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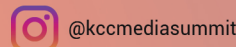
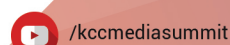
Accommodation

Arrangements will be made available on request as per requirement

Some of our Esteemed Speakers at Previous Media Summits



FOLLOW THE CONFERENCE ON:



KISHINCHAND CHELLARAM COLLEGE

DEPARTMENT OF MASS MEDIA

in association with

**JÖNKÖPING UNIVERSITY &
COMMUNICATION, CULTURE & DIVERSITY (CCD),
SWEDEN**

PRESENTS



5th INTERNATIONAL MEDIA SUMMIT

AN INTERDISCIPLINARY CONFERENCE ON

MEDIAMORPHOSIS: IDENTITY & PARTICIPATION

February 16-17, 2018

ABOUT KC COLLEGE, INDIA

Kishinchand Chellaram (KC) College was established in 1954 under the aegis Hyderabad (Sind) National Collegiate (H(S)NC) Board. Adjudged the Best College (Urban Area) by the University of Mumbai, the institution has created a benchmark in the field of education. Re-accredited 'A grade' by NAAC in Mumbai, KC College is recognized as one of the finest colleges in South Mumbai, which lays great emphasis on the holistic development of its students. The college offers a vast range of courses at the undergraduate, graduate and post graduate levels.

ABOUT THE DEPARTMENT OF MASS MEDIA

The Department of Mass Media, which was listed among the Top 10 mass communication departments in the country by the India Today magazine for three years in a row (June 2014 edition), has seen soaring popularity. It has enabled the college to be at the forefront of the new media movement in teaching.

After successfully initiating the Bachelors of Mass Media (BMM) in 2000, the department introduced a two-year Masters program in Communication & Journalism (MACJ) and Entertainment, Media & Advertising (MA-EMA). Keeping in view the increasing demand of media professionals, the department has also started a unique course – BA in Film, Television and New Media Production (BAFTNMP) from the academic year 2016-17. All courses are affiliated and recognized by University of Mumbai. The department regularly conducts certificate courses in video production, photography and scriptwriting. Two full-fledged postgraduate diploma courses in Sports Management and PR & Corporate Communication were introduced recently.

ABOUT JÖNKÖPING UNIVERSITY (JU), SWEDEN

Jönköping University is one of Sweden's leading universities. It has an extensive exchange program with approximately 350 partner universities worldwide. As a distinguished member of the European University Association (EUA) and the Association of Swedish Higher Education, SUHF, the university offers 80 program and specializations at the Bachelors, Masters and Doctoral Levels and prepares students for working in international contexts.

ABOUT THE RESEARCH GROUP CCD - COMMUNICATION, CULTURE AND DIVERSITY

The multi-disciplinary research platform Communication, Culture and Diversity (CCD) is a recognized highly-ranked, dynamic network based group. It focuses on issues of learning and communication, wherein researchers work on dominating research themes like (i) Communication and Language Studies, (ii) Deaf Studies (iii) Identities, (iv) Technologies (v) Participation and (vi) Marginalization processes. Their work is often framed within sociocultural and decolonial theories. The national and international senior and junior researchers associated with CCD have a range of linguistic experiences and competences (including different spoken, written and signed languages).

MEDIAMORPHOSIS: IDENTITY & PARTICIPATION

Mediamorphosis refers to the transformation of communication media, usually brought about by the complex interplay of perceived needs, competitive and political pressures, and social and technological innovations. Coined in 1990 by a well-known electronic publishing visionary and practitioner, Roger Fidler, mediamorphosis focuses on the exploration of media/communicative forms as parts of an interdependent system, where past, present and emerging media blur into a simultaneous moment.

It is a known fact that existing forms of media evolve when new forms enter the stage. Hence, the media ecosystem will operate anew, letting in recent innovations while transforming older ones.. An interesting example of metamorphosis is the AM radio that coevolved with television in the post World War II era, and then again merged with a newer media when FM came onto the scene encompassing the music audience. This coexistence, co-evolution and gradual transformations from old to new types of media forms the establishment of current media features. Thus, it becomes interesting to explore human communication in virtual-physical spaces, for example, the new ways and uses of – i) spoken and written language, ii) social groups, iii) complex problem-solving skills, iv) broadcast forms, vi) the blurring of the dichotomy digital-analogue etc.

A key element of communication across all disciplines and professional sectors is related to the interlinked issues of identity and learning. Through this media summit - based on the theme Mediamorphosis: Identity and Participation, we shall try to explore how individuals participate as informants, and also understand the relationship between professional identity and interdisciplinary communication. While the following areas are in focus, we remain open to other areas that are related to the media summit theme:

SOCIETY AND MEDIA TRANSFORMATIONS

- Privacy and new media
- Usages of big data
- Next Gen digital identities (and/or) technologies for identity (in)visibility
- Smart cities and tourism
- Corporate structures and corporate identities

REPRESENTATIONS IN AND THROUGH MEDIA

- Online expert identities
- Diasporic identities in media and fiction
- Politics and aesthetic representations
- Gender representations and identity
- Identity representation and safeguarding NGOs

LEARNING AND PARTICIPATION IN AND THROUGH MEDIA

- Audience participation on digital platforms
- Diversity and participation in STEM (sci-tech-math) education
- Learning across the gap: Teacher-Taught
- ICT and media in cross-sectorial spaces for learning

CULTURE AND GENRES IN MEDIA LANDSCAPES

- Text-universes across analogues and digital media
- Manifestations of language and culture across media
- Gaming and Animation: Fantasies and threats
- Performing Arts: Fusion and Contemporary

We look forward to your paper presentations and participation at the conference. Selected and reviewed papers presented during the conference will be published in the post-conference proceedings in the form of a book with an ISBN tag.

The schedule for submission of abstracts and papers is as follows:

S.NO	SUBMISSION DATES: ABSTRACT AND FULL PAPER	REGISTRATION FEE:
1	JAN 3, 2018 – ABSTRACT	—
2	JAN 16, 2018 – ABSTRACT AND FULL PAPER	ACADEMICIANS AND PROFESSIONALS INR 5,000 (USD 80) STUDENTS INR 2,500 (USD 40)
3	FEB 6, 2018 – ABSTRACT AND FULL PAPER WITH LATE FEE	ACADEMICIANS AND PROFESSIONALS INR 6,000 (USD 100) STUDENTS INR 3,000 (USD 50)

ABSTRACT FORMAT

Word count: 300 words
Title of the topic: 16 pt Calibri Bold
Name of the author(s) with brief introduction: 14 pt Calibri Bold
Abstract along with keywords: 12 pt Times New Roman

Submission in MS Word format to:
kccbmm@gmail.com,
kccmediasummit@gmail.com

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Department of Mass Media, 5th floor
KCCMS Building, Mahakavi Bhushan Marg, Colaba,
Mumbai - 39

PLEASE NOTE: PAYMENTS CAN BE MADE THROUGH CHEQUE,DD, NEFT OR WIRE TRANSFER IN FAVOUR OF K.C. COLLEGE.