



NATIONAL CONFERENCE

Global Trends and Issues in Media Communication

21st November, 2014, Tecnia Auditorium, TIAS, New Delhi

DATE & DAY

Friday, November 21, 2014

VENUE

Tecnia Auditorium, Tecnia Institute of Advanced Studies
Madhuban Chowk, Rohini, Delhi- 110085

Organized by:



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University, Recognized under Sec 2(f) of UGC ACT 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Tel: 91-11-27555121-24, Fax No: 91-11-27555120,

E-Mail: directortias@tecnia.in; Website: www.tecnia.in



ISO 9001:2008

An ISO 9001:2008 Certified Institute; Recognized by UGC under Sec 2(f) of UGC Act 1956; Rated as 'A' by Govt. of NCT of Delhi; 'A++' Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys; Included in Top 100 B & IT Schools of India by Dalal Street Investment Journal



Genesis

The media industry in this Global Communication Era is at a crossroad in terms of development in technology that allow new heights of journalistic excellence and the emergence of new trends and issues in journalism and mass communication. Communication ethics, codes, moral standards and values followed by media organizations and in human communication have acquired more significance than ever before. How media can be socially responsible and accountable to provide true, accurate, comprehensive and objective information and at the same time try to resolve the conflict between communication freedom, public interest and social impact is need to be explored.

With Globalisation and Democratisation of Information, media dimensions too have undergone phenomenal changes. With advancements in technology and global reach, media penetration is seeing enormous growth catering to a wide range of audience in terms of language, region, religion and content. A robust economic growth of developing countries, growing literacy rate and consumerism have contributed to ever increases of various forms of mass media like newspapers, radio, television, films and other traditional media. Right from the beginning of this millennium, new media formats such as internet and mobile phones have also made significant inroads. Smart Mobile Phones has entirely changed the society through mobility, immediacy, simplicity and context. Mobile phone has become an inseparable device of our lives. These phones are having a convergence of traditional interpersonal communication with a range of mass-media facilities like worldwide multi-person audio-video chatting, text messaging through various applications, internet, radio etc.

Current challenge is how to deal with huge data explosions viz. expanding universe of 'digital influencers'; massive volume of social media conversations and real-time information transmission world over, especially those concerning the economic and social issues. With integration of 'Social Media', mass media fundamentals have undergone sea changes. With the advent of new technologies at very rapid pace, definitions of 'Audiences' and the 'News' are finding new meanings media organizations are no longer gatekeepers of information. Speed is the buzzword and ultimately the only answer at the current time horizon is real time, honest and transparent communication. Ever increasing Internet connectivity is driving new possibilities and expectations for real time information exchange.

Conference Objectives

- To exchange of views and share experiences on current global trends in communication between Academicians, Researchers, Media Professionals and Research Scholars.
- To interact on New World Information and Communication Order in changing social and economic environments.
- To provide an exposure to media scholars for conducting and participating in discussions of global dimensions related to their profession.

Key Issues

1. Social Media for Democratic Awakening.
2. Challenges of New Media in the Society
3. New Media and News Industry
4. Role of ICT in Media.
5. Alternative and Community Media
6. Communication Technology and Digital Media
7. Social Movements and Media.
8. Cross-cultural Communication and Media
9. Mass Communication, Society and Globalization
10. Current challenges before Entertainment Industry
11. Gender issues and Media.
12. Global trends in Communication
13. Media policy, ethics, laws and social responsibilities in 21st Century
14. Regional languages and Dialects in upcoming Media Trends.

IMPORTANT DATES

- Last date of Abstract Submission: **20th October, 2014 (Monday)**
- Confirmation date of acceptance of Abstract: **27th October, 2014 (Monday)**
- Last date of Full Paper Submission and Registration: **10th November, 2014 (Monday)**
- Confirmation date of acceptance of Full Paper: **15th November, 2014 (Saturday)**
- Conference Date: **21st November, 2014 (Friday)**

Call for Papers

Conference invites papers/registration across the globe, from Academicians and Fellows; Researchers and Students; Experts, Executives and Professionals from Media Industry; any other relevant stake holders interested in media profession.

Guidelines for Paper Submission

This is an invitation to you to participate in the Conference and share your views by presenting a paper. Please confirm your valuable participation at the earliest. We shall be thankful, if you would share this information among your colleagues and students.

A) FORMAT AND SIZE

1. All papers should be in Microsoft Word Version, Font Times New Roman, font size 12, page size A-4.
2. Size of the paper - between 2500 to 3500 words.

B) TITLE

1. The main title of your paper must not exceed 50 characters. This includes letters, spaces and punctuation.
2. The title should be capitalized and centered at the top of the first page of your paper.
3. If you choose to have a subtitle, it should be capitalized and centered directly below the main title.

C) HEADINGS

1. Headings and subheadings must be capitalized and left justified.
2. Use double space after the headings, before starting the next paragraph.
3. Font size of the main heading should be 16 and sub heading of 12.

D) ILLUSTRATION GUIDELINES

1. Illustrations such as photographs, charts, graphs, drawings, and diagrams should be labeled, so that they correspond with their mention in the text (e.g. Table-1, Figure-2, Diagram-3).
2. Use only black & white glossy prints and do not attach photos to your paper.
3. Indicate on the back of each photograph your name and where the photo should be inserted in the text.
4. Soft copy of commercial charting and graphing materials in black & white are acceptable.
5. Computer generated charts, sharp, diagrams, and maps are acceptable as long as they are printed on a printer that produces clear, sharp image (e.g. laser printers.)

E) PHOTOGRAPH & CV

1. All papers must be accompanied by one passport size color photograph together with a full CV & a brief CV (not exceeding 50 words).

F) PRESENTATION

1. All speakers are allowed 10 minutes for presentation of their paper. The time for answering questions is additional.
2. Power point projector system with laptop would be available for presentation. Any additional aid required, may please be intimated in advance.

G) PAPER SUBMISSION CHECKLIST

1. Full text of your paper in Microsoft Word Version
2. Two CVs - one full length and one within 50 words.
3. One passport size color photograph.

GENERAL INSTRUCTIONS FOR PAPER SUBMISSION

1. 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.
2. One paper should not contain more than two authors.
3. All charts and graphs should be drawn and labeled clearly.
4. Only those references, which are actually used in the text, should be included in the reference list.
5. The contributor should certify on a separate sheet that the manuscript is his/her original contribution. It should be mentioned that the paper has not been submitted or accepted for publication anywhere else.
6. Paper should contain abstract not more than 500 words along with key words.
7. Paper must accompany the following details of authors :-
 - Name of the author with designation
 - Name of the co-author with designation
 - Correspondence address, contact number, and e-mail ID
 - Profile of the authors
 - Organization / Institution name

How to Participate?

Interested candidate are requested to send the duly filled registration form. The candidate who wishes to contribute their submission should send the electronic copy of their paper at the following e-mail: conferencetias@tecnia.in. 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 conferencetias@tecnia.in.

H) REGISTRATION FEE AND REGISTRATION FORM

The interested candidates need to fill up the registration form on the broacher attached. The fee per participant is as follows:

- Students Delegates : **Rs.300/-**
- Research/ Scholars : **Rs.500/-**
- Academicians i.e. Lecturer/Reader/Professor : **Rs.1000/-**
- Industry Delegates: **Rs.1500/-**

Payment should be made in form of a cheque/DD in favour of **Tecnia Institute of Advanced Studies, Payable at New Delhi**, with this form duly filled in through postal mail and confirmation through e-mail at this address: conferencetias@tecnia.in.

The fee includes conference material and refreshments. Fee does not include accommodation and travel. No refund will be allowed for cancellations made. A certificate would be awarded to the participants.

Outstation candidates needing assistance in accommodation (on payment) may contact the Conference Convener at the address given below. Applications for registration along with demand draft/cheque should be sent to:

Tecnia Institute of Advanced Studies

Institutional Area Madhuban Chowk,

Rohini Delhi-110085

Mobile: +919891075948

Phone:011-27555121-22-23-24, , Fax: 27555120

E-mail at the following addresses: conferencetias@tecnia.in

Last date for receiving the applications for Registration is 10th November, 2014.

All the papers will be blind reviewed by the Programme Committee with respect to their quality, originality, and relevance. Accepted papers will be published in the proceeding provided at least one of the authors will register and present the paper. Conference Kit will be provided only to the registered authors. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.

Conference Patron in Chief

Mr. R.K Gupta, Chairman, Tecnia Group of Institutes, Delhi

Conference Director

Dr. Ajay Kumar Rathore, Director, Tecnia Institute of Advanced Studies, Rohini, Delhi.

Conference Chief Convener

Prof. Rajesh Bajaj, Tecnia Institute of Advanced Studies, Rohini, Delhi.

Conference Convener

Dr. Rajesh Agrawal, Tecnia Institute of Advanced Studies, Rohini, Delhi.

Organizing Committee :

Dr. Anjani Kumar Jha

Dr. Sandeep Kumar

Dr. Gurvinder Kaur

Dr. Vijay Singhal

Dr. Namita Mishra

Mr. Rahul Mittal

Ms. Bhavna Madan Vij

Ms. Honey Shah

Ms. Nivedita Sharma

Mr. Bal Krishna Sharma

Dr. H.L.N.Murthy

Mr. Vidyut Prakash Maurya

About Institute



Tecnia Institute of Advanced studies- A flagship of Tecnia Group of Institutions, TIAS is an India's Premier Management and Information Technology education Institute established by Health and Education Society, Delhi. Institute is approved by All India Council for Technical Education, Ministry of HRD, Govt. of India and affiliated to Guru Gobind Singh Indraprastha University, Delhi. Institute offers MBA, MCA, BBA and BJ(MC) full time programmes.

Institute is recognized under sec.2 (f) of UGC Act 1956; rated 'A' category by Govt. of NCT of Delhi and included in Top 100 B-School and IT-School by Dalal Street Investment Journal. Institute is India's premier ISO 9001:2008 Certified by JAS-ANZ, Australia. This ensures that our system and procedures are of superior quality developing a very high value to the entire stake

Holders. The institute has been consistently ranked among top B-School in the country.

The Institute has excellent ultra modern infrastructure including state-of-the-art Air Conditioned Library and Reading Room, Auditorium, Lecture Theaters, Tutorial Rooms, Seminar Halls, Computer Centre, Computer Laboratories with Audio Visual Aids for Presentations.

The Institute imparts Value Based Quality Education, Training, Research & Consultancy, in the field of Management and Computer Applications. At Tecnia, we bring together theory with hands on application, and it is this unique approach – action-based learning and interdisciplinary, team oriented situations – that develops leaders and ideas that change the world. The Institute offers the structure, the guidance, and the expertise, and students develop their own customized plan of action.

The Institute offers following electives in management stream Marketing, Finance, Human Resources Management, Information Technology and systems, Global Business Management. The students can also pursue electives e.g. Multimedia Technologies, Digital Signal Processing, Microprocessors, Fuzzy Sets and Logic, Compiler Construction, Distributors DBMS etc. in MCA Programme. The Institute has all the elements with which to transform future of the students and your career.

All Correspondence should be addressed to:

Dr. Ajay K. Rathore	Mobile: 91-9811229001	Director - TIAS
Dr. Rajesh Agrawal	Mobile: 91-9891075948	Convener

**Tecnia Institute of Advanced Studies
PSP, Institutional Area, Madhuban Chowk, Rohini, Delhi-110085
E-mail: conferencetias@tecnia.in; directortias@tecnia.in
Phone: 011-27555121-22-23-24, Fax: 27555120**

REGISTRATION FORM

Name: _____

Designation: _____ Department: _____

Organization: _____

Address: _____

City: _____ State: _____ PIN: _____

Phone: _____ Mobile: _____ E-mail: _____

Academic Qualifications: _____ Professional Qualifications: _____

Work Experience: _____ Gender: Male / Female: _____

Please tick, whichever is applicable

- | | |
|--|--|
| <input type="checkbox"/> Submitting paper | <input type="checkbox"/> Presenting Paper |
| <input type="checkbox"/> 1500/- (Corporate Executives) | <input type="checkbox"/> 1000/- (Academicians) |
| <input type="checkbox"/> 500/- (Research scholars) | <input type="checkbox"/> 300/- (Students) |

Whether Accommodation required: Yes / No (If yes send a request separately with date of arrival/departure)

Payment Details: Amount Rs. _____ Draft No.: _____ Issuing Bank: _____ Date: _____

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

Place: _____

Date: _____

(Signature of the Participant)

Note:

1. Please fill the form neatly in capital letters.
2. Last date for receiving the applications is 10th November, 2014.
3. The fee includes conference material and refreshments. A certificate would be issued to the participants.
4. 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 the Conference Convener at the address given below.

Kindly send your registration form and DD/ Cheque by post to:

Dr. Rajesh Agrawal

Convener - Tecnia Institute of Advanced Studies

3, PSP Institutional Area. Madhuban Chowk, Rohini, Delhi – 110085, India.

Phone:011-27555121-22-23-24, Mobile: +919891075948, Fax: 27555120

e-mail at the following addresses: conferencetias@tecnica.in