

## Conference Schedule

<b>Day – 1: 14<sup>th</sup> December 2017</b>		<b>Thursday</b>
9.00	Registration	Foyer
10.00	<p><b>Inauguration</b></p> <p>Chief Guest: <b>Shri Sachchidanand Joshi</b></p> <p><b>Presided by:</b> 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><b>Panel 1-</b></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><b>A1-</b> Social Media Consumption</p> <p><b>B1-</b> Love, Marriage and Relationships</p> <p><b>C1-</b> 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><b>Panel-2 :</b> ICA and Indian Communication Design in 21<sup>st</sup> Century, Chair: Dr. Sanjay Ranade</p> <p><b>Panel-3 :</b> Future Directions for Teaching/Research in the 21st Century Digital Media Ecology, Chair: Dr Arpan Yagnik</p> <p><b>Panel-4 :</b> 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 <sup>th</sup> December 2017		Friday
9.00	<i>WORKSHOPS</i>	
	<b>W1:</b> Big Data Research and Methodologies for Social Media, Communication and Journalism <b>By Anuradha Bhatia</b>	Virtual Class Room
	<b>W2:</b> Filtering Information Overload - Google Power Searching and Offline Information Management by <b>Professor Umesh Arya</b>	J. H. Mini Auditorium
	<b>W3:</b> Social Media for Strategic Corporate Communication by <b>Dr. Deepti Ganapathy</b>	CDE Conference Room
11.00	Tea Break	Foyer
11.30	<b>Panel – 5:</b> Asia's Responses to Media Globalisation Chair: Dr. Doobo Shim	J. H. Mini Auditorium
1.00	Lunch	Foyer
2.00	<b>Panel – 6:</b> 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>	
	<b>A2-</b> Digital Media Applications <b>B2-</b> Identity and Community <b>C2-</b> Institutions and Development	Mini Auditorium CDE Conference Room Virtual Class Room
6.00	Special Screening: <b>Velvet Revolution</b>	J.H. Mini Auditorium
8.00	Dinner	Foyer

## Day – 3

<b>Day – 3: 16<sup>th</sup> December 2017</b>		<b>Saturday</b>
9.00	Screening of Student Films	J.H. Mini Auditorium
10.00	<i>Paper Presentations</i>	
	<b>A3-</b> Digital Audiences <b>B3-</b> Gendered Media Text <b>C3-</b> 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>	
	<b>A4-</b> Children/Young People and Digital Media <b>B4-</b> Gender and Development <b>C4-</b> Political Rhetoric & Public Opinion	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
1.00	Lunch	Foyer
2.00	<b>Panel-7:</b> 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	<b>Valedictory Programme</b> Chair: Professor Shashikala Wanjari	J.H. Mini Auditorium