



Central University of Jammu

National Conference

On

CHANGING DYNAMICS OF MEDIA LANDSCAPE



Organised

By

Department of Mass Communication & New Media

Date :-

22-23 April, 2016

Venue :-

TAB, Sainik Colony, Sec-E (Extn.)

About The University



CENTRAL UNIVERSITY OF JAMMU, BAGLA CAMPUS

The Central University of Jammu came into existence on August 08, 2011, with the appointment of the first Vice-Chancellor. It was established by the Central Universities Act, 2009 (Act No.25 of 2009 read with the Central Universities Act, 2009).

The University carries out its administrative functions from its head office at Bagla, Rahya-Suchani, Distt. Samba. The Central University of Jammu campus is under construction at Village Bagla, Raya Suchani in District Samba, which is at an approximate distance of 25 kms from Jammu.

About The Department



DEPARTMENT OF MASS COMMUNICATION AND NEW MEDIA

The department of Mass Communication and New Media aims to make its identity as a centre of excellence in the field of mass communication where it would be seen as an academic centre for interdisciplinary research and guiding light for newcomers in highly competitive world of media.

The department is intended to play an active role in tapping the potential of fast expanding mass communication field and its various forms, not only academically but also professionally. The department also aspires to produce value research work in mass communication and establish its relations with other disciplines, where events are seen through the lens of media.

Objectives: This conference is an attempt to give a platform to organisations, academicians, researchers, students, media professionals and other stake holders to share their experiences, approaches, ideas, leading to change and development through strategic, technological, structural and behavioral interventions.

Call For Papers

- Sub-themes:**
1. Mainstream media v/s Alternative media
 2. Perception and Projection of Jammu & Kashmir in the National Media
 3. Media ethics in the age of Globalization
 4. Changing Patterns of Media Ownership.
 5. National Media and Regional Media
 6. Role of Media in Conflict Situations
 7. Ecomedia and its Relevance in Contemporary Scenario.
 8. Role of Social Media in Journalism.
 9. Media and Governance
 10. Gender and Media

Guidelines for Abstracts and Full paper submission:

Participants who wish to present their papers are required to submit an abstract of 300 words. Abstracts must specify the purpose of research, methodology used, major findings and implications. The full paper along with abstract should be mailed to mcrcm.cu.jammu@gmail.com by 30th March, 2016. The maximum length of the paper should be 3000 words excluding the title cover page and references. The paper should be in the following format: Font: Times New roman, Font size: 12, Space: 1.5. The title page should have the name of authors, affiliation and contact details. The paper should include five key words and the references should be in APA format.

All the papers will be reviewed and the selected participants will be invited to present their papers in the conference.

Important dates:

Last date for Abstract Submission: 10th April, 2016

Last date for Full Paper Submission: 15th April, 2016

Registration:

Corporate Industry	₹2500
Academicians	₹1500
Scholars	₹1000

The registration fee includes the accommodation to outstation participants, tea, lunch, dinner and conference kit. The drafts should be made in favour of "Finance Officer, Central University of Jammu" payable at Jammu and should be sent along with the filled registration form by speed post courier to the following address.

Head, Prof. Deepsheekha Kotwal, Department of Mass Communication and New Media, Central University of Jammu, Temporary Academic Block TAB, Sec- E (Ext) Sainik Colony, Pin: 180011, Jammu and Kashmir.

List of Speakers:

- Justice Chandra Mauli Kumar Prasad, Chairman, PCI, New Delhi
Prof. D.P. Singh, Director, NAAC
Prof. Rajbir, Chairman, CECCUGC
Prof. Ashok Ogra, Director, Apee jay School of Mass Communication, New Delhi
Prof. Shambhunath Singh, Former VC, Patna University
Dr. A.SuryaPrakash, Chairman, PrasarBharati, MSB, Govt. of India
Mr. Rajesh Badal, Executive Editor, Rajya Sabha Television
Zamar Waheed Nagvi, Executive Editor, AAJTAK, New Delhi
Satya Prakash, Legal Editor, Hindustan Times, New Delhi
Ashwani Kumar, AAJ TAK, Jammu & President, Jammu Press Club
Mrs. Anajali Sharma, Director, DD Jammu
Dr. Pradeep Nair, Dean School of Media Studies, AU Himachal Pradesh

How to reach Jammu:

Jammu, a city of temples is situated in the northern part of India. By air, one can take the flight directly to Jammu or via New Delhi and by train, one can reach directly to Jammu Tawi railway station or via New Delhi.

Organising Committee

Patron

Prof. Ashok Aima
Vice Chancellor, CU Jammu

Conference Director

Prof. Deepsheekha Kotwal
Head, Dept. of Mass Communication & New Media

Organising Secretary

Bachha Babu, Ph.D
Assistant Professor
Dept. of Mass Communication & New Media

Organizing Committee Members

Mr. Rashid Ali, Assistant Professor, Dept. of Mass Communication & New Media
Mrs. Archana Kumari, Assistant Professor, Dept. of Mass Communication & New Media
Mr. Manish Prakash, Assistant Professor, Dept. of Mass Communication & New Media



Central University of Jammu
TAB, Sanik Colony, Jammu, J&K