

Conference Committee

Chair:

Dr. Gopakumar AV,
Dean, Faculty of Humanities

Conference Conveners:

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Conference Co-conveners:

Dr. Mamatha KN
Ms. Carmel Maria Jose
Mr. Abdul Rasheed A.P.K

Organising Committee

Dr. Juby Thomas
Mr. Abraham
Mr. Aby Augustine

Chief Patron:

Fr. Josekutty PD, CMI
Principal

Patrons:

Fr. Augustine George, CMI
Vice-Principal
Fr. Lijo P Thomas, CMI
Financial Administrator
Head, Department of Computer Science
Fr. Som Zacharia, CMI
Director, Library & Development
Fr. Emmanuel PJ, CMI
Director, Kristu Jayanti College of Law
Faculty, Department of Psychology,
Director, Jayantian Extension Services &
Jayantian Alumni Association

Registration Details

Research Scholars/ Post Graduate Students : Rs. 600/-
Faculty : Rs. 1000/-
Working Professionals : Rs. 1200/-

- Registration fee is inclusive of GST charges and includes conference kit, lunch and refreshments
- Payments should be made through D.D/ cheque in favour of The Principal, Kristu Jayanti College, payable at Bangalore.
- For electronic transfer, please contact conference conveners

Accommodation Details

Paid accommodation can be arranged on prior request at a nominal cost for conference delegates. For more details please contact Mr. Abdul Rasheed A.P.K, Assistant Professor and Faculty coordinator-9995949383.

How to reach our college

From Majestic BMTC Bus Stand (Near City Railway Station) Platform 19 : Bus Routes- 292B, 292C
From K. R. Market: Bus Route: 292, 292D, 293C
From Vasanth Nagar/ Cantonment Rly. Station/ Bangalore East Rly. Station: Bus Routes- 292, 292B, 292C, 292D, 292F, 293C **Nearest Railway Station:** Bangalore East (8 kms)/ Bangalore Cantonment (10 kms). **By Air:** Kempegowda International Airport (28 kms)

Conference Secretariat

Department of Journalism & Mass Communication, Kristu Jayanti College (Autonomous)
K. Narayanapura, Kothanur (PO)
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Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore North University

Department of Journalism and Mass Communication

NATIONAL MEDIA CONFERENCE ON



NEWSROOM INCLUSIVENESS & MULTICULTURAL NARRATIVES

FEBRUARY 27 & 28, 2020

VENUE: MINI AUDI III, MAIN BLOCK, KRISTU JAYANTI COLLEGE

About the College



Kristu Jayanti College, founded in 1999, is managed by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The College is affiliated to Bengaluru North University and is reaccredited with grade 'A' in 2015 by NAAC in the Second Cycle of Accreditation. The College is recognized by UGC under the category 2(f) & 12(B). The College was accorded Autonomous Status from 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. For its contribution in the field of education, Kristu Jayanti College was recently given the Heroes of Bengaluru Award. In the India Today - MDRA survey 2019, Kristu Jayanti College, Bengaluru is awarded as the Best Emerging College of the Century at National Level and the college is ranked 6th Best BCA, 12th Best MSW, 19th Best Arts, 21st Best Commerce, 21st Best BBA and 26th Best Science College in India. The College is also ranked 2nd Best in BCA & MSW, 3rd best in Commerce, 4th Best in Arts & Science and 6th best in BBA among the colleges in Bengaluru.

Department of Journalism & Mass Communication

The department of Journalism & Mass Communication strives for excellence in media education, training and research through a curriculum which synergize theoretical and practical components, and is delivered through multi-disciplinary approach. Our dedicated academicians along with media experts, professionals and researchers with global competencies train students in both media content and form to succeed in today's challenging media scenario. Moreover, our interdisciplinary curriculum and flexible classrooms provides a real media experience with creative media productions, critical analysis, and entrepreneurialism.



Conference Theme [Newsroom Inclusiveness and Multicultural Narratives]

The fourth edition of National Media Conference endeavours to explore the ideas of "Newsroom Inclusiveness and Multicultural Narratives". The two-day National Conference aims to create a discursive space for social scientists, media practitioners, academicians, journalists, research scholars and students from various arenas of society to interact, discuss and debate on the changing status of media, inclusiveness, myriad narratives and emerging cultures. In the days of super-diversity the power of mass media enables to embrace the culture and plurality. The National Conference highlights the concepts of identity crisis, proliferation of alternative facts, subaltern counter public, creation of 'true diversity' and millennial culture.

Sub Themes

- Ethnocentric reporting
- Inclusive language
- Pluralism in news
- Alternative media narratives and challenges
- Cultural appropriation and media
- Decolonizing Indian media
- Advocacy journalism
- Tribal discourse in media
- Multicultural narratives and multiple truths
- Film and cultural identity
- Cultural consumption and advertising
- Media and Millennial culture

Call for Papers

The conference invites original and unpublished abstracts and full papers on the theme Newsroom Inclusiveness and Multicultural Narratives from academicians, research scholars, students and working professionals from media, literature and related areas.

Abstract Submission

- Paper presenters should send abstract not exceeding 500 words (minimum 250 words).
- It should reach us by December 10, 2019 to the e-mail id:
mediaconf2020@kristujayanti.com

Full Paper Submission

- Full paper, **not exceeding 4000 words set in 12 point Times New Roman Font, 1.5 spacing** on an A-4 size paper with margins 1 inch on all sides should be sent.
- APA format should be used for references.
- Paper should include a separate page containing title of the paper, name of the author, contact address, theme of the paper, Institution/ organisation affiliation, mobile and e-mail address.
- Last date for full paper submission is January 25, 2020.

Publication & Registration Details

- Selected papers will be published in the journal. Unpublished papers of high quality and original in nature will only be published. Any form of plagiarism is strictly prohibited.
- The cost of publication will be intimated later.
- To attend the conference, paid registration is mandatory. Both author and co-authors are expected to pay the registration fee for certificate.
- Once the registration is paid, there will be no refund.

IMPORTANT DATES

ABSTRACT SUBMISSION:
DECEMBER 19, 2019

ACCEPTANCE OF PAPER:
JANUARY 05, 2020

**FULL PAPER SUBMISSION/
CONFIRMATION OF PARTICIPATION:**
JANUARY 25, 2020

CONFERENCE DATE:
FEBRUARY 27 & 28, 2020