

MEDUNEP-2021

International e-Conference on

Media Education and

National Education Policy-2020:

A Trans-Disciplinary Global Perspective

**15th -16th November 2021
Monday and Tuesday**

ORGANIZED BY



Department of Mass Communication
Rajiv Gandhi University
Doimukh, Arunachal Pradesh, India

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GOOGLE MEET / ZOOM PLATFORM

IN COLLABORATION WITH

Department of Communication
University of Hyderabad
Hyderabad, Telangana, India



University School of Mass Communication
Guru Gobind Singh Indraprastha University
New Delhi, India



Department of Mass Communication
Manipur University
Imphal, Manipur, India



Department of Journalism and
Mass Communication
Tripura University
Agartala, Tripura, India



NO FEE

Registration Link: [Click Here](#)

Theme of the Conference

The Indian National Education Policy 2020 (NEP 2020) outlines a new education system to keep pace with the rapid changes occurring in the world and knowledge landscape. Transformation of the education system is inevitable for a developing country like India. And, a vibrant media ecosystem is much needed to enable citizen participation in the development process. Providing a comprehensive framework from elementary to higher education along with vocational training in both rural and urban India, the NEP 2020 aims to transform India's education system by 2040.

If media education in the country is to serve its purpose, it needs to be re-configured and re-contextualized in the ever-changing times and social needs to develop critical thinking based on Indian ethos. Such democratization of media education should focus on issues of marginality, communicative equality, power and justice, gender, caste and class hierarchies with the aim of charting new avenues in the study of social change communication. The proposed two-day international e-conference will have the following objectives along with the expected learning outcome for adding quality to media education and charting out its new pathways that are aligned with the visions of NEP 2020.

Objectives

The proposed two-day International e-Conference on “Media Education and National Education Policy-2020: A Trans-Disciplinary Global Perspective” (MEDUNEP-2021) intends to sensitize the different stakeholders of a robust media education in India in the light of the visions envisaged in the National Education Policy 2020. This necessitates revisiting the media education scenario in the country. The specific objectives are:

- a. To provide an academic platform to key stakeholders to assess problems and prospects of media education in India in the light of the visions envisaged in the National Education Policy 2020.
- b. To revisit the history of media education in India and help craft a new future trajectory for high quality media literacy education keeping in tune with the reformative goals of the NEP 2020.
- c. To review approaches to media education in terms of different parameters like courses, curricula and regulatory framework to help meet aspirations of younger generations of a global citizenry.
- d. To identify key parameters for re-configuring and re-contextualizing media education in various sectors of society for social empowerment to help meet the needs of a nation pursuing self-reliance and global leadership.
- e. To re-state media education with emphasis on communication for social change through integration of local community media and digital media thereby enhancing media literacy education.
- f. To engage proactively the media educators, practitioners, academia and researchers as key stakeholders of quality media education for realizing the vision of the new NEP 2020 to evolve a self-reliant India.
- g. To explore newer participatory perspectives communication education or media education related specifically to communication and social change.

THEMES and SUB-THEMES

The main theme of the MEDUNEP-2021 “Media Education and National Education Policy-2020 : A Trans-Disciplinary Global Perspective” aims to assess problems and prospects of media education in

- Media Education and Research
- Media Education and Knowledge Society
- Community Media and Education
- Media Education Quality
- Media Education and NEP 2020
- Media Education and Nation Building
- Media Education and Social Empowerment
- Education and Social Empowerment
- History of Media Education
- Future of Media Education
- Decolonization of Media Education Space
- Social inclusion and Plurality in Indian Media
- Media Education, Caste and Class hierarchies
- Media Education and Research in 21st Century
- Media Literacy: Imperatives and Challenges
- Indian News Media and Hypes
- Online Communication: Trends and Challenges
- Media Activism
- The Fake News Conundrum
- Media Education and Artificial Intelligence
- Media Education and Augmented /Virtual Realities
- Crony Journalism

India in the light of the visions envisaged in the National Education Policy 2020. Apart from its main theme, the e-conference will cover aspects of media education in India and the following sub-themes:

- Media Framing & Priming
- Television TRP War
- Human Rights and Media
- Social Media: Boon or Bane
- Mass Media and Indigenous Knowledge System
- Marginalized Communities and Media
- Social Change Communication
- Communicative Equality
- Media Education, Power and Justice
- Gender and Media
- Media and Identity Politics
- Media and Youth Empowerment
- Vocal for Local: Multimedia Platform
- Digital and Online Advertising
- Digital Divide
- Digital India Campaign
- Health Communication
- Communication Rights
- Environmental Communication
- Media Education and Climate Change
- Media Education and Sustainable Development

Call for Papers

Papers intended for presentation along with an abstract of about 300 words containing title of the paper, Key Words, author(s) name(s) with affiliation(s), mobile number and email ID may be sent to the Convener via E-mail. Abstracts and Papers may be submitted at medunep2021@gmail.com with a copy to nawaz.khan@rgu.ac.in.

Important Dates and Deadlines

Registration: Starts from 8 October (Friday), 2021

Last Date of Abstract Submission: 5 November (Friday), 2021

Intimation of Acceptance: 6 November (Saturday), 2021

Last Date for Submission of Full Papers: 14 November (Sunday), 2021

International e-Conference and Paper Presentations: 15-16 November (Monday and Tuesday), 2021

Instructions to the Authors, Paper Presenters and other Delegates

- 1** Every candidate interested in attending the e-conference has to ensure his or her registration as per dates specified.
- 2** Interested candidates across all the disciplines and professions would be allowed to participate in the e-conference.
- 3** Every paper presenter will have to submit full paper to be shortlisted for the award. Selected papers will also be published in an edited Volume.
- 4** Every paper presenter will have to submit paper in both the MS Word and PDF formats written in Times New Roman, 12 font size with space of 1.5 and APA reference style {word limit: 3000-4000 words}.
- 5** Every candidate would be given 5 minutes for paper presentation and 5-minute discussion.

Paper Presentation Awards

This International e-Conference also envisions recognizing the conscious efforts and contributions of the participants. These awards have been designed to induce positive reinforcement on the part of academia and researchers for an active and effective participation to the programme and thereby ensure quality of brainstorming and churning on the present status of media education in India for striving for quality media literacy in the country aligned with

NEP 2020. A Review Team comprising senior academicians from host institution will ensure transparency and credibility in selecting deserving participants on specified parameters. All the full papers on the basis of their contents will be divided under following broad domains and three best papers (Full Papers and not just Abstracts) under each Domain will be recognized through following awards:

01

Domain
Media Literacy: Imperatives
and Challenges

Title of Award
Media Visionary Award

No. of Award
03

02

Domain
Media Education, Power
and Justice

Title of Award
Eye Opener Award

No. of Award
03

03

Domain
Decolonization of Media
Education Space

Title of Award
Inclusive Media Education Award

No. of Award
03

04

Domain
Community Media and
Education

Title of Award
Media Glocal Award

No. of Award
03

05

Domain
Media Education and
Vulnerable Sections

Title of Award
Right & Justice Award

No. of Award
03

Key Note Speaker



Prof. Vinod Pavarala
Senior Professor
Department of Communication
University of Hyderabad, India
Chair holder
UNESCO Chair on Community Media, UOH

Noted Speakers

The International e-conference is going to provide a platform for re-visiting media education in India vis-à-vis in other countries thereby helping the endeavors for bettering media education by eminent scholars/ activists/stakeholders for meeting the communication needs and media literacy of Indian society in its pursuit of sustainability and self-reliance with a global perspective. Each day there will be deliberations on carefully crafted sub-themes by three eminent resource persons and paper presentations by academia and researchers. There will be panel discussion each day.



Prof. Sunil Kanta Behera
Former Professor of Eminence,
Department of Mass Communication
Tezpur University,
Assam, India



Prof. Arvind Singhal
Samuel Shirley and Edna Holt
Marston Professor
Department of Communication
University of Texas,
El Paso
& Director, Social Justice
Initiative, USA



Dr. Sudhamshu Dahal
Head, Department of Languages and Mass
Communication
School of Arts, Kathmandu
University, Nepal

Noted Speakers



Prof. Sunetra Sen Narayan
Indian Institute of Mass
Communication, New Delhi,
India



Dr. Jatin Srivastava
Director, Institute for
International Journalism
E. W. Scripps School of
Journalism
Ohio University, Ohio, USA



Prof. G.P. Pandey
Dean, Abanindranath
Tagore School of Creative
Arts and Communication
Studies
Head, Department of Mass
Communication, Assam Uni-
versity, Silchar, Assam, India



Prof. Mira K Desai
SNDT Women's
University, Mumbai, India



Mr. B.B. Sharma Retd. IIS,
Former Director (News)
All India Radio
Former Head, RNU, AIR Imphal,
India



Prof. Md. Golam Rahman
Department of Mass
Communication and
Journalism Daffodil
International University,
Dhaka, Bangladesh

Noted Speakers

The University

Rajiv Gandhi University (formerly Arunachal University) is the premier institution for higher education in the Indian state of Arunachal Pradesh located at the picturesque tabloid of Rono Hills approximately 25 km away from the state capital Itanagar. Late Smt. Indira Gandhi, the then Prime Minister of India, laid the foundation stone of the University on 4th February 1984 at Rono Hills. Ever since its inception, the University has been trying to achieve excellence and fulfill the objectives as envisaged in the University Act. The University was recognized as a Central University in the year 2007 established under the Act of Parliament. Being the only Central University of the State at present there are twenty-six (26) Departments and two (02) Institutes functioning under nine (09) Academic Faculties. With the Faculty members being actively engaged in research activities, the University has been maintaining its academic excellence. The students from the University are contributing at significant positions not only in State and Central Government Services, but also in various Institutions, Industries and Organizations. The University has been recognized as a Centre with Potential for Excellence by University Grants Commission (UGC). Under the visionary leadership of its Vice Chancellor Prof. Saket Kushwaha, the University has secured the 2nd position among all central universities in the country in the Union MHRD rankings in 2020.

Organizing Department

Department of Mass Communication, RGU

The Department of Mass Communication (DMC) at Rajiv Gandhi University (RGU) was established in 2004 at the initiative of Professor Atul Sarma, the then Vice-Chancellor of the Arunachal University, as it was known then. Following a meeting called by Professor Atul Sarma and attended by senior media persons from the state including veteran journalists, the university entered into a MoU with the Centre for Cultural Research & Documentation (CCRD, a leading local research organization, to start a course in Mass Communication. The Department introduced Post Graduate Diploma in Mass Communication (PGDMC) in the academic year 2004-05, with Prof. Tomo Riba, Registrar, RGU (then a Senior Lecturer in the Dept. of Geography) as Administrative Coordinator. And Moji Riba, a media scholar and a documentary filmmaker of Arunachal Pradesh was assigned as the Academic Co-coordi-

nator to run the department. The Department currently offers M.A. in Mass Communication under CBCS system, Post Graduate Diploma in Mass Communication [PGDMC], M.Phil. & Ph.D. Programmes.



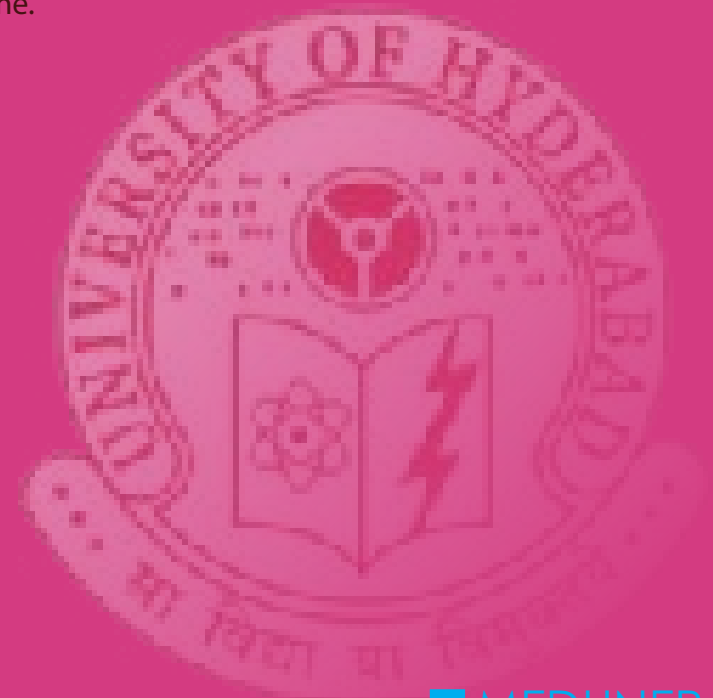
Collaborating Departments

Department of Communication, University of Hyderabad, Telangana, India

The University of Hyderabad, a premier institution of post-graduate teaching and research in the country, was established on October 02, 1974 as a Central University. The Department of Communication at University of Hyderabad has been ranked the Best University Department many times in national surveys. has been ranked the Best University Department five times in a row by Outlook-MDRA. Experienced faculty members and the facilities that it offers makes it the most sought-after department for media and communication studies.

The Department offers programmes leading to Masters and Doctoral degrees. The emphasis at the Masters level is on Print & New Media, Communication & Media Studies, and Radio & Video Production. The department prides itself on being one of the best research centres with Ph.D. scholars conducting research in areas that cut across humanistic and social science methods.

Its geographical and cultural position combined with the faculty members' vast experience in various fields makes it a hub for various national and international projects. Students also benefit from a steady flow of scholars in all areas related to the discipline.



University School of Mass Communication, Guru Gobind Singh Indraprastha University, New Delhi, India

Guru Gobind Singh Indraprastha University (GGSIPU) is first University established in 1998 by Govt. of NCT of Delhi. As a premier media institute, the University School of Mass Communication of the Guru Gobind Singh Indraprastha University (GGSIPU) strives to nurture media researchers and professionals who may contribute holistically to the society and to set global standards for media education, research, extension and training in the area. The GGSIP University is one of the first few institutions in the National Capital Region to have launched Master's Programme in Mass Communication. Master in Mass Communication (MMC) offers four specializations in the last two semesters: (i) Journalism and News Media, (ii) New Media & Convergence, (iii) Corporate Communication and (iv) TV Production. The School plans to have the following specialization in near future (i) Broadcast Journalism, (ii) Print Journalism, (iii) Online Journalism, (iv) Advertising & Corporate Communication and (v) TV Production. The programme aims at helping a student evolve into a professional who is capable of meeting not only the current needs of the industry but also what the industry and society would need in future in view of the dy-

namic local and global environments.

The USMC also offers PhD Programme in various specializations of mass communication discipline. PhD programme aims to promote research on innovative ideas related to contemporary news and entertainment media, corporate communication and new media.



Department of Journalism and Mass Communication, Tripura University, Agartala, Tripura, India

Tripura University has traversed a long way in its pursuit of excellence as a Higher Education Institution from being a Post-Graduate Wing of Calcutta University in 1976, to a state University in 1987 and eventually a Central University in 2007. The Department of Journalism and Mass Communication was started on 7th August 2009 offering two years Master Degree course with objectives to teach and contour the aspiring students to meet the challenges in the pasture of media industries and communication studies. Over the past few years it has produced successful alumni who are well placed in media organizations in the state and outside acting as catalysts bringing changes in journalism. In a world where communication and media are one of the most sought careers, the department is committed to groom both students and teachers to be part of the worldwide media society by humanizing in Print Media, Electronic Media, New Media and other non journalis-

tic communication available in the field of Public Relation, Advertising and Marketing. Considering the global media set-up and demand the department marches hand in hand in collaboration with other premier media institutions of the country.



Department of Mass Communication, Manipur University, Imphal, Manipur, India

Manipur University was established on 5th June 1980 and it was converted into a central university in 2005. The Department of Mass Communication, under the School of Social Sciences, was expressly set up in 2005 with the main objective of offering formal academic training to aspiring media personnel and scholars as there was no other formally recognized centre/ institution for media studies in the state and in the North Eastern Region of India and emerge as the most networked research centre in the discipline nationally as well as globally. Although there is a vibrant media in the state as indicated by the significant number of local dailies, a vastly popular local cable television channel as well as a flourishing 'digital' film industry, there has been a lack of facilities for higher learning, research and training in the field of media and communication. As the field of media and communication is relatively new to the region but gaining significance with every passing day, there has been tremendous interest in the

course offered by the Department. The alumni have already made big strides. Many of them are well placed in national and local media houses - both Print and Electronic, Central and State services, while some have opted for research to pursue a career in academics.



Organizing Committee



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Vice-Chancellor
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