2 February 2019

10am – 6pm

J.H. Mini Auditorium, SNDT Women's University, Juhu Campus, Mumbai

If media said the world is going to end this December are you going to believe it? Are people who lead WhatsApp and Facebook groups that powerful that they have secret contacts in NASA? Our generation is blessed with a new way of living which is the era of digitalization and the prosperity it brought would even bring the Wizarding world to shame. With personal media for everyone and personal channel by everyone is being thought of a boon, it also fears many of which are yet to be unfolded. Is it all gold or just the glitters? This questions divides Cults and creates Occults. Digital life has created many cults. Cults not known to many of us, many of us members of many of them, cults that propagates many myths, cults that believe in 'isms' and cults that creates virtual worlds of their own. Occult is unexplored, not known,

It's time to look past the crafty spell of media and comprehend the actual truth? The world doesn't end in Cult Occult it rather starts from it. All that we see is just the surface; a lot is hidden beneath it. It is very important for all of us to think critically about everything that is being fed to us otherwise we might just end up being puppets in every devil's hand.

Join us for media mantra as we unveil Cult and Occult, all that is before and behind the digital curtains. The event is divided into three sessions.

Session 1:   **Next generation influencers**

Let us take you on a journey to these new Influencers' world. We see the best of the world through their blogs and post on various social media platforms. We are here to not just find out how Influencers take over social media but also the challenges and drawbacks faced by them. How do they manage their ad-senses, and senses, life online and offline is to be understood from them directly in physicality and not virtually?

Session 2:   **Margins and Mainstreams**

Section 377 - the ' Q' in LGBTQ, people with disabilities, people in minority, people with dissent, people running online signature campaigns, and many such people. Meet some of them and understand how margin can become mainstream in the digital world. These are normal citizens and fighting for their rights. If media has created these odds against them, media is the only one which will reduce the disparity.

Session 3:   **Virtual Reality or Real Surreality**

What has been the impacts of virtual actions in real life? How have people managed their real life when their virtual actions have costed them really hard. Freedom of speech and expression, consequences of actions and reactions, legality of virtuality and so on are the issues still to be sorted. Let's try and understand from people who battle with it day in and day out.