



CENTRE FOR JOURNALISM & MASS COMMUNICATION

Visva-Bharati: A Central University
and An Institution of National Importance

As a part of CJMC's year-long *Silver Jubilee Celebration*

FOR BROCHURE

SCAN



OR CLICK
Brochure

DEADLINE

22nd
September
2024

ABSTRACT SUBMISSION

CALL FOR PAPERS

INTERNATIONAL CONFERENCE

Innovative Paradigms in Communication & Media

Bridging the Global Perspectives

THEMES

- ✓ Strategic and Indigenous Communication for Development
- ✓ Gender Dynamics in Media
- ✓ Innovations in Audio-Visual Media
- ✓ Political Communication and Global Media
- ✓ Digital Communication and Society
- ✓ Cultural Production and Creative Industry

IMPORTANT DATES

22nd September
2024

Abstract
submission

8th October
2024

Notification of
abstract
acceptance

31st December
2024

Full paper
deadline

7th - 9th January
2025

Conference
dates

26th January
2025

Revised paper
submission

28th February
2025

Notification of
paper acceptance

REGISTRATION FEE

IN PERSON PARTICIPATION

- ✓ Indian Students/Scholars 1000 INR
- ✓ Indian Faculties/Members from Industry 4000 INR
- ✓ Non-Indian Students/Scholars 50 USD
- ✓ Non-Indian Faculties/Members from Industry 75 USD
- ✓ Non-Indian (SAARC Countries) Students/Scholars 45 USD
- ✓ Non-Indian (SAARC Countries) Faculties/Members from Industry 70 USD

ONLINE PARTICIPATION

- ✓ Indian Students/Scholars 500 INR
- ✓ Indian Faculties/Members from Industry 2500 INR
- ✓ Non-Indian Students/Scholars 30 USD
- ✓ Non-Indian Faculties/Members from Industry 50 USD
- ✓ Non-Indian (SAARC Countries) Students/Scholars 25 USD
- ✓ Non-Indian (SAARC Countries) Faculties/Members from Industry 45 USD

Scan For Submission



Google Form Submission Link
<https://forms.gle/exkoQqqTsapMHeWXA>

More Information : cjmc@visva-bharati.ac.in
Please mention 'CJMC International Conference 2025' in the subject



International Conference

INNOVATIVE PARADIGMS IN COMMUNICATION & MEDIA: BRIDGING THE GLOBAL PERSPECTIVES

Organised by

Centre for Journalism and Mass Communication (CJMC)
Visva-Bharati : A Central University and An Institution of National Importance

As Part of Its Silver Jubilee Celebration

Santiniketan, West Bengal, India

About the Event:

The Centre for Journalism and Mass Communication (CJMC) at Visva-Bharati is hosting an international conference titled "**Innovative Paradigms in Communication & Media: Bridging the Global Perspectives**". This conference aligns with the university's esteemed tradition of promoting the integration of diverse cultural perspectives, anchored in the rich heritage of Visva-Bharati's founding principles set by Rabindranath Tagore.

We Focus on:

- Intellectual Tradition and Interdisciplinary Focus
- Globalisation and Media Dynamics
- Technological Advancements and Ethical Considerations
- Inclusivity and Diversity
- Theoretical and Practical Contributions

Conference Director:

Dr Mausumi Bhattacharyya

Co-Director:

Prof. Biplob Loho Choudhury

Core Committee Members:

Dr Sanhita Chatterjee
Dr Surhita Basu
Dr Arpan Paul



7th - 9th January, 2025



Theme I: Strategic and Indigenous Communication for Development

- (i) Channelling indigenous knowledge for sustainable development
- (ii) Progression of development communication theories in the last three decades
- (iii) Ground-breaking ICT solutions for sustainable development
- (iv) Exploration of community communication methods and their impact on climate adaptation communication
- (v) Tagore's Communication Strategies for Sustainable Development
- (vi) Creation and implementation of experimental studies in development communication

Theme II: Political Communication and Global Media

- (i) Media, power and propaganda
- (ii) War, violence and social movements
- (iii) International relations and international communication
- (iv) Media, democracy and governance
- (v) Media in conflict resolution and peace-building
- (vi) Politics in the era of aesthetic and affective turn

Theme III: Innovations in Audio-Visual Media

- (i) Emerging Technologies in Media Production: Looking at advancements in VR, AR, and AI that are shaping the future of media production
- (ii) Audio-Visual Media in Digital Marketing: Understanding the impact of audio-visual media strategies in the fields of digital marketing, advertising, and PR landscape
- (iii) Ethical Considerations in Audio-Visual Journalism: Addressing journalists' ethical dilemmas in the digital age

For Concept Note and
Theme Details



https://drive.google.com/file/d/1z864Ogo63RCIRftgTrzRrl_rezw_pXfsc/view?usp=sharing

Theme IV: Cultural Production and Creative Industry

(i) Cultural products as a reflection of society: How cultural products reflect societal issues and contribute to public discourse

(ii) Innovations in the creative industry: Exploration of new developments in creative industries

(iii) Identity Politics, creative industry, and cultural production: Examination of the intersection of identity with creative industry and cultural production

Theme V: Gender Dynamics in Media

(i) Media Representation of Gender

(ii) Media as a Tool for Gender Advocacy

(iii) LGBTQIA+ Visibility in Media

(iv) Media policies and regulation

(v) Gender & Gaming

Theme VI: Digital Communication and Society

(i) Impact of Social Media on Public Opinion

(ii) Digital Divide and Access to Information

(iii) Cybersecurity and Information Integrity

(iv) Role of OTT platforms in shaping contemporary media landscapes

(v) Impact of digital communication and E-governance

Contact Us



cjmc@visva-bharati.ac.in

Please mention 'CJMC International Conference 2025' in the subject

Submission Guidelines:

- Abstract Submission: Abstract of not more than 250 words, summarising the importance of the research, the research questions, methods, results (if any) and implications. Also include the title of the paper, keywords, name and designation of the author/s with contact details.
- Full Paper Submission: Papers should be 5,000 to 7,000 words, formatted according to the APA (American Psychological Association) style guide, 7th edition.
- Biographical Note: Include a brief biographical note of hundred words regarding affiliations and research interests.
- Originality: Ensure submissions are original work not previously published or under review elsewhere.
- Peer Review: Each submission will undergo a double-blind peer review by a panel of experts.
- Language: All papers must be submitted in English. Non-native speakers should have their work proofread for rectification of grammatical errors.

Important Dates:

- Conference Dates: January 7-9, 2025
- Abstract Submission Deadline: September 22, 2024
- Notification of Abstract Acceptance: October 08, 2024
- Full Paper Submission Deadline: December 31, 2024
- Revised Paper Submission with Feedback received during the Conference: January 26, 2025 (for blind peer-review & publication)
- Notification of Paper Acceptance: February 28, 2025

Presentation at the Conference:

- Presentation Format: A 10-minute presentation.
- Virtual Participation: Available for those unable to attend in person. A pre-recorded version (within 10 minutes) has to be sent by December 31, 2024.

Publication Opportunities:

Selected papers may be considered for publication in a special issue of a peer-reviewed journal or an edited volume.

Contact Us



cjmc@visva-bharati.ac.in

Please mention 'CJMC International Conference 2025' in the subject

Submission Form Link:

Please submit abstracts and papers through this form link

<https://forms.gle/exkoQggTsapMHeWXA>

Contact Information:

For further inquiries, please contact at cjmc@visva-bharati.ac.in. Please mention 'CJMC International Conference 2025' in the subject.

Registration fees details:

The fees include (only for in-person participation):

- Conference kit
- Breakfast on January 7th , 8th and 9th, 2025
- Lunch on January 7th , 8th and 9th , 2025
- Tea on January 7th (Two times) , 8th (Two times) and 9th (One time), 2025

In person participation

- Indian Students/Scholars: Rs 1000/-
- Indian Faculties/Members from Industry: Rs. 4000/-
- Non-Indian Students/Scholars: 50 USD
- Non-Indian Faculties/Members from Industry: 75 USD
- Non-Indian (SAARC Countries) Students/Scholars: 45 USD
- Non-Indian (SAARC Countries) Faculties/Members from Industry: 70 USD

Online Participation

- Indian Students/Scholars: Rs 500/-
- Indian Faculties/Members from Industry: Rs. 2500/-
- Non-Indian Students/Scholars: 30 USD
- Non-Indian Faculties/Members from Industry: 50 USD
- Non-Indian (SAARC Countries) Students/Scholars: 25 USD
- Non-Indian (SAARC Countries) Faculties/Members from Industry: 45 USD

Contact Us



cjmc@visva-bharati.ac.in

Please mention 'CJMC International Conference 2025' in the subject