



## **International Communication Association** **ASIA REGIONAL CONFERENCE 2017**

***Communications Research in the Digital Age***

**14 to 16 December 2017**

**Mumbai, INDIA**

**ica-regional@sndt.ac.in**

***Hosted by***

**SNDT WOMEN'S UNIVERSITY**

***www.sndt.ac.in***

**Conference Secretariat**

**Department of Extension Education (UDEE)**

Office of PG Departments of Home Science

Sir Vithaldas Vidyavihar, Santacruz (West), Mumbai- 400 049

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Digital technology, particularly the smart phone, is an integral part of the modern everyday life. The World Bank in its 2016 report noted that 40 percent of world population can access Internet and new users get online every day. Even among the poorest 20 percent of households, nearly 7 out of 10 have a mobile phone. The onslaught of digital media in the 21st century poses new challenges and questions for communication scholars. The divides and the disparities of reach and access and their attendant challenges of justice, equity, human dignity and rights for diverse and unequal societies of Asia, though long recognized, needs innovative and creative solutions in a digital environment.

From smoke signals to satellites to information superhighways, communication has changed in physical as well as philosophical context. What makes '*digital age*' different from its predecessors is the exclusion of individual media user from the collective context of media ecology. The older forms of media had the character of creating "binding" whereas the newer forms of media help create "escape" from the existing physical realities and create virtual world.

The synchronicity, physicality, continuity, climate, context in the process of communication varies in digital age. Individuals can easily get carried away into the self-generated realities which may not demand validation from "real" life. The interactions are real or virtual, physical or para-social, individual for self or for others are all the questions to be investigated and explored. The "researched" and "researcher" face crisis since the role of technologies precedes the process of research. "Big data" does not demand any procedure or planning. The challenges of communications as well as communications research in digital age demands interrogation and exploration from Asian perspective where culture and communication are interwoven.

The ICA South Asia regional conference is scheduled on 14 to 16 December 2017 at Mumbai. It intends to examine communications research in digital age under four parallel tracks for paper presentation.

**A. Individual and Digital Exposure (IDE):**

What is the relationship of individual with the digital media?

**B. Gender, Culture Technology (GCT):**

How does community and technology intersect in a given culture?

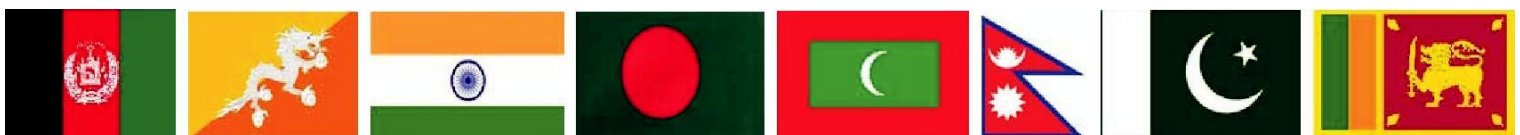
**C. Digital Media Ecology (DME):**

Who are the stakeholders and players of digital media landscape?

**D. Digital Research Methodologies (DRM):**

What are methodological challenges for digital media research?

We recognize that all the themes are intersecting and can be interwoven, yet we expect that you **choose ONE** that you think is nearest to your research/panel so that regional interest groups can be formed towards the end of the conference. By submitting abstract you are agreeing to register for the Conference. There will be workshops as well as plenary at the Conference.



**Registration Details:** The rates for the registration are as follows:

	Category	Before October 1	After October 1
A	Full time Academic/faculty members	Rs. 10,000	Rs. 15,000
B	Doctoral students who are teachers	Rs. 8,000	Rs. 10,000
C	Industry/part time teachers	Rs. 6,000	Rs. 8,000
D	Students (with proof of identity)	Rs. 4,000	Rs. 6,000
E	Institutional Registration ( <b>2 people*</b> ): *Any TWO people can attend yet certificate will be issued to two people specified at the time of registration.	Rs, 18,000	Rs, 25,000

Registration fees includes book of abstracts, food and access to conference sessions and workshops. Certificate of participation/presentation will be issued only at the end of the conference. It is essential for **all the paper presenters to register for the Conference by payment of registration fees as well as submission of full paper as per the timeline.** Those failing to do so will not be entertained.

The details of the Registration fees remittance are as follows:

Name of Bank: Canara Bank  
Branch: SNTD Juhu Campus  
Account No: 4634101001322  
Name of Account: ICA Regional Conference SNTDWU Dept EE  
IFSC Code: CNRB0004634  
MICR Code: 400015159

## SUBMISSION GUIDELINES

1. Please send your submissions by email to **ica-regional@sndt.ac.in**
2. Mention one of the four sub-themes as a SUBJECT LINE with your submission. Please give complete contact details along with your name and affiliation in email text.
3. Send your abstract (of not more than 500 words) with ONLY title and text without author details as an attachment to the mail.

**Following is the time line of submission/payment.**

Submission of Abstract: August 31  
Payment of Registration: October 1  
Acceptance of Abstract: October 15  
Submission of Full Paper: November 15

Please NOTE, if not registered as well as submitted full text of your paper, your abstract will not be printed in the conference book of abstracts.



## The Organizers

### **International Communication Association: (<https://www.icahdq.org/>)**

The International Communication Association is a 67-year-old academic association with more than 4,500 members in 80 countries. It is an association for scholars interested in study, teaching, and application of all aspects of human and mediated communication. Since 2003 it has been officially associated with the United Nations as a non-governmental association.

Apart from Annual conferences, since 2006 ICA have been organizing and cosponsoring regional conference in all the parts of the world. In 2016, two regional conferences were organized in Kenya and Malaysia. The proposed 2017 conference in Asia is ICA's first conference in this part of the world. The objective of this conference is to increase visibility and greater diversity to ICA membership and scholarship.

### **SNDT Women's University: ([www.sndt.ac.in](http://www.sndt.ac.in))**

SNDT Women's University completed 101 years of glorious existence in July 2017. It is synonymous with women's education and empowerment in India. It is the first women's university of India and South East Asia. This multi-disciplinary State University has rare privilege of having all India jurisdictions. It comprises of 39 University Departments, 13 Institutions including conducted colleges, four centres, 166 affiliated colleges and an autonomous college. There are six institutions recognized by SNDT WU for Ph. D. Research. SNDT is a home to 1100 teaching and non-teaching staff members and 50,000 students spread across seven states and a union territory. In the academic year 2016-17, the University offered 250 programmes ranging from diploma to Ph.D.

Department of Extension Education was established in 1982 and became part of Department of Post Graduate Studies and Research in Home Science for the large part of its existence. In 1994, the Department started Post Graduate Diploma in Communication and Media and from 2016 it offers Masters programme in Media and Communication. Being university department, it offers postgraduate programmes from Masters to doctoral degree in Home Science. Today it offers programmes in faculty of Communication and Media Studies also.

## The Venue

The conference will be hosted on the vast expanse of SNDTWU Juhu campus. The campus houses 19 Departments and institutions of higher learning with wide range of disciplines. It is well connected with rail, road and train stations. Domestic Airport is at a stone throw distance whereas International Airport is about five kilometers from the venue.

There are numerous hotels on Juhu Tara road which are in the proximity of the conference venue. Considering closeness of the dates to Christmas, you are advised to book in advance to avoid higher hotel rates.

**See you at ICA South Asia Regional Conference at SNDT WU Juhu, Mumbai!**

