HOW TO PARTICIPATE?

Interested candidates are requested to send the duly filled registration form. The candidates who wish to contribute their submissions should send the electronic copy of their papers at the following E-mail:

events@tecnia.in & **mediaconferencejmc@gmail.com**

The submission for the Conference may be in the form of descriptive, critical, research papers and case studies to mirror theory, research, practice and reflective thinking in the above area. Paper should contain abstract not more than 500 words along with key words. The abstract may be submitted through e-mail given above.

PARTICIPANTS PROFILE

- Academic Fraternity in Management, Science and IT, Journalism and Mass Communication, LIS, Education, Physical Education.
- Professionals working in Industry and Research in the areas of IT, Management, LIS, Health Sciences & Medicine, Agriculture, Insurance, Banking etc.
- Students and Research Scholars.
- Publishers
- IT and Information Service Providers.

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All Drafts should be in favour of "**Tecnia Institute of Advanced Studies**" Payable at New Delhi.

Please Note:

- Last date for receiving the registration forms is 15th March, 2017.
- The fee includes conference material and refreshment. A certificate would be issued to the participants.
- Fee does not include accommodation, local/outstation travel. No refund will be allowed for cancellations made. Outstation candidates needing assistance in accommodation (on payment) may contact

Kindly send your Registration Form and DD by post to:
Dr. Abhishek Singh, Conference Convener
TECNIA INSTITUTE OF ADVANCED STUDIES
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ROUTE MAP

www.tiaspg.tecnia.in

28th National Conference

CULTURAL Representation and Power of MEDIA

Date: 23rd March, 2017
Venue: Tecnia Auditorium

TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India;
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ABOUT TECNIA

Tecnia Institute of Advanced Studies (TIAS) established in 1998 at New Delhi is an ISO 9001:2008 Certified Premier Management Institute, approved by Govt. of India. The Institute is recognized under Sec. 2(f) of UGC Act, 1956; and rated as 'A' category by JAC and Govt. of NCT of Delhi and 'A++' Category - Best Business School by AIMA- Business Standard & Business India Publications Surveys year after year & is included in Top 100 B-Schools & IT-Schools by Dalal Street Investment Journal. The institute is involved in applied and innovative research with a multi disciplinary approach such that future professionals are equipped with advanced technical knowhow and skills to enable them carve out a niche for themselves in this competitive environment.

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ABOUT CONFERENCE

Human society is highly diverse and people are highly complex in their behavior. Media is very effectively covering the public sphere of communication and now it has certainly created a social and cultural gap in the society which results difficulty in understanding between generations and among people in the same culture. In the same pace, media with its powerful wings playing a role of catalyst for the cultural representation, cultural shift and drift.

Contemporary society has undergone extraordinary transformation mainly due to the remarkable changes brought about by technological development of global media. In present scenario, Power of media is immeasurable and gargantuan with highly influential capacity; no doubt media isresponsible for the revolutionary change in the social structure, social behavior and social attitude.

Socio-cultural representations are about processes of collective meaning-making resulting in common cognitions. It specifies a number of communicative mechanisms explaining how ideas are communicated and transformed into what is perceived of as common sense. This touches the very heart of mediated communication, "how the media naturalizes social thinking to generate collective cognition and accelerates cultural representation". Media – whether a new or traditional – is often responsible for shaping the way people think about other cultures and societies. Media Globalization is a real force behind the formation of new cultural pattern in the society. It motivates people to interact with people from different community of different culture.

Media promote a new culture in human society, in which the degree of ambiguity and uncertainty has been reshuffled and has reached its highest point, especially in the process of inter-cultural communication.

This conference will explore the ways in which cultures and societies are presented in media. What is the relationship between media and culture? How can media create alternative ways of thinking about culture? How can media power acting as symbol of cultural representation or serve as cultural schemata.

LEARNING OBJECTIVES

This topic will help to understand the condition of the power of media and its influence on cultural representation in present scenario.

HIGHLIGHTS OF THE CONFERENCE

- Theme based abstracts are invited before 10th March, 2017 and full paper by 15th March 2017.
- Research paper can be submitted either in Hindi and English.
- Theme based research paper will be presented in the conference.

CONFERENCE PROCEEDINGS

The blind reviews conference papers will be published in the conference proceedings (full paper) bearing an International Standard Book Number (ISBN)

SUB-THEMES

We invite conceptual and empirical research papers and case studies from Academicians, Industry delegates, Professors and research students on the theme mentioned below:

- ICT and Cultural Representation.
- Media and Neo-Culturism.
- Marketisation of Culture.
- Ethical Values and Media Consumerism.
- Cultural Adaptation and Media Power.
- Cultural Transformation and Media Globalization.
- Media Consumerism
- Media and Multi-culturism

IMPORTANT DATES

Conference Date: 23rd March, 2017

Last date of submission of Abstract: 10th March, 2017

Confirmation about acceptance of Abstract: 12th March, 2017

Last date of complete paper submission: 15th March, 2017

Last date for registration and confirmation about paper presentation in person: 15th March, 2017

GENERAL INSTRUCTIONS FOR PAPER SUBMISSION

- Contributors are requested to ensure that their paper should not exceed 8 Printed pages. The paper should be typed in Times New Roman (12 pts.) font on one side of A-4 paper in double line spacing with wide margins.
- One paper should not contain more than two authors.
- All charts and graphs should be drawn and labeled clearly.
- Only those references, which are actually used in the text, should be included in the reference list.

CALL FOR PAPERS

GUIDELINES FOR PAPER SUBMISSION

Original papers in the areas of interest are invited. The list is indicative and not exhaustive in coverage. The contributors may include any other topic under the broad categories of main theme of conference. Please confirm your valuable participation at the earliest. We shall be thankful, if you would share this information among your colleagues and students.