

75
Azadi Ka
Amrit Mahotsav

6TH



NATIONAL MEDIA CONCLAVE 2022

MEDIA & CULTURE

November 21-23 | Bhubaneswar, India



ORGANISERS





CALL FOR PAPERS

Media, as a powerful social system, plays an important role in creating a person's sense of reality. It proved to be influential on the belief that in its wider cultural sense, the media largely reinforced those values and norms which had already achieved a wide consensual foundation. The complimentary and independent media are the most substantial requirements for the utility of democracy. The mass media are less effective in this process if they use a hostile perception and more powerful when "persuasive press inferences". The persuasive press inference depicts that individuals frequently presume public opinion from perceptions of the content of media coverage, and assumptions regarding the content that have considerable influence on people.

Culture is learned, not inherited and transmitted from generation to generation. It "is an integrating mechanism", the social or normative glue that holds together a potentially diverse group of organizational members. The source of new cultural elements in a society may also be another society. The cultural elements of one culture borrowed and incorporated in recipient culture are called diffusion. The processes of diffusion and acculturation bring some kind of cultural changes or shift in the culture. Sometimes diffusion is due to intermediate contact that occurs through the third party.

Mass media has a political and a persuasive power over us. Radio, TV, the press etc. can manipulate whole societies. Political propaganda, advertising and the so-called 'mind-bending' power of the media are long-standing causes of debate and concern. Media has a great effect on our social behaviour which is a part of our culture.

When communicating messages among different cultures, media on the other side also faces severe challenges. According to Jenkins (2006), there is definite paradigm shift as how the content of media is being produced and circulated. Scholars theorizing the current trend to participatory culture emphasized user's strong preference to share knowledge and culture in communities. Media has given new meaning to cultural sharing and communication. Louis Writh and Talcott Parsons have "emphasized the importance of mass media as instruments of social control." Media is basically a powerful presence in people's lives.

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 at planetary level. 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.

SAVE THE DATE

NOVEMBER 2022

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

November 21-23

CONCLAVE VENUE

Temple City of Bhubaneswar

REGISTER NOW

**ONLINE
REGISTRATION**

<https://forms.gle/Lu4wSY4UHF8tEKsa8>





SUB-THEMES

- Culture, Communication and Indian Society
- Media, Nation and Pluralism
- Conservation of India's Art and Culture by Media
- Cultural Diversity: Exclusion and Inclusion
- Modernity, Culture and Media
- Language, Society and Culture
- Communication, Culture and Identity
- Media and Margins
- Media and Consumerism
- Media, Culture and Contemporary Social Issues
- Rights-based Society, Cultural Connect/Disconnect and Media
- Ethics and Values: Society, Culture & Media
- Social Media and Digital Culture

OBJECTIVES

- To mark Azadi Ka Amrit Mahotsav and celebrate 75 years of Independence.
- Inviting media educators to provide them the platform to redefine the relationship between media and culture
- To curtail down the hazardous effect of media if it has on culture as well as to explore the positive aspects
- Media can lead to evolution and revolution of mind and heart of the people fostering information
- Mainstream media professionals and communication experts to prepare inclusive roadmap to carry out programme at the grassroots level
- To analyse media's role in language, knowledge and society

OUTCOMES

- The way culture has been researched in media studies and suggests how critical intercultural communication could contribute to the field.
- Media will be sensitised on the importance and impact of media on culture
- Critical understanding of the new media environment
- Conservation of India's art and culture by media
- Developing sustainable community media is a significant contribution to media pluralism
- Enhancing media organizations' capacity in relation to policies & strategies to mainstream gender equality and women's empowerment, in both operations and content.
- Cultural products and their popularity can influence which media channels people prefer. Conversely, changes in media and ICTs can lead to changes in how we produce culture.

SUBMISSION GUIDELINES

Abstract should be within **400** words and it must contain proper title, author's brief profile, background of the study, objectives, methodology and findings. The full paper should not exceed **5000** word limit. Abstracts and papers should be written in **English (UK only)** and submitted in either **.doc** or **.docx** format. Selected papers will be published in a peer-reviewed journal. Visit our website (<https://inmc.org.in/conclave2022/index.html>) for more details .

Advisors

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& Editor, Prajatantra

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Hon'ble Member of Lok Sabha
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Prof. G. Ravindran
Professor & Head, Dept. of Media and Communication,
Central University of Tamil Nadu

ATTRACTIONS



Golden Triangle Tour



**Cultural Tour in
Bhubaneswar**



Heritage Walk



Folk Dance & Song



**Documentary Film
Screening on Art
& Culture**





PRE-CONCLAVE BOOT CAMPS

There will be free pre-conclave boot camps for students in different colleges and universities to mobilise students' participation from journalism schools and media colleges in Odisha and neighbouring states. It will be organised in both physical and virtual modes as per participating institutions' convenience.

Contact: Dr. Anurag Sahu

Assistant Professor, School of Mass Communication
KIIT University, Bhubaneswar
E-mail: anurag.sahufmc@kiit.ac.in

BEST PAPER AWARD



Three selected papers shall receive the Best Paper Awards nominated by the chairpersons of the technical sessions concerned.

6TH NMC AWARDS 2022

The 6th National Media Conclave (NMC) Awards-2022 aims at recognising the institutions and organisations of national repute for their outstanding contributions and excellence in Media Education, Public Relations (PR), Corporate Communications etc.

CATEGORIES:

- 1 Lifetime Achievement Award for Excellence in Media Education
- 2 Best Journalism & Mass Communication Institute
- 3 Best Advertising & Public Relations Institute
- 4 Best Public Sector Organisation Implementing PR
- 5 Best Private Sector Organisation Implementing PR
- 6 Best Communication Campaign by Public Sector Organisation
- 7 Best Communication Campaign by Private Sector Organisation

GUIDELINES:

- Each entry should be submitted along with an entry fee of Rs.6000/- (non-refundable) which should be sent in the form of DD or RTGS Drawn in favour of "National Conclave" payable at Bhubaneswar. In case of multiple entries, the cumulative amount may be sent as a single draft/RTGS.
- Entries for NMC Awards-2022 should be submitted for the works completed during 2021-22. Each entry should be accompanied by a short justification on the entitlement of the entry for the award. The Award Nomination Form can be downloaded from <http://inmc.org.in/conclave2022/index.html>
- Each entry should be submitted to Mr. Manoranjan Panda, Conclave Convenor, 6th National Media Conclave-2022, C/O- IMS, OCHC Complex, Janpath, Kharavel Nagar, Bhubaneswar, Odisha-751001.
E-mail: nmconclave@gmail.com | WhatsApp: 9861977068



IMPORTANT DATES

 Deadline for Abstract Submission - September 25
 Registration Deadline- September 30
 Acceptance Notification - October 10
 Deadline for Full Paper Submission - October 25
 Conclave Dates - November 21-23

REGISTRATION FEE

Media Educators

Rs. 3500 (Without Accommodation)
Rs. 5000 (With Accommodation)

Professionals / Delegates from Corporate Sector

Rs. 5000 (Without Accommodation)
Rs. 6500 (With Accommodation)

Research Scholars / Students

Rs. 3000 (Without Accommodation)
Rs. 4000 (With Accommodation)

Spouses

Rs. 2000 (Without Accommodation)
Rs. 3000 (With Accommodation)



BANK DETAILS

Bank Name: Canara Bank, Account No: 80041010000773, IFSC Code: CNRB0002487, A/C Holder Name: National Conclave, Address: Shaheed Nagar, Bhubaneswar

ABOUT ORGANISERS



Institute of Media Studies (IMS) under Utkal University was established in 1994. Over these years, IMS has steadily evolved into a well-known academic institution and committed to excel in higher education foraying into diversified disciplines of learning. Since its inception, it has been producing trained media, social, financial and industrial professionals while the institute has blossomed into a center of excellence in media and social studies. The institute has a state-of-art campus in the heart of Bhubaneswar. Known for its creative dynamism and flexibility, the IMS offers MJMC, MSW, PMIR and MFC programmes blending skill development and value orientation to shape the career of students.



Utkal University also known as Vani Vihar is the oldest university in Odisha and the 17th-oldest university in India located in Bhubaneswar. Utkal University known as the Mother University in the State has a distinguished history. The Utkal University Act, 1943 came into force clearing the way for the foundation of the university on November 27, 1943. Traditionally, Utkal University has always been a symbol of human empowerment and index of intellectual advancement of state of Odisha. It had secured an A+ grade by scoring 3.53 CGPA (Cumulative Grade Point Average) during assessment by National Assessment and Accreditation Council (NAAC) in 2016. Utkal University is the only higher education institution in the State with an A+ NAAC grade and Category 1 status by the UGC.

JOURNEY OF THE NMC

2017

Media & Social Responsibility

2018

Communication for Development

Communication 4.0: Communication in Digital Age

2019

2020

Communication for Social Change

2021

NEP 2020: Media & Digital Technology



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