

# **NATIONAL E-CONFERENCE**

**Media, Communication and Development:  
Emerging Trends and Challenges**

**23<sup>rd</sup> October 2021**



**Organised by**  
**School of Mass Communication (SOMC)**  
**IMS Unison University, Dehradun**

## ABOUT IMS UNISON UNIVERSITY

IMS Unison University located in the valley of picturesque beautiful mountains in Dehradun, the capital city of the State of Uttarakhand in India, offers an environment fostering learning and creativity. Established under the visionary leadership of the Unison group in the year 1996 as Institute of Management Studies, the growing excellence in management education led to the evolution of the Institute into a leading private university in the year 2013.

The university presently offers Undergraduate, Post Graduate and Doctorate in several programs under the following schools:

- **School of Mass Communication**
- **School of Management**
- **School of Law**
- **School of Hospitality Management**
- **School of Liberal Arts**

## ABOUT E-CONFERENCE

This National E-Conference on Media, Communication and Development: Emerging Trends and Challenges aims to bring together leading academicians, researchers and research scholars to exchange and share their experiences and research results on all aspects of Media, Communication and Development. It also provides a leading interdisciplinary and an intercultural platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends and concerns as well as practical challenges encountered and solutions adopted in these fields.

## CALL FOR PAPERS

The school of Mass Communication, IMS Unison University invites Research papers from Academicians, Industry professionals, Research Scholars, Media Practitioners, Students and Experts on 'Media, Communication and Development: Emerging Trends and Challenges'. **The chosen papers will be considered for publication in our refereed Bi-annual Journal Pragyaan: Journal of Mass Communication [ISSN No. 0974-5521]**

**A list of indicative themes and sub-themes (not restrictive) is listed as below:-**

- ✦ **Communication and Development**
- ✦ **Communication and Social Change**
- ✦ **Media and Social Development**
- ✦ **Media and Cultural Change**
- ✦ **Media Literacy, Communication and Social Development**
- ✦ **Media and New Emerging Trends**
- ✦ **Technological Transformation of Media**
- ✦ **Emerging Trends in Communication**
- ✦ **Role of Media during COVID-19 Pandemic**
- ✦ **Digital Transformation of Media/Media Education in India during Pandemic**
- ✦ **Need of Value-based Journalism during Pandemic at Global level**
- ✦ **Role/Need of Factivism in Media during Infodemic Era**
- ✦ **Changing Media Landscape and Digital Media Ethics Code-2021**
- ✦ **Digital Media Communication**

- ✦ Digital Media and Sustainable Development
- ✦ Digital Technologies and Culture
- ✦ New Media Technologies and Innovation
- ✦ New Media and Cyber Security
- ✦ Social Media and Society
- ✦ Social media and Judicial Process
- ✦ Alternative and Community Media
- ✦ Folk Media and Development

## ABSTRACT/FULL PAPER SUBMISSION GUIDELINES

Submission of the abstract will be in Microsoft Word format. Selection of papers for presentation will be based on extended abstracts which must include a clear indication of the purpose of research methodology, major results, implications, and key references.

- ✦ **Length:** Minimum of 1000 words and maximum of 3000 words
- ✦ **2.5 cm or 1 inch on all sides**

- ✦ **Orientation:** Portrait
- ✦ **Font:** Times New Roman, 12 point
- ✦ **Line spacing:** 1.5 lines (for the main text of extended abstract) & Single (for key references)
- ✦ **Title:** Title of paper, name(s) of author(s), affiliation (s), contact detail
- ✦ **References** in APA Style

## REGISTRATION DETAILS

Registration is free. Kindly register at the following link:

[https://docs.google.com/forms/d/1KbJ6lTXE1X0zda0tSYpMaLQSEUd8wWd5RFSnxJNW-cg/viewform?edit\\_requested=true](https://docs.google.com/forms/d/1KbJ6lTXE1X0zda0tSYpMaLQSEUd8wWd5RFSnxJNW-cg/viewform?edit_requested=true)

## IMPORTANT DATES

Abstract Submission	:	25 <sup>th</sup> August 2021
Full Paper Submission	:	25 <sup>th</sup> September 2021
Acceptance of Paper	:	30 <sup>th</sup> September 2021

## CONTACT DETAILS :

Queries can be directed to

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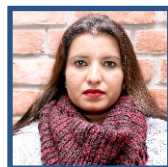


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**Dr. Varsha Sisodia**  
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