



MAHARSHI DAYANAND UNIVERSITY, ROHTAK  
(NAAC Accredited A+ Grade University)

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

NATIONAL SEMINAR & MEDIA CONCLAVE

on

“MEDIA, CULTURE AND SOCIETY IN DIGITAL ERA”

डिजिटल युग में मीडिया, संस्कृति और समाज

October 30-31, 2023

KEY DATES

Last date of abstract submission: October 10, 2023

Acceptance of Paper: October 13, 2023

Last date of Full Paper Submission: October 20, 2023

For Details, contact:

Convener of Seminar:

**Prof. Harish Kumar**, Head, Dept. of Journalism & Mass Communication (9416051022)

Organising Secretary(s) of Seminar:

**Sunit Mukherjee**, Asstt. Professor (9896014930)

**Dr. Naveen Kumar**, Asstt. Professor (9468376309)



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**NATIONAL SEMINAR**  
**&**  
**MEDIA CONCLAVE**  
**ON**  
**“MEDIA. CULTURE AND SOCIETY IN DIGITAL ERA”**  
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**CALL FOR PAPERS**

**(Medium: English/ Hindi)**

Research Papers/ articles/ working papers are invited as per the schedule from faculties, research scholars, media professionals, students on the main theme of the seminar- MEDIA, CULTURE AND SOCIETY IN DIGITAL ERA as well as sub- themes/ topic mentioned below. The papers should broadly address one of the topics listed or related area.

**SUB- THEMES/ SUGGESTED TOPICS FOR INVITED PAPERS**

- Media Narratives and Socio- Cultural Perspectives
- Media and Society- Inter- relationship
- Media and Culture- Inter- relationship
- Popular Culture and Media
- Media and Social Change
- Emergence of OTT platforms and its’ societal impact
- Media and the marginalized societies
- Cinema and Society
- Media, Agenda Setting and Social Impact
- Cultural Journalism- The New Trends and Challenges
- The status of media in India- the multi perspective
- Social Stratification and Media
- Literary Journalism- the emerging trends
- Media and Gender Sensitization
- The changing face of Television in India
- Radio and Rural Society
- Role of Radio (A.I.R) in Regional Preservation of Local/ Culture
- Television and Entertainment- the new trends and challenges
- TV Reality Shows and its’ socio- cultural impact
- Community Radio—Society Interface
- Digital Media and its’ socio- cultural impact

- New Media and the Fake News Syndrome
- Media, Culture and Society in context of NEP' 2020
- The Challenges of Media Education in Digital Era
- Digital Storytelling- emerging scenario
- Public Relations, Publicity and Propaganda in the Post- Truth Era
- Social Advertising and Social Change
- Media Literacy
- Freedom of Expression in socio- political scenario
- Global Media Scenario and Technological Interface
- Traditional and Folk Media and its' socio- cultural significance
- Theatre and Street Play- Status in Digital Era
- Corporatization of Media
- Media and Democracy
- Re- imagining Media and Peoples' voice

However, the organizer of the National Seminar & Media Conclave encourages submission of academic and research papers that fall under the multi- disciplinary/ inter- disciplinary scope of the main theme as well as sub- themes covering Media, Culture and Society, their inter- relationship in a holistic manner.

### **Registration Fees**

Registration Fees (to be paid only on acceptance of paper)

Faculty, Media Professionals and Industry Experts: Rs. 1200/- (with accommodation)

Rs. 1000/- (without accommodation)

Research Scholars: Rs. 500/-

Journalism & Mass Communication Media Students: Rs. 300/-

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