

**International Communication Association**

**Asia Regional Conference 2017**

*Communications Research in Digital Age*

# **Book of Abstracts**

(16-12-2017)

**Editor**

**Mira K Desai, PhD**

Professor in Communication Technology  
Organizing Secretary- ICA ARC 2017

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**SNDT Women's University**

University Department of Extension Education  
Sir Vithaldas Vidyavihar, Santacruz (West), Mumbai- 400049, INDIA

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Professor Peter Vorderer, Chair- ICA Regional Conferences, Department of Media and Communication Science, University of Mannheim, Germany

Professor Peng Hwa Ang, Former President - ICA, Professor, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

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**Professor Shashikala Wanjari**

**Vice Chancellor**

SNDT Women's University

Mumbai, INDIA

**Message from the Vice Chancellor, Professor Wanjari**

SNDT Women's University is a 101-year-old institution today and its journey in women's education and empowerment takes a new turn when in our 102<sup>nd</sup> year of existence we host this historical conference. It is in November 2016 that Mira Desai came to me with the proposal to host ICA Asia Regional Conference and it is indeed pleasure to see this materialize so beautifully.

We are more than happy to have you all here. In the times of digital virtuality physical attendance, attention and interaction holds value. I am glad that all of you could become part of this significant moment in the time of our University.

Communication is core to human existence and being an institution of higher education research is an inevitable outcome. We are more than happy to host the 67-year old ICA's first ever Asian region conference in our University. India amalgamates diversity of many Asian countries with multiple faiths and languages. Being an institution of higher education having four mediums of instructions- Hindi, Gujarati, Marathi and English I will be more than happy when we can cater to multiple languages for research and exchange in future. As of now we reach out to you in English which is an important global language.

Mumbai, a commercial capital of India, is also the media hub and powerhouse of fashion. SNDT Women's University is more than happy to have all of you here and I am sure you will go back with fond memories of three days well spent.

Good wishes to all of you for your aspirations and inspirations that you take back from here,

Yours,

Shashikala Wanjari



### **Prof. Paula Gardner**

President ICA, Asper Research Chair in Communications  
 Department of Communication Studies and Multimedia  
 McMaster University, Hamilton, ON, Canada

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## **Message from the ICA President, Paula Gardner**

Greetings to all attending this historic regional ICA conference in Mumbai!

We are thrilled to support this important meeting of communication scholars- our first ever in India. We are grateful for the hard work of the local organizing committee and the leadership of Mira Desai who together initiated, carefully planned and now execute this meeting.

Conference planning requires an enormous amount of dedication and the conference would simply not be occurring without the deep commitment of this team. ICA recognizes that in order to partake of communication scholarship around the world, we must not only hold an annual convention, but also support conferences in regions of the world where scholarship is less represented in ICA. We are grateful, then, for the opportunity to co-sponsor this conference, to learn about key communication issues and concerns articulated from regional scholars, and to network with you and further build our international communication community. Face to face meetings can be particularly effective environments in which to brainstorm new research collaborations; we hope you will take the time to make personal connections with scholars with whom you share research interests or approaches.

We view this conference, then, as an opportunity to experience your important research, and also to ignite new research endeavors and this region's greater engagement in the International Communication Association. Our field is richer with your research. I very much regret that my schedule prohibits me from attending in person, but I am eagerly observing from afar, and looking forward to the outcomes from the conference and plans for future engagements in the region. I am sending you all my very best wishes for an informative, engaging and rejuvenating conference experience!

Paula



**Prof. Dr. Peter Vorderer**

Department of Media and Communication  
Science University of Mannheim, Germany  
<http://mkw.uni-mannheim.de/vorderer>

## **Message from Chair- ICA Regional Conferences, Peter Vorderer**

Dear colleagues,

It is great to be in India!

Particularly in my role as past president of ICA who in his last year on ICA's Executive Committee is charged with overseeing ICA's so-called regional conferences.

In addition to the one big annual conference that is usually held in late May or early June at different places around the globe we are always trying to also support such regional conferences in those parts of the world where the main conferences have not yet taken place. In order to do so, of course, we always need a number of passionate local scholars who are willing to try extra hard to get this together and we always do our best to support them and to be on the ground in order to either start or intensify already existing academic collaboration.

As for the locals we've found an enthusiastic group of scholars, led by Mira Desai, who have successfully put together a truly promising program. And as far as the leadership of ICA is concerned, we will have three former presidents of ICA in Mumbai during these days to ensure that no question and no request of yours remain to be unanswered.

Let's be in touch, this time not only via the media, let's talk lively about what we all are interested in, let's plan to do research collaboratively and globally from now on, let's get to work together.

We are all very much looking forward to working with you!

Peter



**Prof. Peng Hwa Ang**

Wee Kim Wee School of Communication and Information  
College of Humanities, Arts, & Social Sciences Nanyang  
Technological University, Singapore

**Message from Former President ICA, Peng Hwa Ang**

It really is incredible to be in India. As a country full of argumentative citizens in the world's largest democracy, it has taken the ICA some time to get a regional conference going but it has and I am delighted to be a part of it.

Having spent a year while on sabbatical in India, I speak with knowledge when I say that the Indian language, religion, psyche and culture are well tuned to knowledge and research. There is a reverence, to the point of a headlong scramble, of learning. The words "guru" and "pundit" are Sanskrit in origin. It should not be a surprise therefore to see that there are leaders of global brands and leading universities who hailed from India. My own university will soon have as president, an Indian who had been a dean at the Massachusetts Institute of Technology, the Director of the US National Science Foundation and president at Carnegie Mellon.

What the ICA can offer in such a regional conference are best practices in research and also some support to bring speakers. The longer-term goal is to foster world-leading research in an environment potentially highly conducive for communication research.

This conference has been ably led by Mira Desai with strong support from Binod Agrawal, who is renowned in his own right for his work on the SITE (satellite instructional television experiment) education. Kudos to them and their team for making this conference possible.

I look forward to an incredible Indian experience for what I expect to be a rich buffet for the mind and body.

Peng Hwa Ang



**Laura Sawyer**  
Executive Director, ICA

## Message from the ICA Executive Director, Laura Sawyer

Dear Attendees,

It is my great pleasure to welcome you to ICA's very first regional conference in India! ICA is excited to commence this conference, the latest in our efforts to facilitate research in human and mediated communication around the globe. We hope that you will find this experience enriching and that it may lead you to engage with ICA further as you progress in your career. The International Communication Association brings together different perspectives from around the world for collaboration to make the world a better place through communication scholarship. As I approach my second anniversary as ICA's Executive Director, it is clearer to me now more than ever that this is a vibrant, creative, thriving organization filled with incredibly intelligent people who are passionate about the ICA mission. In addition, our amazing staff are wonderful at what they do and they enjoy doing it—please feel free to contact us anytime if you have questions about joining as a member, attending our conference, or submitting a paper.

If you are interested in joining ICA, we offer discounted memberships – residents of India qualify for a 50% fee discount based on the World Bank's tier system, which guides our fee structure. We also offer discounted memberships for students & early career scholars, as well as opportunities for students to get involved through travel grants to attend conferences and/or positions as volunteers to help with registration (in exchange for free conference registration and a free year of membership)! We not only welcome you but encourage you to become a part of our community and the scholarship within one of our 32 divisions and interest groups. To join ICA: contact Kristine Rosa ([krosa@icahdq.org](mailto:krosa@icahdq.org)) or Julie Randolph ([jrandolph@icahdq.org](mailto:jrandolph@icahdq.org)) in our membership department. For other questions, contact me (see below) or Jennifer Le ([jle@icahdq.org](mailto:jle@icahdq.org).)

You can help us build upon all of the incredible work that has helped ICA make a name for itself by constantly making connections between issues often seen as disparate and using those differences to move the field forward in a unified way. Part of what makes ICA so valuable is its interdisciplinary nature, through which its leaders bring varied backgrounds and perspectives to a common table to advance the goals of the association and of the field. We would be delighted to have you sit at that table with us. Again: we have a great staff team here at the ICA headquarters in Washington, DC, and we are each focused on providing excellent service to our members. Feel free to reach out to any of us at any time; we are happy to hear from you. My e-mail address is [lsawyer@icahdq.org](mailto:lsawyer@icahdq.org). I invite you to contact me with any questions you have.

Sincerely,

Laura



## Letter from Shri Amitabh Bachchan



Amitabh Bachchan

November 6, 2017

My dear Ms Mira K. Desai

Social media is changing the way we communicate and the way we are perceived, both positively and negatively. New technologies and approaches are merging the physical, digital, and biological worlds in ways that will fundamentally transform humankind. The extent to which that transformation is positive will depend on how we navigate the risks and opportunities that arise along the way.

Thank you for all your kind words. I feel truly privileged by your invitation to be Guest of Honor at ICA ARC 2017 conference inauguration scheduled for December 14, 2017 at 10.30 at SNDT Women's University Campus on Juhu Tara Road. It would have pleased me immensely to oblige. Unfortunately, pre schedules out of the Country prevent my being able to confirm my acceptance.

Rest assured however, of my best wishes and prayers for the grand success of this very significant conference.

Warm regards,

**Amitabh Bachchan**

Ms Mira K Desai  
Organizing Secretary-ICA Asia Regional  
ICA Asia Regional Conference 2017  
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## **WELCOME To Mumbai:**



### **Mira K Desai**

Professor in Communication Technology  
Organizing Secretary- ICA ARC 2017

It was in September 2016 that we initiated processes for what you see now as an academic conference with media and communication scholars from all over the world. In November 2016 the journey began and it is my proud privilege to present to you this Book of Abstracts with very interesting body of work by more than 100 scholars.

Our 'Call for Papers' went live in July and you would be happy to know that we received exact 100 abstracts from 20 countries under four tracks. Maximum abstracts were submitted under 'Gender, Culture and Technology' and least number under 'Digital Research Methodologies'. Double blind peer review by 20 reviewers accepted 86 abstracts and you will witness **52** paper presentations in next three days. Many Asian scholars could not make it due to funding, health reasons or permission challenges as informed by them. What you see in your hand is representative of research interests and academic expressions in and about Asia.

Apart from Paper presentations, we could put together Panel discussions, Workshops and Film Screenings; Student films as well as Special screening of "Velvet Revolution" which could take place due to our very own Prof Radha Misra and Indian Association of Women in Radio and Television (IAWRT). Indian scholars Dr. Deepti Ganapathy, Prof Umesh Arya and Anuradha Bhatia proposed the workshops and seven Panel chairs brought in interesting research agendas here.

We are thankful to ICA and its present and past presidents and office bearers who were partners in the journey to which you are the destination! Gratitude is due to our Vice Chancellor Professor Shashitai Wanjari for her faith in me and granting us the permission to venture into this global endeavor. Professor Peng Hwa Ang and Dr. Binod C Agrawal initiated all that you see and all the committee members especially my friend Dr. Sunitha Chitrapu for being around. Acknowledgment is due to University officials, my colleagues, and friends, especially Dr. Anita Chaware and Ms. Garima Gupta and Mr. Santosh Sarvaiya, who walked along in making many things possible.

We wish you a pleasant stay in Mumbai and we are sure your will enjoy every moment of what we have planned for you at ICA ARC 2017.

Happy Learning!!

Mira

# 1. Conference Schedule

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

## Day - 2

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

## Day – 3

<b>Day – 3:</b>	<b>16<sup>th</sup> December 2017</b>	<b>Saturday</b>
9.00	Students' Film Screenings	J.H. Mini Auditorium
10.00	<i>Paper Presentations</i>	
	<b>A3-</b> Digital Audiences <b>B3-</b> Gendered Media Text <b>C3-</b> Newer Landscapes and Audiences	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
11.00	Tea Break	Foyer
11.30	<i>Paper Presentations</i>	
	<b>A4-</b> Children/Young People and Digital Media <b>B4-</b> Gender and Development <b>C4-</b> Political Rhetoric and Public Opinion	J.H. Mini Auditorium CDE Conference Room Virtual Class Room
1.00	Lunch	Foyer
2.00	<b>Panel 7:</b> Indian Media Practitioners Reflections	J.H. Mini Auditorium
4.00	Tea Break	Foyer
4.30	Reports of the Paper Presentations Tracks, Chair: Dr. B. P. Sanjay	J.H. Mini Auditorium
5.00	<b>Valedictory Programme</b> Chair: Dr V N Magare, PVC Chief Guest: Shri Jerry Pinto	J.H. Mini Auditorium

### **About the Chief Guest of Inauguration: Shri Sachchidanand Joshi:**

Dr. Sachchidanand Joshi has a rare privilege of having been associated with not one but two exclusive Journalism universities of India. He was the founder Registrar of Makhnalal Chaturvedi National University of Journalism and Communication, Bhopal in 1992 and he was the founder Vice Chancellor of Kushabhau Thakre University of Journalism and Mass Communication at Raipur in 2005 from where he retired. Currently, Dr. Sachchidanand Joshi is a Member Secretary of IGNCA- The Indira Gandhi National Centre for the Arts, New Delhi.

### **About the Chief Guest of Valedictory: Shri Jerry Pinto:**

Jerry Pinto lives and works in Mumbai. He is an award winning author, a Chevening Fellow and a Fellow of the Newhouse Centre for the Humanities at Wellesley College. He teaches journalism at the Sophia Polytechnic's Social Communications Media course and is on the board of MelJol, an NGO that works in the sphere of child rights. He also serves as a trustee of SPARROW, an archive for women founded by C S Lakshmi and the People's Free Reading Room & Library, one of the city's oldest libraries. He is an advisor to the Jehangir Sabavala Foundation and the AntarBharati Kaka Bhavan, an activity of the Sane Guruji Rashtriya Smarak Trust. He has translated five books from Marathi and his first translation from Hindi will appear next year.

## 2. Paper Presentations Abstracts

Abstracts were submitted for the following four tracks:

**A: Individual and Digital Exposure**

**B: Gender Culture and Technology**

**C: Digital Media Ecology**

**D: Digital Research Methodologies**

Since the abstracts in Track-D were only seven, few became part of Panel-1 and rest was merged and presenters have been scheduled under three tracks. Few of the Abstracts though submitted in a particular track, has been scheduled in another track to create thematic coherence.

<b>Track – A : IDE -Individual and Digital Exposure</b>		
<b>Session-A1: Social Media Consumption</b>		
Chair: Dr. Binod C Agrawal		Discussant: Mr. Dinesh Girap
A1-1	Dr. Priyanka Dasgupta Assistant Professor, Amity University, Dubai	Extending the Cognitive Mediation Model: A look at the role of Facebook in spurring political participation among the youth in India
A1-2	Ms. Roshni Nayak School of Communication, Manipal University, Manipal - 576104, India	A study of buzz feed India as a news and entertainment site in shaping public opinion and its perception users in the form of Facebook comments
A1-3	Dr. Triveni Goswami Mathur Director, Symbiosis School of Media & Communication, Bangalore	Social inclusivity or self-actualisation: A mediated discourse analysis of Facebook posts of the elderly in urban India
A1-4	Dr. Hussein Nassar and Dr Nabil Oumais Assistant Professor Faculty of Information Lebanese University, Lebanon	The impact of users' interactions on the attitude toward Facebook advertisements
A1-5	Mr. Rahul Gadekar Research Associate MICA, Shela village, Telav-Ghuma Road Ahmedabad, India	Developing a Gratifications Scale for Facebook

## **Extending the Cognitive Mediation Model: A look at the role of Facebook in spurring political participation among the youth in India**

*Dr. Priyanka Dasgupta*

PhD, Nanyang Technological University, Singapore), Assistant Professor, Amity University, Dubai,  
Email: priyanka004@e.ntu.edu.sg

The Cognitive Mediation Model (CMM; Eveland, 2001) argues that surveillance gratification encourages attention to and reflection on the news, which in turn is associated with knowledge gain. Surveillance gratification can be defined as an individual's motivation to scan their environment and make sense of it. Motivated individuals are more inclined to pay attention to and reflect on the news. Attention and reflection are then associated with knowledge gain. Since its initial articulation, CMM has been extended and applied to various contexts. However, most CMM research is based on findings from traditional media. There have been very few studies testing the applicability of CMM to social media, and Facebook, in particular. We have attempted to extend CMM in two ways; we have applied the model to Facebook use and assessed political participation as a dependent variable. In the original model and in most subsequent work, political knowledge was examined as dependent variable. Research on political knowledge indicates that it is closely related to political participation; in fact, it can serve as a precursor for participation in political activities (Galston, 2001), including voting (Delli Carpini & Keeter, 1996; Howe, 2006) and other non-voting participatory activities (Gallego & Oberski, 2012; Johann, 2012). Niemi and Junn (1998) reiterated this idea when they described political knowledge as “a prerequisite to successful political engagement” (p. 9), enabling citizens to achieve their political goals. These findings necessitated that political participation be examined as an outcome variable. Since our sample has been drawn from Indian college students who tend to be active Facebook users, we have used two dimensions of political participation: political activity on Facebook (PAFB), and traditional political participation (TPP) as our outcome variables. A survey of 18-26 year olds (n = 1020) was conducted in Ahmedabad and Lucknow in 2014. Two models were run. The regression analysis showed the first model explained 17.8% of the variance in traditional political participation while the second model explained 21.9% of the variance in political activity on Facebook. Surveillance gratification, attention, elaboration and political knowledge were significant predictors of traditional political participation, while surveillance gratification, attention and elaboration predicted political activity on Facebook. Implications and future directions are discussed.

## **A Study Of Buzzfeed India As A News And Entertainment Site In Shaping Public Opinion And Its Perception Users In The Form Of Facebook Comments**

*Roshni Nayak*

Student, School of Communication, Manipal University, Manipal - 576104, India.  
roshninyk@gmail.com

The global media landscape is ever-changing, and tools like social media have evolved into game-changing disruptive technologies taking journalism to the next level where every person with a phone and internet is a reporter, and every social media feed is a news source. In this era of democratization of news, there has been a steady rise in digital media startups in India that make use of new and entertaining forms of storytelling to spread ideas and information. These companies are able to connect with the country's growing online population, which according to a report from the Internet and Mobile Association of India is expected to reach up to 432 million by 2020. Digital startups are also becoming increasingly viral and often offer commentary on contemporary issues in

the country through the use of humour, sensationalism and satire in their content. Buzz Feed India, one of the earliest international digital media startups to launch in the country, is an extension of the American internet media company Buzz Feed, and has garnered over 2 million followers on its Facebook page in the three years since its inception. The rise of Buzz Feed in India raises several questions worthy of research. One of them is whether this form of journalism is the new way for the present generation of Indians to consume news, and the likelihood of these users being able to learn from a story that primarily comprises of GIFs and memes. Towards this end, the objective of this research is twofold: Firstly, to study Buzz Feed India's relevance in commenting on contemporary news in the country through its various formats such as: long form, feature articles, 'listicle' posts, videos, GIFs and memes. Secondly, to measure and analyze the responses to these posts by the page's Facebook followers in terms of comments and reactions to the post on Facebook, as well as by conducting unstructured interviews. The researcher follows the triangulation approach and uses both qualitative and quantitative methods of data collection, with the objective of providing a balance between the two, and increasing the validity of the study. This approach is used to obtain confirmation of findings through convergence of different perspectives.

### **Social inclusivity or self-actualisation: A mediated discourse analysis of Facebook posts of the elderly in urban India**

*Dr Triveni Goswami Mathur*

Director, Symbiosis School of Media & Communication, # 95/1, 95/2, Electronic City Phase I, Hosur Road,  
Bangalore 560 100, director@ssmc.edu.in

The senior citizens or elderly above the age of 65 years in urban India have taken to social media, particularly Facebook and Twitter. While most senior citizens took to the internet initially to connect with family and grandchildren who lived overseas through Skype, they then moved on to connect through social media to feel more inclusive in the society that they live in. This went beyond the need to only remain connected with family and dear ones abroad. Studies have shown that social media has helped make the elderly feel more inclusive in a fast-moving contemporary society thus arresting social isolation, loneliness or other forms of depression. There are instances of senior citizens who were initially hesitant in joining the social networking bandwagon to then adapt and adopt it to make them not only more content but also led them to share their knowledge and skills through this social-media platform. Many, thus, began networking with "like-minded people" of similar age-group or across age demographics. It is also observed that this is a primarily urban phenomenon in India based on the need and understanding of what effect social media may have on enhancing the quality of life. Although Facebook pages have been launched that provide updates of social and governmental benefits that concern the elderly, most of the conversation on such pages focus only on their comments on the policy benefits or lack thereof. But, what issues do senior citizens generally comment on when they are on their own Facebook pages with their social media connections? Is it always linked to health related issues? Why do they express their feelings or reactions the way they do? What issues prompt them to react and why? How does it gratify them and their own sense of self-esteem or identity? What keeps them engaged on social media? What content do they like, share or entertain themselves with? Is education level or their profession a factor that governs their online behavior? Within the theoretical framework of the uses and gratification theory, this study proposes to conduct a mediated discourse analysis of select Facebook posts of senior citizens in urban India. Through mediated discourse analysis and depth interviews, the study will attempt to explore patterns of conversation, as well as content that the elderly share to understand and analyses their cognitive needs, affective needs, personal integrative needs, social integrative needs and tension-free needs. Through convenience sampling, the analysis of Facebook posts will be further substantiated by depth interviews with senior citizens. The analysis expects to offer an insight into understanding whether Indian urban senior citizens take to



social networking sites like Facebook to feel socially inclusive, as has been primarily understood, or to achieve a sense of self-gratification, self-actualization that reinforces their self-esteem, dignity and identity.

## **The impact of users' interactions on the attitude toward Facebook advertisements**

*Dr. Hussein Nassar and Dr Nabil Oumais*

Lebanese University (Faculty of Information), Lebanon

hussein.nassar@gmail.com

We postulate that the interactive capability of advertisements on Facebook alters the general attitude of users toward the ads. Unlike traditional channels, users on Facebook are active participants in shaping the ad itself. For example the number of likes, shares and comments of a sponsored ad influences the way users perceive its credibility, entertainment and other features. Overall, the ability of Facebook users to interact with the ads reduces the cognitive and behavioral avoidance of the advertisements. Theoretically, this paper is based on the "attitude toward advertising in general" which was introduced by Lutz (1985) and subsequently modified by Muehling (1987), MacKenzie & Lutz (1989) and Mehta (2000). The model proposed by (Lutz 1985) became the basis for studies in advertising research of different media channels including the internet (Azeem & Haq, 2012; Hsu, Chuan-Chuan Lin & Chiang, 2013; Nguyen, Cao, & Tran, 2014). In this paper we propose a refined model which incorporates the interaction of users with the Facebook ad as an antecedent to overall attitude toward the ad itself. We conducted a cross-sectional analysis using surveys collected from 530 students from three universities in Beirut (Lebanon's Capital). We used structure equation modeling as means for analysis. Results indicate that users' interactivity with the ads has a positive impact on attitude toward advertisements in general and negative impact on cognitive and behavioral avoidance of the advertisements. Based on the results obtained, we give recommendations for academics and practitioners in the advertising domain. Academically, we recommend expanding the model of "attitude toward advertising in general" of Lutz, by including the concept of interactivity when researchers study advertisements on social networking sites. On the other hand, advertising agencies will have better understanding of factors that influence avoidance of Facebook ads. Specifically, we recommend them to design messages that drive interaction with users to achieve favorable attitude toward the ad.

## **Developing a Gratifications Scale for Facebook**

*Rahul Gadekar*

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This paper attempts to investigate why young people use social media such as Facebook from a uses and gratifications perspective. It assumes that social media has altered the nature and dynamics of communication. Its inherent ability to let users connect and share, to socialize, and create online communities sets it as a media apart from other forms of media. Theoretically, the emergence of social media has advanced our understanding of how people interact with media: the movement has been from an 'active' to an interactive audience, from one/two-way communication to networking, from investigating personality to exploring identities. The rapid growth and popularity of Facebook has engaged the attention and interest of media and communication researchers worldwide. Communication researchers have used Uses and Gratifications approach to study the reasons of Facebook use. The theory explains that individuals access a particular medium to satisfy their social and psychological needs. This

approach has been used before in the context of other media including TV, newspaper, and Internet as well. Facebook is different from any other media including the Internet. Therefore, it is assumed that the gratifications sought from using Facebook will be different from gratifications of other media. Scholars used gratifications scales developed for Internet to investigate the gratifications of Facebook. In recent years, some scholars tried to develop a separate scale to study Facebook gratifications. In India, Facebook has crossed the milestone of 125 million users in 2015. However, there have been few studies in the Indian context that have explored the gratifications of Facebook use. These studies have tended to borrow the gratification scale/items from the extant literature. The present study attempts to develop a gratifications scale to explore the Facebook gratifications in the context of an Indian audience. The study followed a three-step procedure to develop the Facebook gratification scale. First, 70 college-going students wrote an essay in response to a question that asked them to briefly describe “Why do you use Facebook? A pool of 183 gratification statements was identified after analyzing the essays. Later, five communication experts reviewed the statements and recommended deletions of statements with identical or similar meaning. This resulted in a set of 78 statements which were grouped into ten categories. Out of this set, the two researchers short listed a total 28 statements. The second step entailed construction of a questionnaire containing the shortlisted 28 items. The questionnaire was administered to 156 college going students. Factor analysis of these responses yielded a gratification scale with 20 items having four factors with acceptable reliability figures. Four gratifications found were: Entertainment, Identity, Peer-pressure, and Socialization. In the third step, this revised scale was administered to another set of college going respondents with similar socio-demographic background. Factor analysis of the responses gave us the final gratification scale of four factors with acceptable reliability scores. The factors were: Socialization, Identity, Entertainment, and Peer-pressure.

<b>Track – A : IDE -Individual and Digital Exposure</b>		
<b>Session-A2: Digital Media Applications</b>		
<b>Chair: Professor Peter Vorderer</b>		<b>Discussant: Prabha Nair</b>
A2-1	<ol style="list-style-type: none"> <li>1. Cornelia Wallner-Germany Assistant Professor, LMU Munich, Department of Communication Science and Media Studies, Munich, Germany</li> <li>2. Susan Alpen- Germany Research fellow, Centre for Media, Communication and Information Research of the University of Bremen</li> <li>3. Dr. Marian T. Adolf- Germany, Prof., Chair of Media Culture, Zeppelin University, Department for Communication and Culture, 88045 Friedrichshafen</li> <li>4. Michael-Bernhard Zita- Austria (Presenter), University of Vienna, Department of Communication, 1090 Vienna, Austria</li> </ol>	Fostering Media Literacy Competencies for Navigating Digital Media Cultures: Findings of a Comparative Study in Southeast Asia
A2-2	Anita Parihar, BHSC, PGDCMC (Pune) TVP, DETV (UK )	Scriptwriting Methods using New and Conventional Media practiced by Asian, International Scriptwriters - an insight
A3-3	Nidhi Maria, Research Student, Dental College and Hospital, Bharati Vidyapeeth Deemed University, Navi Mumbai, India	A Study on the Usage of Mobile Application for Oral Health- a Perspective of the Individuals towards Digital Media
A2-4	K P Anuradha and Manjiri Bhalerao, Sir Vithaldas Thackersey College of Home Science (Autonomous) , S.N.D.T. Women's University, Juhu campus, Santacruz (West) Mumbai-400049	Use of Social Media for Marketing in Hotel Industry

## **Fostering Media Literacy Competencies for Navigating Digital Media Cultures: Findings of a Comparative Study in Southeast Asia**

*Cornelia Wallner , Susan Alpen, Dr. Marian T. Adolf, and Michael-Bernhard Zita,*  
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Media literacy has become a crucial competency in the digital age. Following the idea that media literacy goes beyond technical skills, our research interest is to identify core competencies to enhance the proficiency of rational-critical media use, with the goal to strengthen people's participation in social and cultural change. In this collaborative effort of researchers from Asia and Europe (2015-2018, funded by the EU), we applied a comparative Delphi study in Malaysia, Thailand and Vietnam to reveal similarities and differences concerning their respective media systems and media cultures as preconditions for media literacy enhancement, and stocks of knowledge to enhance media literacy. We will present and discuss selected results (1) about highlighted stocks of media knowledge and literacy competencies, and (2) about similarities and differences of media systemic and media cultural aspects in the three countries. As a theoretical framework for media literacy competencies we applied Livingstone's dimensions (2004): to access, evaluate, analyze, and create. For selecting items of media systems, we used the structure-conduct-performance scheme (van Summeren & d'Haenens 2004). Furthermore, we employed our own three-level model approaching media culture on a phenomenological, epistemic, and normative level. Based on this theoretical framework, each Asian research team generated a specific empirical design in line with our culture-sensitive approach. We may thus account for country-specific media perceptions and identify the differential requirements for media literacy enhancement and empowerment in these societies. We applied a facet-and-dimension approach (e.g. Guttman & Greenbaum 1998) to ensure comparability of country results for similar dimensions. In our empirical design, we applied a two-wave Delphi study, prepended by qualitative expert interviews. The 1st wave's questionnaire consisted of open-ended and closed questions (rating scale 1-6), the 2nd wave aimed to confirm, rank and elaborate the findings of the 1st wave. Interviewees of both waves were professionals from several stakeholder categories: Media educators and scholars, media practitioners, professional associations, politicians, regulatory bodies, NGOs, civil society organizations, and activists (up to 140 respondents per country). (Field work: May 2016 to February 2017.) Stakeholders in all three countries emphasize the importance of knowledge about laws and regulations, media reality, media ethics, responsible media use, and the role of media in digital societies. Highlighted issues for single countries are as follows: in Malaysia, ethical and moral aspects of media production and use; in Thailand, critical thinking, as well as technical competencies; in Vietnam, media systemic and legal knowledge. The project's objective is to convert the findings into a massive open online course (MOOC), and to use our results for practical societal education programs in Southeast Asia.

### **Scriptwriting methods using new and traditional media literacies**

*Anita Parihar*

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The research paper being presented is part of an ongoing study I have been researching on since 2012 on 'script writers' for television. The purpose of the study was to document the scriptwriting methods using new and traditional media literacies practiced; the preference, ratio in usage of new media and traditional media literacies (skills) and the outcome generated in the realized script on the basis of using these literacies. Postgraduate students studying social communication media (SCM), communication and journalism, audio visual production courses; as well as scriptwriters from the media industry in India formed my sample. The present study (2017) in continuation is

done at the International Broadcasting Convention (IBC), Amsterdam and at the 25th Annual Asian Media Information Center (AMIC) conference, Manila, as well as at two premier media institutions at Mumbai. The studies relate to the discussion of the members of the research team at Project New Media Literacies (2008), on social skills and competencies needed to fully engage with today's participatory culture, featuring Henry Jenkins, produced by Anna VanSomeren. The skills identified in the New Media literacies research project i.e. judgment, appropriation, multi-tasking, play, simulation distributed cognition are drawn as an analogy to similar skills used in scriptwriting for television through questionnaire in the survey conducted. The sample size is non-probability and purposive.

## **A Study on the Usage of Mobile Application for Oral Health- a Perspective of the Individuals towards Digital Media**

*Nidhi Maria*

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There are several studies on the usage of mobile application for health care. However, there are very few mobile applications for oral health care and the perspective of individuals towards digital media. Hence this research study was initiated to establish and demonstrate the usage of mobile application for oral health care, in terms of satisfaction and motivation of the user in making appropriate oral health care decisions. The effect of contextual factors on mobile application as a digital media for dental health care was evaluated after adjustment for individual characteristics in terms of satisfaction, motivation and decisions made by the user in dental hospital settings. A research tool was developed for the purpose of the study, which consisted of mobile applications and survey questionnaire. The same was administered after pilot study and standardization, with the help of communication and oral health care professionals. The data gathered consisted of the online feedback from patients, (n=40) using the research tool developed for the study. The analysis of the data demonstrated diversity in the satisfaction (45%) and motivational factors (59%) while making oral health care decisions for maintaining oral health. The analysis also depicted significant difference in gender and literacy factors as the main cause for timely individual decisions for usage of mobile applications for assistance for oral health care.

## **Use of Social Media for Marketing in Hotel Industry**

*K P Anuradha and Manjiri Bhalerao, Vice Principal*

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Social media is considered as a marketing platform for the hospitality industry. Today's consumers are digital consumers using social media as one of the influencers in decision making. This has called for a more proactive approach by the hotel industry to establish its presence in the various social media channels. As social media allows two way communications between the customers and managers, it is a challenging task for the management to meet the expectations of the customers. The main purpose of this paper was to study the perspectives of sales and marketing managers on the effectiveness of social media communication in increasing the customer base in the hotel industry. The design of the study is descriptive and the tool used was questionnaire administered to 10 sales and marketing managers in 10 hotels. The analysis of data collected in the study corroborates with the perspectives of the sales and marketing managers. The implications of the study would help the hotel industry to understand the

needs of the customers and effectively use social media as tool for marketing. The study offers scope for further research to be conducted from the customers' perspective and enhance customer satisfaction.

<b>Session-A – A3: Digital Audiences</b>		
Chair: Dr P J Mathew Martin		Discussant: Dr. Anita Chaware
A3-1	Binitha Anna Jacob, Student - MA in Media and Communication , School of Communication, Manipal University	Media usage by differently-abled people and their inclusion: A study on the Deaf and Hard of Hearing
A3-2	Dr. Munmun Ghosh, Assistant Professor, Symbiosis Institute of Media & Communication (SIMC), Lavale, Mulshi Pune - 412115, Maharashtra, India	Analyzing the Digital Exposure of Senior Citizen in India
A3-3	Suchitra Patnaik, Assistant Professor, School of Interdisciplinary Studies , The English and Foreign Languages University, (Central University), Hyderabad, India	A Study on the Credibility Perceptions of Digital News Audiences in India
A3-4	Deepanshi Khatreja, School of Communication, Manipal University, Manipal - 576104, India	Adoption and adaptability to New Features by Social Networking Site Users

### **Media usage by differently-abled people and their inclusion: A study on the Deaf and Hard of Hearing**

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The media has always assumed that people with physical impairments and challenges are incapable of fully experiencing the world around them, when the fact of the matter is that they just experience the world differently. The long held belief that differently abled people, such as the visually challenged and the hearing impaired, are incompetent and less responsive has shaped society's perception of them, and this has extended to the media's outlook and indifference towards them. The differently abled community is rarely seen as a distinct audience group, thus making media content less accessible for them. The deaf, along with other physically challenged communities, form a massive worldwide audience that is being alienated by the media in certain ways. Physically deviant people, which includes the deaf community, are subjected to negative social stigma. And this is one of the main factors that have resulted to them being side-lined by the media. Their lack of inclusion has hindered their access to knowledge and entertainment, which means thousands of people are deprived of their basic right to information. According to the 2011 census of India, the 'disabled population' comes up to 2,68,14,994; out of which 50,72,914 individuals have hearing impairments and are grossly neglected by both the media and society. The media has the power to change society's perception about deaf people being any less. Compared to other minority groups such as women, queer folk, etc., the deaf community is far behind in terms of getting significant representation from the media. This research aims at identifying media inclusion and exclusion of the deaf and hard of hearing, analyzing media channels that are most frequently accessed by them and recognizing limitations faced by them upon media usage. In

order to support the objectives of this research, the study will identify media platforms that are widely used by the deaf and hard of hearing community. The researcher will collect data from deaf and hard of hearing individuals, and attempt to gain information about the benefits they draw from media. The researcher will also approach professionals from the medical and educational field who closely interact with deaf individuals. Through their valued opinion, the study will be able to address the limitations, and also draw conclusions about different media fields that can aid this differently abled group in communication.

### **Analyzing the Digital Exposure of Senior Citizen in India**

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In present day technology is governing the way we live and lead our life. Technologies have totally transformed the way we live, work and entertain ourselves. If we focus on the available statistics it took almost 75 years for telephones to be used by 50 million customers but it took only four years for the internet to reach this many users. With the rapid inception of internet, the social media websites popularity has exploded. As per the Social Media facts 2016, India has the largest number of Facebook users with over 195 million users overtaking US by over 4 million subscribers and the key Facebook users from India are aged 18-24. So in short we live in the world of communications technology where our day to day work, quality of life, health, environment and surroundings are primarily governed by technology. The use of technology has made our lives easier but at the same point of time it made the life little difficult for the older people living in our society. As per the recent Statistics provided by the Ministry of Statistics, Government of India 2016, the numbers of Indians over the age of 60 years constitute almost 36 percent of the country's population. These figures clearly depict that the elderly people do comprise of a sizeable proportion of population in our country. The present paper is an attempt by the researcher to understand the digital exposure of the elderly population and the challenges faced by them in their day-to-day life. The research is divided into two sizeable clusters each of the cluster representing states with high share of ageing population and states with low share of ageing population (as per the Census data) and further analyzes to understand their opportunities as well as limitation that they face from the technology revolution. Also the study will help to gain an understanding on the effective usage of the digital platforms by the elderly population. The study is focusing primarily on the population aged between 60 - 70 years residing in the urban locality of the clustered states. The research paper will use a quantitative framework to arrive into a conclusion with a sizeable sample size of approximately 550. The study is crucial because in recent time digital exposure and digital platforms are growing rapidly and it is equally important to gain an understanding on how the elder generation is adapting with the digital transformation along with the younger ones.

### **A Study on the Credibility Perceptions of Digital News Audiences in India**

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Digital news consumption has witnessed meteoric rise. According to a study conducted in early 2017 about 84 percent of internet users in India access news on the internet and 79 % of these news consumers access it exclusively via mobile devices (comScore 2017). Digital news media comprises of three major segments viz. mainstream media

organizations, independent digital media and millions of unfiltered user generated news content posted on YouTube videos, blogs, tweets, Facebook posts. One important trend in the recent years has been the growing popularity of accessing news via social media sites like Facebook, blogs and twitter. Technological convergence has led to integration of news production and digital distribution. Digital media organizations have recognized the potential of social media platforms in distribution of news and audience engagement techniques. Today news content is specifically customized for social media news consumers. The concept of news distilled by conspicuous gate keeping has been altered with the emergence of the online news culture. Digital democracy has empowered millions of internet users with the independence to publish, without any editorial control and global reach; making them susceptible to audience distrust. In the recent months 'fake news' and other unethical media practices online has shaken the credibility of digital news media. Distortion of facts and information on the social media platforms and mobile messaging applications has become very rampant. Fake pictures, videos, rumors circulating on WhatsApp and social media sites have proved extremely damaging and dangerous. Media credibility refers to a perception that audiences develop about a medium, the source and the contents of a message. Media credibility focuses on the relative credibility or believability of various media channels through which a message is sent (Flanagin & Metzger, 2008). Gaziano and McGrath (1986) concept of measuring media credibility is considered as a base for enquiring digital media credibility perceptions. This study is an attempt to understand online news consumption patterns in the Indian context. It examines audiences' perceptions about the trustworthiness and credibility on digital news content. A series of Likert and attitudinal scales were developed to gain an insight into the mind-set of the respondents. An online survey was conducted for the purpose of data collection and recording perceptions of the respondents. The study also tries to explore and understand the factors that affect the credibility perceptions of digital news audiences.

### **Adoption and adaptability to New Features by Social Networking Site Users**

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Social Media has successfully built a new virtual world. In the times where the personal connections seem occasional and least happening for the day, the social media has taken over as the bridge between people, relations, thoughts, ideas and a platform for expression and voice. This research study aims to look at the various New Features of the Social Networking Sites. Three particular Social Media Platforms – Facebook, Instagram and Snapchat have been chosen for the study since, they hold a direct competition with each other on the basis of launching similar features and content creation. Also, the top three mediums used by the youth to stay connected and share content are Facebook, Instagram and Snapchat (PEW Research April 2015) Furthermore, the five common features launched by the three Social Media Giants subsequently being, 24-Hour Stories and Live Broadcasting, Direct messaging, In-Build Camera, Filters and Disappearing messages, clearly depict that in the hope of building an all in one experience, the platforms have started looking the same and as a result, each platform is losing its unique identity in terms of what they provide their users with. Therefore, it is essential to analyze whether the popularity of one medium stays the same after the same features are launched on the other two platforms. The study intends to understand how people have adapted to the new features and their preference for a particular SNS. The data was collected with the help of a questionnaire. In this research, the students of age group 17-26, studying in Manipal were divided according to their different college sections which included Bachelor students of Engineering, Masters students of Media and Communication as well as, Bachelor students of Commerce. The three sections were divided according to the age difference as well as different fields of study and mindsets. Additionally, the study was conducted with an aim to provide a better understanding of the adaptability of the new 'common' features used by the three Social Media Platforms. According to the research, the least number of internet (social media) users,

according to this survey fall between the age of 23-26 that is 14% and the most number of Social Media Users fall between, 17 to 19 has 63 respondents that constitutes 42% of the total respondents. The studies show that, 91 out of the total 150 respondents i.e. 60% people and the most number of respondents use all the three social media platforms which clearly justifies the competition among the three. Further, out of all the similar features, direct messaging feature received the highest number of responses followed by the 24-Hour story and the In-App Camera. For Direct Messaging, the respondents still prefer Facebook. While, after the launch of other features, the preference of the respondents changed entirely from Facebook leading to its fall. At the time when Snapchat stepped into the market, the innovative features introduced by the app became a thing for each of the youngsters. The idea of disappearing messages became very popular since the time Snapchat came into existence. Not just this, but after the launch of Instagram, many top social media platforms such as Facebook and Instagram came up with the same popular features used by the app. (Anna Escher, 2015) For In-App Camera, 24-Hour Story, Time-Out based snaps and Live Video Feature, Instagram stood way ahead from the other two platforms. Even though the In- App Camera, Time-Out based snaps as well as 24-Hour Story were launched by Snapchat, the respondents switched to the other platform for the same feature. Whereas, for Brand/Movie themed Filters, Snapchat still is ahead of Instagram and Facebook. Therefore, the competition among the three platforms depend on how the people switch from time to time as the new features are launched and on which platform the same feature works better. The study uses quantitative methodology to analyze and study the usage of Facebook, Instagram and Snapchat and the preferred mediums according to the users after the full-fledged launch of the six common features.

<b>Session-A4: Children/ Young People and Digital Media</b>		
Chair: Professor Radha Misra		Discussant: Shilpa Hattaingadi
A4-1	Sowparnika Pavan Kumar Attavar, Assistant Professor , Institution Affiliation: School of Communication, Manipal University, Manipal., India	Parents' Perceptions of Their Children's Access and Use of Smart Devices at Home: A Qualitative Study
A4-2	Devina Sarwatay, PhD Student Department of Communication, University of Hyderabad, India	What's the story here? Children in the digital media landscape
A4-3	Mudita Mishra, Assistant Professor, MBA-Communication Management, Faculty in-charge, 'Public Relations' specialization Faculty in-charge, MBA Internships Symbiosis Institute of Media & Communication (PG), Lavale, Pune, India	OTT Video on Demand: A study of digital-entertainment consumption patterns among Indian millennials
A4-4	Dr. Hussein Nassar and Dr Nabil Oumais, Lebanese University (Faculty of Information), Lebanon	Qualitative Assessment of Risky Online Behavior of Lebanese High School Children



## **Parents' Perceptions of Their Children's Access and Use of Smart Devices at Home: A Qualitative Study**

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In 2016, the number of internet-enabled digital devices in India was 300 million (KPMG report on Indian M&E Industry, 2017) indicating the massive extent of internet-enabled or smart devices penetration into Indian homes. Even with socio-economic and geographic differences, there is an upsurge in the access, ownership, and use of smart devices. Therefore, it is not surprising today to find families – across all classes and geographies – owning and using multiple digital devices as a social unit and individually. As an integral part of the family, children too get access to smart devices. Research evidence on children's use of smart devices reveals that they are comfortable using the devices independently and also are found to be performing multiple activities on the devices (Kabali et al, 2015). In such a context it is essential to observe, explore, and thoroughly understand the nature of ownership, use, and dependency on smart devices by young children. This qualitative research study intends to study children's use of smart devices in the Indian scenario. The objectives of this research are a) understand how children under ten years of age access, adopt, and use smart devices in their homes and b) understand parents' perceptions of their children's usage of smart devices. The study will be conducted in Manipal using in-depth interviews with parents of children who are studying in private schools.

### **What's the story here? Children in the digital media landscape**

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Children from middle and upper middle-class families in India often have easy access to digital and social media these days. Scholarship regarding children's access, usage and its effects on identity formation and social interactions, among other things, has been equivocal and often polarized. A recent book by Dr Jean Twenge based on research in the United States, where she posits that an entire generation has been lost to smart phones, sparked off a contentious debate across academia and popular media, with some scholars taking issue both with Twenge's findings and her interpretation of children's media use and more broadly, the consequences of screen time. This discussion reiterated concerns articulated in research and policy circles about children's digital literacies, digital rights and parental cautions about appropriate and productive digital media use/ participation. Against this backdrop, multilateral agencies like UNICEF have attempted to define and advocate 'Children's Rights in the Digital Age', drawing on research-based inputs from activists and academics. This, to some extent, takes forward a media literacy movement that emerged in the wake of the spread of television, but incorporates an active audience perspective from more recent scholarship (see Livingstone, 2015; Mascheroni & Murru, 2014; Kwak, 2012). However, these frameworks and analyses are based on understandings of children's lives in western contexts, with some work coming from Latin America and Central Europe. While the moral panics (as seen in the works of Tripp, 2011; Bennett, et al., 2008; Cassell & Cramer, 2008; Marwick, 2008) surrounding children's digital media use are just as pervasive in India and in other parts of the global south, there has been little empirical work that can inform a possible articulation of children's digital rights and digital literacies in these contexts. As part of a larger project that aims to understand how children in media-rich environments in India interact with digital technology and make meaning of their digital lives, this preliminary study seeks to map the discourse on these issues in the Indian media

space, based on newspaper coverage and analysis of topics and events related to children, the internet, and social media. It is expected that this analysis will help uncover the major themes that have played a role in shaping the popular narrative on children's digital lives, and offer a starting point from which to develop a more pointed inquiry.

## **OTT Video on Demand: A study of digital-entertainment consumption patterns among Indian millennials**

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Entertainment consumption in India has since long been associated primarily with television related content. However, in the last 7-8 years, technological advancements have aided the growth of Smartphone market in India, with the penetration of smart phones in India expected to reach 520 million by 2020, according to an exchange for media report in 2016 on digital consumption. With such fast adoption and penetration of technology came about a transformation in customers' expectations of what they desired in the name and form of 'entertainment'. Similarly, with the advancement of digital technology, content creators and content providers were equipped with digital tools to create newer, richer and customized entertainment experiences for their customers. With on demand accessibility, aggressively priced high speed 4G data services, and a latent demand for differentiated content, OTT Video on Demand (VoD) services have seen an upsurge in the last year and a half (KPMG FICCI report 2017). Unlike the conventional idea of consumption of entertainment, where consumers are constrained by a fixed time slot to get their daily dose of entertainment on television, OTT platforms no longer pose that limitation to their consumers. Further, consumption on these digital platforms is not of one kind of content; customers of various OTT platforms are able to choose what they want to watch, which is a radical shift in the Indian entertainment horizon. In the course of about one year, global OTT video heavyweights such as Netflix and Amazon Prime Video have entered the Indian market. In addition, major broadcast network backed platforms like VOOT (Viacom 18) and OZee (Zee TV) were also launched around this time. Other platforms like Hot star (Star TV India) and Sony Liv (Sony Pictures Networks) consolidated their offerings by launching various kinds of premium services (KPMG FICCI report 2017). Although the monetization models in OTT space are still developing, there is no denying the fact that advertisers are an indispensable necessity for OTT platforms and crucial for their long term survival. The 'subscription' model for 'Video on Demand' is equally important for these platforms to thrive. This paper is aimed at studying digital entertainment consumption patterns among Indian millennials on the OTT Video on Demand platform. Among others, an important objective would be to ascertain the likelihood of these viewers willing to pay and subscribe to such platforms in the long run. The reason behind studying this demography in this context is simple: television is no longer able to provide content that is suited to the tastes and preferences of this group. Indian television entertainment, which was once at its best during 1980s and 1990s with some praiseworthy content, is now seemingly stuck with same outdated ideas running similar types of shows majorly for a typical audience group. Clearly, a majority of younger audiences have shifted their base from television to new media based entertainment that is unique and original.

## Qualitative Assessment of Risky Online Behavior of Lebanese High School Children

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The aim of this research is to test the impact of “the support for autonomy” of Lebanese high school children on their risky online behavior. A study done in 2010 by Sonia Livingstone of the London School of Economics indicated that 4% to 13% of children get exposed to risky content or engaged in risky online behavior of varying degree of severity. Most researches thus far focused on the impact of parental control on reduced risky behavior albeit without achieving conclusive results. This paper will take a different approach as it will consider the concept of “support for autonomy” to explain reduced exposure to online risks. “Support for autonomy” was proposed by the self-determination theory (Deci and Ryan, 2011) to explain children’s improvement in education and health. Could the “support for autonomy” also contribute to better utilization of online channels by the Lebanese high school children? To answer this question, we use dual (qualitative-quantitative) approach for analysis. We first conduct focus groups then survey analysis. The scope of this paper will cover the qualitative part (focus groups analysis) of the study. We conduct focus groups to achieve several goals. First, the results obtained from analysis help identify general usage patterns of online behavior of high school children. As patterns of internet use differ between cultures, we could not rely entirely on specifications proposed by previous studies which determine what constitute an online risk. While in Lebanon online users may encounter the general (i.e. content, commercial and contact) risks, the precise definitions of these risks within the Lebanese culture is critical before measuring them. Accordingly, the analysis helps define the general risky behavior that Lebanese users may engage in. The third use of focus group is to give operational definitions to factors such as “competency” and “support for autonomy” which are proposed by theories used in the study. Finally, the focus groups analysis justifies the hypothesized relationships among independent and dependent variables in a constructed model.

<b>Track - B : GENDER, CULTURE, TECHNOLOGY</b>		
<b>Session- B1: Love, Marriage &amp; Relationships</b>		
Chair: Dr. Meera Shankar		Discussant: Dr. Chandrashekhar Gawali
No	Name of the Delegate, Country	Title of the Abstract
B1-1	Anupa Barik, MICA, Shela, off Telav village, Ahmedabad-380058, Gujarat, India	Understanding marriage at the intersection of media and technology
B1-2	Veena N. and Dr. Kyoko Kusakabe, Gender and Development Studies, Asian Institute of Technology, Thailand	Love in the time of Facebook: A study of migrant domestic workers in Bangkok
B1-3	Srushti Govilkar, Amrut Mody School of Management, Ahmedabad University, India	Identity and Gender in Pre-Matrimonial Communication in Tech World – A Match Made in Heaven?
B1-4	Vagdevi Puranik and Mr. Shantharaju S, Christ University, Bengaluru and Mysore University	Perceptive Representation of Gender Trolling in Digital Era: an Empirical of Understanding Social Media Users in milieu of Gender Subtexts
B1-5	Dr Sumedha Bajpai, Independent professional , Mumbai, India	KKN- ( Kanpur ki Naari)-The Digital Sisterhood, A Case Study

## Understanding marriage at the intersection of media and technology

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Sentiments attached to marriages, from time immemorial, have always maintained the consistency of being a bitter-sweet affair. With advancement, the same sentiments have taken the form of emoticons to express themselves. In this paper, I will discover how the socially intimate relationship of marriage has aged and evolved with media and technology. As popularly explained, 'Marriage is more like a decision that if taken or not leads to a certain level of repentance'. This is like the option of blocking/unblocking a person online; whatever be the decision, there is investment and sacrifice involved. The aforementioned analogy is aligned to Zhao's explanation where he draws similarity in corporeal co-existence and contemporary coexistence as being a result of our social identity (Zhao, 2005). Marriage, the social phenomenon, has created quite a dissent among the anthropologists for a perfect definition; it took years to demarcate the definition of marriage on the basis of 'cohabitation, ritual recognition, definition of sexual rights or stipulation of domestic services' (Buchanan, 1807). Through years, Leach (Leach, 1955), Evans- Pritchard (Evans-Pritchard, 1951) and Gough (Gough, 1959) tried to define marriage in their own way but it is proved to be a social phenomenon that has an exclusive definition for each married/unmarried individual. In all the above explanations, marriage is read in terms of physical proximity but in the age of new media, spatiality and temporality has become ephemeral factors and therefore, marriage has a new lens for examination. The online platform is considered as platform for social connection because of the online identities created there are retractable and self-selected (Zhao, 2005). At the same time, online platforms can challenge the predominating and preexisting norms and principles of the society as instances of premarital romances, proliferation of courtship and sexual encounters are found on online spaces. Costa justifies this argument by stating that social media allows to constantly drift from freedom associated with the online chat rooms and social platforms to the offline conservative expectations (Costa, 2016). Setting the premise of change, I will map the trajectory of marriage from being just a social union to being a complex political concept involving power, relations, economics, responsibility and most importantly, happiness. The replication of class binaries into gender binaries within social power structures of the family (Millet, 1970) to the legalization of this 'exploitation' in form of marriage as mentioned by feminists like Nancy Polikoff and Martha Fineman (Fineman, 2000). Marriage is judged through different lenses of historical, social, emotional, sexual and political but the one important aspect that marriage entails is the economical arrangements as pointed out in Becker's specialization and trading model of marriage (Becker, 1973) which is juxtaposed by Thin's explanation of happiness as a prime aspect of marriage (Daniel Miller E. C.,

2016); the latter argument being backed by sociologists Durkheim and Ribar as well. On one hand, technology standardizes and breaks down these traditional conformities as Lyotard's calls 'the postmodern condition' and on the other, it consolidates the traditionalism through online matrimonial sites following the same old class, caste and religion bifurcation. Through a thorough literature review, I am aiming to historically track this unified view of sociology, gender, economics, politics and emotions of the phenomenon of marriage and the changes that have uniformly and equivalently evolved with the intervention of technology and media.

## **Love in the time of facebook: A study of migrant domestic workers in Bangkok**

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This study compares two cohorts of migrant women of Nepali ethnicity and Burmese nationality working as migrant domestic workers in Bangkok. Large numbers of women from Laos, Myanmar and Cambodia come to Thailand to work and send remittances home to support their parents, siblings and children. These women were typically illegal migrants, separated from their families, living alone in their work spaces, and unable to connect with their extended family and friends who were also living and working in Bangkok. The job they took up depended on their social connections and hence they were often based on nationality and ethnicity. Nepali women from Myanmar chose to be domestic workers in homes across Bangkok because they felt safer within the confines of a private home, rather than out in public space. They were scared to be deported back home, where the military junta tightly controlled the movement of people. This study is drawn from in depth interviews conducted with 5 women in their 40s, and 5 women in their 20s who are currently working as domestic workers in Bangkok. The respondents in their 40s have been in Bangkok for 20-25 years. They did not go back home for almost a decade as it was too dangerous to travel back and forth. They have supported their families and helped their siblings to get married, have children, set up a business and build a house. At the same time, they have little exposure to the world outside the workplace. In contrast, respondents in their 20s today have spent 3-10 years in Bangkok. They have invested in a phone and use it to keep in touch with people around them, including friends and extended family members in Thailand and Myanmar. They are married or in a relationship, conducted largely using technology. As migrant domestic workers, they lacked permanent addresses and were often illiterate. Hand-written letters were frequently lost in transit. Phone calls were expensive and access to phones were mediated by employers. As illegal migrants, travelling around in Bangkok and visiting Burma were both rife with danger. Hence, they often stayed in the place of employment, often for several years. Even though there was a large community of Nepali-Burmese workers in Bangkok, domestic workers seldom left the workplace/home and were hence isolated from the larger community. Many women remained single as they had few opportunities to meet men from their community, and very few women opted to marry Thai/South Asian men in Bangkok. This was the situation in the 1990s. With the advent of cheap mobile phones, their lives changed. They could now keep in touch with people outside their workplace, including other migrants, friends, family members, and even make new connections. As smart phones became inexpensive, applications such as facebook, viber, line and whatsapp became the preferred modes of communication and connection. As the migrant women moved in and out of jobs, meeting new people, they also indulged in match-making and shared the numbers of eligible women with young men from their community. Long phone/video calls lead to occasional meetings, and this then resulted in marriages conducted in Bangkok. Technology has allowed migrant domestic workers trapped in their workplace to seek a personal life beyond the workplace. Courtships, dating, getting to know each other, seeking parental permissions, have all been conducted through phones and smart phones. In a sense, migrant domestic workers are no longer trapped in their workplace and are able to reclaim their personal lives.

## **Identity and Gender in Pre-Matrimonial Communication in Tech World – A Match Made in Heaven?**

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Distances in the world have narrowed down and technology has been the most conspicuous facilitator which has enabled efficient and convenient communication. Technology has also altered the ‘grain’ of professional communication which is no longer limited to being formal. Social networking sites and applications have broadened the horizons to the formal and informal communication which eventually has led to multiple overlaps of interpersonal relationships. When communication takes place at a personal and intimate level, facilitated by technology and various digital platforms, it brings the world closer. This throws up interesting questions to explore one of which is the authenticity and genuineness of the details put up on social networking sites. The research question which the current study explores is-how much are people willing to reveal about themselves on social networking sites? Earlier research indicates that the type of audience who is a major consumer of the media platform influences the nature and quantum of information disclosed on the site (Titzmann, 2013). Additionally, adherence to the social of the consumers of the media sites also influences the image projection made through the details and photographs put up on the social media platform. This is best exemplified by the discrepancy between the profiles on social media and matrimonial sites. People often feel that there is something lacking when it comes to sharing personal information or attributes, in spite of the fact that the world is coming ‘closer’. Exploring and analyzing further, this brings me to the intersection of themes within my paper which lie in identity, gender, technology, communication and their reception. This is further focused on the revelation of identity in relation to gender, communication, and technology. Communication theories which lie within the spectrum of the theme like identities, gender, cyber psychology, Indian online matrimonial market and social media form the premise of the paper like - Elizabeth Neumann’s (1979) The Theory of Spiral of Silence where the silence often stems for the external pressure in which society and family actively participates, Deborah Tannen’s Genderlect Style, (Griffin, 2009) critiquing the difference in men and women’s communication and styles, Cyber psychology and behavior (Donn, J. E., Sherman, R. C. 2002) analyzing the virtual behavior and identity traits, consumption of technology and the representation of identities in the virtual world (Mishra, S., Monippally, M. M., Jayakar, K. P. 2013) (Hirsch, E., & Silverstone, R. (Eds.).2003) analysis of Indian online matrimonial market trends and the shift in the process and trends (Agrawal, A. 2015) will be an essential part of the paper. Data for the study will be gathered through the survey conducted on various profiles. The rationale behind analyzing the matrimonial sites is that a significant amount of communication takes place on digital platforms, where the inhibitions often results in people revealing their identity in snippets marked by cautiousness dependent on multiple factors like – the amount of time spent, credibility and faith upon the person across, age of the users, level of trust established, comfort level, and most importantly gender, especially in traditional countries like India. Therefore, the current study is based in India to find investigate answers to the overarching questions of “How much, when, how and what to reveal?” A greater emphasis on these questions are known to come from women (Anderson, Kunkel, & Dennis, 2010) who are more sceptic and cautious due to the fear of being judged, the biased-ness towards the sexes, the biased reception of the society with their revelation(s).

## **Perceptive Representation of Gender Trolling in Digital Era: an Empirical of Understanding Social Media Users in milieu of Gender Subtexts**

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In spite of the way that the developing voices for gender equality correspondence, there holds on gender disparities in numerous areas of life manifested through through gender stereotypes and gendered constructions of both male and female. In all, these gendered social structures confine the capacity to participate in a phenomenon completely be it male or female. It is obvious that in this digital world the Internet has made new doors open and has made stages for different social talks, civil arguments, and connections. Not to overlook, it has additionally built new battle zone for showing most horrible human conduct in the most modern forms.. The instilling of already existing and furthermore building new social, gendered roles through the internet and more so social media seem less. A one entire day inspect of forwards on Facebook, Whatsapp and other web-based social networking platforms made it clear and pronounced that how many of these messages are exchanged daily and going by the Walter Lippmann ideology we are indeed ‘manufacturing consent’ and cultivating an everyday world.. In India, there are 432 million internet users in December 2016, as per the Internet and Mobile Association of India’s (IMRB) report. As per Jaydip Parikh, CEO of Tej SolPro, 120 million of all Indian Internet users are college students. In this scenario, the researcher took up the first survey among 300 college students based on non-probability sampling to understand the readings of younger generation towards messages that have gender undertones and subtexts and their driving out of it. The study is carried out in Bangalore and Mysore among the college students aged between 20 –25 years about how their interaction with virtual media has exposed them to virtual gender trolling and whether it affected them or eitherwise. The research yielded significant data about gender trolling varying with the type of sites they use. The objective of the research is to understand how trolling takes place over social media networking sites. The descriptive and statistical results on the same line will be discussed in the full paper.

### **KKN- ( *Kanpur ki Naari*)-THE DIGITAL SISTERHOOD, A CASE STUDY**

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The rise of digital and virtual technology in communication has given new dimension to ways and purpose, people communicate. In this new digital era Communication has become more dynamic, more effective, more powerful, more meaningful and more precise. In context of women participation & involvement in these various virtual modes of communication it is visible that they promote them to use technology for their overall well- being and holistic empowerment. Professional digital/ virtual groups like Binders, Facebook network of subgroups exclusively for women in various media fields, are changing the game. In today’s information society the active participation of women in these, closed, public or secret online groups is enhancing their skill, knowledge and empowering them. Here a case study of female online Facebook community named KKN- Kanpur ki Naari has been discussed. The present case study is exploratory in nature and provides the information regarding the emerging trends, various aspects of women involvement in social media. KKN, with more than ‘Ten Thousand’ female members in just 10 months of its establishment; is a closed Facebook community group for females who resides and belong to Kanpur city, Uttar Pradesh, India. The researcher being the founder of KKN revealed that The purpose/ objective of forming this community is to unite the Kanpur females from across the world and provide them a platform to share, discuss,

and empower each other. The tag line of the group is- “to find yourself” It’s interesting to note that in a very short time span, the females of Kanpur have started using this platform to support each-other in, career /job, marriage, motherhood, parenting and other issues related to everyday life. It allows them to share their concerns. The group also has more than 150 registered online women entrepreneurs who are actively involved in different business actions and they use KKN as a significant platform to display their products, services and talent. The present case study emphasizes upon the emerging trends, issues and aspects women discuss on social media platform, here an attempt has been made to find out various strategies and activities which keeps them active, regular and energized in this society and also how their virtual presence is empowering them in this digital age.

<b>Session- B2: Identity and Audiences</b>		
	<b>Chair: Dr Sudha Venkataswamy</b>	<b>Discussant: Dr Saroj Datar</b>
B2-1	Jinu Jacob, student, M.A (Media & Communication), School of Communication, Manipal University, Manipal, Karnataka- 576104	A study of the Malayalee- Qatar Diaspora: Cultural Identity and media consumption
B2-3	Jerry Joseph and Dr. Mathew Martin, University of Mumbai, India	Patterns in the Representation of Social and Religious Issues in Social Media

### **A study of the Malayalee- Qatar Diaspora: Cultural Identity and media consumption**

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Media plays an important role in the reconstruction of cultural identities of the diaspora and helps negotiate a borderline existence between the home country and the host country. Media practices that further the process of identity formation involves a multi-directional gaze, looking inward to one’s local context, backward into one’s homeland and an all-round examination in a global context, where each of these processes are interlinked with each other (Mainsah, 2009). Further, new forms of media technologies have led to the construction of newer cultural identities that transcends borders. The diasporic identity is constructed through the use of media and the identity that they carried with them to the new host country. The polarities of the physical connection to the place that they currently stay in and the cultural bond that they share with their native nation constantly tug at them. Media helps in maintaining the constancy in the diasporic identity. Accessibility of ethnic media is a way of maintaining the traditional links with their homeland as it serves as an identity marker and a symbolic bond connecting their cultures to their places of origin. Through images, stories and narratives reflected in the media the diaspora form a sense of connection with their homeland, which is partly imagined and partly experienced. They form communities to revive memories of the past and strive to achieve a closure to their floating lives through their media practices (Shi, 2005). Media’s influence on cultural identity has been studied in various diaspora settings but, very few pieces of research have focused on the Indian diaspora in other countries, particularly the Malayalee’s settled in the Gulf countries. This paper aims to examine the media consumption pattern of the Malayalee Diaspora in Qatar, its relation to the cultural identities of the diaspora and the influence of the changing media environment. The study will use a mixed method approach adopting both survey and in-depth interview for a deeper understanding of the pattern of responses.



## Patterns in the Representation of Social and Religious Issues in Social Media

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This study explores and demonstrates the patterns in the representation of social and religious issues in social media, among a religious group of Syrian Catholic Diocese of Kalyan, Mumbai (SCDKM) parish church community in Mumbai. The members of this group are active on 'WhatsApp' a social media platform and are constantly in touch with other fellow members for representation of their social and religious needs. This research study also aims to demonstrate various patterns in the domain of religious and social issue representation, related communication using a social media platform. We propose that an increasing presence of social media has promoted certain patterns in the representation of social and religious issues in social media. These techno-religious digital spaces (Kong 2001) reframe notions of what it means to be users and depict how such conceptions are enacted in a contested arena, in which competing technological solutions and cultural preoccupations interact in often highly innovative ways. Hence survey study was undertaken to establish and demonstrate various patterns and the usage of social media in representation of social and religious issues. The data was gathered using the survey research tool developed for the purpose of the study. The same was analyzed using Statistical Package for Social Sciences (SPSS 22). The 'WhatsApp' chat of members of the group (n=93) in the group over a period of 3 years was also analyzed. The same is analyzed using 'WhatsAnalyzer' an online analysis tool. The results of the analysis depicted that, there is a pattern in the preference in usage of text (24%), visual Images (31%), audio- visual (41%) and audio (4%) formats of communication in the social media group, when representing social and religious issues. The analysis also established that there is no significant gender difference ( $p$ -value=.681) in the social media usage, while representing social and religious issues.

### Session- B3 : Gendered Media Text

Chair: Prof. Francois Heinderyckx

Discussant: Dr Putul Sathe

B3-1	Dr Ruchi Kher Jaggi, Associate Professor & Director, Symbiosis Institute of Media & Communication, Symbiosis International University, Pune. India	"...nirbhaya (sic) went for a cinema not with her husband or lover. She was inviting trouble for her..." Sexist Narratives on Social Media – A Discourse Analysis of Public Comments Post the Supreme Court Verdict on the Delhi Gang- Rape Case
B3-2	Benson Rajan, Assistant Professor, Media Studies, School of Business Studies and Social Sciences, Christ University BGR Campus Bengaluru, India	Gendered Sufi Music: Mapping female Voices in Qawwali Performance from Bollywood to YouTube Channels
B3-3	Sneha Samaddar, Symbiosis Institute of Media & Communication, Symbiosis International University, India	70 Years of Partition- A Self-Reflection of Gender and Trauma

**"...nirbhaya (sic) went for a cinema not with her husband or lover. She was inviting trouble for her..." Sexist Narratives on Social Media – A Discourse Analysis of Public Comments Post the Supreme Court Verdict on the Delhi Gang-Rape Case**

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The horrific Delhi gang-rape case of 2012 received significant media coverage. From a continuous focus on the gravity of the heinous crime to the public narrative of the crime and its aftermath; this particular case captured complete media attention. The intensity of media coverage caught the public's imagination. The enormity and frequency of the social media discourse was also unprecedented. Public participation by means of social media posts and comments on the case defined the direction of the social narrative. This researcher had undertaken a discourse analysis study of the public comments on the opinion pieces published on a news website on this particular story in early 2013. The extent of the study was limited to a few articles. However the number of public comments studied over a period of two months was very high. The Discourse Analysis of the web comment threads in this study

indicated a leaning towards dominant ideology of gender, class and power hierarchies (Jaggi, 2014). One significant finding that was encountered repeatedly across different comment threads was an invocation to men to treat women as mother/wife/sister. The researcher argued that such a discursive practice legitimized a patriarchal perspective as the logical end to any discussion around women's social position.

In May 2017, the Supreme Court of India upheld death sentence for the four convicts accused of rape and murder in this case. This particular case which had provoked a national outrage and demand for a stricter legal framework to address sexual crimes against women, once again became the point of significant media attention. Simultaneously the public sentiment found tremendous expression on social media. This particular research study aims to investigate the narrative of the social media discourse post the verdict. The earlier research had contextualized cyberspace as a platform that can permit anonymity and hence people may share their personal opinions in unrestrained ways. This included choice of words and adjectives, blatant side taking, tone of comments, pseudonyms among other things. The question, therefore, that this researcher seeks to answer currently is that despite a dominant narrative that sought punishment for the sexual offenders convicted in this crime; was the narrative still sexist? As a follow-up study to the one conducted in 2013, this research paper will conduct a discourse analysis of public comments on news stories and opinion pieces written post the apex court's verdict on this case. Theoretically, the research paper will attempt to theorize ideological articulations on gender in the context of social media.

## **Gendered Sufi Music: Mapping female Voices in Qawwali Performance from Bollywood to YouTube Channels**

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Sufi Music's voyage from ancient classical to present day genres of popular music is also a journey from exclusivity i.e. sight singing to publicity through reproducibility. Throughout this transformation, technology seems to have aided and provided innovative production spaces. Moreover, YouTube channels like, Coke Studio, The Dewarist, Nescafe Basement have become prominent sights of producing musical fusion. These channels are catering to a growing niche audience, promoted by social media. This wave of technology based mediation and dispersion has increased the audience base for Sufi music. The proliferation of Internet and falling prices of broadband networks has expanded this musical access. However, the question remains to be asked if Sufi music/ Qawwali has shifted from its historical, heritage and spiritual elements that were associated with its traditional sites of performance. If there have been shifts; has it brought inclusivity for women in a site of regressive gender politics, where women participation and representation is highly marginalised. Social media and its potential for inclusivity is questioned with Qawwali, which has remained an exclusively male business. Nonetheless, YouTube channel's visibility has created a new phenomenon in Qawwali, which combines the old roots of music with contemporary tastes. However, this new phenomenon of Coke Studio has brought shifts in the indigenous approach to Sufi Music. For instance, Abbass (2002) stated that in Sufi practices and performances it is hard to find women performers. Nonetheless, technology and digitisation of Sufi music has enabled the incorporation of other genres into that of Sufi music. These fusion have gained popularity with Hindi films and now it is easy to find Sufi inspired tracks in most big budget movies in Bollywood. Bollywood and the liberties it has taken with Sufi music has provided space for artists such as Lata Mangeshkar, Rekha Bhardwaj and Harshdeep Kaur to provide Sufi numbers for Bollywood films. This paper seeks to explore the role of social media and technology in inclusion of women in performance of Sufi art forms. Moreover, Qawwali performances has traditionally been a male art form, therefore, attention will be given to

the digitised and fused Sufi Qawwali in Bollywood films to explore the gendered cultural changes in Qawwali. This study subsumes an interpretative route in determining its methodological framework through a combination of primary and secondary data collections. The research is epistemologically bound to the cultural, social and historical context; while seeking to locate the dichotomy of fusion and gender relations with social media's mediation in Sufi music.

## **70 Years of Partition- A Self-Reflection of Gender and Trauma**

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Partition of British India in August 1947 not only created two new independent nations, India and Pakistan, but also resulted in one of the greatest forced migrations in human history. Amid the massive confusion and panic, nearly one million people died even as untold number of women suffered a fate worse than death. Women of all ages, ethnic groups and social classes were victimized, tortured and raped; some were stripped naked and paraded down streets to intensify their trauma and humiliation. The last 70 years have witnessed many works discussing, representing, and narrating the traumatic event of Partition. Extensive literature has generated from this event including scholarly works, historical monographs, reminiscences to novels and bestsellers, but still there are very few works which discuss the condition of women during Partition. Also, from last 70 years, the legacy of Partition has successfully created identity crisis in the lives of people and their following generations who migrated during Partition. The women were often victimized: first, by their abduction; second, by their “recovery” after Partition against their will in many cases; and third, by the rejection and loss of their children born after abduction but before their recovery by their original families. Their identity has always been linked with their male counter parts; in this case the “hands they were passed on to”. Through this qualitative paper, I question the silence that still prevails around the trauma faced by females during Partition by using multiple qualitative methods such as auto-ethnography and analysis of first-hand narratives from Partition survivors. I will rely on primary data collected during an event “Museum of Memories: Remembering Partition” and secondary data of videos and audios of Partition survivors (both male and female). I shall use the lens of insider- outsider perspective and record the impact of the event on me, a female academic, who has not lived through Partition but have learnt about it as an outsider from various narratives.

<b>Session- B4 : Gender and Development</b>		
Chair: Dr Ruchi Kher Jaggi		Discussant: Dr Scott Fitzgerald
B4-1	Ashiyah Rahmani-Shirazi, Communication and Information Sciences, GA Instructor - School of Communications Doctoral Fellow - Pacific ICTD Collaborative, University of Hawaii at Manoa, USA	Women's mutual support and voice using mobile devices and community radio in Rural Fiji

B4-2	Sharanya J Stanley, MICA, Telav, Ghuma road, Shela village, Ahmedabad , India	The Impact of Social Media on Culture: A Case Study on the Jallikattu Protest'
B4-3	Dr. Ravindra Chincholkar, Department of Mass communication, Solapur University, Solapur , India	Smartphone : Bridging the Digital Divide
B4-4	1. Manjula Venkataraghavan, Assistant Professor, Sr.Scale, SOC, Manipal University. 2. Dr Padma Rani, Joint Director, School of Communication, Manipal University India	A study on the use of mobile phones among women living with HIV/AIDS in Udupi Taluk

### **Women's mutual support and voice using mobile devices and community radio in Rural Fiji**

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In this paper, I will provide some initial analysis of findings from a 3phase study investigating the way in which women in rural Fiji use mobile devices to interact with community radio. Using a constructivist approach, specific development goals were identified, in particular, the way in which the mobile phone-community radio interaction, by rural Fijian women, enhances participation in community governance structures, as well as resiliency to extreme weather conditions being experienced in Fiji. The initial analysis includes how women leaders, and women in the network, utilized the initiatives of 'women's weather watch', 'mobile suitcase radio' and 'radio with pictures', community radio station initiatives, in enhancing their ability for leadership capacity and provide mutual support, as well as facilitate voice realization. Limitations include processes that enhance these development processes that, whilst complementary, are supported by women's groups and monthly women's gatherings that are not directly attributed to the use of the communications technology tools and processes.

## **The Impact of SocialMedia on Culture: A Case Study on the Jallikattu Protest**

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Social media has unveiled almost all the barriers in communication in recent years. People have been empowered in addressing themselves as “netizens” and taking up several social issues online to create opinions, awareness and also solutions at times. In this paper, I will analyze how the use of social media and technology aided a revolutionary silent protest for retaining their cultural sport ‘Jallikattu’ (bull-taming) by the Tamizh population spread across the globe to win the battle between two major discourses culture and politics. The term “Internet” denotes the digital network of networks that connects people to communicate, share and retrieve information virtually (DiMaggio, 2001). The Jallikattu protest held in Tamizh Nadu is one ideal example for an Internet mediated social change. The Tamizh population, the youth in particular exhibited a silent protest against the ban on their ancient cultural sport ‘Jallikattu’ by the Supreme Court in the year 2014 (ndtv, 2017), which stands as a highly valued cultural symbol in their community. Technological determinists claim that the influence of new media’s structural functions instills social or cultural change through the availability of various forms of communication features and communication platforms giving rise to unique opportunities and awareness (McLuhan 1967, Eisenstein 1979). This silent protest stands as a valid example for an online protest. Almost the entire Tamizh population from different parts of the world expressed their grievances through social media platforms, which actually elevated the intensity of the protest. Daniel Bell (1977) suggests that the social impact by technology mediated communications media themselves explains the conflicts in policy these Internet mediated changes would lead to. In contrary to this argument by Bell, Manuel Castells (1996) argues that the Internet offers a combination of print, audio, visual, audio-visual modalities into a single technology of communication assures a definite influence on the society and its culture in comparison with just letters and alphabets. A basic issue or sensational occasion in the public arena triggers political cooperation or social development on a vast scale; however its supportability and adequacy are intensely reliant upon resource mobilization. Additionally, resource mobilization that is alert in nature advances arrangement of the members’ group identity and raises them to end up distinctly powerful political performing artists (Klandermans 1984; McAdam 1988). During the time of the silent protest the public maintained complete silence in terms of uttering or screaming out slogans and chants (ndtv, 2017) Instead, they utilized the power of Internet and various social media platforms to gather as many supporters as possible through memes, videos, trolls, social messages, groups, pictures, voice mails, GIFs, etc. All these served as more powerful and effective tools of communication and conveyed a stronger message than exhibiting a verbally or physically violent protest. Moreover, an extensive body of literature portrays that the usage of social media nurtures and broadens the real social bonds among the people in various ways, usually by enhancing the existing behavioral patterns. A report on a national survey of users (Howard et al. forthcoming) revealed that the Internet puts users in more frequent contact with families and friends. With the help of the existing literature and also through netnography I’m aiming to highlight the plausibility of Internet and social media in bringing about a radical change in the online political socialization templates of the youth to take down any potential threat to society or culture, through a peaceful, silent protest.

## **Smartphone: Bridging the Digital Divide**

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This research paper is an attempt to find answer to the research question “Does Smartphone succeeded in bridging the digital divide? “This paper is focused on how life of individuals in rural India has been changed due to smart mobile phone. This study has been carried out using survey research method. For this purpose, a survey has been conducted in Solapur district. Purposive sampling method has been used for data collection. Researcher selected 200 samples from 20 villages (10 samples from each village). Data analysis has been done using simple statistical methods.

The term digital divide describes the discrepancy between people who have access to and the resources to use new information and communication tools, such as the telephone, television, Internet and people who do not have the resources and access to the technology. Due to urban centric development in India, rural people are deprived from basic facilities, such as education, access to information, technological innovations etc. This has been resulted in widening ‘Digital Divide’ and ‘Knowledge Gap’. Digital divide is a difficult challenge for Indian society, because gap between urban and rural India is very widening every year, since last 70 years. Few years back it was difficult to imagine about bridging this gap. But a bloodless revolution occurred in India, this can be named as ‘Digital Revolution’ or ‘Mobile Revolution’. Smart mobile phone based on principle of convergence. This device with access to internet connectivity is available and affordable to everyone in rural area. Smartphone can be used for communication, photos, videos, social networking and many other tasks. This technological advancements, accelerates the process of bridging digital divide. According to Global Telecom Body Association (GSMA) India has emerged as the second-biggest market globally in terms of Smartphone connections, toppling the US and trailing only behind China. The total number of Smartphone connections in India as of the end of June 2016 stood at 275 million, higher than 259 million connections in the US, according to Groupe Speciale Mobile Association (GSMA).”<sup>1</sup>.

This statistic reveals that mobile phone now became an essential instrument to every citizen in India. Mobile phone becomes an identity of young generation, a farmer, a worker etc. Smartphone has changed the entire scenario in rural India and individuals are get benefited. This transformation has changed lives of rural people and they have become ‘information rich’. Increase in communication skills, financial literacy, agricultural knowledge, awareness about health and sanitation has been observed among them.

1. <https://sputniknews.com/science/201611011046962595-india-us-smartphone-connections/>

## A study on the use of mobile phones among women living with HIV/AIDS in Udupi Taluk

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India has the third highest number of estimated HIV infected people in the world of which thirty-nine percent are women. An increasing body of evidence points to the vulnerability of Indian women to low prevention and treatment results. These women experience various psychosocial and circumstantial challenges, including stigma, discrimination, illiteracy, and poor social support that may inhibit their access to HIV care and adherence to treatment thereafter. Intervention studies based on the use of mobile phone tools, especially SMS reminders for treatment adherence among people living with HIV/AIDS have reported to be effective. But there is a dearth of mobile based intervention studies focusing on women living with AIDS, examining the use of mobile phones to help them cope with the disease and the other related health issues such as depression and stigma. This paper intends to understand the use and impact of mobile phones in the lives of HIV infected women. Methodology: Qualitative study will be adopted. In-depth interviews will be carried out among 10 women living with HIV/AIDS. The participants will be identified through an NGO support network working for people living with HIV/AIDS (PLWHA). The participants will be explained about the purpose of the study and those who consent will be included in the study. Confidentiality will be assured.

<b>Track – C - Digital Media Ecology (DME)</b>		
<b>Session-C1: Public Opinion &amp; Digital Activities</b>		
Chair: Dr Sunitha Chitrapu		Discussant: Dr Shin Dong Kim
No.	Name of the Delegate, Country	Title of the Abstract
C1-1	Deepti Ganapathy, Assistant Professor-Communication, Narsee Monjee Institute of Management Studies, Kalkere P.O. Bannerghatta Road, Bangalore, India	Digital Activism: Power to the common man to transform his society with shared experiences
C1-2	1. Dr Suruchi Mazumdar, O.P. Jindal Global University, Delhi, India 2. Dr Scott Fitzgerald, Curtin Business School Curtin University, Perth, Australia	Journalists' Trade Unions: Whither collective action in India's digital media ecology?
C1-3	1. Dr. Binod C Agrawal 2. Dr. Komal Shah, Jr. Research Officer, EMMRC, Ahmedabad, India	Mobile Internet Ban in the Wake of Patidar Agitation in Gujarat: A Socio-Economic Study of Digital Media and Ecology
C1-4	Dr. Sudha Venkataswamy, Vice Chairperson, Department of Communication Amrita University, Coimbatore	Public Protests and media narratives: The social, cultural and political relationships



## **Digital Activism: Power to the common man to transform his society with shared experiences**

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Marshall McLuhan postulated that ‘Medium is the Message’, in the 1960’s. His insights are relevant to understand man’s use of media in the digital age. Digital Media Ecology today, surrounds us, consumes us and sometimes overwhelms us. Digital Media has become an extension of man and is being used to share experiences and imagery- not only in communities, but across entire nations in real time. Digital Activism, this paper argues comes out of the need to seek and share information, which the traditional media may not be highlighting. This seeking and sharing of information has become a primary activity in the use of the Internet, second only to communicating. The content is not limited to popular information, but serious information which includes health, education and jobs (Savolainen, 2008; Sen, 2009). People are likely to share content with others in small groups via social media (Kümpel, Karnowski, & Keyling, 2015). What drives an individual to self-publish and not depend on traditional media, which hitherto, was the traditional mode to highlight issues? This paper examines the way in which Digital Media has evolved as a tool for Activism to catalyse social change, through several examples of Digital Activism in areas related to education and social change from India. The use of Digital Media by these activists nudges us to rethink gate keeping and agenda-setting media theories, as well as framing, uses and gratifications, and collective action. While digital media add to and complement traditional media, both are largely shaped by political agenda (Schroeder, 2017). What sparks this kind of Activism? What ignites a common man to take up a cause ignored by traditional media and use Digital Media? The paper will look for patterns and seek to understand the need, justification and intent behind Digital Activism. In a participatory democracy, these insights will shed light on the freedom of speech and expression. Are we truly free to exercise this fundamental right, do we know the limitations of Digital Media and can this Activism stay away from market-oriented and elitist media concerns? This paper identifies a gap in the current theories, because Digital Media and the Activism that comes along with it, especially for the common man in a democracy like India, cannot fit into the traditional mass communication theories and interpersonal communication theories. Despite the differences in language, culture and social systems, Digital Media and Activism has created a multi-coloured landscape in India that seeks to stand out from the traditional and interpersonal media-often reflecting and challenging the unbalanced power equations that exist within traditional media.

### **Journalists’ Trade Unions: Whither collective action in India’s digital media ecology?**

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Much of the literature on the challenges that contemporary journalists face accords with experiences in India: the proliferation of digital ICTs; media concentration and conglomeration; and the rise of contractual employment and decreased collective power of journalists which have been associated with a loss of bargaining power in newsrooms and the erosion of professional autonomy. These changes have been argued to produce the “individualized

precarious and networked context” of contemporary journalism; news businesses, confronted with “difficult and disruptive challenges on many fronts”, are demanding that journalists “increasingly shoulder the responsibility of the company” (Deuze & Witschge, 2017, p. 9, 11). This managerial view is clearly expressed in the KPMG India - FICI 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, p.111). Yet, the ability of journalism to exert control over its field of practice vis-a- vis external interests (Waisbord, 2013, p. 56) has long been argued to be an important concept in the narrative of the profession. Arguably, the notion of journalism’s “differentiation” from “external interests” has been (further) challenged in a “hybrid digital environment” with people engaging with news in different forms “as audiences, users, producers, sources, experts, or citizens”. Due to the change in influence of a diversity of actors in this environment, the central issue is how the “fundamental aspects of journalism” are questioned, contested, or reinforced” (Witschge, Anderson, Domingo & Hermida, 2016, p. 3). Previous research suggests that when journalists are unionised and work as collective actors, there remains a greater possibility of protecting editorial autonomy against the interests of corporate owners. But what role can journalist unions play in the 21st century’s digital media ecology? This paper addresses this question through the frameworks of the political economy of journalism and the sociology of professions. In India the unions of journalists and other newspaper employees were engaged in a long drawn struggle for state institutionalised protection— a developing economy where organized labour largely enjoyed democratic rights and freedoms. Yet unions and the journalistic profession have witnessed complex transformation in a “post-industrial”, “entrepreneurial” and “atypical” work environment due to changes in “the dimensions of labour and working conditions” (Deuze & Witschge, 2017, p. 8). Moreover, the impact of journalists’ unions has not been straightforward when it comes to protecting professional interests and autonomy. Drawing from a case study of journalists’ unions in the Indian state of West Bengal this paper examines the role they can play as stakeholders in the digital media landscape.

### **Mobile Internet Ban in the Wake of Patidar Agitation in Gujarat: A Study on Impact of Internet Disruption in Indian Digital Media Ecology**

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and

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India has emerged as one of the most digital media savvy country that has crossed 450 million mobile Internet users by June 2017. The major question raised in the wake of mobile internet ban is as to how ban affected the socio-economic life of various segments of mobile internet users and means and methods were utilized to prevent any adverse effects on commerce and communication? The paper aims to describe and analyze the continuing Patidar (also known as Patel) agitation in Gujarat, since July, 2015, which reached its zenith when government decided to ban Mobile Internet during August 25-31, 2015 that followed several short duration internet ban in various parts of Gujarat. In order to assess the socio-economic impact of ban a multisite survey was carried out in three largest cities of Gujarat during April-May 2016 having a sample of 600 adults Mobile phone users of either sex. The null hypothesis tested in this study was that other thing equal, the advent of mobile Internet and other digital communication would not replace or alter traditional methods of communication being followed in the ancient composite civilization of India.

## **Public Protests and media narratives: The social, cultural and political relationships**

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The focus of the research is to study the recent public protests both social and political in the transforming media scenario. The increased appetite for 24-hour news and the compulsion of the 24 x 7 channels to keep “breaking news” and debating over issues has led to mediatized politics with an undercurrent of social, cultural and religious tones. An overview of the history of political social movements will frame the introduction followed by the role of media in exacerbating the recent social and political movements and the study will then specifically analyze the political and social movements in Tamil Nadu during the past two years. The political, cultural and social environment in the State has seen several protests by the public on issues that range from farming to gender rights to fighting corruption. Another intriguing factor is the use of social media in accentuating these movements and mobilizing public participation. The research attempts to explore the dynamics of caste, class and political inclinations in the protests and social movements as well as the politicization by the media.

<b>Session-C2: Institutions and Development</b>		
Chair: Prof Dr Azizul Halim Yahya		Discussant: Dr. Ravindra Chincholkar
C2-1	Komal Shah, Jr. Research Officer, EMMRC, Ahmedabad, India	Participatory Observation report of MOOCs, launched by MHRD, India for Higher Education
C2-2	Hamid Saifuddin and Dr. Wan Norbani Wan Noordin, Course Coordinator/Lecturer Public Relations Department Faculty of Communication & Media Studies UiTM Shah Alam Malaysia	Social media and reputation: A focus group study on an educational institution
C2-3	Garima Gupta, PhD Scholar University Department of Extension Education S.N.D.T Women's University, Mumbai, India	Strengthening social accountability in service delivery of mid day meal programme of India: role of digital technology
C2-4	Venugopal Gowda, Research Scholar, DoS in Journalism and Mass Communication, Manasagangothri Mysore, Karnataka, India	Understanding Impact of ICT in Agriculture Sector for farmer's Development: A Study of Hassan District
C2-5	Dr Wan Norbani Wan Noordin, School of Communication Studies, Auckland University of Technology, Malaysia	Introducing Public-Organisation-Relationships (POR) and Public-Others-Relationship (POtR) as constructs of reputation.
C2-6	Saidathul Nizah Mattazin, Universiti Teknologi MARA, Malaysia	Public Relations Competencies in Crisis Communication: A Study in Malaysian Organisations
C2-7	Alla Kushniryk, BA (Communication) Program Coordinator, Department of Communication Studies Mount Saint Vincent University Halifax, Nova Scotia And Stanislav Orlov, Mount Saint Vincent University Halifax, Nova Scotia	Use of Content and Network Analysis in Assessing Organizational Communication Effectiveness on Twitter

### **Participatory Observation Report of MOOCs launched by MHRD, India for Higher Education**

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This paper attempts to review the online Higher Educational programs being developed by Consortium for Educational Communication (CEC); in collaboration with various higher educational Institutions (HEIs); specially to run Massive Open Online Courses (MOOCS), a Web-based distance learning program. The Indian higher education scenario has changed due to the incorporation of e-education and globalization. The aim of the paper is to examine and study the likely effects of the program produced by SWAYAM with the aim to 'achieve the three cardinal principles of Education Policy viz., access, equity and quality' in Higher Education. For this purpose, two credit courses (each) namely Principles of Ecology and Developmental Biology were selected as a case study for analysis and effects to measure the effects of these programs. Both programs were produced by Educational Multimedia Educational Research Centre (EMRC), Ahmedabad for undergraduate students of Science stream. The courses are being offered online by UGC-CEC. The present paper compares and contrasts the pedagogic value of

courses developed by CEC (which are largely in English as a medium of instruction) and globally produced and used online courseware by top international universities. Since higher education in India is being offered both in over dozen state languages and also in English there is a need to weigh the relevance and utility of online courses in English. The author raises the question as to how online courses are enhancing, the teaching and learning process; or help motivate and encourage students in their pursuit of higher education. Will online courses, due to higher accessibility help better learning? The paper is based on the existing literature and supplemented by personal observations of the author.

### **Social media and reputation: A focus group study on an educational institution**

*Hamid Saifuddin and Dr. Wan Norbani Wan Noordin*

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The advance of communication technology and the proliferation of social media have increased public communication online. Publics converse with each other by reviewing, evaluating and giving feedback about an organisation with perceived standards. Thus forming collective views/images that represent an organization's online reputation. Different dimensions of reputation exist in this virtual reputation landscape-where the creation of public's perceptions, discussions, images and the organisation's self-presentation through its identities and actions, are analysed and created. Reputation constructs such as features and performance, evaluation, reviews, feedback, comparison with others are some of the important measurement attributes in reputation management studies. Social media allow more universities to engage with their publics but the underlying mechanism is still under explored. This study explores the perspectives of a public about one of the oldest and higher ranked universities in Malaysia. The purpose of this study is to formulate the determinants of reputation. Focus groups were used as a method to gather information from two groups of six respondents. Our thematic analysis found constructs such as past reputation, selected social media platforms, graduates were among the key constructs highlighted in the study. We, then discuss theoretical and practical implications to the reputation's scholarship. We also provide recommendation to educational institutions in terms of social media use and relevant platforms towards its reputation management activities.

### **Strengthening social accountability in service delivery of mid day meal programme of India: role of digital technology**

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Development programmes need to be delivered to the citizens of the country. In India as well as in most Asian societies the governments have taken role of welfare state. According to the World Development Report (WDR) 2004, Public services are failing poor people; this is the cursing announcement that initially cautioned the world to the condition of service delivery. This indicates the critical need to enhance basic services especially for poor people. After ten years Wild and Foresti (2013) stated in their paper that regardless of advances in expanding service delivery, this status keeps on remaining constant: the poorest and most marginalized are paying for sub-standard services or are deprived of basic services altogether. All the stakeholders should be accountable towards the

development programme to strengthen its service delivery and utilization. In recent year social accountability of public services is an area of heated discussion. Social accountability is a product of two things working together: an informed and mobilized citizenry and an institutional delivery mechanism with a credible system of rewards and sanctions that can respond to demands made through citizen participation. Government should encourage the stakeholders to take active participation in planning and implementation of development programmes. Digital technology plays a prominent role in this aspect. Currently there are numerous development programmes are going on in India. Mid-Day Meal Programme (MDMP) is one of them. This is the largest school feeding programme in the world reaching out to about 12 crore children in more than twelve lakhs primary and upper primary schools as per the estimates of Ministry of Human Resource Development, Government of India (GOI). The present paper deals with examining technology interface of the Mid-Day Meal Program (MDMP) through the examination of web portals of government of India. The content of the web based portals prevalent online by the Centre and state will be examined on the parameters of social accountability. Four determinants - transparency, interactivity, accessibility, and usability of portals will be observed in content analysis. This analysis will be useful to suggest whether the web portal features are supporting the three components of social accountability i.e. Information, Community Mobilization, and Follow up/Grievance Mechanism or not. By examining the web presence of MDMP, the paper aims to conclude the status of digital presence in public service delivery of MDMP in particular and any public service delivery in developing countries in general.

### **Understanding Impact of ICT in Agriculture Sector for farmer`s Development: A Study of Hassan District**

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The developing country like India has been slowly adopting the information and communication technology (ICT) in agriculture sector to change the behavioral pattern among farmers in production and marketing using various technological tools available and tailor made for the purpose. But due to lack of imputes the information and communication technology has not been extensively used in agro industry be it at; primary (Production), secondary (processing) and tertiary (Marketing) stage. This paper tries to explain problems in adopting ICT among farmers and analyze the impact that can be increased by adopting this technology. Moreover, the paper explains the factors affecting potential usage of the technology in every stage of agriculture right from production to marketing. Based on the findings, it can be concluded that farmers` perceptions and levels of education, as well as extension-workers` knowledge, the management of the extension program, and the physical conditions of the area, are all factors that affect technology adoption among farmers. The paper scales the differences of farmer`s economic development with witness of Information and communication technology user and non-users through primary survey method study of developing district.

### **Introducing Public-Organisation-Relationships(POR) and Public-Others-Relationship (POtR) as constructs of reputation**

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Traditionally, studies about organisation-public relationships (OPR) have been focused on explicating how an organisation forms relationships with its publics with concentrations on the process of how the relationships are formed and the consequences of those relationships. The positive outcomes of these relationships will reflect

positively on organisations reputation. With the proliferation of communication technology, OPR activities have been extended to digital communication platforms such as social media. Social networking platforms were seen to have empowered publics with the ability to converse not only with organisations but with one another through formal and informal social media sites which then act as conductors in which reputation is constructed. Reputation therefore becomes a narrative and communicative construct that is developed through conversations with publics, and among publics about organizations. Based on an in-depth analysis of social media conversations on four international organisations' publics social media conversations, using a grounded theory approach, Wan Noordin (2013) proposed a typology of publics. This is defined by the characteristics and temperament that the publics portrayed in their conversation. She found that publics formed around, specifically, product issues and that they are not simply audiences or passive receivers of reputational messages but actively participate in the process of reputation building. She identified two primary groups of publics: the first group formed because of their (rational) characteristics and reactions towards the organizations and each other (the advocates, antagonists, media, and the international publics), and the second group emerged from their disposition and emotional inclinations such as displaying anger (angry publics), being the 'voice of reason', sarcastic/cynical, and a resourceful public. These findings suggest that publics have a more active role to play in OPR, hence the introduction of Public-Organization-Relationship (POR) where the focal point is shifted towards the publics. The typology also suggests that the publics converse with each other and other publics about organizations which led to the introduction of Public-Others-Relationship (POR). This paper discusses how the typology of publics can contribute to the formation of an organization's reputation through POR and POR, thereby setting a new direction of explicating relationships in public relations. The study's underlying theme is that publics and their conversations are agents for relationship building and ultimately shape a reputation. This suggests that an organisation has much less control over its reputation than what might be traditionally assumed. Indeed, it has limited control over how its identity is perceived and received by its publics simply because it cannot control what is being discussed by the publics. This study has theoretical implications and recommend strategies on how organizations can leverage social media discussions to benefit their reputation development.

### **Public Relations Competencies in Crisis Communication: A Study in Malaysian Organisations**

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The aim of this paper is to present and discuss the competencies of public relations practitioners in managing crisis communication in the public listed companies (PLC) and government-linked companies (GLC) in Malaysia. A set of questionnaire survey was sent to 40 participants who are public relations practitioners at the executive and managerial level from the public relations and corporate communication department of the PLC and GLC. The main objective is to obtain initial information about the role and function of the public relations practitioners in crisis communication. The findings show that the roles and function of the public relations practitioners of the PLC and GLC in crisis communication are significant as a technician, handling media relations, writing and collating information and partly become a crisis team member for their department. Senior public relations head the crisis communication team, identify types of crisis and plans for mitigation. A handful of the organisation has an ongoing crisis communication plan in place highlighting steps and procedure to coordinate internal communication. Identifying, monitoring and controlling of information is the focus of public relations role in times of crisis. This paper helps to identify the public relations competencies as one of the communication components in creating an effective crisis communication planning.

## Use of Content and Network Analysis in Assessing Organizational Communication Effectiveness on Twitter

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Twitter is a popular social media platform that was launched in 2006 with a mission to give everyone the power to create and share ideas and information instantly, without barriers. It now has 313 million active users with 1 billion unique monthly visits to sites with embedded Tweets, 82% of which come from users on mobile devices. Being aware of Twitter popularity, organizations around the world are using it to promote themselves, provide services to their customers, and share information with their stakeholders. Scholars constantly stress the importance of social media in the development and maintenance of effective and meaningful communication with organizational stakeholders. Yet at the same time, there remains a dearth of literature about our understandings of, and ability to evaluate communication effectiveness via social media channels. The study presented in this paper investigates the potential of content and network analysis as digital research methodologies that can be used for measurement and evaluation of organizational use of Twitter. This study was conducted in two phases. In phase one; we examined 13 public libraries in various geographies in order to assess their use of social media to communicate with their stakeholders. We gathered information from a variety of libraries, ranging from very small with 24,000 cardholders to very large with 3 million cardholders. We collected and analysed 38,000 Twitter messages which include 1) all Twitter messages sent by the identified libraries, 2) all Twitter messages that mentioned these libraries, and 3) all replies to libraries' messages during the two-week period. After a careful analysis of libraries' Twitter networks, one public library significantly outperformed all others and was selected for phase two in-depth analysis. Two communication managers responsible for Twitter communication were interviewed and 2262 Twitter messages which were collected during 5-week period. These Twitter messages were later examined using content and network analysis, based on five proposed dimensions: message content, network velocity, network reciprocity, network centrality and message control. The message content dimension aims to evaluate the content of organizational Twitter messages and how it aligns with an organizational mission statement. The network velocity dimension is designed to evaluate how quickly a Twitter message spreads and resonates among organizational stakeholders. The network reciprocity dimension evaluates the level of stakeholder engagement in two-way communication with an organization and the ability to initiate two-way communication among its stakeholders. The network centrality dimension can be used to examine whether an organization plays a central role in initiating communication among its stakeholders. The message control dimension can be used to describe how well an organization controls information flow within its network and to identify major influencers within its network. In this paper, we argue that the dimensions of message content, network velocity and network reciprocity are three major factors in understanding the nature of Twitter messages, while the network centrality and message control dimensions are very important in evaluating the impact on the flow of communication and the strength of connections between an organization and its stakeholders.



<b>Session – C3: Newer Landscape and Audiences</b>		
Chair: Vibodh Prathasarathi		Discussant: Niraj Mankad
C3-1	Sushobhan Patankar, Symbiosis Institute of Media and Communication, Pune , India	Television News on social media: Exploring correlation between growth of internet and usage of social media by Indian Television news channels.
C3-2	Sasha S Mehta, Amrut Mody School of Management Ahmedabad University , India	A Comparative Study Of Networks: Cities, Digital Spaces And Discursive Practices
C3-3	Dr. Vivek Sharma, Industry Professional and Dr. Nivodita Pande, Assistant Professor, Jagran Institute of Management & Mass Communication, Kanpur India	Sports journalism and Social media: Content Analysis of YouTube videos
C3-4	Professor Dr Kiranjit Kaur, Faculty of Communication & Media Studies, Universiti Teknologi MARA, Shah Alam, Selangor, Malaysia	Culture and digital inclusion of a marginalized community, the ageing population
C3-5	Leslin Bastian, Co-ordinator, Center for Media and Entertainment Studies, MICA, shela-telav road, Ahmedabad, India	Changing Digital Landscape of India: A Case of Video on Demand Content and Applications

### **Television News on social media: Exploring correlation between growth of internet and usage of social media by Indian Television news channels**

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Development of communication technologies has revolutionised the production and consumption processes. The production process has changed as communication technology has made labour force more efficient and more flexible. With respect to consumption, communication technologies have changed the way consumers can buy and utilise a product easily. The influence of communication technologies on consumption has directly affected the media industry (Miller, 2011, p. 9) The internet has changed the nature of mass media, before the proliferation of the Internet, media outlets pushed news stories, and news readers had not much of an option. The Internet changed the scenario, now news consumers have a choice to consume a particular content, and the challenge for media outlets is to produce content which has potential to be read by many readers and viewers. (Negroponte, 1995, p. 84) In India post liberalisation in 1991 telecom infrastructure has improved rapidly, in the year 2001 overall teledensity in Rural and Urban areas was 3.58 % by the end April 2017 overall teledensity is 93.23%. Improvement in telecom infrastructure has helped in the spread of the Internet. Today there are over 1100 million mobile users in India and over 265 million wireless broadband internet subscribers who access the internet on mobile phones. Affordable smartphones, cheap internet data charges and efficient internet connectivity has changed many things for millions of Indians. It has influenced the way Indians shop for vegetables and grocery, order food from a restaurant, buy clothes, pay their utility bills, book a taxi, watch a film or read a news story. News media in India is also affected by the growth of the Internet. Easy accessibility of the internet has changed the way Indian news consumer is consuming news. Indian television news broadcasters have adopted the Internet for dissemination of news, engaging

viewers and increasing the viewership. Using website, social media platforms such Facebook, Twitter, Instagram amongst other examples and Android and iOS apps, Indian news channels are reaching out the viewers. This research paper focuses on Facebook as a platform for sharing news content by news outlets. Sourcing data from a Facebook page of three English and Hindi Language News channels and comparing it with internet subscriber data from Telecom Regulatory Authority of India (TRAI). This research paper intends to explore the correlation between the growth of the Internet and news sharing on Facebook; this paper intends to compare news sharing practices amongst national and regional news channels. The primary findings indicate a correlation between Facebook page activity and growth of the Internet in India. By using the quantitative method, this study would attempt to explore the extent of adoption of the Internet by Legacy media in the Indian context.

### **A comparative study of networks: cities, digital spaces and discursive practices**

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A city can be defined as a network of coexistent and codependent spaces, each facilitating certain functions, experiences, life situations and discourses. These are also places that sometimes intersect with each other to form more complex, overlapping internal systems and structures that form micro level spaces that are abstract, ambiguous and do not have a well-defined function, purpose or need and therefore they are not places with imposed boundaries. Theoretically, these places can be latitudes for transition and freedom because they do not have a fixed role in the larger structure of a city. While a city can be studied through different lenses, these latitudes can work as representatives of the city's ideological and cultural aspirations because these spaces are not planned and executed spaces intended for freedom, recreation and entertainment but are relatively more organic and dynamic, perhaps just accidental. It is in these ambiguous nodes where knowledge dissemination can perform in a carnivalesque and therefore these are the places that become fundamental to the understanding of the systemic nature of knowledge dissemination while drawing attention to the dependence of knowledge making on spatial factors. At the same time, the creation of a place happens through a process of meaning making, where space is read into as a collection of signs and symbols, attributing ideology and culture to them. And therefore, places can be seen as discourses by themselves, in how the network of these signs and symbols takes shape. Arguably then, places can function as platforms for performativity, providing settings and props, but most importantly, history and context to its actors, who are sometimes also the creators (creation of meaning that is attributed to a space) and occupants of these places, which enables a sense of collectivity, an understanding of the public sphere and the public space, and therefore a sense of identity for the individual. Another dimension of public spaces are virtual social networking spaces that function through interfaces that are to be operated in a given sequential order. The interface exists to simulate narratives without the necessary presence of an actor or narrator. And therefore, the discourse that can take place on a social networking platform is limited to the allowance provided by the narrative frame of the interface. This paper attempts to theorize the political underpinnings of physical public spaces and virtual public spaces, explore the nature of the presence and the implications of spatial politics, formulate an idea of their position in the systemic order of a city and its culture and compare the patterns with the patterns of knowledge making and dissemination, as the backdrop of identity politics and identity formation in a developing, third world, urban India.

## **Sports journalism and Social media: Content Analysis of YouTube videos**

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Industry Professional

*and*

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The emergence of social media has profoundly impacted the delivery and consumption of sport (Filo et al, 2015). It is argued that social media research in sport management aligns with service-dominant logic and illustrates the role of social media in cultivating relationships among and between brands and individuals (ibid). Thus social media goes a long way in promoting sport and its brand across the world.

**Literature Review:** There has even been a rapid and widespread increase in the use of the micro-blogging and social networking platform Twitter by professional athletes, sports clubs, leagues and fans (Hutchins, 2011). For instance, ‘tweets’ or messages of up to 140 characters offer high-profile athletes like Lance Armstrong (cycling), Serena Williams (tennis), Usain Bolt (track and field), Lote Tuqiri (rugby) and Shaquille O’Neal (basketball) the ability to communicate instantly with fans, friends and observers, bypassing the gate keeping functions of journalists, publicists and sports officials (ibid). The existence of this order highlights the important changes in both production and consumption of media content, and necessitates a shift away from broadcast-centric understandings of media sport towards those that properly acknowledge the increasing significance of networked digital communications (ibid). Social media, thus, has become more centre stage than any other form of mainstream media due to its recall value on YouTube, for example and its connectivity on twitter and Facebook. However, social media needs to be assessed in terms of its credibility even though it is more popular. Among some major sport shows like those of soccer and cricket, fans and viewers like to watch and re-watch a particular sport, not just for its ‘recall value’ but also for watching their favourite star perform a feat or a major performance. The research questions pertaining to the study are:

1. Does social media add anything other than ‘recall value’?
2. Is there a ‘popular culture’ and ‘fandom’ around such videos?
3. Which stars are among top five who are highlighted in these videos?
4. What are the top views based on its ‘historicity’ and ‘controversy’?
5. Which sport have some of the most popular views?

**Research Methodology:** Content analysis study of top fifty videos with top views will be analyzed and assessed for the role social media has played in promoting the sport. It will be assessed whether such videos promote the sport among fans. **Conclusion:** Findings will indicate that is sport journalism more popular on social media like YouTube than in mainstream media. Conclusions will be drawn based on the findings of the content analysis study.

### **Culture and digital inclusion of a marginalized community, the ageing population**

*Professor Dr Kiranjit Kaur*

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Digital inclusion of all communities, including the senior citizens, to ensure equal and fair opportunity for democratic participation in political, economic or social spheres will contribute towards sustaining a healthy society.

It also guarantees effective adoption and exploitation of the nation's initiatives in e-government and e-corporate services. However, marginalized communities face a number of problems because of certain circumstances such as lack of internet connection, low cost living style, lack of information and knowledge about the technology and its rapidly changing applications. The Malaysian Communication and Multimedia Commission (MCMC) provides the sub-urban, rural communities with low cost internet access centers to speed the rate of diffusion among marginalized communities. The Internet Users Survey 2014 identified an increase in the percentage of Internet users across Malaysia at 66.6% against 33.4% of non-users. Age in addition to lack of confidence or skills stood out as primary factors among the non-users for not fully accessing the internet. In terms of demographic and socio-economic distribution of Internet users, the average age of Internet users was 31.1 while non-users was 46.4 years. According to the Household Use of the Internet Survey 2011 by Malaysian Communication and Multimedia Commission, only 7.4% of the internet users are the aging population. In the ASEAN Declaration on Ageing in Kuala Lumpur in November 2015, Heads of ASEAN countries in their plans to build socially inclusive, sustainable and resilient societies, reaffirmed their concern on the ageing population, mindful that the ASEAN population aged 60 years and above is projected to increase from 59.5 million in 2015 to 127 million in 2035. They realise it is important to mainstream population ageing issues into relevant public policies and national development plans and programmes, including by strengthening senior citizens' capacity and skills through enabling their use of new media technologies. The primary purpose of this paper investigates the digital inclusion of senior citizens and the challenges they face. Focus group discussions were conducted with senior citizens in rural and urban areas to determine the motivations, patterns and extent of use of internet and new media technologies by them as well as their fears and limitations of using or learning these technologies. Sub-questions include which individual and social factors influence the likelihood of seniors' Internet use, as well as what are the reasons that keep them from using the Internet. The research is broadly based on the concepts of Culture, Technology Acceptance Model, Digital Divide, and Digital Inclusion.

## **Changing Digital Landscape of India: A Case of Video on Demand Content and Applications**

*Leslin Bastian*

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A decade back, "watching TV" meant sitting in front of the screen in your living room, waiting for a favourite program to come on at a set time. But with the rapid development of technology and with the growth of video-on demand (VoD) programming options viewers can now download or stream content from either a traditional TV package or an online source. VoD platforms have created an extensive opportunities for consumers who now have greater control than before over what they watch, when they watch and how they watch. And the number of self-reported VoD viewers is significant. As per an online study conducted by Nielsen in 61 countries it was found that nearly two-thirds of global respondents (65%) watch some form of VoD programming, which includes long- and short-form content. Mobile application usage among the Indian audience for VoD content has also grown at a rapid pace due to increasing internet speed, affordable smart phones and reach of internet across the country. Many traditional TV providers and networks are re-evaluating and revamping their business strategy in order to adapt to consumers' evolving viewing habits. The escalating user base on digital platforms has prompted media companies with unprecedented business opportunity to capture the eyeballs of the digital natives by offering different kinds of content. The past year, alone has seen Video on Demand (VoD) players joining the bandwagon as several other players are in the incubation stage, conceiving their content strategies. In fact, some VoD service providers have also started charging subscription for content on the medium that was historically free. However, for these digital ventures to survive, it is of paramount importance to identify the various factors that control the consumer's propensity to opt for VoD content. The present study looks in to how the TV consumers are shifting to VoD

platforms and their perceptions towards VoD content. The study will also assess the factors behind consumer's subscription towards VoD content and their motivations for shifting towards VoD platforms. The study will try and gauge consumer's perception towards VoD content in India who are the major stakeholders in the digital ecology.

<b>Session-C4: Political Rhetoric and Public Opinion</b>		
Chair: Dr Sanjay Ranade		Discussant: Rajesh Wankhede
C4-1	Francisco Rui Cádima, Professor Catedrático/ Full Professor, DCC- FCSH/NOVA, Avenida de Berna, Lisboa Portugal	Media, Diversity and Globalization in the Digital Era
C4-2	Neha Saluja and V Eshwar Anand, Symbiosis Centre for Research and Innovation, Symbiosis International University, Pune India	Twitter and Indian Prime Minister Modi Examining the political rhetoric of 2014 Lok Sabha election campaign
C4-3	Dr. Usha M Rodrigues and Dr Michael Niemann, Senior Lecturer, Journalism School of Communication and Creative Arts Burwood campus, Deakin University Australia	Beyond election campaigns, implications of PM @NarendraModi's bid to sideline the Fourth Estate in India
 <b>Media, Diversity and Globalization in the Digital Era</b>  		

*Francisco Rui Cádima*

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The issues of cultural diversity and plurality of voices in the current digital and global environment are raising new challenges beyond those already identified in the context of migration from classical media to the Internet galaxy. If, with traditional media, a closing logic under “the same”; prevailed, with the digital people started to believe in the “apotheosis of the dream of diversity” (Curran, 2008). But the truth is that the elimination of the old filters of information selection and distribution does not seem to be happening. The new gate keeping circumvents human intervention itself, with current information dissemination systems having an algorithmic basis and artificial intelligence and also “robot”; intervention, biasing access to news and reducing cultural diversity or even censoring the plurality of voices and cultural expressions. This tension between science and AI, between the creator and his/her “Frankenstein” deserves maximum attention today in order to prevent dramatic consequences that would result from the loss of control over the dynamics of machine learning and this “algorithmic turn”. Technology gurus and Silicon Valley prophets are creating a “credo”, which has legitimized Big Data intrinsic logic (Harari, 2016) “Just as free-market capitalists believe in the invisible hand of the market, so Dataists believe in the invisible hand of the dataflow”. The truth is that the most dramatic effects of dataism have to do with what is called polarization in the sphere of politics and civic participation, which is, for all intents and purposes, an antithesis of both diversity in politics and elementary principles of our democratic experience

## **Twitter and Indian Prime Minister Modi Examining the political rhetoric of 2014 Lok Sabha election campaign**

*Neha Saluja and V Eshwar Anand*

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Over the past few years, social networking websites like Twitter, Facebook and YouTube have become powerful tools to disseminate messages to potential voters in numerous countries. While McLuhan (1964) indicated, “Medium is the message”, Hendricks and Denton Jr. (2010) explained how the hi-tech media changed Obama’s 2008 US election campaign and voter participation. In the Indian context, during the 2014 Lok Sabha elections, Bharatiya Janata Party’s prime ministerial candidate Narendra Modi’s campaign also marked an extensive use of digital platforms like, for instance, his own and campaign and party-specific websites attracted a large number of visitors. Similarly, Twitter has emerged to redefine the means by which politicians shape, distribute and refine their messages: it’s a (relatively) new-age communication medium to engage with voters and facilitate effective campaigning. As Twitter has emerged to redefine the means by which politicians shape, distribute and refine their messages to facilitate effective campaigning, this paper seeks to analyze 1275 tweets from Modi’s official twitter handle over the period of election campaigning (between September 13, 2013 and May 16, 2014) using qualitative and quantitative research methods. This paper aims to expand the scope of research and resulting knowledge in the Indian digital election campaign space.

## **Beyond election campaigns, implications of PM @NarendraModi’s bid to sideline the Fourth Estate in India**

*Dr. Usha M Rodrigues*

Senior Lecturer, Journalism, School of Communication and Creative Arts, Burwood campus, Deakin University

*and*

*Dr Michael Niemann*

Research Assistant and Digital Analysis Tools Developer at Deakin University.

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The Indian news media have been bucking the trend in circulation and revenue downturn experienced by their counter-parts in the West. However, the intervention of new mediated technologies – the internet; social networking sites; mobile apps – represent a new challenge for the mainstream news media, particularly when India’s contemporary political leaders have discovered the potential of mass self-communication on social media and elsewhere on the internet. This research uses the case studies of the Indian Prime Minister Narendra Modi’s use of Twitter, for one of his favourite campaigns “clean India” since October 2014 and the recent “demonetisation” policy announcement in late 2016 to identify and analyse the change in power politics in India. The research paper investigates Prime Minister Modi’s strategy around incessantly communicating, explaining and positively narrating the success of his policies on social media platforms. However, whilst the prime minister when communicating with his followers continuously modifies his online articulations around the need for change, he has been largely evading the scrutiny of the Indian news media. In this study, we used a grounded research approach to collected data, that is social media messages related to the two case studies, from the Twitter platform and analyzed it for patterns of conversation around the ‘clean India campaign’ and the ‘demonetisation’ period in India. This qualitative approach to develop a theory about these two political communication campaigns on Twitter allowed us to understand how Modi used the platform to communicate his messages and whether he had any influence on his followers in terms of promoting his version of the events. In 2014-15 and 2016-17, we collected the Twitter data and subsequently carried

out extensive analyses in relation to these two case studies, identifying common terms and trends; key influencers in the two campaigns; relationship between Modi and his followers; and crossover between social media and Indian news media on this micro-blogging site. The study analyzed over a year-long Twitter data in relation to the clean India campaign (following its formal launch) between October 2, 2014 and November 13, 2015. Similarly, for the demonetisation case study, we collected and analysed three-months' data between November 7, 2016, when the demonetisation announcement was made, till February 7, 2017, to ascertain Modi's communication strategy on Twitter, where his team continuously moved the agenda along with the use of key terms. The Twitter data, hundreds of thousands of tweets in each case study, were obtained and filtered using Twitter's application programming interface (API) for Python. The paper presents the results of these social media data analyses, and explores the implications of this new trend in political communication for Indian audiences and the mainstream news media.

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### 3. Panels

Day-1	14 <sup>th</sup> December 2017	Venue
11.30	<b>Panel 1-</b> Transitions in Communication Research Methods Chair: Dr Binod C Agrawal	J. H. Mini Auditorium
4.00	<i>Parallel Panels</i>	
	<b>Panel-2</b> –ICA and Indian Communication Design in 21 <sup>st</sup> Century, Chair: Dr. Sanjay Ranade  <b>Panel-3</b> -Future Directions for Teaching/Research in the 21st Century Digital Media Ecology Chair: Dr Arpan Yagnik  <b>Panel-4</b> - Innovations in Journalism Education: When East Meets West, Chair: Dr. Mira K Desai, Prof Robyn Goodman and Dr. Elanie Steyn	CDE Conference Room  J.H. Mini Auditorium  Virtual Class Room
Day-2	15 <sup>th</sup> December 2017	Venue
11.30	<b>Panel 5-</b> Asia's Responses to Media Globalisation Chair: Dr. Doobo Shim	J. H. Mini Auditorium
1.00	LUNCH	Foyer
2.00	<b>Panel 6-</b> The Indian Media Economy Chair: Dr. Shin Dong Kim	J. H. Mini Auditorium
Day-3	16 <sup>th</sup> December 2017	Venue
2.00	<b>Panel-7:</b> Indian Media Practitioners Reflections Chair: Ms. 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**

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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, Radio city 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**

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Shakuntala Soratur is presently a full-time PhD scholar in Karnataka 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 relationships 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 31st 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 21<sup>st</sup> 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 21<sup>st</sup> 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 21<sup>st</sup> 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 counseling 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 sculptor using clay and painter 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 Narratology. 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's Arthashastra', 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 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 thought, speech and action" (1.2.11).* Communication is seen at three levels - Thought (Manasa), Speech (Vacha) and action (Karma). 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 well 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 21<sup>st</sup> Century Digital Media Ecology**

21<sup>st</sup> 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. Srinivas Melkote 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**

#### **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 Thackersey ( SNTD ) 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- SNTDWU , Mumbai University, Wigan and Leigh India (WLCI), Xavier’s 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

## **The Abstracts**

### ***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 focused 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 discipline and 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 technology applications at Media institutions*** Mrs. Anita Sareen Parihar

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.

## 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 and 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 challenges they 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](mailto:fgoodman@alfred.edu)

Dr. Elanie Steyn, University of Oklahoma, USA, [elanie@ou.edu](mailto:elanie@ou.edu)

Dr. Mira K Desai, SNDT Women's University, Mumbai, [drmiradesai@gmail.com](mailto: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 brings with him four decades of teaching and research experience in journalism education. Apart from being at IIMC, New Delhi and UNESCO Nairobi, he has been founding Vice Chancellor of Central University of Tamil Nadu. He has widely travelled and widely published. 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 Gameplay, 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 is 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) 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.

## 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.

## 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 21<sup>st</sup> 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 diverse nationals 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, Sung University, Korea

**Discussant:**

Dr. Shin Dong Kim (Hallym University, Korea)

Dr. Sunitha Chitrapu (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](mailto: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 at Sangji 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** (Hallym University, 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-ranging 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: Shin Dong Kim* (Hallym University, Chuncheon)

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

Panel accompanied by book release with Oxford University Press of

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 Volumes 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 Information College 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 Chitrapu** teaches 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 an 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 opposite ontological pathways that

allow a necessary synthesis between two hitherto distant approaches in media sociology and political economy. For, we recognise that an assessment 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 economic 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 'economic', 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?

#### **CHAIR:**

**Ms. Geeta Seshu**, Journalism

Geeta Seshu is an independent journalist engaged in reporting and analysing media issues, in particular on freedom of expression, media ethics, media ownership and working conditions of journalists. Geeta Seshu

embarked upon a career in journalism in 1984 and worked in Indian Express, Mumbai, till 1996. She was editor of Soulkurry, an Internet portal for women and was Editor of the niche social issues magazine 'Humanscape'. She has been tracking media representation of women in the mainstream media for several years. She was a Senior Research Fellow of the Awa Wadia Archives for Women and archived the campaign against sex-determination of the Forum Against Sex Determination and Sex Pre-selection (FASDSP) in 2010. Geeta lectures on the media and has written on television and regulation in India as well as on digital access and online abuse of women in India. She is a member of UNESCO's Media Freedom Committee, India, formed in 2016 to promote freedom of information and freedom of expression, pluralism, diversity and inclusivity in the ownership and content of media in India. Since 2010, she coordinated the Free Speech Hub, an initiative of the acclaimed mediawatch site The Hoot ([www.thehoot.org](http://www.thehoot.org)) to track freedom of expression in India. Currently, she is Contributing Editor 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 has 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 strengths 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 & 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 & 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 social media marketing campaigns for Sony Pictures, Colors (Viacom18) and more sustained campaigns for Shoppers 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 and iOS based mobile application to find clean toilets. Moksh Juneja has been the President, Wikimedia India chapter initiated to start the independent office of Wikipedia India and getting a foothold for Creative Commons in India. Moksh has been Secretary for Wiki Conference India which was the first ever Wikipedia National conference. He has been 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](http://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.

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## 4. Workshops

Day – 2:	15 <sup>th</sup> December 2017	Friday
9.00	<i>WORKSHOPS</i>	
	1: Big Data Research and Methodologies for Social Media, Communication and Journalism <b>By Anuradha Bhatia</b>	Virtual Class Room
	2: Filtering Information Overload - Google Power Searching and Offline Information Management by <b>Professor Umesh Arya</b>	J. H. Mini Auditorium
	3: Social Media for Strategic Corporate Communication by <b>Dr. Deepti Ganapathy</b>	CDE Conference Room

### WORKSHOP-1

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

Objectives: The session is designed with following objectives:

- i. To emphasize the various research and strategies of Big Data in Social Media.
- ii. To understand the methodologies and ideologies which involve Big data in Journalism and Communication.

Outline:

The session will emphasize on the conceptual representation of the three basic social big data areas: social media as a natural source for data analysis; big data as a parallel and massive processing paradigm; and data analysis as a set of algorithms and methods used to extract and analyze knowledge towards the research and development. Big data manifests opportunities and challenges for researchers in social media, communication and journalism. Innovative ideas and fast growing transformation in social media, communication and journalism offering solutions and innovation to present novel and complicated issues on daily basis. The research on data journalism with importance to cultivating implementation of data zoning and adaptive intelligence to computational technology.

#### **About Anuradha Bhatia**

Anuradha Bhatia, a Researcher in the domain of big data with image processing with more than 25 publications in international journals and conferences. Editor and Reviewer of Springer conferences and various international journals. An educator with the e learning platform [www.anuradhabhatia.com](http://www.anuradhabhatia.com), along with the YouTube channel for students on various domains. Visiting faculty at various engineering colleges as an expert for their Masters programme in subjects like Big Data, IOT, Data mining, Information Retrieval. Her areas of interest include Big data, Image Processing, Data Mining, Information

Retrieval, Adaptive Business Intelligence and working with Big data Databases. Towards the enhancement she is a writer for the international magazine e forensics and technical writer and editor newsletter of Maharashtra State Board of Technical Education.

## **WORKSHOP-2**

### **Filtering Information Overload - Google Power Searching and Offline Information Management by Professor Umesh Arya**

[e – umesharya1973@gmail.com, w- www.umesharya.in, p – 9416346589, c- www.youtube.com/umesharya]

“We have more information than we have skills to turn it into useful knowledge” – Mark Rolston.

“Do not seek for information which you cannot make use” – Anna Brackett.

“The Private sector and Public sectors institutions would find it difficult to run in the information age because of their traditional structures and styles of functioning” – Alvin Toffler

– The above quotes apply well to the present world of information age.

How information is made useful by the smart users? How can we retrieve the qualitative information by using freely available online tools, and change our behaviour towards information as “Information Power” not as “Information Overload? How can we manage the information offline as well as online? How can we shift the pain of managing and retrieving the information, from ourselves to the computer resources? And how can we have access to the accurate information with least effort thus making ourselves participate gainfully in the digital economy powered by information age?

#### **Objectives:**

1. Identify the right practices of information behavior.
2. Managing files effortlessly.
3. Retrieving information as per the required keywords, format, neighboring words etc .
4. Searching the Google with powerful commands and getting the focused results in hundreds rather than hundred thousand and keeping updated with the desired information as it uploads on the internet.

**Tools:** Copernic Desktop search and Everything (Free Resources), Google Search Engine, YouTube, spot demonstration and practice by participants using BYOD method (Bring Your Own Device).

#### **About Professor Umesh Arya**

Prof. Umesh Arya currently teaches communication in Guru Jambheshwar University of Science & Technology, Hisar for the last 18 years. He has 35 publications in national and international journals. He is a Google certified power searcher and specialises in “corpus approaches to communication studies” and “ICTs application in social sciences”. He aspires to leverage the online education methodology with his own channel on YouTube which has more than 120 videos on soft skills and hard skills. He has done more than 30 online courses from international universities and has specialisation in skill development. Prof. Prof. Arya has served as Deputy Director of Academic Staff College in his university. He has worked as volunteer to send stories on corruption to the project run by University of Fordham, New York. He has visited a few countries (US, UK, the Netherlands, Germany, Belgium) for his academic pursuits. Prof. Arya is a certified Yoga and Meditation Teacher, healer through prayer, Hypnotherapist and Past

life Regression Therapist. He is a Cognitive Drill Therapist for Phobia, Obsessive Compulsive Disorders and Anxiety. He is a Corporate Trainer, Life Coach and a Singer. He is a Neuro Linguistic Programming coach (NLP). He is a certified Lama Fera Therapist and a Kundalini Yoga healer. He has trained more than one lac people in various life skills and academic skills.

### **WORKSHOP-3**

#### **Social Media for Strategic Corporate Communication by Dr. Deepti Ganapathy**

##### OBJECTIVES

The workshop is designed with the following specific objectives:

- a. To highlight the relevance of Social Media in Corporate Communication
- b. To introduce the theories of Social Media communication

OUTLINE: The course introduces participants to the fundamentals and concept of Social Media Communication and the strategic role that communication is playing in MNCs such as GE and Amazon. The emergence of Social Media such as Facebook, Twitter, YouTube, and other digital media platforms is presenting opportunities for various stakeholders in the business environment. However, the use of Digital Media for Corporate Communication is a double-edged sword. On one hand, it provides greater transparency and seeks to engage all stakeholders, while on the other hand, it can spiral an issue out of proportion, causing irreversible loss to a company's reputation and brand image. Hence, thorough checks and balances have to be in place before communicating a message in the digital world, while at the same time spontaneity and dynamism needs to be the underlying dogma in the fast-paced and evolving digital sphere.

##### **About Dr Deepti Ganapathy**

Deepti Ganapathy is currently full-time faculty at the School of Business Management, NMIMS, and visiting faculty at IIM Indore and IIM Bangalore. She holds a Ph.D. in Social Media and Communication from the University of Mysore. A journalist with more than 10 years of experience, she has been a Rotary Fellow to New Zealand and finalist at the CNN Young Journalist Award in the Asia-Pacific region. Her research interests include using social media for governance, influence of media reports on policy planning in the area of climate change and human trafficking in India. In her free time, she continues to write for mainstream media on issues relating to climate change, education, travel, women empowerment and health.

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## 5. Screening of Student Films

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Following institutional productions will be screened in this session.

- **The Social Communications Media Department (SCM Sophia)**, conducts a one-year, full-time, integrated post-graduate diploma course in social communications media that is open to women and men. The course is affiliated to the University of Mumbai's Garware Institute of Career Education and Development. Social Communications Media Department (SCMSophia) Sophia-Smt. Manorama Devi College, Sophia Polytechnic Bhulabhai Desai Road, Mumbai - 400 026. 022-2351 3157/ 2352 1104. [www.scmsophia.com](http://www.scmsophia.com), [www.facebook.com/SCMSophia](http://www.facebook.com/SCMSophia), [www.facebook.com/SCMUnplugged](http://www.facebook.com/SCMUnplugged)
- **The School of Media and Cultural Studies, (SMCS) of the Tata Institute of Social Sciences, Mumbai** (a Deemed University) is engaged in media teaching, production, research and dissemination. A unique feature of the School is the close linkage between its technical and academic work. The work of the School facilitates a synergy between research, teaching and production, all of which are informed by a keen sense of connection with local subaltern cultures of resistance and invention. Production is an important component of the School's work. It has to its credit more than 70 awards for its documentary films at national and international film festivals. Its films are widely distributed and used. The School is also involved in media and cultural studies research. The PSA and music video made by second semester students of the MA in Media and Cultural Studies, from the School of Media and Cultural Studies, Tata Institute of Social Sciences will be screened.
- **Symbiosis Institute of Media and Communication, Pune**
- **Department of Communication Media for Children, SNDTWU, Pune Campus, Pune.**
- **Smt. P N Doshi Women's College, Ghatkopar, Mumbai** is affiliated to SNDTWU. It offers Bachelor's in Mass Media in 2008. The College offers three specializations- Journalism, advertising, animation, in the third year of BA in Mass Media.

**More institutions may join in on the spot.**

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## 6. Special Screening: *Velvet Revolution*

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*Produced by IAWRT (International Association of Women in Radio and Television)*

**Country:** Cameroon, India, Philippines, UK, Bangladesh/USA

**Year:** 2017

**Duration:** 57 minutes

English subtitles: English commentary

Format: Shot on HD.

**Executive Producer and Project Director:** Nupur Basu

**Country Directors:** Illang Illang Quijano – Philippines

Deepika Sharma - India

Pochi Tamba Nsoh and Sidonie Pongmoni - Cameroon

Eva Brownstein - USA/ Bangladesh

### **Synopsis :**

In this exciting collaborative film – Velvet Revolution - six women directors take their lens up-close to Women Making News. In a world driven with conflict and dictatorial regimes where journalists are constantly under threat of both, state and non - state actors, what drives these women journalists to do their jobs?

“I did not want to be a war correspondent... but the war came to my door-step” says award winning Syrian journalist, Zaina Erhaim, now living in exile in southern Turkey.

“The President is wrong when he says that journalists are being killed because they are corrupt-who corrupts whom... who holds the power to corrupt?” asks Kimberlie Ngabit Quitasol, a young woman journalist from Philippines.

“I could not leave my co-warriors in the middle of the battlefield” says Bonya Ahmed, the wife of slain Bangladesh blogger, Avijit Roy and the Editor of *Muktomona*, in her first ever documentary interview.

The documentary profiles women journalists who have paid a high price for speaking truth to power.

**Executive Producer/Project Director, Nupur Basu:**

*"The documentary, **Velvet Revolution**, reinforces that there is no longer a red line when it comes to killing of women journalists. Women journalists, like their male counterparts, are also increasingly under attack by state and non- state players as they are doing their jobs. As women, they are exposed to 'double attacks' – their personal safety is increasingly under threat and the attacks on them through social media are getting nastier and misogynistic."*

**Velvet Revolution** has just bagged the best documentary in the feature length segment at the World Kashmir Film Festival held in Srinagar in July.

The film will be presented by Ms. Nupur Basu.

**About Nupur Basu:**

Nupur Basu is an independent journalist, an award - winning documentary film maker and media educator from India . For the last three decades Nupur has worked in both print and television journalism and reported and filmed documentaries from different regions in the world like UK, Uganda, Switzerland, South Africa, Pakistan, Sri Lanka ,Bangladesh ,Afghanistan and extensively in India . Formerly a Senior Editor with India's leading channel- NDTV, Nupur has also made several documentaries which include the award winning **Dry Days in Dobbagunta** (about the rural women's struggle to ban liquor in Andhra Pradesh) **Lost Generations** ( about the impact of globalisation on the poor in India) , **No Country for Young Girls ?** (about India's shameful sex ratio distortion) **and Michael Jackson Comes to Manikganj** (about the impact of satellite television on south Asia). Several of these were telecast on BBC World. Nupur is the executive producer and project director of **Velvet Revolution** produced by IAWRT.

\* \* \*

**Annexure-A**  
**LIST OF ABSTRACTS SUBMITTED TO ICA ARC 2017**

No.	Delegate	Email ID	Title of the Abstract
1	Waqas Ejaz	mian-waqas.ejaz@tu-ilmenau.de	Multi-Level Comparative Analysis of Twitter Usage Among Members of National Assembly in Pakistan
2	Dr. Priyanka Dasgupta	priyanka004@e.ntu.edu.sg	Extending the Cognitive Mediation Model: A look at the role of Facebook in spurring political participation among the youth in India
3	Binitha Anna Jacob	bini.aj38@gmail.com	Media usage by differently-abled people and their inclusion: A study on the Deaf and Hard of Hearing
4	Olivine Lo	olivine.lo@gmail.com	Mobile Messaging as Relational Maintenance between Parents and College Children
5	Dr. Munmun Ghosh	munmun.ghosh@simc.edu	Analyzing the Digital Exposure of Senior Citizen in India
6	Sowparnika Pavan Kumar Attavar	sowparnika.pka@manipal.edu	Parents' Perceptions of Their Children's Access and Use of Smart Devices at Home: A Qualitative Study
7	Roshni Nayak	roshninyk@gmail.com	A study of buzzfeed India as a news and entertainment site in shaping public opinion and its perception users in the form of Facebook comments
8	Yungeng XIE and Rui QIAO	<a href="mailto:rachelufe@gmail.com">rachelufe@gmail.com</a>	Channels, Sources and Message Credibility: Online Media Credibility in China Based on the National Survey
9	Cornelia Wallner, Susan Alpen, Dr. Marian T. Adolf, and Michael-Bernhard Zita	Cornelia.Wallner@ifkw.lmu.de	Fostering Media Literacy Competencies for Navigating Digital Media Cultures: Findings of a Comparative Study in Southeast Asia
10	Sachin Bansode	bansaschin@gmail.com	Digital Media and Changing Communication Culture
11	Deepanshi Khatreja	deeps.khatreja@gmail.com	Adoption and adaptability to New Features by Social Networking Site Users
12	Mr. Manas Kumar Kanjilal,	mkanjilal@uohyd.ac.in	ICT is a Tool of Agriculture Extension: A Study on Raighar Block of Odisha.
13	Devina Sarwatay	devina.sarwatay@gmail.com	Children, digital and social media and what we know about them
14	Xiaojie Cao	caoxj3@mail.sysu.edu.cn	Visualizing politics in Chinese social media: Political and cultural constructions in entertaining videos
15	Anita Parihar	anita.parihar301@gmail.com	Scriptwriting Methods using New and Conventional Media practiced by Asian, International Scriptwriters - an insight
16	Suchitra Patnaik	suchitra.patnaik@gmail.com, suchitra@efluniversity.ac.in	A Study on the Credibility Perceptions of Digital News Audiences in India
17	Mudita Mishra	mudita.mishra@simc.edu	OTT Video on Demand: A study of digital-entertainment consumption patterns among Indian millennials
18	Dr. Ravindra Chincholkar	rbchincholkar@gmail.com	Smartphone : Bridging the Digital Divide



19	Dr Triveni Goswami Mathur	director@ssmc.edu.in	Social inclusivity or self-actualisation: A mediated discourse analysis of Facebook posts of the elderly in urban India
20	Dr. Hussein Nassar	hussein.nassar@gmail.com	The impact of users' interactions on the attitude toward Facebook advertisements
21	Rahul Gadekar	rahul.micore@micamail.in, rahulgadekar@gmail.com	Developing a Gratifications Scale for Facebook
22	Laurie A Lawrence	L.a.lawrence@iup.edu, lawrencel@sfasu.edu	Entitlement: Being a part of the digital age
23	Nidhi Maria	nidhimaria517@gmail.com	A Study on the Usage of Mobile Application for Oral Health- a Perspective of the Individuals towards Digital Media
24	K P Anuradha and Manjiri Bhalariao	manjiri.svt@gmail.com	Use of Social Media for Marketing in Hotel Industry
25	Parmveer Singh	paramveerpotalia@gmail.coc	Uses pattern of mobile phone among tribal of Jharkhand
26	Xiaowei Huang	janey710@yahoo.com	Virtual World and Gender Identity
27	Manjula Venkataraghavan and Dr Padma Rani	manjula.v@manipal.edu	A study on the use of mobile phones among women living with HIV/AIDS in Udupi Taluk
28	Dr Ruchi Kher Jaggi	ruchi.jaggi@gmail.com	"...nirbhaya (sic) went for a cinema not with her husband or lover. She was inviting trouble for her..." Sexist Narratives on Social Media – A Discourse Analysis of Public Comments Post the Supreme Court Verdict on the Delhi Gang-Rape Case
29	Aparna Nampoothiri	aparna.nampoothiri@iitgn.ac.in	Cyborg Chefs: Personal Narratives Marinated in Digital Flavours
30	Nnayelugo Okoro and Gever Verlumun Celestine	encyclopeadia100@gmail.coc	Gender Differentials in Mobile Phone Communication Pattern Among Youths: Evidence from Nigeria.
31	Anupa Barik	anupa_fpm16@micamail.in	Understanding marriage at the intersection of media and technology
32	Ambika Sankar Mishra	ambikamails@gmail.com	Privacy security and social media
33	Jinu Jacob	jinumaria96@gmail.com	A study of the Malayalee- Qatar Diaspora: Cultural Identity and media consumption
34	Archana Shrivastava	archana.shrivastava@bimtech.ac.in	Identifying practical challenges in implementing digital technologies in classroom: Learnings from the collaborative Virtual Business Professional Project (VBP)
35	Benson Rajan	benson.rajan@christuniversity.in	Social Media and Gendered Sufi Music: A Case Study of Qawwali in YouTube Channels
36	Veena N. and Dr. Kyoko Kusakabe	st116037@ait.asia	Love in the time of Facebook: A study of migrant domestic workers in Bangkok
37	Renata Wojtczak	renata.wojtczak@yahoo.com	Resolving popular disputes: Reimagining popular culture in the light of Langerian act-based paradigm for social sciences.
38	Aniruddha Jena	stapanjena@gmail.com	Positioning Culture in Community Media: A Theoretical Interpretation
39	Srushti Govilkar	srushti.govilkar@ahduni.edu.in	Identity and Pre-Matrimonial Communication in Tech World – A Match Made in Heaven?

40	Barnali Ray and Dr Madupa Bakshi	raybarnali@gmail.com	Gaming and gendered leisure experience
41	Deepika	17snpc06@uohyd.ac.in	Gender and Culture Technology: Empowering Dalit women through Social Media
42	Jinal Parikh and Bijal Mehta	bijal.mehta@ahduni.edu.in	Acceptance and Adaptation of Smart Phone Banking Services - gender and its moderating effect
43	Imran Hasnat and Elanie Steyn	im@ou.edu, elanie@ou.edu	Abstract: Community Radio in Bangladesh: Low-Power Technology with High-Power Capabilities?
44	Sneha Samaddar	sneha.samaddar@simc.edu	70 Years of Partition- A Self-Reflection of Gender and Trauma
45	Vijay Devadas	vijay.devadas@aut.ac.nz	The Cultural Politics of Digital India: Youth, Digital Technologies & Gender in Chennai
46	Shubhda Arora	shubhdaarora@gmail.com	Local Content, Global Audience: Exploring popular reception of the Indian TV soap 'Baalika Vadhu' in Vietnam
47	Melisa Indriana Putri	melisaiputri@gmail.com	Women in Technology: Study of Women Entrepreneurs Eco-Friendly Solar Lamp in Indonesia
48	Aahana Bhatnagar and Dr Kulveen Trehan	aahana.bhatnagar@gmail.com	Role of Cartoon Shows in Overall Development of Children
49	Ashiyah Rahmani-Shirazi	arahmani@hawaii.edu	Women's mutual support and voice using mobile devices and community radio in Rural Fiji
50	Dr. Hussein Nassar and Dr Nabil Oumais	hussein.nassar@gmail.com	Qualitative Assessment of Risky Online Behavior of Lebanese High School Children
51	Sabhya Juneja, Dr Archana Kumar and Giridhari Bora	sabhya.juneja@gmail.com, archnak01@gmail.com, gbora@tattvafoundation.org	Scope of ICT in strengthening health communication: The case of M-Sehat initiative Uttar Pradesh, India
52	Sharanya J Stanley	sharanya_fpm16@micamail.in	Off/On-line: Role of Social Media in The Jallikattu Protest 2017
53	Sindhu Sahadevan Eradi	sindhu_fpm16@micamail.in	Digital mediations and transgender identity- Coping with violence, mobilization and care of the self
54	Shweta Anand and Dr Archana Kumar	shwetavij19@gmail.com	Mapping relationship between community media and health communication
55	Dr Sumedha Bajpai	sumedhab80@gmail.com	KKN- ( Kanpur ki Naari)-The Digital Sisterhood, A Case Study
56	Jerry Joseph and Dr. Mathew Martin	jerryonam@gmail.com	Patterns in the Representation of Social and Religious Issues in Social Media
57	Francisco Rui Cádima	frcadima@fcsh.unl.pt	Media, Diversity and Globalization in the Digital Era
58	Satya Prasad P V	satya.ibr@cas.edu.om	Internet of Things (IoT) It's Application in the Field of Social Sciences: Prospects and Challenges From A South Asian Context" under the sub-theme Digital Media and Ecology (DME)
59	Holger Briel	holger.briel@gmail.com	Not just your average cartoon - 'Mainzelmännchen' as agents of conservative TV propaganda
60	Deepak Joyappa and Dr Padma Rani	deepakjoyappa1@gmail.com	An Analysis of Internet Potential utilised by English news website

61	Neha Saluja and V Eshwar Anand	saluja_neha@yahoo.com	Twitter and Indian Prime Minister Modi Examining the political rhetoric of 2014 Lok Sabha election campaign
62	Ngu Ik-Ying	ikying.ngu@postgrad.curtin.edu.au	Mobilising through Legitimacy, Social Media and Personal Networks: A Case Study of Electoral Reform Movement Bersih in Malaysia
63	Sushobhan Patankar	sushobhan.patankar@simc.ede	Television News on social media: Exploring correlation between growth of internet and usage of social media by Indian Television news channels.
64	Dr Suruchi Mazumdar and Dr Scott Fitzgerald	scott.fitzgerald@gsb.curtin.edu.au , s.fitzgerald@curtin.edu.au	Journalists' Trade Unions: Whither collective action in India's digital media ecology?
65	Sasha S Mehta	sasha.mehta.8595@gmail.com	A comparative study of networks: cities, digital spaces and discursive practices
66	Deepti Ganapathy	Deepti.Ganapathy@nmims.edu	Digital Activism: Power to the common man to transform his society with shared experiences
67	Song A O	16482735@life.hkbu.edu.hk	Strategic Mobile-Government On WeChat In China
68	Ritika Pant	ritika.pant@gmail.com	Television 2.0 : Televisual Experiences in the Digital Realms
69	Arundhathi and Sara Zia	arundhathirs@gmail.com	Mobile Content or Digital Mobility: Decoding India's Digital Media Landscape
70	Dr Wan Norbani Wan Noordin	wan.wannoordin@aut.ac.nz	Introducing Public-Organisation-Relationships(POR) and Public-Others-Relationship (POtR) as constructs of reputation.
71	Dr. Vivek Sharma and Dr. Nivodita Pande	vivekdevsharma@gmail.com,	Sports journalism and Social media: Content Analysis of YouTube videos
72	Professor Dr Kiranjit Kaur	kkludher@gmail.com	Culture and digital inclusion of a marginalized community, the ageing population
73	Leslin Bastian	leslinbastian@gmail.com	Changing Digital Landscape of India: A Case of Video on Demand Content and Applications
74	Garima Gupta	garima77777@gmail.com	Strengthening social accountability in service delivery of mid day meal programme of India: role of digital technology
75	Hamid Saifuddin and Dr. Wan Norbani Wan Noordin	hamid.saifuddin@live.co.uk	Social media and reputation: A focus group study on an educational institution
76	Venugopal Gowda	makruvenu@gmail.com	Understanding Impact of ICT in Agriculture Sector for farmer's Development: A Study of Hassan District
77	Dr. Binod C Agrawal and Dr. Komal Shah	komalvorashah@gmail.co, agrawal.binod.c@gmail.com	A Study on Impact of Internet Disruption in Indian Digital Media Ecology
78	Dr. Komal Shah	komalvorashah@gmail.com	Participatory Observation Report of MOOCs launched by MHRD, India for Higher Education
79	Saidathul Nizah Mattazin	saidathul06@yahoo.com	Public Relations Competencies in Crisis Communication: A Study in Malaysian Organisations
80	Dr. Usha M Rodrigues and Dr Michael Niemann	usha.rodrigues@deakin.edu.au	Beyond election campaigns, implications of PM @NarendraModi's bid to sideline the Fourth Estate in India

81	Shao Jingyuan	mitmedia@foxmail.com	Using the natural language processing (NLP) and social network analytic methods to research public opinion on digital age
82	Shakuntala Soratur	shakuntalags@gmail.com	Usage of research methodologies in social media studies
83	Alla Kushniryk and Stanislav Orlov	Alla.Kushniryk@msvu.ca stan.Orlov@msvu.ca	Use of Content and Network Analysis in Assessing Organizational Communication Effectiveness on Twitter
84	Dechen Wangmo and Dr. Thomas Jayaprakash Yesudhasan	T.Yesudhasan@curtin.edu.au	Digital Research Methodologies: Challenges of Public Service Broadcasting in Bhutan
85	Dr Sweta Singh	swetasingh2000@gmail.com	Studying television news coverage of Arab 'Spring' from digital sources: the methodological constraints
86	Dr Anita Chaware	anitadongarwar@gmail.com	Data telling the story
87	Deeksha Chamola	deeksha.111@gmail.com	Effect Social Networking Sites on Social Capital of Adolescents in Mumbai
88	Dr. Meenakshi Upadhyay	upadhyay.meenakshi@gmail.com	Your Image and you
89	Ms. Kirtida Vora	kits.vora@yahoo.com	Digital Technology: A tool to remove the age barrier
90	Ravi Singh	ravi.bhumasscom@gmail.com	Examining the Evolution of "New Media Ecology" and Its Impact on Social and Political Perspectives
91	Lei Wang	leiwong@cuc.edu.cn	The analysis of Chinese Network Broadcast from the angle of Political and Economical Communication
92	Pranay Rupani	pranay@uohyd.ac.in	Mapping the History of Journalism Education in Hyderabad
93	Aşina Gulerslan and Alper Yilmaz	alper.yilmaz@selcuk.edu.tr	Social Media as the Opinion Leader: Consumers to purchase online clothing product
94	Radha Iyer and Lipi Sathwara	radhaiyer@somaiya.edu	Consumer Insights on Social Selling
95	Dr. Sumit Narula	arpanyagnik@gmail.com	Future Directions for Teaching and Research in the 21st Century Digital Media Ecology: A bird's eye view
96	Shivangi Asthana	shivangi.asthana05@gmail.com	Gender, Culture and Technology
97	Anurag Sahu	Not mentioned	Metamorphosis of Interpersonal Communication: Impact of digital media
98	Dr. Sudha Venkataswamy	sudha.venkataswamy@gmail.com	Public Protests and media narratives: The social, cultural and political relationships
99	Vagdevi Puranik and Mr. Shantharaju S	vagdevipuranic@gmail.com	Perceptive Representation of Gender Trolling in Digital Era: an Empirical of Understanding Social Media Users in milieu of Gender Subtexts
100	Abstract Retracted		Understanding role of culture while setting up business overseas: A Study of Adani Enterprises' foray into Australia"

## **Annexure-B**

### **LIST OF ORGANISING COMMITTEE MEMBERS**

<b>A</b>	<b>Core Committee:</b>
1	Prof. Shashikala Wanjari, Vice-chancellor, SNTD Women's University, Mumbai
2	Dr. Binod C Agrawal, Adjunct Professor, Gujarat Vidyapith, Ahmedabad and Mentor Manipal University
3	Dr. Mira K Desai, Prof & I/C HOD, Department of Extension Education (Organizing Secretary)
<b>B</b>	<b>International Organizing Committee</b>
1	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
2	Prof. Francois Heinderyckx, Fellow & Past President, ICA, Chang Jiang Scholar, Communication University of China, Beijing, Professor and Dean, Faculty of Letters, Translation and Communication, Université Libre De Bruxelles (ULB) Brussels
3	Prof Peng Awa Ang, Fellow & Past President, ICA Professor, Wee Kim Wee School of Communication and Information, College of Humanities, Arts, & Social Sciences
4	Prof. Paula Gardner, President ICA, Asper Research Chair in Communications, Department of Communication Studies and Multimedia, McMaster University, Hamilton
5	Laura Sawyer, MA, CAE, Executive Director, ICA, Washington
<b>C</b>	<b>National Organizing Committee</b>
1	Dr Chandrabhanu Pattnayak, Institute of Knowledge Societies, University of Hawaii at Manoa, Orissa
2	Dr. B K Kuthiala, Vice Chancellor, Makhanlal Chaturvedi University, Bhopal
3	Dr B. P. Sanjay, Pro Vice Chancellor, University of Hyderabad, Hyderabad.
4	Prof Biswajit Das, Professor and founding Director of Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi
5	Prof Usha Rani Narayana, Professor & Chair Person, Department of Journalism and Mass Communication, University of Mysore, Mysore
6	Dr Anubhuti Yadav, Associate Professor- New Media, IIMC, New Delhi
7	Dr Sudha Venkataswamy, Vice Chairperson, Department of Mass Communication, Amrita Vishwa Vidyapeetham, Coimbatore
8	Professor Padma Rani, Joint Director, School of Communication, Manipal University
<b>D</b>	<b>Local Organizing Committee</b>
1	Dr Sunitha Chitrapu, Head, Social Communication Media, Sophia Polytechnic, Mumbai.
2	Dr Sanjay Ranade, Head, Dept of Mass Communication & Journalism, University of Mumbai
3	Dr. Mathew Martin, P.J.PGDMD, AYJNIHH, Mumbai, India and CCD, Jönköping University, Sweden.
4	Prabha Nair, BA MM Coordinator, Smt MMP College Matunga, Vice Principal, Junior College
<b>E</b>	<b>SNTD Organizing Committee</b>
1	Dr. Sanjay Narayan Bharambe, Registrar, SNTD Women's University, Mumbai
2	Prof Radha Misra, Head, Department of Communication Media for Children, SNTD Women's University, Pune
3	Dr Anita Chaware, Associate Professor, Department of Computer Science, SNTDWU, Mumbai.
4	Mr. Dinesh Girap, Head- Electronics, PV Polytechnic, SNTD Women's University, Juhu Campus, Mumbai.
5	Mr. Rajesh Wankhede, Principal, School of Law, SNTDWU, Mumbai.
6	Dr Chandrashekhhar Gawali, Assistant Professor, Department of Human Development, SNTDWU, Mumbai.
7	Mr. Giridhar Gajabe, Deputy Registrar, Campuses, SNTD Women's University

**Annexure-C**  
**LIST OF REVIEW COMMITTEE MEMBERS**

1.	Dr. Binod C Agrawal, Adjunct Professor, Gujarat Vidyapith, Ahmedabad
2.	Dr. Mira K Desai, Associate Prof & I/C HOD, Department of Extension Education (Member Secretary)
3.	Prof. Peter Vorderer, Fellow & Past President, ICA, Chang Jiang Scholar, Shanghai Jiao Tong University, China, Institute for Media and Communication Studies, University of Mannheim
4.	Prof. Francois Heinderyckx, Fellow & Past President, ICA, Chang Jiang Scholar, Communication University of China, Beijing, Professor and Dean, Faculty of Letters, Translation and Communication, Université Libre De Bruxelles (ULB) Brussels
5.	Prof Peng Hwa Ang, Fellow & Past President, ICA Professor, Wee Kim Wee School of Communication and Information College of Humanities, Arts, & Social Sciences
6.	Prof. Paula Gardner, President ICA, Asper Research Chair in Communications, Department of Communication Studies and Multimedia, McMaster University, Hamilton, USA
7.	Dr Chandrabhanu Pattnayak, Institute of Knowledge Societies, University of Hawaii at Manoa, Orissa
8.	Dr B. P. Sanjay, Pro Vice Chancellor, University of Hyderabad, Hyderabad.
9.	Prof Usha Rani Narayana, Professor & Chair Person, Department of Journalism and Mass Communication, university of Mysore, Mysore
10.	Dr Anubhuti Yadav, Associate Professor- New Media, IIMC, New Delhi
11.	Dr Sudha Venkataswamy, Vice Chairperson, Department of Mass Communication Amrita Vishwa Vidyapeetham, Coimbatore
12.	Professor Padma Rani, Joint Director, School of Communication, Manipal University
13.	Dr Sunitha Chitrapu, Head, Social Communication Media, Sophia Polytechnic, Mumbai.
14.	Dr Sanjay Ranade, Head, Dept of Mass Communication & Journalism, University of Mumbai
15.	Dr. Mathew Martin, P.J.PGDMDC, AYJNIHH, Mumbai, India and CCD, Jönköping University, Sweden.
16.	Dr. Faiz Ullah, Assistant Professor, Centre for the Study of Contemporary Culture Tata Institute of Social Sciences, Deonar, Mumbai
17.	Dr Anita Chaware, Associate Professor, Department of Computer Science, SNDTWU, Mumbai.
18.	Dr Putul Sathe, Associate Professor, Research Centre for Women's Studies, SNDTWU, Mumbai
19.	Dr. Upasana Khurana, Associate Professor, Department of Journalism & Mass Communication, Kasturi Ram College of Higher Education (GGSIP University), Delhi.
20.	Dr Ruchi Tewari, Associate Professor, Ahmedabad University, Ahmedabad

\* \* \*

**Annexure-D**  
**INAUGURATION: MINUTE TO MINUTE PROGRAMME**

**Date:** December 14, 2017  
**Venue:** J H Mini Auditorium, Juhu Campus - Mumbai  
**Inauguration:** 10.00 am to 11.00am

*Minute to Minute Programme*

Time	Details	Person
10.00	Beginning of the Programme	Rajni Nair
10.03	University Song	Dinesh Girap/Sumedha
10.10	Lighting of Lamp	
10.15	Introduction of Madam Vice Chancellor	Prof RadhaMisra
10.20	Welcome	Prof.SashikalaWanjari, Vice Chancellor, SNDTWU
	Felicitation of Chief Guest	
	Felicitation of Peter Vonderer	
10.30	Video of UNESCO by Guy Berger	Dinesh Girap/Sumedha
10.40	Introduction to the Conference	Peter Vorderer
10.45	Introduction of the Chief guest	Dr ChandrashekarGawali
10.50	Address by the Chief Guest	Shri Sachchidanand Joshi
11.00	Vote of Thanks	Mira K Desai
	Felicitation of VCmam	
	Felicitation of Peng HwaAng	
	Felicitation of Binod C Agrawal	
	National Anthem	
	Breaking for Tea	

**Annexure-E**  
**VELIDICTORY: MINUTE TO MINUTE PROGRAMME**

**Date:** December 16, 2017  
**Venue:** J H Mini Auditorium, Juhu Campus - Mumbai  
**Inauguration:** 5.00 pm to 6.00pm

*Minute to Minute Programme*

Time	Details	Person
5.00	Beginning of the Programme	Rajni Nair
5.05	University Song	
5.10	Felicitation of PVC Dr V N Magare	Mira Desai
5.15	Felicitation of Prof. Francois Heinderyckx, Fellow & Past President, ICA, Chang Jiang Scholar, Communication University of China, Beijing, Professor and Dean, Faculty of Letters, Translation and Communication, Université Libre De Bruxelles (ULB) Brussels	PVC Sir Dr Magare
5.20	Introduction of Chief Guest- Mr. Jerry Pinto	Sunitha Chitrapu
5.25	Address/felicitation of the Chief Guest	Jerry Pinto
5.30	Address by the Chief Guest	Jerry Pinto
5.45	Closing remarks by Prof. Francois and Prof Vorderer	
5.50	Remarks by Dr V N Magare	
	National anthem	