Panels

Day-1	14th December 2017	Venue
11.30	**Panel 1**- Transitions in Communication Research Methods Chair: Dr Binod C Agrawal	J. H. Mini Auditorium
4.00	*Parallel Panels*	
	Panel-2 –ICA and Indian Communication Design in 21st Century Chair: Dr. Sanjay Ranade	CDE Conference Room
	Panel-3 -Future Directions for Teaching/Research in the 21st Century Digital Media Ecology Chair: Dr Arpan Yagnik	J.H. Mini Auditorium
	Panel-4 - Innovations in Journalism Education: When East Meets West, Chair: Dr. Mira K Desai, Prof Robyn Goodman and Dr. Elanie Steyn	Virtual Class Room
Day-2	15th December 2017	Venue
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
Day-3	16th December 2017	Venue
2.00	**Panel-7:** Indian Media Practitioners Reflections Chair: Geeta Seshu	J.H. Mini Auditorium

PANEL-1

Transitions in Communication Research methods

Communication happens using a medium. The medium has evolved from the oral traditions to print, radio, films, television, mobile and the internet. With the medium also evolved technological

developments like convergence, digitization, optical fiber and others. This has not only reduced the distance but also the time of transmission. Communication Research studies audiences, culture, lifestyles, behavior and motivations, interests and needs. Communication research has evolved based on the development of different theoretical perspectives of social sciences. Important phenomenon that has affected communication research is the evolution and growth of technology.

Mass communication or media culture, may focus on a text in form of a film or a TV programme, the concern is not only with the content, one could also study the views of the content creator, the impact they have on society and culture. Basically communication research focuses on one or more aspects of the communication process, such as sources, message, channels/media, encoding and decoding, audiences/receivers, feedback, barriers and obstacles to communication and communication contexts.

Qualitative and Quantitative methods are employed in communication research. Some of the studies employ a combination of both quantitative and qualitative. There are various techniques employed in communication research depending on the text and the aims and objectives of the research. This panel would discuss the various techniques employed by the different media and how they have evolved over a period of time. It would examine the range and variety of research methodologies used in diverse media texts.

CHAIR:

Dr. Binod C. Agrawal
Mentor- Media Research Centre, Manipal University, Manipal-576104.
Email:agrawal.binod.c@gmail.com

Dr. Binod C. Agrawal is well-traveled; teacher and educator who combines Anthropology with Architecture, Design and Planning, Development, Satellite Communication and Education. Professor Binod C Agrawal, (MS 1969, PhD, 1970, University of Wisconsin, Madison, USA), (M.A, Anthropology 1963, Lucknow University, India) is a well-known International Communication Research scholar. He has a distinction of setting up institutions like Himgiri ZEE University, Dehradun, India as founding Vice Chancellor (2005-2012). TALEEM Research Foundation, Bopal, Ahmedabad as Professor of Eminence and Director General (2008-2015) and Director (1995-2008) and Mudra Institute of Communications, Ahmedabad (MICA) in 1993 where India's first postgraduate professional teaching in business communication and advertising was started in 1994 as founding Director. Earlier Professor Agrawal was Group Director (Social Research Group) and Advisor (Social Applications) in Satellite Communications at Space Applications Centre, Indian Space Research Organisation (ISRO), Ahmedabad (India) where he worked for over two decades and pioneered use of qualitative methods for communications research during the world famous Satellite Instructional Television Experiment (SITE),1975-1976 and lead an inter-disciplinary SITE social research team of over 100 social scientists. Professor Agrawal has been Visiting Professor in the Indian universities, American universities and lectured in UK and other parts of the world. He has published two dozen books and several dozen articles in national and International journals. His recent edited books include *Changing Cultures and Religious Practices in Asia* (2015), *Media and Religious Communication in Multi-Cultural Asia: An Eclectic Agenda* (2015) and *Tribal Culture, Health and Development* (2016, co-editor Kh. Narendra Singh). Currently Mentor at Media Research Centre, School of Communication, Manipal University, Manipal and Distinguish Professor Centurion University Bhubaneswar, Odisha.

The Panelists

Communication Research methods in the digital era

Dr. Padma Rani- Professor& Joint Director, School of Communication, Manipal University,Manipal-576104. Email: padma.rani@manipal.edu

Padma Rani, currently a Professor and Joint Director of the School of Communication at Manipal Academy of Higher Education, Manipal, the top ranked private university in India. Co-coordinator of Media Research Centre, School of Communication, Manipal, she has undertaken research projects for UNFPA and National commission for women. She has been on faculty exchange to The University of Applied sciences, Bremen, Germany and Visiting Professor to Technical University, Nuremberg Germany. Dr .Padma Rani possesses Master's Degrees in Mass communication and Sociology and PhD from Centre for the study of Social Systems, School of social science, JNU (Jawaharlal Nehru University) New Delhi . She Presented research papers in more than twenty-five international research conferences and chaired as the chief organizer for more than five international research conferences. Before her role in Manipal, she was the head of department of communication at MOP Vaishnav college, an institution affiliated to the University of Madras.

The Possibilities of Various kinds of Research in Newspapers

Dr. Manjushree. G. Naik- Research Associate, Media Research Centre, Manipal University,manipal-576104. Email:manjushreegn@gmail.com

Dr Manjushree. G. Naik is working currently as the Research Associate in the Media Research Center in School of Communication, Manipal .She worked as the reporter for one of the English leading daily in Karnataka representing Udupi district for eight years and since then was working as visiting faculty at School of Communication. Has completed her PhD at School of Communication, Manipal University in 2016, November on the Status of Working Women Journalist in Karnataka.

Radio Research in India

Mr. K. Padmakumar- Head Corporate Communication, School of Communication, Manipal University,Manipal-576104. Email: padmakumar.k@manipal.edu

K.Padmakumar is the Head of the Department of Corporate Communication at School of Communication, Manipal University where he teaches courses in Radio production and other Media Related Subjects. Before his academic work, he spent ten years in Commercial Radio (Sun TV Network, Radiocity 91.1 FM,India) in positions ranging from RJ to show producer to Programming Director. During this time he hosted prime-time shows. He was conferred with the 'Young Communicator's award by SIMC (Category Radio 2008) and was also the recipient of the 'Whatte Champ' award (Innovation and Business Impact), Radio City. He has conducted several radio workshops in Universities and Colleges in India and abroad. He has attended and presented research papers at various International conferences in Norway,Malaysia, Indonesia, Germany, Singapore, Seoul, Colombo& Dubai. He was invited as a Plenary Speaker for the Asia Media Forum, held in Incheon, South Korea in 2013. He was a Speaker for Broadcast Asia, June 2015 held in Marina Bay Sands, Singapore. He also did a short stint as a news

anchor with a private TV network. His areas of interest include Commercial Radio Production, Community Media, Corporate Communications, and Marketing. He was also a Programming / Marketing Consultant for The Manipal Group, a leading newspaper group in Karnataka for their FM radio ventures in Karnataka, India. His publications are in the field of Radio and Social Media, Community Media & development, Alternative Media.

Usage of research methodologies in social media studies

Shakuntala Soratur
Department of mass communication and journalism, Karnatak University, Dharwad, Karnataka, India.Email: shakuntalags@gmail.com

Shakuntala Soratur is presently a full-time PhD scholar in Karnatak University, Dharwad. Having earned six gold medals as the topper in Masters in Mass Communication & Journalism in the same university, she cracked National Eligibility Test just before joining the media industry in Bangalore. After working for six years in Deccan Herald (1999-2005) and two years in Vijay Times (until April 2007), she joined Reuters news agency as equity correspondent. She also worked as a senior content writer for Logix Microsystems Ltd for two years where she was nominated the "Top Performer of the Month" award. Personal responsibilities made her quit the field and return to her hometown. It was at this time that she got back to creative writing. Her short story "Contaminated" was one of the 42 long-listed in the prestigious Annual Mogford Short Story Competition (2015) out of 433 entries. She has presented her papers at 15 national and international conferences and published five research articles in ISBN coded research journals besides publishing innumerable articles in newspapers and magazines. She has recently submitted her thesis and is waiting for her viva and doctoral degree

Data telling the story

Dr Anita Chaware,
Associate Professor, PG Department of Computer Science, SNDT Women's University, Juhu Campus, Mumbai, India. Email: anita.chaware@computersc.sndt.ac.in

Dr. Anita chaware, is currently working as Associate Professor in P G Department of Computer Science of SNDTWU, the first women university in India and South East Asia. Dr. Anita possesses Master's and PhD Degrees in Computer science from Nagpur University. She has presented research papers at 10 national and international conferences held across the country. She has been a part of twenty university teachers using blended learning approach under the SNDTWU project collaboration with Commonwealth of Learning (COL), Canada. At the SNDT Women's University, she has been a resource person for SNDTWU faculty training programs on 'Integrating ICTs in Higher Education" and "MOODLE" workshops organized by Department of Education Technology. Currently she is working on Big Data, Data Mining, Machine learning and Analytics.

The Abstracts

Communication research methods in the digital era

The evolution of Internet also called the "the information superhighway" has changed the way we get information. The Internet has led to the emergence of various platforms like websites, apps, social media and so on. They are also popularly referred to as new media. The new media forms or digital media have reshaped our work, leisure, lifestyle, relationship as well as our personal identities (kenway,1996). In the digital era the number and variety of devices

continue to proliferate. There is a convergence of devices which were distinct earlier. Internet and social media provide diversity but also contradictions and ambiguity.Several studies are focusing on the diffusion of these devices and their usage. The impact or effect of these devices on human behavior and relationshipis also a subject of research. In the Post- modern culture, the emphasis is on three aspects fragmentation, de-differentiation and hyperreality. The digital era is an era in which the elements of post-modern culture are visible and can be analyzed in the light of the three aspects. This paper seeks to examine that with the change in technology how have newer methods of research emerged. How the basic elements of research like universe, sample, selection of sample and data collection have adapted to the change? What are the challenges that a researcher must deal with in digital era?

The possibilities of various kinds of research in newspapers

Searching for significant and relevant information that is useful in scientific research can be a challenging task. Newspapers (historical and contemporary) are full of different kinds of information that can be used in many ways – for amusement or education, for example, but also for scientific research. Often newspapers are perceived as having content that is less worthy than scientific journals and textbooks for any serious education or research purpose because of their sensationalistic character. It is well known that newspapers are very useful source of diverse information. They can be an important source of information for scientific research, especially in social sciences and humanities. Newspapers can be used as a primary or additional source of information for scientific research. Primary aim of this paper was to explore and analyse in quantitative and qualitative way the use of newspapers in scientific paper writing in social sciences and humanities with the purpose to indicate the importance of newspapers as a source of information in social sciences and humanities, and to give a more detailed insight into information behaviour of researchers in social sciences and humanities, in particular in relation to their usage of newspapers.
 This paper focuses on newspapers as a scientific research source in the humanities. Also, the aim of this study is to contribute to better understanding of diverse aspects of newspapers use that could ultimately have significant influence on the collection, organization and preservation of newspapers and the ways in which the new value added services are created on the basis of existing and future newspaper collections.

Radio Research in India

The year 2002 saw the arrival of the major private players launching FM radio stations in India across the metropolitan cities. Until then, the airwaves was in the hands of the Government. According to TRAI, there are 273 private FM radio stations which are operational. As on 31 st December, there are 201 community radio stations which are operational. It is a very exciting and significant phase for the field of research in radio studies wherein the major conventional radio systems in the current circumstances have easily accommodated the new media advancements. One can see a great deal of intrigue taken by the FM radio companies in circulating their content over social media. "Over the air" transmission to web media conveyance (Spotify and other social media sites for instance) by and large are being considered by some radio stations in Asia. The private FM Radio stations and its social media integrations have completely redefined the way the 21st century radio operates. Radio is largely moving towards becoming a hybrid medium called Visual Radio with most of its contents being presented in the Video format as well on social medium. In the field of mass communication, research in Radio seems to be a neglected one in comparison with other forms of media. Going by the extensive literature survey in this area, one can easily point out the 1970 s and 1980 s did have some empirical studies done mostly in terms of radio audience reception

analysis. After the 80 s there seems to be a lull in the field of radio research. This discussion would examine and highlight the prospective areas where the radio research could be conducted and also some of the theoretical points of departure would be discussed.

Usage of research methodologies in social media studies

Research on digital media is growing at an exceeding rate and is a preferred choice but the fact that it is still in its infancy makes it difficult to conduct studies on pre-conceived theories set by other communication researchers. In the absence of accurate research methodologies and literature on the lines of books such as Mass Media Research published in various editions by Roger Wimmer and Joseph R Dominick, how does a researcher go about his/her work? This paper looks at the usage of various statistical research methods for measuring contents published on blogs, Facebook and Twitter. Most popular yardsticks used in evaluating blogs are page views and postings. This researcher has used postings, comments as well as page views for her doctoral thesis. Page views keep fluctuating at a fast pace, while using comments as a device is a time- consuming exercise. The present paper seeks answers as to why these are still the preferred methods though there is no rule of thumb or guidebook to follow them. The study also evaluated research tools used in studies on Twitter and Facebook.

Data telling the story

Static visualizations in computer science data processing have long been used to support storytelling, usually in the form of diagrams and charts embedded in a larger body of text. In this format, the text conveys the story, and the image typically provides supporting evidence or related details. An emerging class of visualizations attempts to combine narratives with interactive graphics. Storytellers, especially online journalists, are increasingly integrating complex visualizations into their narratives. Data stories differ in important ways from traditional storytelling. Stories in text and film typically present a set of events in a tightly controlled progression. Visualized data similarly can be organized in a linear sequence, and they can also be interactive, inviting verification, new questions, and alternative explanations. Data visualization is regularly promoted for its ability to reveal stories within data, yet these "data stories" differ in important ways from traditional forms of storytelling. Storytellers, especially online journalists, have increasingly been integrating visualizations into their narratives, in some cases allowing the visualization to function in place of a written story. In this paper, with the help of Big data available online, a systematically designed narrative visualization is created with the help of Artificial Intelligence, that can be used in journalistic storytelling and educational media. The paper elaborates static visualization as device of storytelling for data analysis.

PANEL-2

ICT and Indian Communication Design in the 21st century

 For close to two decades we have been challenging the Euro-American view and theorizing on mass communication, mass media and journalism. This has become necessary as media and politics converge and become increasingly corporatized in the manner of the Euro-American media everywhere in the world. This convergence has produced two effects. One is the illusion of participation in democracy and the other is the manufacturing and framing of information.

Scholars in communication, media and journalism looking at the variety of communication and media universes around the world have been encountering and engaging with myriad ways of making sense of mass communication and mass media.

In India, we have had an oral and aural communication and media universe for a few thousand years before the first modern mass media in the form of the printing press came in the eighteenth century. Television came to India in the mid twentieth century. India is home to a sixth of the world's population. Half of this population is 'illiterate' by the Euro-American definition of literacy and yet we are the world's greatest and most stable democracy. One only must peep into our legislatures to see how fantastically representative this democracy is.

This panel looks at India's communication universe from three different viewpoints. Importantly, the panelists are trying to make sense of India in the 21st century, in a multimedia, multimodal, multilingual and multicultural world from their respective viewpoints.

Nothing in India is 'simple'. Even literacy is differential!

CHAIR:

Dr Sanjay Ranade
Head of the Department, Department of Mass Communication and Journalism, University of Mumbai.

Dr Ranade formed the Department of Communication and Journalism in 2003. He was adjunct research fellow with the Monash Asia Institute, Monash University, Australia where he began to study the Koli or fisher community of Mumbai and the Vishwakarma Panchal community of Mumbai and continues to do so. Dr Ranade is presently pursuing his Masters in Psychology specializing in counselling and Indian psychology where he is studying the therapeutic use of music and performance art. **Email:** sanjayvranade@yahoo.com

The Panelists

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

Shubhada Joshi taught philosophy for more than 40 years, and guided twenty-nine students for Ph. D. She is a Member of ICPR New Delhi, a member of UGC panel of philosophy and is the General Secretary of PIC. She is the President of Bombay philosophical society. She has been a member of Boards of Study in Philosophy in many Indian universities. She is invited abroad to participate in seminars conferences and inter-religious dialogues. She has edited a Volume on 'Maharashtra' under PHISPC project of CSC, New Delhi. She has also co-edited the Volume on Ancient and medieval women in India under the same project and has contributed seven articles for different volumes of the same project. More than 30 articles authored by her are published in books and journals. Presently she is the Director, Chanakya International Institute of Leadership Studies (CIILS). She explains how these formal structures continue to influence ordinary conversations and news media representations of conversations, discourses and debates. **Email:** jshubhada17@gmail.com

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

Dr Karandikar was formerly Assistant Professor, Department of Communication and Journalism, University of Mumbai. Before coming into academics Dr Karandikar was an entrepreneur and worked his way through screen printing to digital printing. He has worked across all platforms of digital media, has designed websites and apps. He is sculpts using clay and paints using acrylic paints. **Email:**mangesh.karandikar@gmail.com

Dr. Radhakrishnan Pillai
Deputy Director, Chanakya International Institute of Leadership studies (CILLS), University of Mumbai

Dr Pillai, author of the best-selling 'Corporate Chanakya' is founder-director of the Masters in Leadership Science programme in the University of Mumbai will explain how leadership communication took shape in India and how leaders in India today employ digital media in their communication. **Email:** rchanakyapillai@gmail.com

The Abstracts

Indian Communication Design – a field for academic study, livelihood and life skills development

If we argue for a communication approach or a theory that is indigenous then the best way to do so is to create a syllabus around it or one located in it. In parts of our world where unemployment is very high and is going to be higher by all accounts, especially among the young population, we need to be able to design academic curricula that is of immediate use in at least two ways – it either provides a direct means of livelihood and/or it provides life skills that will help ease the stress and the anxiety. Anxiety relief is especially important given the fact that we have suffered centuries of poverty and deprivation and are still struggling with it. Throughout our exploration of communication in India we find ourselves dealing with some very important principles located in the Yogashastra, the Natyashastra, the Ayurveda, the Arthashastra, the Kamasutra, the six philosophical streams, specifically the Nyaya philosophy and the fantastic literary works, which include the Upanishads, the Puranas as well as the Katha SaritaSagar, Panchantantra, the Jataka, that give us a distinct Indian Narratalogy. Presenter argues for the scope for a full-fledged Masters Degree in Indian Communication Design programme of 96 credits spread over four semesters covered in a span of two years. At the present moment, we offer the courses discretely as electives as we test how students benefit or make use of each. We also learn how we can make each course meaningful and what is the potential for research and further study in each.

Leadership Communication in India - Past and Present

India, a new nation formed in 1947 post the British colonial period, is one of the most ancient civilisations of the world. While the governance structures have changed over years from monarchy (pre-1947 era, India had more than 550 princely states) to democracy (the world's largest one), we have seen various types of leadership models. While India is evolving and getting into the league of most powerful economies, we also have a major role to play in the world of politics, business, governance, military and foreign policy. A peep into the past of ancient Indian history will help us to discover ancient communication methods.Both the field of 'leadership' and 'communication' have become a specialised disciple of study and research at the University of Mumbai each having their own independent department and institution.Presenter would focus on ancient Indian leadership communication methods in various texts, but primarily focused on 'Kautilya'sArthashastra', written by the leadership guru and teacher, Chanakya who

lived in the 4th Century B.C. Arthashastra deals with how the leader should behave with his internal team as well as the public in general. While certain communication should be done, some secrets should be maintained as well. *"To as many persons the lord of men (the leader) communicates a secret; to so many does he become subservient, being helpless by that act (of his)" (1.8.9).* The wisdom of a leader lies is in knowing when to communicate, and when not to communicate. This is gained by the method and discipline of right thinking named 'Aanvikshiki', *"Aanvikshiki, Trai, Vaarta, DandanitichetiVidya" (1.2.1).*Kautilya starts the training of a leader with Aanvikshiki, meaning philosophy and the art of thinking. What are the benefits of Aanvikshiki,*"Aanvikshiki confers benefit on the people, keeps the mind steady in adversity and prosperity and bring about proficiency in though, speech and action" (1.2.11).*Communication is seen at three levels - Thought (Manasa), Speech (Vacha) and action (Karmana). The three has to be aligned. And though the right philosophical and strategic thinking the communication achieves the highest level of effectiveness.

In the modern day, leadership communication has been clubbed with modern technology. While we see the impact of political leadership using the social media in a big way for electoral process, the same has been used by military leaders, business leaders as well as administrative and academic leaders to communicate to their peers as wells as others.Technology will change and with it, new faster and efficient methods of communication would arrive. However, the primary philosophical questions will still be asked, "What is being communicated, through which process, for what purpose and what are the results expected?"Looking into the past ancient India we will look at present scenario of communication to build better leadership of the future.

Knowledge-wisdom communication in Indian tradition

Indian legacy of transmitting knowledge is very ancient. The treasure of knowledge-wisdom is full of plurality of topics, methods, styles, forms and so on. There are important features of communicating this knowledge-wisdom. They may be discussed in the presentation. The technique of communication was oral and rule bound during the Vedic creative period. The period of systematization of knowledge wisdom adopted different rule bound approaches of purvapaksha and Uttar of Anubandhchatushtaya of vada, vitanda, jalpa of pramanavichar and anvikshiki. All these plural ways of communication are relevant today also and are used by modern media.The rule bound ways of communication were for jijnasu and jnana that is for those who are curious to learn and for the scholars. Freedom from rule bound approach and freedom of using one's own innovative way was given to those who were aart and artharthi that is not so scholarly but those who have the desire to know. For such people, it was shift from Sanskrit to regional languages. It was through poems, stories song essays, folk art, through which the knowledge-wisdom was communicated to masses.Saints of India during the mediaeval period used all these methods effectively to save our people along with the Treasure of knowledge wisdom against the constant invasions and wars, threats to lives, bloodshed etc. So during the social turmoil, also these techniques provided the needed self-respect and courage to its people.The present day technology and media also has this plurality in its communication skills. It not only has its message for scholars but also for masses adopting the techniques which reach the masses effectively. Variety of programs and methods used in print media, electronic media speaks for our love for plurality.

PANEL-3

Future Directions for Teaching/Research in the 21st Century Digital Media Ecology

21ˢᵗ Century is the era of the bits and bytes. Bit by bit digital media is becoming integral and instrumental in shaping attitudes, values, policies, and discourse. Digital media penetration is on a rise globally but especially in Asia. Of the total Internet users on earth, 49.8% users are in Asia and this is with a moderate penetration level of 46% in the continent. In the last decade we have seen a phenomenal increase in the number of mobile phones users, fixed broadband Internet and data users. What we are seeing is the phenomenon referred to as Convergence. The one factor that has not kept up the speed and grown equally is media literacy. Media literacy is an absolute essential if we are to successfully navigate amidst the digital media ecology. In this panel, I invite members of academia and industry to share their ideas towards increasing media literacy and building a region with robust understanding of digital media and its strengths and weaknesses. Research ideas or teaching ideas are welcomed along with industry practices in this panel to discuss the future directions for navigating the digital media ecology and utilize its potential to optimize the wellbeing of humans and the planet.

CHAIR:

Dr. Arpan Yagnik

Assistant Professor of Advertising, Department of Communication, Penn State University
Before joining The Pennsylvania State University's Department of Communication, Arpan completed his PhD in Media and Communication under the able guidance of Dr. SrinivasMelkote in Bowling Green State University. Prior to that his undergraduate degree and training was in economics followed by management and therefore he has worked as an entrepreneur and consultant, and also in the corporate sector with Sony. He has an unparalleled love for teaching and research. Along with teaching and research, Arpan has set in motion a plan to establish a Center for Creativity Enhancement to advance the role of creativity in societal development and well-being. He is always eager to collaborate and support research that focuses on Creativity and its role in media literacy and education, development, health, leadership, and governance. **Email:** arpanyagnik@gmail.com

The Panelists

Dr. Sumit Narula

Director, Amity School of Communication, Gwalior, Madhya Pradesh- India
Dr. Narula has the Virtual Peace Builder passport from the US Institute of Peace in DC. He has been selected twice for the prestigious Global Times Teacher Mentor Award. He is presently doing his Post Doctorate in Social Media and Peace Building. He conducts workshop in Conflict Resolution and Life Skills for the Officers Training Academy, Gwalior for training the women cadets. He is Advisor to Wittyfeed, world's second largest content viral company, and to NGO MUSKAAN. He has a Facebook page named PEACEBUILDER, where he gives his inputs on the various conflicting situation in difficult circumstances. He was invited to host the famous 6ᵗʰ Inspiration Festival, where all speakers talk on holistic learning and teaching. He is the recipient of a scholarship that will sponsor his visit to London for his research on NOMOPHOBIA (NO SMARTPHONE PHOBIA). He has travelled internationally for his research works. **Email:** snarula@gwa.amity.edu

Dr. Sayantani Roy

Assistant Professor, Amity School of Communication, Amity University, Madhya Pradesh.

International Communication Association Asia Regional Conference 2017 hosted by SNDT Women's University, Mumbai- INDIA during 14 to 16 December 2017 at J.H. Mini Auditorium, SNDTWU, Juhu Campus, Santacruz West, Mumbai.

Dr. Roy served as an Assistant Professor and Department Head in IIAS School of Management, under West Bengal University of Technology and had served All India Radio in Siliguri, West Bengal earlier. Doctoral fellow with area of interest in Media Literacy she was the former research fellow of Sikkim Central University. An alumnus of Visva Bharati, she was topper awarded by the Hon'ble President of India as well as was awarded with silver medal by the Governor of West Bengal for achieving the top position in University of North Bengal. She was associated with a Bengali newspaper prior to that. She is having an expertise in Communication Research, Media Management, Development Communication, Media Laws and Ethics, New Media Studies and Peace and Conflict Management. Roy had published several articles in both national and international journalism and had contributed several chapters in book. Roy is the editor of 3 books and had conducted many national seminars. She is associated with several journals as a board member of editorial. She had achieved with the title 'Asian Youth Leader 2013' by Commonwealth Youth Programme and she is also the key advisor to the Peace Gong Media and Information Literacy Programme and the Peace Gong Children's Newspaper. **Email:**sroy@gwa.amity.edu

Pranay Rupani

PhD Research Fellow at the Department of Communication, University of Hyderabad

Pranay Rupani was formerly, Head of Department at St. Francis College for Women, Begumpet, Hyderabad and was responsible for teaching Mass Communication and Journalism there. His research interests include Communication education, social media, media ethics and media policy. He is currently working on the history and development of communication and journalism education. He worked as a Social Media Manager at Deep Red Ink Consulting Pvt. Ltd. where his job profile was working on Facebook, Twitter, YouTube and Google Adwords. Since Social Media was always an area of interest it was quite interesting being paid to be on Facebook, some of the clients managed by him were ISB Executive Education, PBEL City, Avinash College of Commerce, HIL Limited and CREDAI Hyderabad. **Email:**pranay@uohyd.ac.in

Mrs. Anita Sareen Parihar (BHSc , PGDCMC- Pune , TVP,DETV-U K)

'Direction in Educational TV' course, Bath, UK, 1989 as British council scholar extension awardee UK; 'Television Production' course , Coventry Cable TV, UK,1988, through British council scholarship, India. Postgraduate diploma in 'Communication media for children'-1987 and Graduation in 'Child-development' from Shreemati Nathibai Damodar Thackersay (SNDT) Women's' University, Pune 1986. First production assistant selected at the Educational Multimedia Research Center (EMMRC), University of Pune,1987-1989 - researched ,scripted, directed 25 educational television programs broadcast on national network in University Grants Commission's Country wide classroom (now Gyaan Darshan of Doordarshan) as well as six programs in the United Kingdom one of which -'The Riding Surface'- a Highways Open technology video program ', for civil engineers distributed commercially in UK and Europe .Visiting faculty for postgraduates in 'Scriptwriting, Television Production and Communication for development at- SNDTWU , Mumbai University, Wigan and Leigh India (WLCI), Xaviers Institute of Communication, BK Somani (Sophia Polytechnic) and Kishanchand Chellaram (KC) college. HOD Media Studies, at Wigan and Leigh (UK) Mumbai. Member of Board of studies, Academic council, WLC, SVT College and member Asian Media Information Centre (AMIC) Presented research papers at international and national conferences. Devised self financed course in 'scriptwriting for SVT College of Home Science. Conducted workshop for professors in 'scriptwriting 'and 'how to teach television production'.**Email:**anita.parihar301@gmail.com

Prof. Usha Rani

Professor, Department of Journalism and Mass Communication, University of Mysore, Mysore
International Communication Association Asia Regional Conference 2017 hosted by SNDT Women's University, Mumbai- INDIA during 14 to 16 December 2017 at J.H. Mini Auditorium, SNDTWU, Juhu Campus, Santacruz West, Mumbai.

Professor Usha Rani is credited with establishing the Audio Visual Research Centre(EMMRC) - a UGC sponsored Project in the University of Mysore in 1995 with a mandate to produce educational media products for National TV channels, *Doordarshan &GyanDarshan*, for the benefit of students of higher education. Prof.Usha rani was recently awarded the prestigious Nadoja Dr. PatilPuttappa Press Award 2016 for contribution to Journalism Education. She won the coveted International Fellowship of ICSSR to undertake Research at United Nations, Geneva, Switzerland in 2015. A media educationist, she has won the prestigious American Fulbright Fellowship twice, which is a rare distinction in India. Her academic initiatives took her to Syracuse University and Southern Illinois University, USA. She has also been awarded with the Canadian Advance Faculty Research Fellowship to conduct research at McGill University, Canada. She is the founder - editor of an international social science research journal- Journal of Media and Social Development in the University of Mysore. She has contributed to the creation of knowledge and scholarship in the area of media studies, journalism and social development. A progressive thinker, she has many books, articles, research papers and documentaries to her credit. The book, *Folk Media for Development* and the other, *Educational Television in India-Challenges and Issues and Communication Research, Kannada Journalism (Kannada) (KSOU PUBLICATION) Communication Process (PRESS ACADEMY PUBLICATION)(Kannada)* are some of her rare and major works. Email:usharani_mc@yahoo.co.in

The Abstracts

Future Directions for Teaching and Research in the21ˢᵗCentury Digital Media Ecology: A bird's eye view

Dr. Sumit Narula

From the age old cinema to the digital cinema;from monochrome TV to the burgeoning medium of web TV;from gramophones to DVDs and Ring Tones;from Dial-up connections to Broadband;from Desktop Apps to Web Apps;from landlines to Voice over Internet Protocol;The technology of Media and Telecommunication sector has come a long wayand continue to evolve at rocket speed….Today, India can boast of having one of the most successful markets in the global media and entertainment space. The Indian Digital Media has crossed the threshold of being an emerging industry to establish itself anemerged one. The rapid development of new technology has changed the landscape of the media andentertainment sector, which is now a vast economic empire with film, television, print, radio, sports, celebrity management, digital media including internet, live events, advertising, gaming and so on. As it gains momentum, the role and rule of law becomes more pivotal in this dynamic and maturing sector, tostrike a balance between the creative, financial and legal phenomenon. It is here that the future researchpossibilities on the Indian Digital Media Ecology step in. The Indian Digital Media is not just confined to films butcomprises sectors such as television, radio, internet, sports, celebrity management, live events, gaming and soon. The last decade has seen a significant collaboration between the entertainment industry and the corporate world.The Indian Digital Media companies will continue to access foreign capital markets, foreign investment in thesector will continue to increase; structured funding and private participation will go in a long way in the evolutionin the entertainment sector. So, all these above-mentioned area are the future directions of teaching andresearch in 21st century Digital Media Ecology in India.

This article tends to articulate the possible relationship between media and education and inthe contemporary Indian society. It explores the role that formal education should play inboth the integration of media in the curriculum and the digital literacy skills necessary forthe 21ˢᵗ Century. The paper discusses different theories that dominate the media educationsystem in recent decades. Besides understandings of media education and digital skills aretalked about with specific emphasis on Indian Regulatory Framework. The author stresscritical approaches as central to media literacy. In addition to technical skills, the authorhighlight the need to include a broader and deeper analysis of the social uses, attitudes, andvalues associated with new media tools, texts and practices.

Media Literacy Education and Digital Literacy Skills in Indian Context

Dr. Sayantani Roy

This article tends to articulate the possible relationship between media and education and inthe contemporary Indian society. It explores the role that formal education should play inboth the integration of media in the curriculum and the digital literacy skills necessary forthe 21st century. The paper discusses different theories that dominate the media educationsystem in recent decades. Besides understandings of media education and digital skills aretalked about with specific emphasis on Indian Regulatory Framework. The author stresscritical approaches as central to media literacy. In addition to technical skills, the authorshighlight the need to include a broader and deeper analysis of the social uses, attitudes, and values associated with new media tools, texts and practices.

Journalism Education in the Age of Convergence

Dr. Pranay Rupani

The rapid growth in the field of Journalism and Mass Communication education worldwide, is second only to the burgeoning of engineering institutions and B-schools (Thomas, 2015). This also holds true in the Indian scenario, where a study by the Delhi-based Centre for Media Studies (2015, p. 14) states that there are over 300 media institutes in India which offer a wide range of technical and creative programmes with diverse course content. This phenomenal growth should be seen in the context of the manifold expansion of the media market since the economic liberalization of the 1990s and the ongoing transformations brought about by digital technologies and convergence. Digital interventions through convergence have changed the way journalism is being taught as well as understood. Skills training is not limited to technology and reporting is now done simultaneously for various media platforms. Therefore, the pedagogy is now increasingly being focussed on developing multi-skilled students by adding courses such as new media and mobile journalism courses etc. in the curriculum across the country. Even the focus of media research is now incorporating digital media studies and techniques such as Social Media Ethnography (Postill & Pink, 2012) to widen the scope of investigation into new technologies.This paper aims to analyse the evolution of journalism education in Hyderabad through a study of two media departments in the prominent institutions such as Osmania University and the University of Hyderabad. Through interviews with some established academics in the two departments in Hyderabad, the paper will analyse the implications of the new technologies for the scholastic and pedagogical shifts within the departments. The effort would be to examine how journalism curriculum in these departments has responded to the advent of the digital era, and to if educators have had to change their approaches to teaching and research in the age of convergence of media.The paper will endeavour to contextualise and understand this development through a perusal of the history of the disciplineand the changes that journalism education in India has experienced since its origins more than 75 years ago. It will trace the history and growth of journalism education and its varying avatars such as mass communication, journalism, media studies, communication and now digital

media, to make sense of the how this discipline has had to constantly respond to the market forces as well as the changes in technology to stay relevant?

Zoning in on use of relevant digital /cloud based technologyapplications at Media institutions

Mrs. Anita SareenParihar

Today's broadcast and media industries are undergoing rapid, yet fundamental transformations. As consumer demand for content anywhere, anytime and on any device continues to grow, the multitude of media institutions need to be media literate in applying new media skills to serve as a balance to counter the pervading the digital ecology. This is because the audience is changing. In fact the audience IS the media.New brand domination is coming from Google, Apple, Facebook and Amazon. We are all moving to this direct-to- consumer world . My article features first hand zoned in insights gathered at the International Broadcasting Convention, Amsterdam-2016,2017 as well as from the Broadcast India Show- Mumbai, in capacity of scriptwriter, director ,researcher , lecturer in television , media and communication studies, pertaining to use of relevant new media skills/technologies that could be made available as service and or product to media institutions be it in digital story telling literacies, e-learning dissemination, or the mobile entertainment.

Media Literacy, Public Sphere and Media Inclusion

Dr. N. Usha Rani

Internet has broken the media stereotype of conventional news media. In the age of Internet, common people have experienced the joy of freedom of speech and expression in both democracies and totalitarian governments. The news consumers are already using interactive technologies to have global conversation on local issues. Digital media is hoped to fill the participation gap that bothered the society in the past. Participatory culture is a tool of empowerment through gateways of information. Participatory culture is a stepping-stone for media inclusion. Media exclusion starts with denial of access owing to economic and social factors, unequal news coverage, depriving right to be informed and discrimination in prioritizing news. Nevertheless, democratization of new media that has changed the way the news is distributed and consumed over Internet in postmodern age protects business interests and political interests. This is an initiative to examine Media literacy from the perspective of Habermas's 'Public Sphere' where he propounded public discourse in media. There is need to examine the concept of media inclusion as digital media has facilitated media access and participatory culture.

PANEL-4

Innovations in Journalism Education: When East Meets West

Western journalism educators are focusing on innovative teaching that will help prepare their students for competitive internships and jobs in a rapidly changing digital ecosystem. For instance, they are using pop-up newsrooms, alternative reality games and apps to reach such goals. While journalism educators in some Asian countries are innovative in the Western sense, others consider "innovation" as doing the best they can to overcome significant obstacles to teaching journalism itself, including a lack of funding

technology, government and cultural restrictions and a more formalized perspective on teaching. This panel examines the intersection of innovation among Western and Asian journalism classrooms. Teachers and researchers will discuss the realities in each of these worlds, especially the challengesthey face as they innovate, think outside the frames of traditional teaching and strive to prepare graduates for a more seamless integration into professional journalism.

This panel grew from a just published World Journalism Education Congress (WJEC) book project, titled *Global Journalism Education in the 21st Century: Challenges and Innovations (April 2017)*. Edited by Dr. Goodman and Dr. Steyn, with a chapter examining journalism education by Dr. Desai, it features the work of top scholars across six continents examining how to best prepare future journalists worldwide. The book, published by the Knight Center for Journalism in the Americas, University of Texas at Austin, United States, is available for purchase at bookstores and Amazon or can be download free at https://knightcenter.utexas.edu/books/GlobalJournalism.pdf

CHAIRS:

- Dr. Robyn Goodman, Alfred University, NY, USA, fgoodman@alfred.edu
- Dr. Elanie Steyn, University of Oklahoma, USA, elanie@ou.edu
- Dr. Mira K Desai, SNDT Women's University, Mumbai, drmiradesai@gmail.com

Robyn S. Goodman's teaching and research interests include improving journalistic coverage, especially international and minority ("other") related; global journalism education; and the social construction of knowledge. She also publishes in top academic journals, serves as an editorial board member at the *International Communication Research Journal* (*ICRJ),* and is a former head of AEJMC's International Communication Division (ICD). She is a World Journalism Education Congress (WJEC) founding officer and an award-winning journalism professor and university newspaper adviser. She has reported for newspapers throughout the United States and freelanced in China while teaching at Beijing Foreign Studies University. She has also guest-lectured at Lomonosov Moscow State University. She earned her Ph.D. in Mass Media (Journalism) at Michigan State University, her M.A. in News-Editorial at the University of Missouri—Columbia, and her B.A. in International Relations at California State University, Chico.

Elanie Steyn is Associate Professor and the Head of Journalism at the Gaylord College of Journalism and Mass Communication, University of Oklahoma. She teaches and researches media management, women in media leadership, and business trends in media. She has been the co-Principal Investigator on nine U.S. Department of State/University of Oklahoma grants that involve students, entrepreneurs, and media professionals from South Asia. She has published several peer-reviewed articles, chapters for academic books, and international research projects. Steyn received an M.A. in Business Communication from the former Potchefstroom University (now North-West University), South Africa. She also received an M.A in Communication Policy Studies from City University, London, United Kingdom, and a Ph.D.in Business Management at North-West University, South Africa.

Mira K Desai started her professional career as *Social Researcher* with DECU/ISRO, Ahmedabad in 1990 and subsequently worked in EMRC and Mahila Samakhya prior to joining SNDTWU in 1997. She has formal qualifications in Commerce, Development Communication, Distance Education, Extension Education, Participatory Research, Women's Studies and gender. She has worked for print media (reporting for TOI Ahmedabad), television production (researcher, scriptwriter and anchor), Internet (blogger as well as content provider), and alternate media (newsletter editor and documentary filmmaker) environments and gained field experience in rural women's empowerment programmes before entering academics. She is involved in teaching, training, content creation, research, curriculum design and delivery. She has worked in front of cameras for Doordarshan- Indian public service broadcaster, made two documentaries and an advertisement, and has facilitated several student productions. She has presented papers at a number of IAMCR and AMIC conferences and has a number of publications to her credit, including five books, a Government of India award for her book manuscript on neo-literates, book chapters and popular articles. Her research interests are audiences, Indian television, women's studies/gender and development, and the sociology of technology.

The Panelists

Homogenous digital media frameworks and heterogeneous contexts: the simplified paradigm of east meets west

Sanjay Bharthur, Pro Vice Chancellor, University of Hyderabad, Hyderabad, India

Prof B.P. Sanjay teaches communication at the University of Hyderabad. He recently published an article *Journalism Education in India* with special focus on BRICS.   bpssn54@gmail.com

Anti-Fragile Journalism Education

Professor Peng Hwa Ang, Nanyang Technological University, Singapore

Peng Hwa Ang has worked as a journalist and a lawyer and currently teaches and researches media law and policy at Nanyang Technological University. He is currently legal advisor to the Advertising Standards Authority of Singapore, a self-regulatory council on advertising standards. He is the immediate past president of the International Communication Association (ICA) and a former chairman of the Asian Media Information and Communication Centre (AMIC).

Gamification as Pedagogy: Student-Centered Design, Mobile Game play, and Small-Group Learning

Colin Agur, Assistant Professor, University of Minnesota – Twin Cities, Minneapolis, Minnesota, USA. cpagur@umn.edu

Colin Agur is an Assistant Professor at the Hubbard School of Journalism and Mass Communication at the University of Minnesota–Twin Cities. His research examines contemporary mobile phone usage, the social and legal implications of mass mobile telephony, and the unanticipated consequences of network development. Regionally, he interested in India, China and other developing economies, and in the United States. At the International Communication Association (ICA), he is Chair of the Mobile Communication Interest Group. In 2016-17 at the University of Minnesota, he taught JOUR 1501 (Digital Games, Sims and Apps: Storytelling, Play and Commerce)

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and JOUR 3551 (Economics of New Media). In fall 2017, he is a Residential Faculty Fellow at the Institute for Advanced Study (IAS) at the University of Minnesota. In 2016, he was a Research Fellow at the Tow Center for Digital Journalism at Columbia University. Prior to coming to the University of Minnesota, he was a postdoctoral fellow in media and law at Yale Law School's Information Society Project. In 2014, he received his PhD in Communications from Columbia University's Graduate School of Journalism. He is co-editor of the book *Education and Social Media: Toward a Digital Future* (MIT Press, 2016) and has published articles in *Journalism*, *Social Media + Society*, *Mobile Media and Communication*, *Information and Culture*, the *Journal of Asian and Africa Studies*, and other peer-reviewed journals.

Professor Sayeda Mojgan Mostafavi, Ministry of Information & Culture, Faculty of Journalism—Radio and TV Department—Kabul University, Afghanistan.

The Abstracts

Global perspectives on educating future journalists: liquid journalism, super-citizens, and fighting the good fight! Dr. Robyn Goodman, United States of America

Dr. Goodman will highlight her new text's findings, in which authors from 20 countries share case studies, empirical work and practical examples on how to innovate journalism education and class lessons.

Homogenous digital media frameworks and heterogeneous contexts: The simplified paradigm of East meets west Sanjay Bharthur, India

Innovations in Journalism education and its framing as an East meets west factor is problematic if one realizes the potential for such innovations within the digital media paradigm. However, if the governance and societal contexts are recognized, then the challenges for journalism education abound in the East more than the west notwithstanding the simplicity with which the hemisphere is divided. The specifics that the panelists will highlight will unravel such differences. The fact that journalism is still practiced within its expected functions reflects a legacy of both adversarial and cooptation dynamics that media systems, for example in south Asia have experienced. That the social structures have become more vocal with regard to identity politics with corresponding issues of how democracy is understood or practiced is an overwhelming challenge for the media. While many other factors are recognized, it is important for the West to understand this as a reason as to why the legacy media maintain their growth albeit not robust as it used to be a few years ago. Journalism educators grapple with aspirational, resources and employers' expectations. That the employers expect all in one kind of a trained person enlarges the need for institutions to equip themselves with both human and infrastructural resources. The public-private institutional matrix adds to the larger societal question. At what levels of affordability and access, should institutions train students for the so-called vital institution, the media?Is the challenge then an issue of cart before the horse? No the changes in journalism at the structural and professional level have been

recognized with notions of objectivity, for example, discussed within the larger societal context. The ethical dilemmas that confront more the journalists rather than the media institutions that often mask their practices raises questions of education rather than vocational training. Liberal institutions that focus on journalism and mass communication both as a practice and process have difficulties in balancing. More so for India where the diverse, plural and multi lingual situation necessitates a larger pool of commensurate resources. This is not to overplay the differences in media institutions as the ownership, agenda and economics follows a set pattern. The dovetailing of communication for governance and reach out is another collateral need for journalism education in the East! The comments of the chair will preface these observations, apart from highlighting the variables in contiguous contexts such as South Asia and economic but disparate contexts such as BRICS.

Anti-fragile journalism education *Prof Peng Hwa Ang, Singapore*

If there is a word to describe the environment in Singapore, that word would be "anti-fragile". Things are planned and plans are executed so that nothing goes wrong. When something that go wrong, the fragile are not able to cope. In my school, therefore, we send our best students to developing regions especially to write news reports. Among other countries that they have gone to are Nepal, Laos, the tsunami-hit areas of Sri Lanka, the earthquake-hit Fukushima area, et cetera. Such reporting programs (we have two of differing duration) have strengthened the confidence of the students as they learn to be resourceful, to be empathetic, and have opened their eyes to the larger world that is at the doorstep.

Gamification as Pedagogy: Student-Centered Design, Mobile Gameplay, and Small-Group Learning

Prof. Agur will discuss his project of developing and deploying mobile gameplay as an educational tool designed to enhance existing pedagogical approaches and create opportunities for small-group interactions in large undergraduate classes. During these gameplay experiences, students gain heightened competencies in applied problem solving, ethical reasoning and decision making, digital literacy, and teamwork and leadership. And in discussions and assignments that draw on gameplay experiences, students have opportunities to strengthen their competencies in innovation and creativity, engaging diversity, active citizenship and community engagement, oral and written communication, and career management.

Journalism education: moving to technology training and journalists becoming judges
Dr Mira K Desai, India
Having examined history of communication media education in India in the past, Mira argues that the present journalism education is moving to technology training and hardware and there is little focus on software. From having its roots in language journalism, today journalism education focuses more on delivery and less on content. The present nature of media in India and pressures through media trials, paid news, private treaties and fake news makes journalists 'judges' than innovators and communicators. Mira shares what social media sharing of innovation is by media educators of India and concludes that

most academic programmes in East today have moved to media communication rather than 'journalism education' in its traditional sense.

Professor Sayeda Mojgan Mostafavi, Ministry of Information & Culture and Faculty of Journalism, Radio and TV Department, Kabul University, Afghanistan.

PANEL - 5

Asia's Responses to Media Globalization

Although it had long been considered a reception end of global popular culture, Asia transformed itself into a vibrant hub of new glocal popular culture in the 21st century. At the level of consumption, Asian media content from Bollywood film and Chinese drama to Thai online video and K-pop music is now more readily accessible than ever to media users across the continent due to broadband connectivity and mobile media technologies, as well as via mainstream commercial distribution. This increased access is not only helping Asia's diversenationals and ethnicities build and maintain cultural ties; it is also creating new cultural tastes for the general Asian audience. Meanwhile, at the level of production, governments across Asia, keen to harness the potential for respective country's involvement in the region's expanding media industries, have explored new ways to support national media industries by establishing regional partnerships.In addition, there are remarkable traces in which growing influences of private capital and production houses make efforts to collaborate between media producers in the neighboring countries. To what extent are these intensifying media flows transforming the cultural identities of Asian audiences and media products? To what extent does transnational cultural politics of gender, sexuality, race and ethnicity affect representations of "Asian-ness"?How does such consideration in and from Asia enrich the study of trans-Asian media and cultural flows? And what theoretical and methodological lessons and policy perspectives can we develop from these new media milieu? This panel will explore these and related questions.

CHAIR: Dr. Doobo SHIM, Sungshin University, Korea

Discussant:

Dr. Shin Dong Kim (Hallym University,Korea)

Dr.SunithaChitrapu (Sophia Polytechnic, India)

The Panelists:

1. **Dr. Doobo SHIM** (Sungshin University, Korea), "Popular Culture: South Korea's New Exports"

Doobo Shim is professor in the Department of Media & Communication at Sungshin University, Seoul, Korea. He conducts research on the media and communication with critical, cultural and historical perspectives, and his recent research has focused on Korean and Asian popular culture.

He co-authored several books, edited Pop Culture Formations across East Asia (2010), and has published essays in diverse journals. In particular, his 2006 article "Hybridity and the rise of Korea popular culture in Asia" has been translated into French, Chinese and Thai, and has been selected as the most-read article by its publishing journal Media, Culture & Society. He served as the president of Korea Speech, Media & Communication Association in 2016-2017. Contact: mediapoet@gmail.com

2. **Dr. Kwang Woo** NOH (The Research Institute for Information and Culture, Korea University, Korea),

"South Korean Historical Dramas in summer 2017: *Anarchist from Colony* and *The Battleship Island*"

Kwang Woo Noh is a researcher at the Research Institute for Information and Culture, School of Media and Communication Studies, Korea University. He has his doctoral degree at Southern Illinois University at Carbondale. He has two master's degrees at Cinema Studies in New York University and Journalism and Mass Communication Studies in Korea University. He was involved in program and management of New York Korean Film Festival, Big Muddy Film Festival and Korean Film Festival in Canada. He has published academic essays on Korean cinema and the fandom of Korean pop culture through Internet and YouTube. Contact: nkw88@hanmail.net

3. **Dr. Charles (Euichul)** JUNG (Sangji University, Korea)&SoochulKIM(Hanyang Peace Institute, Hanyang University, Korea),"Ethnic media activities and global migration in a Korean context"

Charles (Euichul) Jung earned a Ph.D. from the School of Communication, Information & Library at Rutgers, the State University of New Jersey in 2005. He is now an associate professor atSangji University in Korea. His research focuses on multicultural society and communication, health communication, media and social activism, etc. and has published about 50 research articles in diverse academic journals. Contact: clerk88@sangji.ac.kr

Soochul Kim is a senior research fellow in Hanyang Peace Institute, Hanyang University in Korea. He teaches cultural studies and communications studies in Korea. His academic interests include cultural studies, media representation of minorities, and popular culture. Kim's publications include "Re-thinking transmedia storytelling in participatory digital media: What makes PSY's 'Gangnam Style' so successful?" (2016), "Re-thinking North Koreans Refugees' Struggle for Recognition in Contemporary South Korea" (2016), "Sociocultural Analysis of the Commodification of Ethnic Media and Asian Consumers in Canada" (2011). Contact: soochulk@gmail.com

4. **Dr. Shin Dong KIM** (HallymUniverity, Korea), "Cross-border television in East Asia: China's consumption of Korean TV"

Shin Dong Kim is a professor at the School of Media and Communication, Hallym University, Korea. He is also a founding director of the Institute for Communication Arts and Technology (iCat) at the same university since 2004. His area of research and teaching covers culture and creative industries, media policy and political economy, global and mobile communications. He is currently leading a five-year national research project on modeling the Korean ICT developments. The iCat is open to various global collaborations for comparative research on the related topic. He has also been teaching at many universities globally including Dartmouth College, Sciences Po Paris, Peking University, City University of Hong Kong, University of the Philippines, Shanghai University, etc. Dr. Kim earned his PhD from Indiana University in Mass Communications. Contact: kimsd@hallym.ac.kr

The Abstracts

1. "Popular Culture: South Korea's New Exports" By Doobo SHIM

The goal of this paper "Popular Culture: South Korea's New Exports" is to pursue scholarly inquiry into the recent international, cultural phenomenon. South Korea (thereafter, 'Korea') is not a traditional powerhouse of popular culture in Asia. However, the country has emerged as a 'sub-Empire' enjoying the historical juncture of media liberalization in Asia since the 1990s. Over the past decades, an increasing amount of Korean popular cultural content including television dramas, movies, pop songs and their associated stars and celebrities have gained an immense popularity first in East and Southeast Asian countries, and later in other parts of the world including the Indian subcontinent. Korean television dramas including *Dae Jang Geum* (*Jewel in the Palace*), *My Love from the Star* and *Descendants from the Sun* have broken audience ratings records in many Asian countries. News media and trade magazines have recognized the rise of Korean popular culture in Asia by dubbing it the 'Korean Wave' ('Hallyu' in Korean). In this regard, the Associated Press reported in March 2002: 'Call it "kim chic". All things Korean--from food and music to eyebrow-shaping and shoe styles--are the rage across Asia, where pop culture has long been dominated by Tokyo and Hollywood' (Visser, 2002). The fever over Korean popular culture continues to surge that Gangnam Style, the 2012 song by Korean star Psy topped the charts in the UK and many other countries, and broke YouTube records with 1 billion hits in December 2012. After all, "Popular Culture: South Korea's New Exports" not only pursues audience reception research and cultural analysis of the recent, cultural phenomenon in relation to theories of globalization and international communication but also does industrial analysis to the Korean media against the backdrop of global political economic relations.

2. "South Korean Historical Dramas in summer 2017: *Anarchist from Colony* and *The Battleship Island*" by Kwang Woo Noh

This Study examines how contemporary South Korean period dramas represent Japanese Colonial Rule in consideration of auteurism and Korean socio-political context. Korean historical drama has been a significant genre in Korean film industry for a long time. Korean historical dramas also functions as a critical comment on contemporary socio-political situation. In summer 2017, two period dramas, *Anarchist from Colony* (Lee Jun-Ik) and *The Battleship Island* (RyooSeung-wan), gained critics' and audience's recognition. *Anarchist from Colony* deals with a couple of Park Yeol and Kaneko Fumiko who devoted themselves to anarchist movement during the Daisho

era. Partly as a court drama, *Anarchist from Colony* brought the case of Kanto Earthquake and massacre of Koreans in 1923. *The Battleship Island* deals with conscription and enforced slave labor of Koreans at the mining place in Hashima, whose nickname is Battleship Island, near Nagasaki in 1945. In his book, Robert A. Rosenstone makes three categories of how film represents history: challenging history, visioning history and revisioning history. Considering Rosenstone's idea, this paper examines mode of cinematic representation of historical event and process in relation to auteurism and contemporary socio-political context. In terms of auteurism, Lee Jun-ik is famous for his Korean history and period drama with the theme of anti-elitism. RyooSeung-wan has taken his direction of light-tone action films until *The Battleship Island*. Both directors made dramas based on true stories. However, Lee emphasized activities of Korean and Japanese joint anarchist group's activities against Japanese emperor-centered state system. Ryoo fictionalized the history of mass conscription and mobilization into action adventure film for mass escape from hellish mining place. *Anarchist from Colony* revitalizes the tradition of anarchism in Korean Independent movement against former right wing-dominated government's erasure of left wing group's but emphasis on right wing group's tradition in the history of Korean Independence movement. *Battleship Island* intends to remind of the memory of enforced labor during the Pacific War but implies the sink of Sewol Ferry in 2014.

3. "Ethnic media activities and global migration in a Korean context" by Charles (Euichul) Jung and Soochul Kim

Korea is considered a multicultural society with more than 1.8 million migrants from different countries; migrants make up around 4 % of the nation's population in 2017. Migrants are composed of migrant workers, marriage migrants and students, who are largely from Asian countries. Migration across nations and regions is a long-lasting historical, cultural, economic and political issue in national as well as global contexts. These complex and dynamic migration processes transform wide-raging aspects of individual human life as well as social and cultural relationships within and across national boundaries by creating culturally and socially diverse interactions. Meanwhile, ethnic media activity is considered a distinct cultural and symbolic field, which is different from mainstream media representation and consumption influenced by political and economic power, as well as a unique social field to exchange information and social support within and across cultural boundaries. This research, based on in-depth interviews and field observation, examines migrants' active media participations and their related experience. In this regard, this research delves into the role of media education for migrants and their media participations through ethnic media activities. Findings suggest that migrants' participations in media education and ethnic media activities serve as a field of mutually understanding diverse identities, cultures and issues among migrants as well as between migrants and Korean people. This research aims to understand the ways in which migrants' media participations are related to reinforcing migrants' communication right as well as their multicultural citizenship in Korea.

4. "Cross-border television in East Asia: China's consumption of Korean TV" by Shin Dong Kim

Since 1993, Chinese television began importing dramas from the Korean television companies. From the eighties, Chinese television market kept growing following the economic development of the country and the open door policy of the Deng regime. Accordingly, the demand for television programs grew with the newly established channels. China and South Korea normalized the relations in 1992 after a long period of separation since Korea fell under Japanese colonial influence in 1905. The normalization opened ways of trading between the two countries and it grew in remarkable speed and quantity to make China the biggest trading partner of Korea in the next decade. One of the most attractive imports from the capitalist society in the neighborhood was the media and entertainment

programs. Starting from the first dramas such as <Jealousy> and <Eyes at Dawn> in 1993, many found unexpected popularity among the Chinese audience in the first decade of export. These include <What's love >, <Stars in My Heart >, <Trap of Youth>, <Fine Breeze OBGY>, <Men of the Bathhouse>, <Autumn Tales>, <Everything about Eve>, <Winter Sonata>. After the first decade, the Korean dramas established a stable and strong position in Chinese television landscape. Since 2010, Chinese media rapidly expanded into the Internet based platforms such as Youku, the Chinese YouTube, which successfully attracted high views with <Heirs>. In 2013 <My Love from the Star> set a record of four billion views on video platforms iQIYI, PPS, Xunlei. Popularity of the Korean drama was intensified with the advancement of the new platforms. Accordingly, major Chinese online platforms competed in purchasing the Korean dramas, and the quantity and proportion of Korean contents rapidly increased. At around the same time, Chinese televisions began importing the formats of the program, especially in entertainment genre. From 2013 to mid-2015, in just two and half year period, more than twenty formats of entertainment shows were sold to Chinese media. Selling formats came along with one or two producers participating in production or planning in China. To raise the quality of production, large number of production crew from Korea went to sites, and sometimes made a huge success in local reproduction as was the case in <Run, Brothers!>. Format sale brought a good amount at first but the Chinese program harvested giga-amount of money which gave no additional profit to the Korean production. Format imports did not always result in good successes for the Chinese importers. Co-production rose as an alternative to this problem. This paper explores the changes of China's consumption of the Korean television over the last few decades.

PANEL-6

The Digital Turn in the Indian Media Economy

Towards the end of the last decade, a larger and more integrated media economy had become a major component of India's social and economic life. Building upon a terrain vacated by state interests and countless small and often localized businesses, the emergence of the Indian media economy is enmeshed within complex logistical, commercial and cultural structures that invite both social enquiry and commercial assessment. All this has been captured in an edited double-volume on the *Indian Media Economy* with contributions from leading scholars from across the world, published by OUP this December.

The proposed panel, while releasing in India this ground-breaking double volume on the *Indian Media Economy*, will delve into how the multiple digital transitions underway in the media economy are further altering the entire edifice of hard infrastructures and social relationships.

The four papers presented by 6 scholars from across both volumes explore the challenges and opportunities in the emergent ecology of digital media. What brings them together is their shared recognition of the highly embedded nature of India's digital ecology as also their common pursuit of critical political economy; both these methodological thrusts are informed by, and aware of, interdisciplinary perspectives in communication studies. Thus, the panel will detail the complex configuration of markets that constitutes the media economy of a digitalising India along with the social transactions that facilitate the embedding of the media economy into everyday life. In doing so, it will present sectoral and cross-sectoral analyses pertaining to cinema, online video, newspapers and cable broadcasting.

The Panelists

- *Building Digital Capabilities: A Close Examination of the Indian Entertainment Industry* Shishir Jha (IIT-Bombay) & Niraj Mankad (FLAME University, Pune)
- *Labour in Globalising Bollywood* Sunitha Chitrapu (Sophia College, Mumbai)
- *Professional Logics of Indian Journalists* Scott Fitzgerald (Curtin University, Perth)
- *Media as an Economy of Markets: Multiple & Overlapping Markets in the Indian Media Economy* Vibodh Parthasarathi (Jamia Millia Islamia, New Delhi) & Adrian Athique (University of Queensland, Brisbane)

Chair: **Dr. Shin Dong Kim** (Hallym University**,** Chuncheon**)**

Discussant: **Dr. Suruchi Mazumdar** (O.P. Jindal Global University, Delhi, India)

Panel accompanied by book release of "*The Indian Media Economy*" (OUP, 2018)

> Athique, A., Parthasarathi, V. & Srinivas, S.V. (eds). 2018. *The Indian Media Economy Volume 1: Industrial Dynamics and Cultural Adaptation*, New Delhi: OUP
>
> Athique, A., Parthasarathi, V. & Srinivas, S.V. (eds). 2018. *The Indian Media Economy Volume 2: Market Dynamics and Social Transactions*, New Delhi: OUP

Book Release by

Prof. Peter Vorderer, Fellow & Past President, ICA, Chang Jiang Scholar, Shanghai Jiao Tong University, China, Institute for Media and Communication Studies, University of Mannheim, Germany.

Prof Peng Awa Ang, Fellow & Past President, ICA Professor , Wee Kim Wee School of Communication and InformationCollege of Humanities, Arts, & Social Sciences, NTU, Singapore.

The Panelists

Adrian Athique is associate professor in cultural studies at the Institute for Advanced Studies in the Humanities, University of Queensland. His interest in the sociology of media encompasses the dynamics of culture, economy, technology, and geography, including a longstanding interest in the evolution of the media in India. He is the author of several books, including *The Multiplex in India: A Cultural Economy of Urban Leisure* (2010, Routledge, with Douglas Hill), *Indian Media: Global Approaches* (2012, Polity),

Digital Media and Society (2013, Polity), and *Transnational Audiences: Media Reception on a Global Scale* (2016, Polity).

Sunitha Chitraputeaches communications research methods and political economy of media at the Social Communications Media Department, Sophia Polytechnic, Mumbai, where she is currently the Head of Department. She graduated with a PhD in Mass Communication from Indiana University, Bloomington in 2008 with a specialization in media economics. She was awarded the Top Dissertation Award in the Global Communication and Social Change Division at ICA 2009, Chicago for her work on the linguistic diversity and changing technology in India's regional film markets. Her work has been published in *The International Encyclopedia of Media Studies, The Encyclopedia of Social Movement Media, Journal of Creative Communications, Social Movement Studies Journal, Bollywood and Globalisation: The Global Power of Popular Hindi Cinema*, and in*The Magic of Bollywood: At Home and Abroad.*

Scott Fitzgerald is senior lecturer in the Curtin Business School, Curtin University, Perth. His research interests cover cultural industry corporations, creative work, public services, and new public management. Scott is currently undertaking a comparative research project examining the changing industrial relations landscape within Indian media industries (with Dr Suruchi Mazumdar). His most recent book is *Corporations and Cultural Industries: Time Warner, Bertelsmann, and News Corporation* (2011, Lexington Books). He is a member of the South Asian Studies Association of Australia (SASAA) and the International Association of Media and Communication Research (IAMCR).

Shishir K. Jha is associate professor at the Shailesh J. Mehta School of Management, IIT Bombay. His research focuses upon theorizing and analysing sustainable and democratic alternatives of globalization, digital economy, copyright, and public domain in the digital economy, geo-political environment, international business, and the impact of globalization on Indian society.

Niraj Mankad is currently a faculty at FLAME University Pune and holds a PhD from IIT Bombay. Niraj's research explores the triadic relationship between emerging digital technologies, firm competitiveness and societal change. For his doctoral dissertation, he has explored the evolution of a firm's digital capabilities within the entertainment industry. His current work-in-progress includes examining innovation, technological change and evolution of dynamic capabilities by incumbent firms within the media and entertainment industry.

Vibodh Parthasarathi maintains an interdisciplinary interest in media policy and creative industries at the Centre for Culture, Media and Governance, Jamia Millia Islamia, New Delhi. His ongoing research looks at diversity in media policy, and digital transitions in the media economy. Vibodh's work has attracted support from the Ford Foundation, Social Science Research Council, India-New Zealand Education Council, HIVOS, Canada's IDRC, India Foundation for the Arts, University Grants Commission, and Open Society Foundation. Co-editor of the critically acclaimed triptych on *Communication Processes* (Sage, 2005, 2007, 2010), he is actively involved in media reform with public interest groups such as the Centre for Internet and Society, Indian Open Data Association and The Media Foundation.

The Abstracts

Building Digital Capabilities: A close examination of the Indian Entertainment Industry

Shishir Jha (IIT-Bombay) & Niraj Mankad (FLAME University, Pune)

The formal part of the entertainment industry is witnessing a rapid decline of traditional forms of content creation and distribution as opposed to its earlier focus of relying on resources to build and market protected content. When the external environment undergoes rapid changes, firms need to design processes and routines which match up to this dynamic environment. These processes and routines, according to Teece et al. (1997), are the dynamic capabilities developed by the firm. With this in mind, this paper examines how India's entertainment industries are evolving with the widespread digitisation of content. We argue how entertainment firms develop the necessary competencies to achieve competitive advantage and build 'digital capabilities' in a rapidly evolving technological environment. We demonstrate three aspects of digital capabilities through case studies, qualitative interviews and examining data from television and internet viewership.

The development of dynamic capabilities entails three avenues: a) building core forms of digital content; b) developing networks of interaction with other firms, c) crafting a strategy for shaping various 'forms' of distribution. In a milieu of multiple consumption platforms, 'Transmutability' as a capability allows for content to change to a digital format, and be reconfigured and reworked according to requirements of the audience, user or the firm (Hughes and Lang, 2006). The second aspect of dynamic capability, 'Network creation' can be defined as the firm's 'ability to forge network ties with other firms across the value chain to better leverage its digital resource.'. This competency enables a firm to build alliances and forge relationships with other players to create and distribute their digital resources to match the rapidly changing consumer demand. The third we emphasise is the capability of the firm to integrate the content with the different 'forms' of distribution to reach the audience or user and to develop a 'form' appropriate strategy.

Labour in Globalizing Bollywood

Sunitha Chitrapu (Sophia College, Mumbai)

This is an exploratory study of the changes wrought by globalization to Mumbai's film and television industry labour using the frame work of the political economy perspective which examines "…why we get what we get" (Meehan et al, 1993). The value of this study is two-fold: it ventures into a relatively unexplored area for investigation related to the media in India; and it documents how labour has changed within the political economy of Mumbai's media industries. Research questions guiding us include, 'How has globalization affected the role of media industry labour unions in the political economy of Mumbai's film and television markets? What are the changes in the opportunities for women workers?' The case study approach here uses interviews with union members and elected representatives of unions, supplemented by an examination of publications and websites of unions.

We find the internationalizing effect of globalization with its emphasis on the use of English and more western ways of doing things privileges workers with these kinds of social capital, thereby bringing in more middle class female workers into areas such as assistance in direction. Diversity being a key feature of Indian life plays a role in the political economy of practically all aspects of the Indian film and television industry. Its very pervasiveness makes it important that we step back and take cognizance of the role that it plays in media work. This diversity opens up many lines of enquiry that demand empirical examination. Mumbai's media industry with its work force from all parts of the country has long been held up as a microcosm of India itself, and research on media labour in Mumbai will help to open a rich vein of opportunities to understand the social totality within which the Indian media economy unfolds.

Professional Logics of Indian Journalists

Scott Fitzgerald (Curtin University, Perth)

This paper critically examines the concept of a professional logic amongst journalists in India. In the context of dynamic commercial and political pressures and the challenges and opportunities offered by the emergent ecology of digital media, journalists are argued to confront an "individualized precarious and networked context"; news businesses, faced with "difficult and disruptive challenges on many fronts", are demanding that journalists "increasingly shoulder the responsibility of the company" (Deuze & Witschge, 2017). This managerial view is clearly expressed in the KPMG India-FICCI 2017 report that laments the "resistance to change" in India's news organisations, citing the "lack of effective synergy between editorial leaders and managers" in the sector's digital transition and noting that in "the long-term, management and the editorial team will have to work and change together to secure Indian newspapers' role in an increasingly digital environment" (FICCI 2017).

However, the ability of journalism to exert control over its field of practice vis-a-vis external interests (Waisbord, 2013) has long been argued to be an important concept in the narrative of the profession. This paper views professional logic of journalists as more than an ideological foundation for journalism. It reflects the jurisdictional struggle for control over work. As such, the paper looks at the relation between this professional logic and the collective organisation by journalists and the changing basis of their associational and structural power within the Indian media economy. It explores these issues through a case study of the changes taking place at *The Hindu* newspaper. The chapter contributes to the discussion of a professional logic amongst journalists by emphasising the organisational basis for this logic within a political-economy framework.

Media as an Economy of Markets: Multiple & Overlapping Markets in the Indian Media Economy
Vibodh Parthasarathi (Jamia Millia Islamia, New Delhi) & Adrian Athique (University of Queensland, Brisbane)

For a quarter century, the word 'market' has become ubiquitous within academic scholarship on the media in India. You might expect, therefore, that the implicit need for reflections on the 'market' concept, including the consensus of its underlying ontology, has been treated as self-evident. The considerations outlined in this presentation show otherwise. We make a case for a fresh look at the idea of media markets by canvassing the apposite ontological pathways that allow a necessary synthesis between two hitherto distant approaches in media sociology and political economy. For, we recognise that assessments of 'economics of media' has long tended to miss two fundamental traits of media markets: the social transactions and embedded contexts of communication structuring the media economy; and, the role of mediation in the rapid evolution of market forms. Addressing both gaps requires revising the primacy of narrow economistic notions underlying the study of media markets in neo-classical and unorthodox approaches.

This presentation shares the benefits of 'thinking through' longstanding disciplinary preoccupations in the study of media markets---a sensibility more widely characterising the project of understanding the indian media economy. Drawing on economic sociology, this presentation visualises the broader field of the Indian media economy as a constellation of markets. Across this larger canvas, we propose three levels of analysis to explicate what is axiomatically referred to as media markets, namely: the micrological marketplaces for goods and services, the mesological grouping of market spaces, and the macrological economy of markets. Our goal is not only to make sociological conceptions of media markets more 'economistic', or to find new ways to demonstrate how any industrial study must be 'culturally informed'. Rather, we consider a detailed consideration of the market concept, and of the broader media economy, as central to the formulation of the interdisciplinary field of 'media studies' in India.

PANEL-7

Indian Media Practitioners Reflections

None of us disagree that media and technology has transformed the way we live today. Media education cannot shy away from the fact that changing media demands newer pedagogies and theorizing of media practices. As an attempt to bridge the distance between Indian media educators and Indian media practitioners this panel was conceived. The panel members were invited from diverse media sectors and most of whom have been associated with media education as well. The pointers that shaped the panel were as follows:

In your experience within the media practice space:

- What is it that has changed with digital media?
- How has research become relevant or irrelevant with digital media in your sector?
- In your reflection, why are the media practices different in 'digital age'?
- What is your prediction of future of media in your sector?

International Communication Association Asia Regional Conference 2017 hosted by SNDT Women's University, Mumbai- INDIA during 14 to 16 December 2017 at J.H. Mini Auditorium, SNDTWU, Juhu Campus, Santacruz West, Mumbai.

CHAIR: Ms. Geeta Seshu, Journalism

Geeta Seshu is an independent journalist engaged inreporting and analysing media issues, in particular on freedom of expression, media ethics, mediaownership and working conditions of journalists.Geeta Seshu embarked upon a career in journalism in1984 and worked in Indian Express, Mumbai, till1996. She was editor of Soulkurry, an Internetportal for women and was Editor of the niche socialissues magazine 'Humanscape'.She has been tracking media representation of womenin the mainstream media for several years. She wasa Senior Research Fellow of the Awa Wadia Archivesfor Women and archived the campaign against sex-determination of the Forum Against SexDetermination and Sex Pre-selection (FASDSP) in2010.Geeta lectures on the media and has written ontelevision and regulation in India as well as ondigital access and online abuse of women in India.She is a member of UNESCO's Media FreedomCommittee, India, formed in 2016 to promote freedomof information and freedom of expression,pluralism, diversity and inclusivity in theownership and content of media in India.Since 2010, she coordinated the Free Speech Hub, aninitiative of the acclaimed mediawatch site TheHoot (www.thehoot.org) to track freedom ofexpression in India. Currently, she is ContributingEditor of The Hoot.Geeta tweets @geetaseshu

The Panelists

Mr. Atul Dube, Advertising

Born and brought up in Mumbai, a Graduate in Chemistry-Physics from Mumbai University followed by two diplomas - in Advertising & Public Relations and Marketing Management from K.C. College, sum up Atul's academic qualifications. Being throughout first class, currently he is a Sr. Partner with RK SWAMY BBDO, Mumbai. In a career spanning over 35 years, he has been exposed to almost every aspect of the communications business. As head of Client Servicing in various agencies he have had the privilege of leading the Account and Creative Planning, Business Development as well as contributed significantly to media, public relations and administration functions. His strengthes lie in communication, interpersonal relations, resourcefulness and organizing skills matched with the ability to manage stress, time and people effectively. An added asset is the ability to analyse and simplify situations and a disciplined approach to completing tasks. A strong penchant for reading facilitates in absorbing whatever is relevant quickly but comprehensively. Have a passion for writing, in English and Hindi, which has helped him immensely in practicing the art of communication over the years.

Dr. Nitin Malekar, Public Relations

Dr Malekar comes with 25+ years of expertise in the Healthcare &amp, education communications and medical publication Industry with specialization in concept communications. He has effectively contributed during Crisis Situations, Concept Designing & New product launches and has experience in Managing Large Teams, in Building Brands and in establishing Strategic/Marketing tie-ups. Specialties: Reputation Management, Healthcare & Medical Communications, New Business Development, Clinical Research Education, Sales & Marketing, Growth Strategies. He has been Executive Director for 14 Years with Medical Publishing Group, IJCP Group of Publications, Sr. VP, Adfactors PR, India's leading PR agency for seven years and Communication Head, healthcare &amp Education for two Years with Reliance Industries Limited. Currently he is President- Marketing & Communications, POC Medical Systems Inc.

Mr. Moksh Juneja, Social Media Marketing

Moksh Juneja, Founder, Avignyata Inc. which is a full service digital marketing consultancy for socialmedia marketing campaigns for Sony Pictures, Colors (Viacom18) and more sustained campaigns forShoppers Stop, Inorbit Mall. He has worked with diverse clients in entertainment, retail, consumer technology, fast moving consumer goods (FMCG) brands. Developing website and mobile applications for malls and retailers. He launched PeeProvider.com, Android andiOs based mobile application to find clean toilets.Moksh Juneja has been the President, Wikimedia India chapter initiated to start the independentoffice of Wikipedia India and getting a foothold for Creative Commons in India. Moksh has beenSecretary for WikiConference India which was the first ever Wikipedia National conference. He hasbeen active in the organizing Blog Camps, Tweet Ups and bridge the online and offline media.Avignyata Inc. has numerous awards to its credit like SNCR Excellence in New Communications Award for Murder 2, ICSA award for Inorbit Mall campaign, CEF awards for Asian Cancer Institute and Aster Clinics, Dubai. Moksh has been working on the forefront of social media marketing in India, since 2007, where he adopts to new technologies and implements personalised solutions for the clients that he works with. He envisions to work on developing wifi-enabled kitchen appliances. Prior to Avignyata Inc., he worked with Genesis Burson-Marsteller, handling clients like Accenture, Level Up Games, rediff.com and Sony Entertainment Television. Over the years, he moved from being a Trainee to a Senior Associate servicing clients independently. He believes in knowledge sharing and is a visiting faculty at colleges in Symbiosis University, Mumbai University and SNDT University. He also conducts workshops on social media marketing and digital marketing.

Kaushal S. Inamdar, Music

Being a musician, who entered the world of music just at the time when the music technology went digital, I have seen the fierce growth of digital technology and its typhoon like impact on the production and consumption of music. I have seen the 'new' technology of the compact disc take birth and breathe its last in front of my own eyes! Like any media, music too has gone through a metamorphosis after the advent of digital and social media. The battle is still on. Right from how music is conceived to how it is produced and then how it is consumed, the art form has undergone a sea change. Digital and social media

has also had its impact on how music is marketed and sold. In fact, the structure of music has also felt a deep impact of the digital technology. Connect: www.kaushalsinamdar.in

Ms Priyanka Matanhelia, Independent Media Professional

Dr. Priyanka Matanhelia is an independent consumer insights consultant working with leading Indian and international consumer research agencies. Dr. Matanhelia obtained her Ph.D. in Journalism and Public Communication from University of Maryland. Prior to this, she completed her Master's in Communication Media for Children from SNDT University, Pune. Dr. Matanhelia has extensive research and teaching experience especially in the mobile and digital space. She wrote her Ph.D. dissertation on "Mobile phone usage among Indian youth". Besides she has worked on a number of consumer studies in the areas of mobile, digital and media sectors. She has taught at Johns Hopkins University in DC, USA and at SNDT University in India.