSTHAN, JODHPUR AND RAJASTHAN SANGEET NAATAK ACADEMY (STATE ACADEMY).**

**Guest of Honor : Shri Chandra Shekhar, BJP Organizing Secretary, Jaipur**

**Shri Ashok Pandiya, Chairman, Sangeet Naatak Academy, Jaipur**

**Shri Raj Kumar Nahar, Director, Jaipur Doordarshan, Jaipur**

**VENUE: ON THE EDGE OF THE ARAVALLI HILLS, NAHARGARH FORT.**

<b>All India Media Educators' Conference-2018</b>		
<b>July - 8, 2018</b>		
Venue : Geeta Bajaj Bal Mandir, Geeta Girdhar Sabhaghar, Moti Doongri Circle, Govind Marg, Jaipur, Rajasthan 302004, Ph. : 0141 262 2252		
<b>Plenary Session – I</b>		
<b>Networking Session &amp; Feedback</b>		
<b>Time : 10:00 – 11:30 AM</b>		
<b>Chairperson</b>	:	<b>Dr. Mrinal Chatterjee</b> , Professor and Head of the Institute, Indian Institute of Mass Communication (IIMC), Dhenkanal, Odisha
<b>Moderator</b>	:	<b>Dr. Uma Shankar Pandey</b> , Head, Deptt of Journalism & Mass Communication, Surendranath College for Women, Kolkata

<b>Plenary Session – II</b>		
<b>Adolescent and Young People's Agenda: Where are we in Rajasthan?</b>		
<b>Time : 11:30 – 1:30 PM</b>		
<b>Chairperson</b>	:	<b>Smt. Anita Bhadel</b> , Minister, Women & Child Development, Govt. of Rajasthan
<b>Panelists</b>		<b>1. Justice Mahendra Dave</b> , Additional District and Sessions Judge, Udaipur
		<b>2. Smt. Khushbu Kunwar</b> , Brand Ambassador (Beti Bachao Beti Padhao Yojana) Tonk Dist.
		<b>3. Mr. Rajiv Sharma, IPS</b> , Additional Director General of Police, Headquarters, GoR
		<b>4. Ms. Binita Soren</b> , Adventure Champion (Everest Winner 2012)



<b>Experience Sharing</b>		Young Champions (2) from Jodhpur
	<b>5.</b>	<b>Ms. Ishani Sen</b> , Director, Adolescent Intervention, Pravah
<b>Moderator</b>	<b>:</b>	<b>Ms. Manjaree Pant</b> , Communication for Development Specialist, UNICEF, Rajasthan

<b>Valedictory Function</b>		
<b>8 July, 2018</b>		
<b>Time : 2.00 PM</b>		
<b>Felicitation of the Guests</b>		
<b>Welcome</b>	<b>Shri Kalyan Singh Kothari</b> , Conference Secretary	<b>5 Min</b>
<b>Report Presentation</b>		<b>10 Min</b>
<b>Observations by few Participants</b>		<b>20 Min</b>
<b>Guest of Honour</b>	<b>Mr. Aniruddha Bahal</b> , Editor-in-Chief, Cobra Post, New Delhi	<b>20 Min</b>
<b>Award for Best Paper Presentations</b>		<b>5 Min</b>
<b>Chief Guest Address</b>	<b>Sh. Gajendra Singh Shekhawat</b> , Minister of State for Agriculture & Farmers Welfare, Government of India	<b>20 Min</b>
<b>Memento to the Guests</b>		<b>10 Min</b>
<b>Vote of Thanks</b>	<b>Prof. Sanjeev Bhanawat</b> Head, Centre for Mass Communication University of Rajasthan	<b>5 Min</b>
<b>Master of Ceremony :</b>	<b>Ms. Priyanka Kataria</b> , Anchor, DD National, New Delhi	



# MEDIA SCAN REPORT



# 3rd ALL INDIA MEDIA EDUCATORS' CONFERENCE-2018

## मीडिया तकनीक का दुरुपयोग चिन्ताजनक घर में रामायण तो बाहर महाभारत का माहौल

आज के दौर में तकनीक का दुरुपयोग चिन्ताजनक है। घर में रामायण तो बाहर महाभारत का माहौल है। यह वाक्य ही है जो आज के माता-पिताओं के मन में गूँथे हुए है। यह वाक्य ही है जो आज के माता-पिताओं के मन में गूँथे हुए है। यह वाक्य ही है जो आज के माता-पिताओं के मन में गूँथे हुए है।



## 'Media should unite society, not divide it'

**JAMPER:** Government should not control the media but the media needs to regulate itself and avoid misuse of freedom of expression, minister for school education Vasudev Darnani said on Friday. "With the advent of electronic media, there is competition for TRPs. Sometimes there is sensationalism in the name of information," Darnani said while speaking as chief guest at the inaugural of the 3rd All India Media Educators Conference 2018. "While the media places checks on the government, they should also restrain itself. Charly begins at home," Darnani added. "We have to see if freedom of expression is being misused, as what the media says has an impact on the audience and it can be dangerous."

## नारद और संजय थे सही मायने में बैलेंस पत्रकार : डॉ. परमार

**Media Seminar**  
नारद और संजय थे सही मायने में बैलेंस पत्रकार : डॉ. परमार। डॉ. परमार ने कहा कि नारद और संजय सही मायने में बैलेंस पत्रकार थे। उन्होंने कहा कि नारद और संजय सही मायने में बैलेंस पत्रकार थे। उन्होंने कहा कि नारद और संजय सही मायने में बैलेंस पत्रकार थे।

**ऑन लाईव मीडिया एजुकटर्स कॉन्फ्रेंस आज से मीडिया एजुकटर्स आज जुटेंगे, रखेंगे विचार**  
ऑन लाईव मीडिया एजुकटर्स कॉन्फ्रेंस आज से मीडिया एजुकटर्स आज जुटेंगे, रखेंगे विचार। ऑन लाईव मीडिया एजुकटर्स कॉन्फ्रेंस आज से मीडिया एजुकटर्स आज जुटेंगे, रखेंगे विचार।

**आई-आइएमसी जलद बननी युनिवर्सिटी : के.जी. सुरेश**  
आई-आइएमसी जलद बननी युनिवर्सिटी : के.जी. सुरेश। आई-आइएमसी जलद बननी युनिवर्सिटी : के.जी. सुरेश।

**आज के मीडिया परिदृश्य और अभिव्यक्ति के संकट पर हुई चर्चा**  
आज के मीडिया परिदृश्य और अभिव्यक्ति के संकट पर हुई चर्चा। आज के मीडिया परिदृश्य और अभिव्यक्ति के संकट पर हुई चर्चा।

**राज्यमंत्री शेषावत बोले - मीडिया तकनीक का दुरुपयोग चिन्ताजनक**  
राज्यमंत्री शेषावत बोले - मीडिया तकनीक का दुरुपयोग चिन्ताजनक। राज्यमंत्री शेषावत बोले - मीडिया तकनीक का दुरुपयोग चिन्ताजनक।

**तीन दिवसीय ऑन लाईव मीडिया एजुकटर्स कॉन्फ्रेंस प्रारंभ**  
तीन दिवसीय ऑन लाईव मीडिया एजुकटर्स कॉन्फ्रेंस प्रारंभ। तीन दिवसीय ऑन लाईव मीडिया एजुकटर्स कॉन्फ्रेंस प्रारंभ।

**फेक न्यूज रोकना सबसे बड़ी चुनौती : प्रो. पुष्पेंद्र पाल सिंह**  
फेक न्यूज रोकना सबसे बड़ी चुनौती : प्रो. पुष्पेंद्र पाल सिंह। फेक न्यूज रोकना सबसे बड़ी चुनौती : प्रो. पुष्पेंद्र पाल सिंह।

**तकनीकी किस्फोट के दौर में फेक न्यूज रोकना सबसे बड़ी चुनौती : प्रो. पुष्पेंद्र पाल सिंह**  
तकनीकी किस्फोट के दौर में फेक न्यूज रोकना सबसे बड़ी चुनौती : प्रो. पुष्पेंद्र पाल सिंह। तकनीकी किस्फोट के दौर में फेक न्यूज रोकना सबसे बड़ी चुनौती : प्रो. पुष्पेंद्र पाल सिंह।

**राज्यमंत्री शेषावत बोले - मीडिया तकनीक का दुरुपयोग चिन्ताजनक**  
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**देश-राज्य में जुड़े सुविधियाँ पर भी मीडिया में चिन्ता**  
देश-राज्य में जुड़े सुविधियाँ पर भी मीडिया में चिन्ता। देश-राज्य में जुड़े सुविधियाँ पर भी मीडिया में चिन्ता।

**देश-राज्य में जुड़े सुविधियाँ पर भी मीडिया में चिन्ता**  
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Collaborative Partners: unicef, Ministry of Mass Communication, Pearl Academy School of Media, oneworld.net, thethirdpole.net, im2change, Save the Children, Radio Partner