

National Conference

on

Democratization of Communication



Friday, Nov. 23rd, 2012



Venue: Auditorium, TIAS

Organized By:

**TECNIA INSTITUTE OF
ADVANCED STUDIES**



TECNIA INSTITUTE OF ADVANCED STUDIES

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

PROGRAMME SCHEDULE

09:00 A.M. - 10:00 A.M. Registration of Delegates

INAUGURAL SESSION

10:00 A.M. - 10:30 A.M. Welcome of Chief Guest, Guest of Honor and Other Dignitaries

10:30 A.M. - 10:40 A.M. Opening Remarks by the Director, TIAS

10:40 A.M. - 10:50 A.M. Key Note address

11:50 A.M. - 11:00 A.M. Address by DG, Tecnia Group

11:00 A.M. - 11:10 A.M. Address by Guest of Honor

11:10 A.M. - 11:25 A.M. Address by Sh. R. K. Gupta,
Chairman Tecnia Group of Institutions

11:25 A.M. - 11:40 A.M. Address by the Chief Guest

11:40 A.M. - 11:45 A.M. Vote of Thanks

11:45 A.M. - 12:00 P.M. Tea Break

12:00 P.M. - 02:00 P.M. **PLENARY SESSION - 1**

2:00 P.M. - 03:30 P.M. **PLENARY SESSION - 2**

3:45 P.M. - 05:15 P.M. **PLENARY SESSION-3**

05:15 P.M. - 05:25 P.M. Valedictory Session

Conference Patron In Chief

Shri R. K.Gupta
Chairman, Tecnia Group of Institutions

Conference chairman

Dr. A. K .Rathore
Director, Tecnia Institute of Advanced studies

Chief Convener

Prof. Rajesh Bajaj

Convener

Dr. Rachita Shrivastava Roy

Advisory Committee

Prof. Santosh Kumar Tewari, Dean & HoD, Journalism & Mass Comm, Central University of Jharkhand, Ranchi, Jharkhand.

Dr. Manish Shrivastava, Dean, School of Art & Acting HoD, Journalism and Mass Communication, Guru Ghasidas University, Bilaspur, Chhattisgarh

Dr. Anil K Rai Ankit, Director, Mass Media, Mahatma Gandhi Anterashtriya Vishwavidyalaya, Wardha, Maharashtra.

Dr. G. P. Pandey, Professor Mass Communication, Assam University, Silchar, Assam

Dr. Archana R Singh, Chairperson, School of Communication Study, Punjab University, Chandigarh

Dr. Shrikant Singh, Associate Professor, Electronic Media, Makhanlal Chaturvedi Rashtriya Patrakarita Vishwavidyalaya, MP.

Mr. Ajay Indrekar, News Editor, All India Radio, Ahmedabad, Gujarat.



Where Dreams are chiseled into Reality

Tecnia Institute of Advanced Studies - A Flagship of Tecnia Group of Institutions, India's Premier Management and Information Technology education Institution established by Health & 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 programs since 1998. Institute Offers MBA Full Time & Part Time and MCA Full Time program, BBA and BJMC Full Time program.

Institute is recognized under Sec. 2(F) of UGC Act 1956; Rated as 'A' category by Govt. of NCT of Delhi and 'A++' Category - Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & included in Top 100 B - Schools & IT - Schools by Dalal Street Investment Journal and is India's Premier ISO 9001:2008 Certified Institute, Certified by JAS-ANZ, Australia ensuring that our system and procedures are of a consistent quality, followed with precise rigidity. The Institute has been consistently ranked among the top B-Schools 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.

Organizing Committee:

Dr. Bharat Kumar
Mr. Rahul Mittal
Ms. Bhavana Madan
Mr. Vipul Partap
Ms. Honey Shah
Mr. Pankaj Sharma

About the Conference

Democracy is for the People, of the People and by the People in a society. In a democracy, participant media theory says the right to relevant local information, right to answer back and the right to use the new means of communication for interaction and social action in small setups of community, interest group or subculture. Both theory and technology have challenged the necessity and desirability of uniform, centralized, high-cost, commercialized, professionalized state controlled media. In their place multiple, small scale, local, non-institutional and committed media should be encouraged which links the senders to the receiver and also favor



horizontal patterns of interaction. Both freedom and self regulation are seemed to have failed under the current situation which makes the necessity for democratized format of communication as more relevant.

Objectives and Theme

The aim of the conference will revolve around need of localization of media and a democratic setup, which is of the local people, for the local people and by the local people. Keeping this in view the following objectives have been drawn.

- To understand that Democracy plays an important role in communication.
- To facilitate a stronger relation between the academia, the media and governance.
- To understand the process and challenges of democratization.
- To understand reasons for the failures of democratic methods and correct them in the future.
- To learn more about the localization of democratic setup.
- To understand key drivers and trends of communications in democracy.

- To foster the development of a culture of democracy, promote the rule of law and independent media.

Key Issues:

The conference will deliberate upon following key issues:

- Democratization of communication as a social movement
- Political communication and democratization
- New media and democratization
- Social media and democratization
- Right to information
- Media and democracy
- Small scale alternative media
- Traditional communication and practical considerations
- BTL Communication

GENERAL INSTRUCTIONS FOR PAPER SUBMISSION:

The paper should be typed in 12 point "Times New Roman" font, A-4 paper in double line spacing with wide margins. Paper should contain abstract not more than 500 words along with key words.

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
- Registration fee:
- Students – Rs 300/-
 - Research Scholars–Rs. 500/-
 - Academics – Rs. 1000/-
 - Corporate Executives – Rs. 1500/-

Kindly send your Paper through e-mail and registration form and DD/ Cheque by post to:

Dr. Rachita Srivastava Roy (Convener)

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Dr. Ajay K. Rathore - Director

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All Drafts should be in favor of "Tecnia Institute of
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Submission Details

Last date of Submission of Abstract – 30th Oct. 2012

Last date of complete Paper Submission – 3rd Nov. 2012

Information about acceptance of papers- 10th Nov. 2012

