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'9TH **NATIONAL**
MEDIA
CONCLAVE 2025
MEDIA 5.0
DIGITAL COMMUNICATION

November 21 - 23 | Bhubaneswar, Odisha, India

ORGANISERS

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Institute of Media Studies
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The evolution of media and communication technologies has been a defining force in shaping human interaction, information dissemination, and societal structures. From the oral traditions of Media 1.0 to the rise of mass media in Media 3.0 and the participatory, user-driven ecosystems of Media 4.0, each phase has transformed how we connect and share knowledge. Today, we stand at the threshold of Media 5.0, a paradigm that integrates advanced technologies, human-centric design, and immersive experiences to redefine digital communication.

Media 5.0, coupled with the rapid advancements in digital communication, represents a convergence of artificial intelligence (AI), extended reality (XR), blockchain, and decentralized systems, creating a dynamic, intelligent, and highly personalized communication landscape. Unlike its predecessors, Media 5.0 emphasizes human-machine collaboration, personalization, and context-aware interactions. It is driven by technologies such as AI, the Internet of Things (IoT), augmented reality (AR), virtual reality (VR), mixed reality (MR), and blockchain, which together enable real-time, immersive, and secure communication experiences.

In the context of Media 5.0, digital communication transcends traditional boundaries, becoming more dynamic, interactive, and immersive. It is shaped by the interplay of advanced technologies and evolving user expectations, creating new opportunities and challenges for individuals, businesses, and societies. Digital communication now incorporates XR technologies, enabling users to engage in virtual meetings, interactive storytelling, or gamified social interactions. For example, platforms like the metaverse allow users to communicate in shared virtual spaces, blending physical and digital realities. Holographic communication and 3D avatars are emerging as tools for more lifelike interactions, particularly in professional and educational settings.

The synergy of Media 5.0 and digital communication is transforming various sectors including education, business, entertainment, healthcare, social interaction and so on. While Media 5.0 and digital communication offer unprecedented opportunities, they also pose challenges. The extensive use of AI and IoT raises concerns about data

OBJECTIVES

- To examine emerging trends, tools, and strategies in digital communication, such as hyper-personalization, real-time analytics, and multi-platform engagement.

- To provide a platform for industry experts, academics, and practitioners to share insights, case studies, and best practices in Media 5.0 and digital communication.

- To showcase cutting-edge technologies shaping Media 5.0, including AI-driven content creation, blockchain for media transparency, and 5G-enabled connectivity.

- To explore ethical considerations in Media 5.0, such as data privacy, misinformation, and the responsible use of AI in digital communication.

- To analyze how Media 5.0 and digital communication impact diverse industries and regions, addressing both global trends and localized applications.

collection and user consent. Robust encryption and decentralized systems are critical to addressing these issues. Advanced technologies can be misused to create hyper-realistic fake content, necessitating tools for content verification and digital literacy. Ensuring equitable access to Media 5.0 technologies is essential to prevent exclusion in underserved regions or digital divide. Transparent and unbiased AI algorithms are vital to maintaining trust in digital communication systems.

Hence, realizing the full potential of Media 5.0 requires addressing ethical, technical, and societal challenges to ensure an inclusive and trustworthy digital ecosystem. As we navigate this new frontier, the focus must remain on fostering meaningful human connections while leveraging technology to enhance, rather than replace, the essence of communication. Keeping this in view, the ninth edition of **National Media Conclave-2025** will shed light on these aspects bringing new perspectives and solutions to the central subject.

SUB-THEMES:

Track-1

1. Shaping the next wave of communication industries
2. AI, AR/VR & immersive storytelling
3. Media, Democracy and Digital Citizenship
4. Social media governance & online safety
5. Privacy, surveillance and data rights
6. AI and agricultural communication
7. Public health and crisis communication
8. Gendered communication and digital space
9. Social advocacy and digital media
10. People, planet and digital media
11. Community communication and virtual space
12. Teaching, learning and technology
13. Media literacy and digital space
14. Mental health and digital wellbeing
15. Social security in cyber space
16. Virtual communities and online challenges
17. Marginalized communities and digital communication

Track-2

1. Emerging theories in digital communication
2. Media ethics & accountability in the AI era
3. Role of communication in social change
4. Media literacy & pedagogy in higher education
5. OTT platforms and new business models
6. Influencer economy & branding
7. Digital journalism and startup culture
8. Balancing freedom, responsibility and regulation in a connected world
9. Misinformation, disinformation & regulatory frameworks
10. Media's role in shaping democracy & public opinion
11. Bridging scholarship, industry, and governance for a responsible media future
12. Communication for sustainability and climate action
13. Inclusive representation of marginalized voices
14. Emerging theories in communication studies
15. Media pedagogy and critical literacy
16. Future skills for media professionals
17. Cultural Intelligence and Media Education

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& Editor, Prajatantra

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Institute of Media Studies,
Bhubaneswar

CALL FOR PAPERS

We invite academicians, professionals, scholars to send their research abstracts and papers as per the sub-themes. An abstract must include the central thrust of the paper, methodology, theoretical framework, findings, keywords, and should not be more than 400 words (12 Times New Roman font size with 1.5 line spacing). The size of the full paper must not exceed the word limit of 5000 including footnotes and references.

The abstract has to be submitted online only. Once an abstract is selected, the participant shall be communicated to send their full paper to e-mail: **nmcbbsr@gmail.com**

The full paper should fall under any of the sub-themes. In the subject of the e-mail, the subtheme must be written. An abstract booklet will be published and released in the inaugural ceremony.

IMPORTANT DATES

Last Date of Receiving Abstract	Acceptance Notification	Last Date of Registration	Last Date of Receiving Full Paper
September 30	October 6	October 10	October 31

REGISTRATION

A participant is required to submit the registration form after acceptance of the abstract. Kindly visit the conclave website for submission of abstract & full paper, and registration. Last Date of Registration is October 10.
Visit: **https://inmc.org.in**

REGISTRATION FEE

Category	Without Accommodation (INR)	With Accommodation (INR)
Research Scholar	₹1500	₹4000
Academician	₹3000	₹5500
Delegates from Corporate / NGOs	₹4000	₹6500
Spouse	₹2000	₹4500

PAYMENT MODE

Registration is considered completed only after the full payment is received. All payments related to National Media Conclave shall be transacted through the online payment system/UPI. In case of any difficulty, you can write to us. There is no refund policy for cancellation. Please note that the Conclave is not responsible for any bank charges.

Account No: 80041010000773
A/C Holder Name: National Conclave
Bank Name: Canara Bank
Branch: Saheed Nagar, Bhubaneswar
IFSC Code: CNRB0002487
MICR Code: 751015004

NATIONAL CONCLAVE

20086618700773@cnrb

Scan & Pay

Note: Please send transfer details by e-mail once the payment is made at nmcbbsr@gmail.com

REGISTRATION ENTITLEMENTS

- Opening Ceremony
- Plenary/Technical Sessions
- Abstract Book
- Subsidised Publication
- 3-day lunch and dinner
- Cultural Programme
- Closing Ceremony
- Certificate of Participation
- Conference Kit

BEST RESEARCH PAPERS

Research scholars, faculty members and practitioners are encouraged to develop theoretically grounded empirical research papers. The six best research papers shall be selected on the basis of the quality of the abstract, full paper and presentation in NMC through the peer review process.

- **The first best paper will get ₹3000**
- **The next two best papers will get ₹2000 each.**
- **The last three best papers in the series will get ₹1000 each.**

PUBLICATION
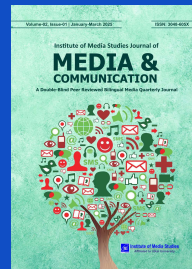
The selected quality papers shall be considered for Annual Issue of the double-blind peer reviewed journal - MEDIA & COMMUNICATION (ISSN: 3048-605X). Other selected papers will be included in an edited volume with ISBN.

BOOK RELEASE

The Conclave will host the RELEASE OF BOOKS related to media and allied disciplines. The authors and/or publishers can submit their request for release of their books. Each book release shall be given 10 minutes time and chaired by an eminent academician / practitioner (to be decided by a committee in consultation with the author/ publisher). This event shall be a sponsored event. The Conclave shall encourage the provision of special price of such books for the conclave delegates.

NMC AWARDS 2025

The 9th National Media Conclave (NMC) Awards-2025 aims at recognising the institutions and organisations of national repute for their outstanding contributions and excellence in media education, public relations, corporate communications, development communications, CSR etc. For nomination details, please visit our website: **https://inmc.org.in**

CATEGORIES

1. Lifetime Achievement Award for Excellence in Media Education
2. Lifetime Achievement Award for Excellence in PR Practice
3. Best Journalism and Mass Communication Institute
4. Best Media School for Excellent Student Media Outlet (House Journal)
5. Best Media Institute for Excellence in Research & Publications
6. Best University imparting Journalism and Mass Communication education
7. Best Advertising and Public Relations Institute/Agency
8. Best Public Sector Organisation Implementing PR
9. Best Private Sector Organisation Implementing PR
10. Best Communication Campaign by Public Sector Organisation
11. Best Communication Campaign by Private Sector Organisation
12. Best Public Sector Organisation Implementing CSR
13. Best Private Sector Organisation Implementing CSR
14. Best Corporate Film
15. Best NGO working towards SDGs

GUIDELINES

≫ Each entry should be submitted along with an entry fee of ₹15000/- (non-refundable) which should be sent in the form of NEFT / RTGS in favor of "National Conclave" payable at Bhubaneswar. In case of multiple entries, the cumulative amount may be sent as a single NEFT/RTGS.

≫ **BANK DETAILS**: Account No: 80041010000773
A/C Holder Name: National Conclave
Bank Name: Canara Bank
Branch: Saheed Nagar, Bhubaneswar
IFSC Code: CNRB0002487
MICR Code: 751015004

≫ Maximum two entries are allowed for one organization/institution.

≫ Entries for NMC Awards-2025 should be submitted for the works completed during 2024-25.

≫ 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 hhttp://inmc.org.in/conclave2025/index.html

≫ Each entry should be submitted to Mr. Manoranjan Panda, Organising Secretary-cum-Convenor, 9th National Media Conclave-2025, C/O-Institute of Media Studies, OCHC Complex, Janpath, Kharavel Nagar, Bhubaneswar, Odisha-751001
E-mail: nmcbbsr@gmail.com | WhatsApp: 9861977068

PROF. SUNIL KANTA BEHERA MEMORIAL LECTURE

In the memory of renowned media academician Prof. Sunil Kanta Behera, there shall be a memorial lecture delivered by prominent media educators during the conclave. The details of the Third Memorial Lecture will be announced later on.

ORGANISERS

Institute of Media Studies (IMS), Utkal University was established in 1994. Over these years, IMS has steadily evolved into a well-known academic institution and committed to excel in the 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 academic programmes blending skill development and value orientation to shape the career of students.The institute has a state-of-art campus in the heart of Bhubaneswar. The IMS has been organising the India's biggest literary and academic extravaganza, the National Media Conclave (NMC), since 2017.

Utkal University is the oldest university in Odisha and the 17th oldest university in India. Located in Bhubaneswar, Utkal 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. The university caters to the aspiration of the best minds from all corners with 27 regular and quite a number of self-financed departments that conduct cutting edge research with seminal works along with a humane approach to the production of knowledge in brilliant minds. The university was accredited A+ grade by the National Assessment and Accreditation Council (NAAC) in its third cycle of accreditation.

CONCLAVE VENUE

KIMS Auditorium,
KIIT University Campus,
Bhubaneswar, Odisha

CONTACT US

NMC Secretariat, Institute of Media Studies, OCHC Complex, Kharavela Nagar, Janpath, Bhubaneswar, Odisha
E-mail: nmcbbsr@gmail.com

CONCLAVE MODE

The Conclave shall be held in an offline mode only.

NO TRAVEL SUPPORT.
Participants have to bear the travel expense on their own as there is no travel support from the Conclave side.

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