

Conference Schedule

Day – 1: 14th December 2017		Thursday
9.00	Registration	Foyer
10.00	<p>Inauguration</p> <p>Chief Guest: Shri Sachchidanand Joshi</p> <p>Presided by: Professor Sashikala Wanjari</p> <p>Dr. Peter Vorderer, Chair ICA Regional Conferences</p> <p>Shri Sanjay Narayan Bharambe, Registrar, SNDTWU</p> <p>Dr. Mira K Desai, Organizing Secretary- ICA ARC 2017</p>	J. H. Mini Auditorium
11.00	Tea Break	Foyer
11.30	<p>Panel 1-</p> <p>Transitions in Communication Research Methods</p> <p>Chair: Dr Binod C Agrawal</p>	J. H. Mini Auditorium
1.00	Lunch	Foyer
2.00	<i>Paper Presentations</i>	
	<p>A1- Social Media Consumption</p> <p>B1- Love, Marriage and Relationships</p> <p>C1- Public Opinion and Digital Activism</p>	<p>J.H. Mini Auditorium</p> <p>CDE Conference Room</p> <p>Virtual Class Room</p>
3.30	Tea Break	Foyer
4.00	<i>Parallel Panels</i>	
	<p>Panel-2 : ICA and Indian Communication Design in 21st Century, Chair: Dr. Sanjay Ranade</p> <p>Panel-3 : Future Directions for Teaching/Research in the 21st Century Digital Media Ecology, Chair: Dr Arpan Yagnik</p> <p>Panel-4 : Innovations in Journalism Education: When East Meets West, Chair: Dr. Mira K Desai, Prof Robyn Goodman and Dr. Elanie Steyn</p>	<p>CDE Conference Room</p> <p>J.H. Mini Auditorium</p> <p>Virtual Class Room</p>

Day - 2

Day – 2: 15 th December 2017		Friday
9.00	<i>WORKSHOPS</i>	
	W1: Big Data Research and Methodologies for Social Media, Communication and Journalism By Anuradha Bhatia	Virtual Class Room
	W2: Filtering Information Overload - Google Power Searching and Offline Information Management by Professor Umesh Arya	J. H. Mini Auditorium
	W3: Social Media for Strategic Corporate Communication by Dr. Deepti Ganapathy	CDE Conference Room
11.00	Tea Break	Foyer
11.30	Panel – 5: Asia's Responses to Media Globalisation Chair: Dr. Doobo Shim	J. H. Mini Auditorium
1.00	Lunch	Foyer
2.00	Panel – 6: The Digital Turn in the Indian Media Economy Chair: Dr. Shin Dong Kim	J. H. Mini Auditorium
3.30	Tea Break	Foyer
4.00	<i>Paper Presentations</i>	
	A2- Digital Media Applications B2- Identity and Community C2- Institutions and Development	Mini Auditorium CDE Conference Room Virtual Class Room
6.00	Special Screening: Velvet Revolution	J.H. Mini Auditorium
8.00	Dinner	Foyer

Day – 3

Day – 3: 16th December 2017		Saturday
9.00	Screening of Student Films	J.H. Mini Auditorium
10.00	<i>Paper Presentations</i>	
	A3- Digital Audiences B3- Gendered Media Text C3- Newer Landscapes and Audiences	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
11.00	Tea Break	Foyer
11.30	<i>Paper Presentations</i>	
	A4- Children/Young People and Digital Media B4- Gender and Development C4- Political Rhetoric & Public Opinion	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
1.00	Lunch	Foyer
2.00	Panel-7: Indian Media Practitioners Reflections Chair: Ms Geeta Seshu	J.H. Mini Auditorium
4.00	Tea Break	Foyer
4.30	Reports of the Paper Presentation Tracks Chair: Dr. B. P. Sanjay	J.H. Mini Auditorium
5.00	Valedictory Programme Chair: Professor Shashikala Wanjari	J.H. Mini Auditorium

International Communication Association (ICA) Asia Regional conference (ARC) 2017

Communications Research in Digital Age



December 14-16, 2017
hosted by
SNTD Women's University

at

SNTD Women's University, Juhu Campus, Mumbai, INDIA

Introduction

International Communication Association – Asia Regional Conference 2017 (ICA ARC), first ever in India, was held during 14th to 16th December 2017 at SNTDWU (Shreemati Nathibai Damodar Thackersey Women's University), Juhu Campus, Mumbai, India. ICA Conference also marks a notable meeting of communication scholars from around the world. The conference was attended by 122 delegates (**Annexure-1**) from 16 Countries like Canada, Malaysia, Korea, China, Austria, Lebanon, Dubai, Singapore, and many more. It also witnessed not only participation from the world but many parts of India. Total 190 people from 51 institutions (9 from Mumbai+ 21 each from India and outside India) attended ICA ARC 2017.

The Organising Committee received exact 100 abstracts from 20 countries under four tracks. The conference programme (**Annexure-2**) consisted of 52 paper presentations, 7 panel discussions, 3 workshops, student's film screenings, and a special screening of the documentary *Velvet Revolution* produced by Indian Association of Women in Radio and Television (IAWRT) and an Oxford University Press book release. The Conference took place at three venues. The main venue was J. H. Mini Auditorium and there were two other places- Virtual Class Room and

Centre for Distance Education Conference Room where parallel sessions were held.

DAY 1

14 December 2017

MINI AUDITORIUM

Inauguration Ceremony

The inauguration of the ICA ARC took place at 10 am. The chief guest of the Inauguration ceremony was Shri Sachidanand Joshi and Professor Shashikala Wanjari, Vice Chancellor, SNTDWU presided over the function. Dr. Peter Vorderer, Chair, ICA Regional Conferences, and Dr. Mira K Desai, Organizing Secretary – ICA ARC 2017 were also on the dais. The Inauguration ceremony began with Professor Shashikala Wanjari's welcome speech. She highlighted the importance of research in today's age ending her speech with "Let us make this world a noble place to live in." After her speech, Professor Wanjari Felicitated Chief guest of the ceremony Shri Sachidanand Josh and Chair of ICA Dr. Peter Vorderer followed by Dr. Peter Vorderer's speech in which he spoke about the concern of importance of knowledge in society and promoting policies, communication, digital media and culture in the world. He also stated that Internet is playing a major role in the world and we should seize the opportunity to use the Internet. Dr. Peter Vorderer was also proud to say that ICA regional conferences bring attempts to make ICA truly 'international' and it brings together scholars across the globe. In his speech he also said how ICA was a US-dominated Organization particularly working in the US, Europe from past 60+ years and now wants to reach out to Asia. He also expressed his happiness to be at SNTDWU, especially because it is a Women's University. Dr. Peter Vorderer ending his speech requested that delegates do not make this opportunity as only once in a lifetime meeting but to use it to connect and research together in coming future.

Dr. Chandrashekhar Gawali, head of Human Development Department, introduced the honourable Shri Sachidanand Joshi, who was privileged to be the youngest founding Vice-chancellor of Kushabhau Thackre University of Journalism, Chattisgarh. He is known for his prestigious Ph. D. work and scholarly articles on academic issues which received a number of awards. Currently, Dr. Sachidanand Joshi is a member secretary of IGNCA – The Indira Gandhi National Centre for Arts, New Delhi.

Shri. Sachidanand Joshi in his speech stated that he was honored to be the chief guest of the ceremony. Shri Sachidanand Joshi talked about the Digital Age and acknowledged ICA (International Communication Association) effort to reach out to Asia. He further spoke about the current situation in the digital age and also expressed his concern regarding overcoming the problems in the digital age, information overload and all the information stored in the cloud. He advised that one should never forget the human element also giving a special advice for students of mass communication cautioning "We usually forget about smaller things when we look at the bigger things." The chief guest's speech was followed by Felicitation of Dr. Peng Hwa Ang and Dr. Binod C Agrawal, both of whom were instrumental in bringing ICA regional conference to India.

The Inauguration ceremony was ended by Dr. Mira K Desai, Organizing Secretary ICA ARC 2017, by giving the vote of thanks to everyone attending this Conference and sharing some of her experiences in the process of shaping this conference. She also expressed her gratitude to all the delegates and all those who were instrumental in making this conference possible mainly the Vice Chancellor for supporting her throughout the process.

Panel – 1 Transitions in Communication Research Methods
Chair: Dr Binod C Agrawal

Panel 1 began at 11:58 am. Chairperson Dr. Binod C Agrawal started the session by giving a short introduction of the topic and elaborated the history and evolution in communication research methods stating that computers are being used for survey data collection and paper is slowly vanishing in the process of research.

Dr. Padma Rani, Professor and Joint Director, School of Communication, Manipal University

First panelist Dr. Padma Rani, spoke on the communication research methods in the digital era citing examples of new platforms like websites, social media, blogs and so on. She added that the multiplication of devices is happening every day and digital technology is impacting our work, lifestyle, relationship and on our personal and work lives. She stated three important segments of communication research methods are fragmentation, dedifferentiation, and hyper reality. She ended her presentation speaking about the challenges of new research methods and solutions for it.

Dr. Manjushree Naik, Research associate, Media Research Centre, Manipal University

Second panelist, Dr. Manjushree Naik presented possibilities of various kinds of research in newspapers. Dr. Manjushree in her paper presentation said that scientific research can be a challenging task and newspapers and magazines can be a channel of research, especially in management and academic research. In her paper, she has said that newspaper is a useful and diverse source of information and can give researchers more detailed insights on diverse research topics. She also spoke about the usefulness of content analysis, analysis of news readership and analysis of editing in newspaper organizations.

Dr. Shakuntala Soratur, Department of Mass Communication and Journalism - Karnataka University.

Third panelist Dr. Shakuntala Soratur, presented the topic Usage of research methodologies in social media studies. Dr. Soratur spoke about steps, methods, and criteria involved in a number of research methodologies followed by her research questions which were what are popular research methods for content research on facebook, twitter, blogs, etc and are they facilitating purpose for the study. Her work involved research work on 38 papers on facebook, twitter, and digital media's key findings. She concluded by saying that all the research in social media is

based on urban population and there are currently very few books available on digital media technology in Asian context.

Mr. K. Padmakumar, Head corporate communication, School of Communication

Fourth panelist Mr. Padmakumar, presented about radio research in India. Mr. K. Padmakumar, in his presentation, stated that radio and research are usually neglected in India. Currently, there are 201 community radio stations in India which can play an active role in media. He spoke about history of radio, how it turned two-way communication from one way communication till 1995, the emergence of television in radio and the Internet age. He also acknowledged how social media has brought change in the radio world, for eg – we didn't face of the RJs but now we do, he gave newer perspectives on radio research in India and discussed participation models and radio culture.

Dr. Anita Chaware, Associate Professor, Post Graduate Department of Computer Science, SNDT Women's University

Dr. Anita Chaware was the last panelist of the session. Her topic was data telling the story in which she spoke about how different types of storytelling with the help of data like diagrams, charts, etc. With the help of the Internet, data is more impactful by reaching a wider audience. She put light on how even now many people do not know there are models and app on the internet to reach school kids in rural regions. She discussed storytelling model in detail and gave insights on how excel, charts, and maps are also used in storytelling. Dr. Chaware ended her speech by quoting "data gives you the what, but humans know the why"

Chairperson Dr Binod C Agrawal concluded the session which was followed by an interactive Question and Answers round by the active audience.

Post lunch three parallel paper presentations for three tracks were held at three different venues. The papers were presented across THREE tracks: A) Individual and Digital Exposure B) Gender, Culture, Technology and C) Digital Media Ecology. The tracks were further divided into four sessions each comprising of 16 parallel sessions of paper presentations.

Mini Auditorium

A1: Social Media Consumption

Chair: Binod C Agrawal

Discussant: Mr. Dinesh Girap

The paper presentations started at 2:00 pm. Binod C Agrawal, (a well traveled teacher and an international communication research scholar), chaired the paper presentations.

Dr. Hussein Nassar: Assistant Professor Faculty of Information, Lebanese University

Dr. Hussein Nassar presented the first paper titled, "The impact of users' interactions on the attitude toward Facebook advertisements". He said "We have a general attitude towards ads and Facebook ads. In traditional media, it is difficult to gauge whether audience liked the ad or did not like the ad, but with Facebook, we can like, comment and share." The goal of this study was to inspect how these ads influenced our behavior towards the brand. The result of his study was,

"There is a significant positive relationship between the perceived value of interactivity and attitude towards Facebook ads." His co-author could not make it to the Conference.

Dr. Triveni Goswami: Director, Symbiosis School of Media & Communication, Bangalore

Dr. Triveni Goswami presented her paper titled, Social inclusivity or self-actualization: A mediated discourse analysis of Facebook posts of the elderly in urban India. Before starting her paper presentation she joked, "Mark Zuckerberg would be happy to know that everything revolves around Facebook." She questioned "Have seniors taken Facebook only for social inclusivity or has it reached the level of self-actualization?" A status update of a 55-year-old read, "We don't write for comments, we write because it gives them a sense of happiness." In conclusion to her paper she remarked, seniors don't care who has read, they are satisfied with the fact that they have had their say.

Ms. Roshni Nayak: School of Communication, Manipal University, Manipal

The third paper presenter, Ms. Roshni Naik presented her paper, titled, A study of Buzzfeed India as a news and entertainment site in shaping public opinion and its perception users in the form of Facebook comments. She concluded, "Buzzfeed India is a journalistic style, which has blurred the lines between entertainment and information."

Rahul Gadekar: Research Associate MICA, Ahmedabad

Rahul Gadekar presented his paper titled: Developing a Gratifications Scale for Facebook. His research sample was confined to UG and PG students. In conclusion, he said that "This test should be administered to other populations, as well."

Padma Rani: Joint Director, School of Communication, Manipal University

Dr. Padma Rani presented paper on behalf of Sowparnika Pavan Kumar Attavar titled, Parents' Perceptions of Their Children's Access and Use of Smart Devices at Home: A Qualitative Study. She commented on the use of children using digital devices, "Use of digital devices is going to be there. There is a lot of similarity in parents perception and children's usage."

Dr Priyanka Dasgupta could not present in this session due to change in her travel plan. She presented in A4.

CDE Conference Room

B1 Love, Marriage, and Relationship

Chair: Dr. Meera Shankar

Discussant: Dr. Chandrashekhar Gawali

Ms. Anupa Barik, MICA Ahmedabad

First presenter Anupa Baril presented her paper on the topic of Understanding marriage at the intersection of media and technology which she discussed what is marriage and discussed marriage in post-war times, politics of power, relations and responsibility and growth of non-marital families. She also put forward the question of happiness and depth in a relationship in

today's age. The physical and deeply emotional factor was also a part of her paper presentation along with social and technical factors. Ms. Anupa Barik also talked about how Skype calls, calls and emoticons have become a part of today's relationship and marriage shows happening in the digital age.

Ms. Veena N, Gender and Development studies, Asian Institute of technology, Thailand

Ms. Veena N, put forward her paper presentation on Love at the time of Facebook: A study of migrant domestic workers in Bangkok. Ms. Veena spoke about the working conditions of domestic workers from Laos, Myanmar, and Cambodia who come to Thailand. Their emotional conditions are usually weak where they are found lonely, depressed, suicide attempts and more. Government policies in Bangkok do not support migrants but supports to serve them. In her research, Ms. Veena took quotes from respondents where she found that social media like Facebook plays as an emotional and logistic support tool for them also helping them to connect with their family. She further stated that they even find a match for them online in which among 5 women two are found happy and 3 are not. Her conclusion is migrants are both vulnerable in both real and virtual world.

Shrushti Govilkar, Amrut Mody School of Management, Ahmedabad University, India

Ms. Shrushti Govilkar, presented on the topic Identity and Gender in Pre – Matrimonial Communication in Tech World – A match made in Heaven where she discussed how today the decision of marriage in India is divided between individual and families and spoke about differences in marriage generations. Now, when the communication is digital matrimonial websites are used for matchmaking where they can screen out qualities they want in their partner which is rather unrealistic. Not just in the matrimonial website, but their profile is analysed in every other social media to be compared. She also described why there is the change in trend in matchmaking from relatives to the matrimonial website and also spoke about how people fake themselves in social media to be socially accepted by the society.

Vagdevi Puranik and Mr. Shantharaju S, Christ University, Bengaluru, and Mysore University

Ms Vagdevi Puranik and Mr Shantharaju S, co-presented on the topic of Perspective Representation of Gender Trolling in Digital Era, An Emperical of Understanding social media users in the milieu of Gender Subtexts where they spoke about gender representation in media starting with putting ahead examples of south Indian movies and moved ahead with Gender trolling and gender-related jokes on social media, specially women related. Ms. Vagdevi said that young media is homophobic and orthodox and shows concern if the youngsters understand contexts behind such negative trolls. They also presented some data and graphs to give us a clear perspective on this topic.

Dr Sumedha Bajpai, Independent professional,Mumbai, India

Dr. Sumedha Bajpai, presented her case study of KKN (Kanpur ki Naari)- The digital sisterhood who is also the founder of this facebook closed group for females residing in Kanpur. The group founded in November, 2016 already has more than ten thousand members within ten months of its establishment. The main purpose of the group is to empower women in Kanpur and give them

an opportunity and platform to showcase their talents. Dr. Sumedha Bajpai showed concern on how women take themselves for granted after their marriage hence, the tagline of community is "to find yourself." The group has 280 registered sellers which also includes home made products. The community organizes three events month and the KKNs usually meet at Be Your Own Durga workshops. There are various contests also conducted in the group like logo making contest, Majbooti Maa se beti tak and many more. Dr. Sumedha Bajpai said that they are not just a group but one family – The digitally connected sisters also quoting "Together we are and we will make the difference. "

Virtual Classroom

C2 *Public opinion and Digital Activism*

Chair: Dr. Sunitha Chitrapu

Discussant:

Deepti Ganapathy : Narsee Monjee Institute of management studies, Bangalore, India.

Topic: Digital Activism (Power to the common man to transform his a society with shared experiences)

Deepti Ganapathy spoke on how 'The Art of Storytelling' is always prevalent and keeps evolving and since traditional media is not doing it, the need to gain and share new information is increasing. Through the recording of a phone conversation with a case study, she concluded the fact that 'no voice goes unheard.'

Sudha Venkataswamy :

Topic : Protest and Media Narratives- The social, cultural and political interrelationships.

Sudha Venkataswamy explained how public can take the streets in large numbers with their main directive being a change in policies and since the media popularize it, they get a response from the policy makers and the sad part in this is the fact that the media only broadcast a protest when there is drama but not the actual reason behind it. During the question-answer session, an interesting one was asked with the example of an app being popularly used during 'The Arab Revolution' that if social media is being innovated more, what can be used apart from Twitter. To this Sudha, Venkataswamy replied saying, giving the example Whatsapp, being the main app used during The Jalikattu Protest.

There were three panel discussions at three venues as the last session of the first day which began at 4pm.

Mini Auditorium

PANEL 3: Future directions for teaching and research in the 21 st century Digital Media

Chair: Dr. Arpan Yagnik

The panel chair Dr. Arpan Yagnik, Ph.D. in Media and Communication from Bowling Green State University welcomed two presenters and expressed that two presenters from AMITY School did not report for the panel presentation.

Ms. Anita Sareen Parihar, (BHSC, PGDCMC- Pune, TVP, DETV (UK)

Ms. Anita Sareen presented about Scriptwriting Methods using New and Conventional Media practiced by Asian, International Scriptwriters - an insight. She spoke about how "Audience IS the media" and accessibility of freeware to facilitate filmmaking for further broadcasting. She concluded her paper with, "While great technology can never replace great teaching, we need to work with teachers, educators to leverage technology to make learning more personal and productive."

The second presenter, Mr. Pranay Rupani, presented his paper, titled "Journalism education in the age of convergence." He put forth a question to his audience for introspection, "Does convergence of technology mean convergence of thought?"

Panel – 2 ICA and Indian Communication design in 21st Century

Chair: Dr. Sanjay Ranade, Department head, Mass communication and Journalism, University of Mumbai

The session began at 4:14 pm, by chairperson Dr Sanjay Ranade giving a brief on Journalism – European and American Ideology and also showing concern on how India adopts European and American concepts by giving example of we teach Industrial Psychology and Agricultural psychology, and Indian jobs are defined in Euro – American standards and suggested that we should start using our tradition and come up with things like – Apps with Indian designs.

Professor Dr. Shubhada Joshi, Professor, and head of the Department of Philosophy, University of Mumbai

Dr. Shubhada Joshi spoke on the topic of Indian Communication Design – A field for academic study, livelihood and life skills development where she stated that treasure of knowledge and wisdom is India and discussed topics, size, methods, and fonts of India that can be used in academics and put forward Nyan Philosophy – which is how to think about appropriate reasoning. She also discussed a number of India and Sanskrit concepts like Varak, Charcha, Sankhya, etc that can be used in communication and said that even today when print media and Google is available we still need our oral traditional knowledge and asked us to encourage Indian communication of knowledge and wisdom, he overall speech gave us a very beautiful insights on how traditional India method can be proved impactful even in Digital age and communication. She quoted that "Thoughts has a form, and can be represented in an ideological way. "

Dr. Radhakrishnan Pillai, Deputy Director, Chanakya International Institute of Leadership Studies, University of Mumbai

Dr. Radhakrishnana Pillai spoke on the topic Leadership communication in India – Past, and Present. Dr. Radhakrishnan started his discussion with traditional methodologies used for leaders which were making performance reports, philosophy for thought process and more. He also stated that leaders and philosophers are connected. He also surprised that audience by putting light on effective ancient models of communication. He also expressed in views how one miscommunication led into wars in nation and ended his session by quoting "We need to build

up institutional memories for future leadership"

Dr Mangesh Karandikar, Dean, Deviprasad Goenka Management College of Media studies, Mumbai

Dr. Mangesh Karandikar, presented on the topic of Knowledge – wisdom communication in Indian tradition started by talking about mindful communication and informing about apps like edu Sanchar which is used for teaching communication theories and the common age people who mostly use the app are between 18 years- 35 years, and also presented a graph on usefulness of the app. He also discussed digital marketing and Marathi version of various apps – Madhyan Geetams and presented objectives of these objectives and talking about other concepts like clay modeling which somewhere helped 3D designs. He ended by quoting "All media students have to make things only for one – audiences "

The chairperson Dr. Sanjay Ranade concluded the session by giving a brief overview of entire session and putting his perspectives on them like Indian communication is not focused on communication like rest of the world but instead Intrapersonal communication with thoughtful and humorous examples like how we just say "bring that" and the "that" is understood and brought. He ended the session by quoting "Communication is meant to persuade you to do or not to do something." The session was ended by an interactive Question and Answers session.

Panel-4 Panel Innovations in Journalism Education

Chair: Dr. Mira Desai

Peng Hwa Ang, Fellow and ex-president ICA (International Communication Association)

Topic: Exposure Trips.

Peng Haw Ang said that how in their school, the children are sent to developing countries to write reports. Thus strengthening their confidence and seeing the larger world. He also spoke on how organizations raise money for educational institutions so that they can take their students on exposure trips.

B P Sanjay :

Topic : East Meets West

He explained how the distinction between legacy media and new media has not fully happened in the East as it has in West and how there are more people who follow media but less who lead them.

Robyn Goodman: presented through video.

Topic: Challenges and Innovations in Journalism Education

She spoke about how liquid journalism and transmedia are the future of journalism. She quoted on liquid journalism saying 'What media is to us is what water is to fish'.

Mira Desai: SNTWU

Topic: Indian Journalism Education Innovation

Mira Desai highlighted the problems in journalism education such as journalism being looked upon more as a technology rather than written journalism and the resource such as teachers being

limited along with fake news.

Colin Agur :

Topic: Gamification as Pedagogy

Colin Agur brought a new concept where the features of gaming are taken and applied to real life. Students are taught to step outside their comfort and asked to sink into grand adventurous experiences which can indirectly help them to manage real-life problems.

DAY 2

15 December, 2017

The day began with three parallel Workshops at three different venues. All the workshops began sharply at 9: 00 am.

Mini Auditorium

Filtering information overload – Google Power Searching and Offline Information management by Professor Umesh Arya

The workshop proved very helpful for all the attendees of the workshop. The objectives of the workshop as said in its theme was convenient power searching method and technology determination approach, managing files effortlessly, identifying right practices of information behavior, using right keywords, formats, neighboring words, applications, etc to need to be burdened by information overload. Professor Umesh Arya said that to be successful we need to be fully aware at the moment, and information overload somewhere hinders it. He also quoted "Do not seek for information which you cannot use". His savvy methods for filtering search proved helpful to each and every person present in the audience and they now say that they know how to use information filtering techniques and not to be a victim of information overload.

CDE – Conference Room

Deepti Ganapathy, Narsee Monjee Institute of management studies, Bangalore, India

Topic: Shift in Power

Deepti Ganapathy started by asking ‘How does an organization or brand communicate with you?’ After all the answers, she concluded saying that organizations use their employees to talk outside and build a positive relationship with their customers as well as build a two way communication with them.

VIRTUAL CLASSROOM

Big Data Research and Methodologies for Social Media, Communication and Journalism by Anuradha Bhatia

This workshop was attended by approx 30 people. The objective of the workshop was, to understand the methodologies, research, and strategies of Big Data in social media. She revealed how emoticons came into being, "Anything that you express has already been analyzed." She explained what Big Data is with the help of theories such as, Data Pyramid. "The fundamental challenge of Big Data is not collecting data, but, it is making sense of that data." She spoke about various Big Data tools in terms of social media, naming YouTube. YouTube allows its user to

monitor their channel's performance, by making use of various demographics and statistics. In the context of social media, she spoke about how Instagram and Twitter rely on hashtags. "Hashtags makes data searchable." Hence, it is recommended for users to make use of multiple relevant hashtags. She spoke about the Twitter population, the majority of it comprising of "self-promoters", and the minority being "good information." She concluded the workshop with a round of Questions and answers where in the audience had their questions answered.

Mini Auditorium

PANEL - 5

Asia's responses to media globalisation

Chair: Dr. Doobo Shim, Dean, Department of media and communication, Sungshin University

This Panel began at 11:30 am after breakfast and tea. The Panel chair made a power point presentation on the topic Popular Culture: South Korea's new exports where he spoke about Korean waves and K- pop (Korean pop music), history of K- pop and its current popularity around the globe. He further discussed recent changes in Asian media and media globalisation, also talking about the popularity of K – dramas (Korean dramas) in parts of Asia and other parts of world and remakes of popular Korean Drama like Boys over flowers in many other countries. He also spoke about the increased interest and participation in South East Asia film festival, how Korean stars are turning sponsors, and How political economy of South Korea has witnessed a rise due to the emergence of this new Korean fandom or Korean Wave all over the world. He also concluded by saying that Korean films, k – pop, and K- drama has largely been seen influencing majorly other Asian and European countries and rest of the world.

Dr. Kwang Woo, Research Institute for information and culture, Korea University

Dr. Kwang Woo spoke on the topic of South Korean Historical drama in Summer 2017: Anarchist from the colony and the battleship Island, and discussed the Korean shows on the war themes like Korean war (1950-1955), Japanese Occupation period (1910-1945), Choseon Dynasty (1392-1910). These dramas are mostly broadcasted in summer and holiday seasons. He educated the audience on the shows with above themes for example famous show like "The last princess" was based on Japanese occupation period. He also put forward historical approach and research questions and gave us insights on ideology, cultural and social life in past and audience responses not only in South Korea and Japan but other Asian countries.

Dr. Shim Dong Kim, Hallym University, Korea

Dr. Shim Dong Kim, spoke on the topic Cross-border television in East Asia – China's consumption of Korean Tv in which he spoke programs and formats exports in China. As Korea is between North Korea and China, there are not many differences in the two countries, K – dramas are alternative for Netflix for the Chinese population. He briefly discussed early Korean Television in China and production Technology transfer further talking about why Korean Television is welcomed and admired in China and said before it was one-way traffic from Korea to China but Co-production led to Entertainment Evolution which is known because of Korean – China collab.

Mr. Charles Jung

Charles Jung, spoke briefly on Ethnic media activities and global migration in a Korean Context where educated us about Ethnic media activities in Korea and Asian diversity. He included multicultural society in Korea, Background of Multicultural society and understanding and critiquing of media and concluded his presentation by putting forward research methods and results.

The panel discussion ended by Chairperson Dr. Doobo Shim talking about similarities and differences in Indian and Korean media, community media and community media followed by an interactive and very interesting Question and Answer round between the panelist and audience who seemed to be very curious knowing about Korean media and culture.

Panel-6 The Digital Turn in the Indian Media Economy

Chair: Shin Dong Kim (Hallym University, Chuncheon)

Post lunch Panel-6 began with the Book launch of “The Indian Media Economy” by Oxford University Press and the panel members many of whom had chapters in this forthcoming book. There was a brief power cut on the campus leading to absence of technology for a while. Once electricity was restored, the panel began by the chairperson Shin Dong Kim addressing the audience about the topic and adding some inspirational and humorous words to his opening speech followed by launch of the book – The Indian Media Economy, Oxford Publication where ICA fellow and past presidents Professor Peter Vorderer and Professor Peng Awa Ang, commented on the wonderful concept of the books and said "you know what you have to while leaving this room."

The panel members made presentations on their topics followed by discussions and question-answer.

Mr. Shishir Jha, Professor, IIT Bombay

Mr. Shishir Jha spoke on the topic Building Digital Capabilities: A close examination of Indian entertainment industry where he examined digital competencies in media economy and Digital Turbulence, briefly talking about growing internet users expected to be in millions and online websites and apps like Amazon is also expanding in regional language. He even spoke about how because of Youtube even Bhojpuri content is becoming more popular and how it also helped movies like Sairaat (Marathi film) crossed a collection of 100 crores ending his speech with properties of digital content, ease of replication and distribution and chapter overview.

Sunitha Chitrapu, Sophia Polytechnic

Ms. Sunitha Chitrapu presented about labour in globalization Bollywood and her concerns for inequalities in Film and TV production, negligible attention, class, gender, infrastructure, and functions of the association. She also spoke about globalization and its benefits and concluded by research on media labor in Mumbai will bring about opportunities to understand social totality which will help in unfolding Indian Media Economy.

Scott Fitzgerald, Curtin Business school, Curtin University, Perth

Dr. Scott Fitzgerald talked about professional logics in Indian Journalism beginning with an overview of the topic, and talking about the practise of Journalism with an in-depth discussion on complementary and competitive logic, commercial and political logic, and Journalistic Union: structural and associational power and lastly concluding with the professional logic of Indian Journalism.

Vibodh Parthasarathi, Jamia Millia Islamia, New Delhi

Dr. Vibodh Parthasarathi presented on Media as an economy of markets: Multiple and overlapping markets in Indian Media Economy. He spoke about the methods of Indian media economy, digitalization in content market, multiple media market, languages and segments of media markets. He also discussed the scholarships available and proposals made and helped the audience understand media market with the help of multiple media and overlapping media markets. He concluded his session by giving acknowledgments to everyone.

The overall panel discussion was concluded by Chairperson Dr. Shin Dong Kim by giving a short summary of the panel discussion with a Question and answer round between the panelist and audience.

Again three parallel sessions were held where papers were presented by the delegates at 4 pm.

Mini Auditorium

A2 Digital media application

Chairperson: Professor Peter Vorderer

Discussant: Ms Prabha Nair

Mrs. Anita Sareen Parihar, PGDMC, Pune

Mrs. Anita Sareen Parihar, spoke on scriptwriting methods using new and traditional media literacies where she first spoke about scriptwriting methods and the communication research in the digital age. She proceeded with studies using script writing methods and briefly described the context of her present study also declaring judgments based on it. She also presented data on purpose and outcome of the context of the study, along with her research methodology, summation and implication and concluded with saying that script writers can also be mediators and facilitators, her presentation encouraged educating questions from the audience to which she has commendable answers.

Nidhi Martin, Research students, Bharati Vidyapeeth Deemed University, Navi Mumbai

Ms. Nidhi Martin put forward her research paper on A study of the usage of a mobile application for oral health – A perspective of the Individuals towards digital media where the audience were thrilled to hear about the usage of the mobile application for oral health. Ms. Nidhi Martin gave a brief introduction on her subject and also presented usage of mobile phone for oral health care and educated the audience on types of oral health problems and our daily habits which leads to them. She practically showed everyone the application which had a hospital set up and concluded her presentation with defining the aim and uses of her studies.

Ms. Komal Shah, EMMRC, Ahmedabad

Ms. Komal Shah spoke on her study Mobile Internet ban that happened in Gujarat. He presented her Hypothesis, and aim of her studies and made the audience with the data tabulation and

sampling method she used in her study. She spoke to the recipients who experienced mobile internet ban in Gujarat and surprised us by saying Young age group was least affected as they ban was made only on the mobile internet and cyber cafe and other wifi networks apart from BSNL were still in use. She also put forward the results in which she described the optional methods use by people with her key findings and concluded her presentation followed by a very interesting Question and Answer round.

Dr.Prabha Nair concluded the session by giving her perspective in the topics presented and said she was fascinated by knowing that people do not even remember there was a mobile internet ban and thanking all the speakers for presenting their impactful insights.

CDE Conference Room

B2 Identity and Community

Chair: Sudha Venkataswamy

Discussant: Dr. Saroj Datar

Jinu Jacob, Manipal University, Manipal, India

She presented on the topic: A Study of the Malayalee- Qatar Diaspora Studying the Malayalee living in Qatar. She came to the conclusion that the Malayalee use ethnic media as a way to reinforce their identity and being in touch with home.

Jerry Joseph, University of Mumbai, India

Mr Jacob presented on patterns in the representation of social and religious issues in social media. He studied the conversations of a Catholic WhatsApp group, Jerry Jacob gathered the information that they pass new information to keep the members encouraged to follow the religion. 43% of the conversation in the group is actually social while only 28% is religious. Sudha Venkataswamy said that Jerry should have studied more on topics for better and detailed representation.

Virtual Classroom

C2 Institutions and Development

Chair: Prof Dr. Azirul Halim Yahya

Discussant: Ravindra Chincholkar

Komal Shah (Jr. Research Officer, EMMRC, Ahmedabad)

Dr. Komal Shah presented her paper, titled Participatory Observation report of MOOCs, launched by MHRD, India for Higher Education. Her paper focused on the language barriers in institutions. She said, "Language is a barrier". Her conclusion ended with a recommendation, "Institutions should run in two languages. For example, in English and Hindi.

Garima Gupta, (University Department of Extension Education S.N.D.T Women's University, Mumbai)

The second presenter, Garima Gupta, (University Department of Extension Education S.N.D.T Women's University, Mumbai), presented her paper titled Strengthening Social Accountability In Service Delivery Of Mid Day Meal Programme Of India: Role Of Digital Technology. According to her, Social Accountability means, strong voice and strong impact. She revealed shocking statistics, "Out of 29 Indian states, only 20 states had websites. Only 20 of these state

websites are linked to the main MDM website of the Government." The MDM program is not just confined to websites. It also has a mobile app, used by Schools. It helps the school to access stats such as, hit count and attendance.

Venugopal Gowda, (DoS in Journalism and Mass Communication Manasagangotri University of Mysore)

The third presenter, Venugopal Gowda, (DoS in Journalism and Mass Communication Manasagangotri University of Mysore), presented his paper titled, Understanding Impact of ICT in Agriculture Sector for farmer`s Development: A Study of Hassan District. The importance of ICT in Agriculture is that, ICT tools can enhance the agricultural behavior in farmer's society towards adopting the sustainable method. There are ICT platforms especially for agriculture, web portals like AGMarket and Krishi Maratha Vahini to name a few. There are reasons why ICT in agriculture has not been adopted. Firstly, there is a lack of awareness. Secondly, it is difficult to use. Thirdly, lack of ICT facilities. These are the top three reasons. In conclusion, ICT services are not reaching the farmers in a systematic way. Government policies on ICT in agriculture have to be framed in order to uplift the farmer's socio-economic status.

Dr. Wan Norbani Wan Noordin, (School of Communication Studies Auckland University of Technology)

The fourth presenter, Dr. Wan Norbani Wan Noordin, (School of Communication Studies Auckland University of Technology), presented her paper titled, Introducing PublicOrganisationRelationships(POR) and Public-Others-Relationship (POtR) as constructs of reputation. It started with an introduction to Reputation and Public Relationships. "Traditionally, the two areas of research have remained separate and few attempts have been made to connect two in order to advance theory and research(Ni,2012)" "???"quote copy pasted from PPT in literature review??? In conclusion, Publics act as agents for relationship building through their conversations, have a vital role in POR and reputation landscape and thus contribute to the formation of reputation.

Dr. Alla Kushniryk, (Department of Communication Studies Mount Saint Vincent University Halifax, Nova Scotia)

The fifth presenter, Dr. Alla Kushniryk, (Department of Communication Studies Mount Saint Vincent University Halifax, Nova Scotia), presented her paper, titled, Use of Content and Network Analysis in Assessing Organizational Communication Effectiveness on Twitter. She started her presentation with an introduction to "Netlytic", a cloud-based text and social networks analyzer that can automatically summarize and discover social networks from online conversations on social media sites. She studied various libraries and their activity on respective twitter handles. The effectiveness of a tweet depends on multiple factors such as message content and velocity, to name a few. In conclusion, the library should reply to its patrons' tweets, retweet patrons' tweets and follow other Twitter users.

MINI AUDITORIUM

Later in the evening, a special screening was held for the movie "Velvet Revolution" where six women directors take their lens up – close to women making news Directed by Illang Illang Quijano, Phillippines, Deepika Sharma, India, Pochi Tamba Nsoh and Sidonie Pongmoni, Cameroon and Eva Brownstein, USA/Bangladesh. Nupur Basu and Prof Radha Misra briefed

people prior to the screening about the project and responded to the question-answer post screening. The evening ended with two cultural performances- Ghumar (Rajsthani folk form) and Kathak, a classical dance form by students of P V Polytechnic and dinner for all the delegates.

DAY 3 **16 December 2017**

MINI AUDITORIUM

Day 3 started at 9am with the screening of short films made by five educational institutions of Mumbai and Pune which were Sophia College, Tata Institute of Social Sciences, Symbiosis Institute of media and communication (Pune), SNTD women's University (Pune), and SMT P N Doshi Women's College, Mumbai. The films were based on a variety of social issues and were widely appreciated by the audiences. Post screening brief discussion about student film projects was done by three teachers- Dr Ruchi Jaggi from Symbiosis, Dr Sunitha Chitrapu from Sophia and Dr Mira K Desai from SNTDWU. Audiences shared their comments and observations and few of the film makers who were present responded to those remarks.

Parallel paper presentations were done at three venues which began by 10 am.

Mini Auditorium

A3 Digital Audiences

Chair: Dr. P J Methew Martin

Discussant: Dr. Anita Chaware

The first paper presentation began with the introduction by the Chairperson.

Ms. Binitha Anna Jacob, Manipal University

Dr. Binitha Jacob presented her study on Media usage by differently abled people and their inclusion: A study on deaf and hard hearing where she first spoke about how they are mostly portrayed in media which is mostly filled with pity and sympathy. She presented a data in 2,69,14,994 according to data provided in 2011 census of India is disabled population and 50,72,914 are hearing impaired. She further added methodologies and tools used in her surveys and interviews she conducted. In her analysis and result, she expressed the apps hearing impaired people usually use which is mostly video calling feature of WhatsApp and less or twitter. She also educated the audience on the topic of online communities, apps, and sign TV channels made for their assistance.

Dr. Munmun Ghosh, Assistant professor, Symbiosis Institute of media and communication

Dr Munmun Ghosh spoke on analysing the digital exposure of Senior Citizen in India where she put forward her research of past 8-9 months and provided data for age groups of 60 – 80 years and more than 80 years where age group of 60 years to 80 years are found quite active on internet most of the things they like to do is to read emails, papers, video calling, etc. Another important internet apps they use are food delivery apps and banking apps which proves very much helpful for them. While the population of 80 years and more prefer avoiding mobile phones and internet majorly.

Dr. Suchitra Pattnaik, Assistant Professor, Central University, Hyderabad, India

Ms. Suchitra Pattnaik presented on the topic of a study on the credibility perceptions of Digital news audiences in India in which she studies digital news consumption in India and also examining patterns of online news consumption pattern by Indian Public and factors that affect the credibility perceptions of digital news audiences. She also spoke about fake news and methods of distinguishing fake news from real news. She also added that today's news content is customized for social media news consumers.

Deepanshi Khatreja, School of Communication, Manipal University, Manipal

Ms. Deepanshi Khatreja presented on adoption and adaptability to New Features by Social Networking Site users where she spoke about preferences of social media networking site users and in detailed discussed all the social media platforms like facebook, twitter, Snapchat, Instagram, etc. She included segments of common feature like 24 hours stories, live feature, disappearing message, and more concluding by putting her methodology Questionnaire, and analysis interpretation. According to her results, Facebook is the most used social media and she put forward in her results the reasons to use all the above-mentioned apps.

Discussant of the paper presentation Dr. Anita Chaware ended the session with giving remarks on each presentation and suggested that we should all come up with solutions to the problem we are facing in the digital age.

Virtual Classroom

C3 Newer Landscape and Audiences

Chair: Vibodh Parthasarathy

Discussant: Niraj Mankad

Sashobhan Patankar: Symbiosis Institute of Media and Communication, Pune, India

Topic: Television News on Social Media

Sashobhan Patankar discussed how legacy media organization are using the internet for news dissemination and gathering. The change in internet development leaves no option but for the news and media channels to broadcast their content everywhere.

Sasha Mehta: Amrut Mody School of Management, Ahmadabad University, India

Topic: Comparative Study of Network and City

Sasha Mehta believes that the identity of a city lies within its mobility and accessibility and that language is what helps us to distinguish between two things and without it, we would not be able to say one thing from another.

Vivek Sharma and Nivodita Pande: Assistant professor, Jagran Institute of Management and Mass communication, Kanpur, India

Topic: Studies on Youtube

On studying the videos of the top 50 sports videos on YouTube, Vivek Sharma and Nivodita Pande learned that the elements required for a viral video are the presence of a sports or music star or a fight. They believe that the sports broadcasting industry is based on sports and entertainment, namely termed as 'sportainment'.

Kiranjit Kaur: Faculty of Communication and Media studies, Selangor, Malaysia

Topic: Digital Inclusion of a Marginalized Community, the aging population.

Kiranjit Kaur spoke on the fact that considering the potential of the internet users, it is vital to empower older adults to embrace it. She believes that they should have an equal opportunity in the participation online.

Leslin Bastian: Co-ordinator, Center for media studies and entertainment studies, MICA, Ahmadabad, India

Topic: Changing Digital landscape of India- A Case of Video on demand Content and Applications

Leslin Bastian highlighted on the fact that the new TV apps are changing the content of traditional TV. After that online survey on 300+ people, Leslin got the results on 80% people preferring to use their mobile to watch TV.

K P Anuradha and Manjiri Bhalerao (10:56 am): Sir Vithaldas Thakersey College of Home Science, SNDT University, Juhu, Mumbai.

Topic: Use of Social Media Marketing in Hotel Industries

K P Anuradha and Manjiri Bhalerao during their study explained how hotels are using social media as a way to get positive or negative feedback. The hotels mainly make use of Facebook to advertise new offers and reply to queries.

CDE – CONFERENCE ROOM

B3 Gendered Media Text

Chair: Prof Francois Heinderyckx

Discussant: Dr Putul Sathe

Dr Ruchi Kher Jaggi: Associate Professor & Director, Symbiosis Institute of Media & Communication, Symbiosis International University, Pune

Dr. Ruchi Kher Jaggi presented her paper titled, Sexist Narratives on Social Media – A Discourse Analysis of Public Comments Post the Supreme Court Verdict on the Delhi Gang-Rape Case. The day of judgment was analyzed with 253 comments made on various social media accounts. She cited evidence to support her study stating that, South Africa has the highest rape per capita prevalence. It makes a relevant point in the Indian context, because, stats provided by the Government of India indicate that a woman is raped every 20 minutes. The influence of the media being so strong that, the real name of the victim, Jyoti Singh, is nowhere, but the name was given to her by the media, "Nirbhaya", is everywhere. Hence, the name "Nirbhaya case."

Benson Rajan: Assistant Professor Media Studies, School of Business Studies and Social Sciences, Christ University BGR Campus Bengaluru

The second presenter, Benson Rajan, presented his paper titled Social Media and Gendered Sufi Music: A Case Study of Qawwali in YouTube Channels. The focus of the study was on female Qawwali singers representation on various YouTube channels, such as Coke Studio(India and Pakistan), Nescafe basement(Pakistan) and The Dewarist. The statistics revealed that, out of a 114 total number of Sufi songs, female Qawwals were only in 4 songs. The total number of Sufi songs with female representation was highest on Nescafe basement, mainly because "It (Nescafe basement) has been there for a longer time", said Benson.

Sneha Samaddar: Symbiosis Institute of Media & Communication, Symbiosis International University

The third presenter, Sneha Samaddar, presented her paper, titled, 70 Years of Partition- A Self-Reflection of Gender and Trauma. She said, "Oral narratives offer a distinct and new perspective on history." She showed us two videos, one of them by Joginder Singh Sethi, where he spoke about the betrayal of a Muslim friend and how it has bitten him psychologically. She said, "Such emotional aspects of partition find little reflection in written history."

A4 Children/Young people and Digital Age

Chair: Professor Radha Misra

Discussant: Shilpa Hattaingadi

Dr. Devina Sarwatay: Department of Communication, University of Hyderabad

Dr. Devina Sarwatay presented on What's the story here? Children in the digital media landscape. She also spoke about technology to help normal people and presented data from The Hindu and Hindustan times, proceeding with her presentation she spoke about cyber crimes in which young girls have been targeted more and ended her presentation with solutions to it.

Ms. Mudita Mishra: Assistant Professor, Symbiosis Institute, Pune

Ms. Mudita Mishra, presented on OTT Video on Demand: A study of Digital entertainment consumption patterns among Indian millennials where she spoke about the OTT rage and rise of video on demand phenomenon. She included Netflix, Amazon Prime, Hotstar and Indian TV Daily soaps in her research which also included relative TV, Original content and sports entertainment like IPL(Indian Premier League). She then spoke about the millennials and said that this generation has witnessed a major technology shift in the shortest time span. She concluded with presenting industry reports and putting forward the literature reviews, limitations, scope and research objectives.

After hearing Ms. Mudita Mishra. Professor Radha Misra couldn't help but share her personal experience on the topic in a very beautifully nostalgic way.

Dr. Hussein Nassar from Lebanese university presented on behalf of his colleague. He spoke issues related to cyber safety for children and apologized as he was supposed to present with his Colleague Dr. Nabil Oumais who could not make to India due to unfortunate health issues.

Ms. Shilpa Hattaingadi concluded by summarizing the discussion and also telling that digital media is a powerful wave for children and that it helps children's to not to rely on other and we as an adult should help to build internet and cyber safety and listen to children voices.

B4 Gender and Development

Chair: Dr Ruchi Kher Jaggi

Discussant: Dr. Scott Fitzgerald

Ashiyah Rahmani-Shirazi: School of Communications Doctoral Fellow, University of Hawaii, Manoa

The first paper presenter, Ashiyah Rahmani-Shirazi, presented his paper titled, Women's mutual support and voice using mobile devices and community radio in Rural Fiji. He said that "...due to women's network, they had an emotional connect. They have voices of all the members heard in the interactive group. They have a better understanding of each other."

Sharanya J Stanley: MICA, Ahmedabad

The second presenter, Sharanya J Stanley, (MICA, Ahmedabad), presented her paper titled, The Impact of Social Media on Culture: A Case Study on the Jallikattu Protest. It was a protest against foreign companies. In recent news, SC has considered plea against Jallikattu. According to Sharanya, "Jallikattu forced these companies to come forward and admit their doings."

Dr. Ravindra Chincholkar: Department of Mass communication, Solapur University, Solapur

The third presenter, Dr. Ravindra Chincholkar, presented his paper titled Smartphone: Bridging the Digital Divide. The statistics revealed that out of 77% smartphone users, 33% used simple mobile phones. Rural people used mobile majorly for WhatsApp(69%), Facebook(44.5%) and Games(34%). In conclusion, the smartphone has changed the entire scenario in rural India and it has helped for bridging the digital divide. In terms of gender, there are more male users than female users.

Manjula Venkataraghavan: Assistant Professor, Sr.Scale, SOC, Manipal University

The fourth presenter, Manjula Venkataraghavan, presented her paper titled A study on the use of mobile phones among women living with HIV/AIDS in Udupi Taluk. There is a stigma attached due to HIV positive condition. As a result, such women are socially withdrawn. They avoid seeking professional medical help unless necessary from hospitals fearing unintended disclosure of HIV. Here, how mobile phones have helped is by, sending reminder notifications in the form of SMS. It is easier for such women to communicate via text. In conclusion, mobile phones have aided the process of such women recovering from HIV by sending reminder notifications and made seeking counseling also easy.

C4 Political Rhetoric and Public Opinion

Chair : Chandrashekhar Gawali

Discussant: Mr. Rajesh Wankhede

Francisco Rui Cadima: Professor, Avenida de Berna, Lisboa Portugal

Topic: Media, Diversity, and Globalization In the Digital Era

Francisco Rui Cadima briefed us on how the emergence of fake news has become a problem these days and the fact that the information cycle is depending more on social media platforms gives them more power over news than ever.

Neha Saluja and V Anand: Symbiosis center for research and innovation, Symbiosis International University, Pune, India

Topic: Twitter and the Indian Prime Minister

Neha Saluja related to the 2014 Election Campaigns and how Twitter has redefined the means by which politicians distribute their messages. They make use of Twitter to spread spirit and development to the people.

Priyanka Dasgupta: Assistant Professor, Amity University, Dubai

Topic: Extending the Cognitive Meditation Model- Facebook in Spurring Political Party in the youth in India.

Priyanka Dasgupta highlighted on the scary and sad fact of how the youth on Facebook are more likely to think about a certain political party because of its affiliation rather than their political knowledge.

Usha Rodrigues and Michael Niemann (12:30): senior lecturer, journalism, school of communication and creative arts, Burwood campus, Deakin University, Australia

Topic: Beyond Election Campaigns

While talking about Demonetization in India, Usha Rodrigues spoke about how it was said that 90% of the people agreed to it. She also thinks that Narendra Modi is using Twitter in a good way and that new technologies are taking over traditional social media.

Mini Auditorium

Panel - 7 Indian Media Practitioners Reflections

Chair: Ms. Geeta Sesha

Ms. Geeta Sesha started the session by speaking on and growth rate of publication by providing prominent data in the field. He also spoke about growth in television along with print media and about the fundings of this growth. He also expressed concern about business houses moving into media like Reliance, etc, also talking about future of digital media.

Atul Dube, Advertising

Atul Dube spoke on advertising, he began with Doordarshan and then moved to Television during the 80s era and explained how it was like without digital cameras before and then moved to 90s when mobile and technology started becoming a part of media. He also expressed his views why today's generation does not use traditional media and the impact of digital media in today's age. He quoted " The nail is getting sharper, you do not need a big hammer."

Dr. Nitin Malekar, Public Relations

Dr. Nitin Malekar spoke about newspapers consumption in India. He quoted that only 2% of Indian population read English newspaper. He further described readership of publications, and how it is now possible to exactly say what a person is buying I which place. He also said that today, every person is an editor due to social media. He also discussed youth perspectives, news value and entertainment value in his presentation.

Kushal Inamdar, Music

Mr. Kushal Inamdar from musical background spoke about changes in music through ages starting with analog. He talked about the time of cassettes to digitalization. He very humorously spoke about the changes in age due to digitalization and said that Tsunami of the digital era has hit us, also saying that now there is no master and only copies which means no difference between the original and copy. According to him today anybody knowing keyboard would make

music.

The panel discussion was followed by an hour-long interesting question and answer session which made everyone in the audience think about changes that are happening in today's world and the problems and solutions related to it for media educators and students as well as researchers.

Professor Radha Misra ended the session by sharing some of her beautiful insights on digital age and as promised earlier with a joke which was a message she received when she was upset today that was " I am here for you" to which I replied "Thanks, I need this in such moment of misery" to which I got a reply that "I am your uber driver".

MINI AUDITORIUM **Valedictory Function**

After tea break, at 4:30 pm, formal programme of closing ceremony began. Ms Rajni Nair, Faculty from Usha Mittal Institute of Technology, SNDTWU who also anchored the inauguration function was the host of the programme. She invited Ms Divya Karla Student of Human Development Department who briefly reported the overall outcome of the three days proceedings.

Professor B. P. Sanjay, Pro Vice Chancellor of University of Hyderabad presented his remarks on different presentations tracks and remarked that based on his hearing experience he congratulated SNDTWU on this successful completion of ICA- International Communication Association – Asia Regional Conference. He added that it was a well organized three day interaction and he pleased to learn about resources of delegates from different countries. He also spoke about Paper presentations which were reflections of broad spectrum, fresh perspective and we could take away a lot from this conference. He also suggested that we can all work together on what we can improve as we all have similar themes of concern. In the 52 paper presentation, he realized that digital age is information driven and he was delighted to so many international institutions coming together for the conference. His major and last point was he was really proud to see students attending the conference and being an encouraging part of it.

Dr. Sunita then introduced Chief Guest of the closing ceremony Mr. Jerry Pinto, Author, who is Journalism professor at Sophia College, also part of NGO – major and award winner of a list of awards. He began by saying "how smart Ph.D. makes you." continuing with the story of his digital life from 1999, and then young people of today. His speech was full of humor and intelligence. His speech was followed by felicitation of Professor B. P. Sanjay and Professor V.N. Magare, Pro Vice Chancellor SNDTWU. **Prof Peter Vorderer**, Chair ICA regional conferences and Ex-President ICA said that his three parameters of successful conference are hospitality, intellectual climate and punctuality. This was the conference he was expecting from SNDTWU. **Prof Francois Heinderyckx, Ex-president ICA** reminded everyone about the objectives of ICA (International Communication Association) which is to bring all the scholars together from different region and bridge the gap between them. He spoke about adopting each other's methodologies and theories which would bring creativity in diversity. He further added that he would like to thank SNDTWU for the wonderful hospitality and he can now say that this

was a successful conference.

The best student volunteers chosen by the venue in-charges were felicitated by the members on dais. **Professor V. N. Magare**, was invited on the stage to say few words. He said that conference is an intellectual exercise and he congratulates all the research scholars and delegates for making it a successful conference. He could see cheerful and enthusiastic faces with a beautiful smile on everyone's faces which says it is a sign of successful conference. He ended by saying a quote from Buddhism "Thought makes a man."

ANNEXURE-1			
ICA Asia Regional Conference Participants			
Countries			16
1	Australia		
2	Austria		
3	Canada		
4	China		
5	Germany		
6	India		
7	Korea		
8	Lebanon		
9	Malaysia		
10	Netherlands		
11	News Zealand		
12	Portugal		
13	Singapore		
14	Thailand		
15	UAE		
16	USA		
Institutions			No
	Outside India		21
	Outside Mumbai		21
	From Mumbai		9
			51
PEOPLE			
	International		36
	National		86
			122

	Volunteers	42	
	Support staff	26	190
	OUTSIDE INDIA		21
<i>No</i>	<i>Name of Institution</i>	<i>Place/Country</i>	
1	Amity University	Dubai	
2	Deakin University	Australia	
3	Auckland University of Technology	Australia	
4	Mount Saint Vincent University	Canada	
5	Universiti Teknologi Mara UiTM	Malaysia	
6	Unitec Institute of Technology	News Zealand	
7	Asian Institute of Technology	Thailand	
8	Penn State University	USA	
9	University of Minnesota	USA	
10	Nanyang Technological University	Singapore	
11	Université Libre De Bruxelles (ULB)	Brussels	
12	University of Mannheim	Germany	
13	Sungshin University	Korea	
14	The Research institute of Information and Culture	Korea	
15	Hanyang University	Korea	
16	Sangji University	Korea	
17	Hallym Univerity	Korea	
18	Curtin University, Perth	Australia	
19	Avenida de Berna, Lisboa	Portugal	
20	Lebanese University	Lebenon	
21	University of Hawaii, Manao	USA	
	OUTSIDE MUMBAI		21
<i>No</i>	<i>Name of Institution</i>	<i>Place/Country</i>	
1	Babasaheb Bhimrao Ambedkar University	Lucknow	
2	SNDT Women's University	Pune	
3	Manipal University	Karnataka	
4	Karnataka University	Karnataka	
5	Amrita Vishwa Vidyapeetham	Coimbatore	
6	Symbiosis School of Media and Communication	Bangalore	
7	Symbiosis School of Media and Communication	Lovale, Pune	
8	The English and Foreign Languages University	Hyderabad	
9	University of Hyderabad	Hyderabad	
10	Mudra Institute of Communication	Ahmedabad	
11	Ahmedabad University	Ahmedabad	
12	Christ University	Bengaluru	
13	Mysore University	Mysore	
14	Narsee Monjee Institute of Management Studies	Bangalore	
15	O.P. Jindal Global University, Delhi	Delhi	

16	EMMRC	Ahmedabad	
17	FLAME University	Pune	
18	Jamia Milia Islamia	New Delhi	
19	Guru Jambheshwar University of Science & Technology	Hisar	
20	Solapur University, Solapur	Maharashtra	
21	Jagran Institute of Management & Mass Communication	Kanpur	
FROM MUMBAI			9
<i>No</i>	<i>Name of Institution</i>	<i>Place/Country</i>	
1	University of Mumbai	Mumbai	
2	SNDT Women's University	Western Suburbs	
3	Sophia Polytechnic, Mumbai	South Mumbai	
4	Bharati Vidyapeeth Deemed University, Navi Mumbai	New Mumbai	
5	VJTI, Mumbai	Central Mumbai	
7	Indian Institute of Technology	Mumbai	
8	aAliyavar Jung Institute	Western Suburbs	
9	Deviprasad Goenka Management College of Media Studies	Western Suburbs	

ANNEXURE-2

ICA Asia Regional Conference Programme Schedule