

Press Release

21/11/2022

EASTERN INDIA'S BIGGEST MEDIA FEST KICKS OFF

Bhubaneswar: Vice-Chancellor of Utkal University Prof. Sabita Acharya on Monday inaugurated the sixth edition of National Media Conclave (NMC), Eastern India's biggest and most stimulating platform, at KIIT Auditorium here.

Speaking on the occasion, Prof. Acharya said, "Media plays a cardinal role in disseminating our daily life cultural practices. It is said to reflect our culture norms and values and it has widened our choices and increased cultural expression with flow of information. Cultural values also shape mass media messages when producers of media content have vested interests in particular social goals. People can produce and symbolise cultural identities through the media."

Presenting the this year's theme 'Media & Culture', Advisor to Ministry of Culture S. C Barmma said the Central government has been promoting the country's cultural heritage involving different media platforms across the globe. The complimentary and independent media are the most substantial requirements for the utility of democracy.

While Professor of School of Communication, Manipal Academy of Higher Education (MAHE) Prof. B.P. Sanjay gave the opening remarks, Additional Director of Consortium for Educational Communication (CEC) Rajneesh Srivastav highlighted the importance of social media and digital culture. He also stressed on dissemination of educational e-content.

Conclave Chairman and Director of IMS Prof. Upendra Padhi presented the welcome address and Manoranjan Panda of IMS gave the vote of thanks.

The three-day conclave that has established itself as the most awaited and celebrated event in the media academic realm, marked the 123rd birth anniversary of former Chief Minister of Odisha Dr Harekrushna Mahatab and remember his journalistic works. The conclave is being organised by Institute of Media Studies (IMS) and Utkal University in association with the Consortium for Educational Communication (CEC) of UGC.

In a plenary session, IAS officer and former administrator Dr. S.K. Nanda, Professor of Centre for Journalism & Mass Communication from Visva-Bharati Dr. Biplab Loho Choudhury, Professor & Head of Department of Media Sciences, Anna University Dr. I. Arul Aram and Assistant Professor Dr. Amrita Chakraborty debated on Cultural Pluralism, Indian Society and Media.

In the second plenary session on Social Media, Skilled India, Empowerment and Digital Culture, former UGC Emeritus Professor & Vice-Chancellor, Central University of Tripura Prof. V.L. Dharurkar, Associate Professor & Acting Dean of School of Liberal Arts & Humanities, Woxsen University Dr. P.V. Satya Prasad, Deputy Director of Indian Council of Social Science Research (ICSSR) Dr. Richa Sharma, Head of

Corporate Affairs at Paradeep Phosphates Limited (PPL) Sudhi Ranjan Mishra and Associate Professor of Amity University Dr. Romica Bhat shared their thoughts.

On Tuesday, the third and fourth plenary sessions along with five parallel paper reading sessions will be held. More than 80 research papers will be presented.

For more information, contact: Manoranjan Panda, Conclave Convenor | Mob: 9861977068