



NATIONAL CONCLAVE ON MEDIA AND SOCIAL RESPONSIBILITY

(Organised by Institute of Media Studies)

Venue: KIIT Convention Centre, Bhubaneswar | 3-4 May, 2017

DAY-1

INAUGURAL CEREMONY

Venue: KIIT Convention Centre

Time: 10 AM – 11.30 AM

PLENARY-I: MEDIA AND SOCIAL RESPONSIBILITY

Venue: KIIT Convention Centre | **Time:** 11.30 AM-12.30 PM

Chairperson: Dr. Mrinal Chatterjee, Professor, IIMC, Dhenkanal

Moderator: Dilip Satpathy, Resident Editor, Business Standard

Speakers:

1. Dr. Ravindran Gopalan, Professor and Head, JMC Dept., Madras University, Chennai
2. Dr. Sisir Basu, Professor and Head, JMC Dept., Banaras Hindu University
3. Ramendra Kumar, Chief of Communications, RSP

Rapporteur: Dr Gayatri Patnaik, Sr Faculty, IMS

PLENARY-II: MEDIA CREDIBILITY AND ACCOUNTABILITY

Venue: KIIT Convention Centre | **Time:** 12.30 PM-1.30 PM

Chairperson: Dr Hara Prasanna Das, Chairman, MAK

Moderator: Soumyajit Patnaik, Chief Editor, Kalinga TV

Speakers:

1. Dr. Sunil Kanta Behera, Professor of Eminence, Tezpur Central University
2. Prof DVR Murthy, Chairman, JMC Dept, Andhra University
3. Shri R.N. Mahapatra, CPRO, Eastern Railway

Rapporteur: Sudarsan Sahoo, Lecturer, Dept of J&MC, Berhampur University

LUNCH: Banquet Hall, 1.30 PM-2.30 PM

Technical Session-I: Media, Governance, Ethics and Practices

Chairperson: Dr. Ravindran Gopalan, Professor and Head, JMC Dept, Madras University

Moderator: Sandip Mishra, Editor-in-Chief, News World Odisha

Rapporteur: Debleena Biswas, Research Scholar, Ravenshaw University

Venue: Conference Hall-4, 1st Floor of Banquet Hall | **Time:** 2.30-4.30 PM

Papers

1. Media and Social Responsibility by **Dr B.P. Sanjay**, Professor of Communication and Pro Vice-Chancellor, University of Hyderabad
2. Social Responsibility of Social Media by **Dr. Mrinal Chatterjee**, Professor, IIMC, Dhenkanal
3. Media: A Pillar of Responsibility Turned out to be an Illusion...False Promise? by **Prof Sisir Basu**, Department of J&MC, Banaras Hindu University, Varanasi
4. Good Governance in the Age of Social Media: An Analytical Study of Facebook and Twitter's Impact on Media and Government by **Arunesh Kumar**, Academic Associate, IIMC, New Delhi
5. Situating Multinationals and Professional Ethics: Communicating CSR through Media Reporting by **Manosmita Mahapatra**, Faculty, Department of Sociology, Ravenshaw University, Cuttack
6. Media, Ethics and Fake News: Demonetization in Focus by **Sudarsan Sahoo**, Lecturer, Department of Journalism and Mass Communication, Berhampur University
7. Telugu Newspapers' Agenda Setting Function on Governance of Andhra Pradesh and Telangana States: A Content Analysis, by **Dr. J. Madhu Babu**, Assistant Professor and **Mumtaj Shaik**, Research Scholar, Dept. of Journalism and Mass Communication, Acharya Nagarjuna University, Guntur, AP
8. Media and Social Responsibility: Paid News Syndrome by **Dr. Kausik Ray**, Assistant Professor, Department of J&MC, Dum Dum Motijheel College, Kolkata
9. Media, Democracy and Development: Myth and Reality by **Dr. Manas Behera**, Dept. of Political Science, RD Women's University, Bhubaneswar
10. Role of Ethics and Media in Community Involvement in CSR, NALCO Foundation – A Case Study by **Dr. Namita Rath**, Assistant Professor, Sri Sri University, Cuttack
11. Ethical Practice: The Life blood of Journalism by **Shiv Shankar Das**, Assistant Professor, Journalism & Mass Communication, Birla Global University, Bhubaneswar
12. Social Responsibility and Newspapers by **Dr. N. Mamatha**, Assistant Professor, DOS in Journalism and Mass Communication, University of Mysore
13. A Study on Impact of Development Programmes for Socio Economic Condition of Tribals of Semiliguda Block in Koraput District by **Mahendra Kumar Nayak**, Research Scholar, M. Phil (Tribal Studies), Nabarangpur

14. Social Media: Agriculture Governance in Haryana by **Prem Singh**, Haryana-based Journalist
15. Role of Social Media in Governance: A Harbinger or An Impediment by **Dr. Pratima Sarangi**, Assistant Professor and HoD along with **Dr. Aditi Tyagi**, Assistant Professor, Department of Good Governance and Public Policy, Sri Sri University, Cuttack;
16. Role of Media in Democracy and Good Governance by **Dr. Gayatri Patnaik**, Faculty of Social Work, Institute of Media Studies, Bhubaneswar
17. The Libertarian Pursuit: Tilak's Contribution from the Perspective of Print Media by **Dr. Minati Panda**, Controller of Examinations, Rama Devi Women's University, Bhubaneswar
18. Media and Corporate Social Responsibility by **Dr. G.L.V. Prasada Rao**, Teaching Associate, Dept. of Journalism and Mass Communication, Dr BR Ambedkar University, Srikakulam, Andhra Pradesh
19. Media, Privacy and Social Responsibility by **Dr. Namarta Joshi**, Associate Professor and Head, Department of J&MC, GNDU Regional Campus, Jalandhar, Punjab and **Dr. Ranbir Singh**, Associate Professor and Head, Department of J&MC, IKG Punjab Technical University, Punjab
20. Mediating Sustainable Use of Natural Resources, Global Warming and Related Issues to a Mass Audience by **Bikram Keshori Jena**, Ph.D Scholar, Ravenshaw University, Cuttack

Technical Session-II:

Media, Social Harmony, National Integration and Privacy vs. Right to Know

Chairperson: Dr. Sunil Kanta Behera, Professor of Eminence, Tezpur Central University

Moderator: Gyanaranjan Mishra, PRO, Birla Global University

Rapporteur: Simple Sujata Mishra, Academic Associate, IIMC, Dhenkanla

Venue: Conference Hall-2, 1st Floor of Banquet Hall | **Time:** 2.30-4.30 PM

Papers

1. National Integration, Peace and Media: Where is the Golden Mean? by **Prof D V R Murthy**, Department of Journalism and Mass Communication, Andhra University, Visakhapatnam
2. Decolonising Indian Journalism and Communication Education with Cultural Interfaces and Critical Pedagogical Approaches by **Dr Gopalan Ravindran**, Professor and Head, Dept. of Journalism and Communication, University of Madras
3. The Changing Portrayals of Female Characters in Bollywood by **Jyoti Prakash Mohapatra**, Lecturer, School of Media Studies, Odisha State Open University, Sambalpur
4. Is Media's Social Responsibility in front of a Question?: A Critical Analysis, by **Pallav Mukhopadhyay**, Assistant Professor, Department of J&MC, West Bengal State University
5. The Laxman Rekha between Right to Know and Privacy by **Snehasis Sur**, Sr. TV Journalist, Doordarshan, Empanelled Trainer, Asia Pacific Broadcasting Union, (ABU), Kualalampur

6. Deciphering Dalit Film: Understanding the Codes and Conventions that Constitute a Dalit Film by **A. K. Divakar**, Research Scholar, Department of J&MC, Periyar University, Salem, Tamil Nadu
7. A Study on Female RJs in India: Opportunities and Challenges by **Ankit Kumar Singh**, Senior Research Fellow, Department of J&MC, Banaras Hindu University, Varanasi
8. From Journalistic Freedom to Self-regulation: The Indian Media Evolution or Debacle? by **Ghazala Yasmin**, Head (Officiating), Department of J&MC, Aliah University, Kolkata
9. Marx Media: Applying Marx Theory of Media for Social Harmony by **Narsingh Majhi**, PhD Scholar, Utkal University, Bhubaneswar
10. National Integrity and Role of Media by **Raghunath Mandal**, Senior Faculty of MSW, IMS
11. National Integrity: Issues & Narratives in Media by **Amjad Badshah**, PhD Scholar, Journalism and Mass Communication, Jaipur National University, Jaipur, Rajasthan
12. Social Development, the Responsibility of Media: Few Case Studies from Odisha by **Dr. Fakira Mohan Nahak**, Senior Journalist and Social Researcher, Bhubaneswar
13. Role of Media for Rural Integration by **Ms. Talat Jahan Begum**, Lecturer, Dept of Journalism and Mass Communication, and **Dr. A. Mohan Muralidhar**, Lecturer, Dept of Business Administration, Central University of Orissa, Koraput
14. Media as a Potent Tool to Promote Social and Communal Harmony: A Brief Analysis on Kandhamal Riot by **Dhirendra Kumar Behera**, Journalist and Research Scholar, Bhubaneswar
15. Privacy as a Human Right and Media Trial in India by **Manoranjan Panda**, Research Scholar, Utkal University

Technical Session-III: Citizen Journalism, Social Digital Media, Dissent and Protest

Chairperson: Dr. Mrinal Chatterjee, Professor, IIMC, Dhenkanal

Moderator: Shiv Shankar Das, Assistant Professor, Birla Global University, Bhubaneswar

Rapporteur: Jyoti Prakash Mohapatra, Lecturer, Odisha State Open University, Sambalpur

Venue: Conference Hall-2, 1st Floor of Banquet Hall | **Time:** 4.30-5.30 PM

Papers

1. Media as a Dissenter in Democracy by **Simple Sujata Mishra**, Academic Associate, IIMC, Dhenkanal
2. Efficacy of Social Media for Dissent: An Analysis from Students Perception by **Aniruddha Jena** and **Itishree Singh Rathaur**, Academic Assistants, IIMC, Dhenkanal
3. The Impact of Social Media on Indian Citizen by **Sambit Mishra**, Academic Consultant, School of Media Studies, Odisha State Open University, Sambalpur

4. Development Journalism through New Media in India by **Raju Kamble, Santoshkumar Patil** and **Dr.SM Malagatti**, Dept of Studies in Mass Communication and Journalism, Karnatak University, Dharwad
5. Facebook Addiction Using Dimensions of Self-Image and Self-Esteem: A Quantitative Study among College Students of Salem by **K. Sathya**, Research Scholar and **Dr. V Natarajan**, Professor and Head, Department of J&MC, Periyar University, Salem, Tamil Nadu
6. Garnering Votes: The Musical Way; The Role of Social Media in Election Campaigning by **Debleena Biswas**, Junior Research Fellow, Department of Sociology, Ravenshaw University
7. Citizen Journalism as a Tool for Women Empowerment by **Nupur Pattanaik**, Research Scholar, Ravenshaw University, Cuttack
8. Role of Advertising in Changing Trends of the Society: A Semiotic Approach by **Ms Ruhi Lal**, Assistant Professor, Amity School of Communication, Noida, New Delhi
9. Identity, Protests and Media: A Case of Misrepresentation by **Rasu Chatrapathi Yadav**, Assistant Professor, Department of Communication and Journalism, Osmania University, Telangana
10. Creating Awareness on the Issues of Women: The Role of Social Media by **Manisha Mishra**, PG Final Year, Department of Sociology, Ravenshaw University, Cuttack
11. Spats, Trolls and Dark Humour: Communication on Twitter among Bollywood Celebrities by **Ruby Nanda**, Research Scholar, Utkal University, Bhubaneswar
12. Adolescent and Social Media Use: Issues, Challenges and Strategies by **Tapaswini Swain**, Consultant for Documentation, Prelude, Bhubaneswar
13. Impact of Social Media and Youth: A Case Study of Berhampur City by **Dr. Hari Krishna Behera**, Dept of Journalism & Mass Communication, Berhampur University and **Indira Behera**, Research Scholar, Dept of Journalism & Mass Communication, Central University of Orissa, Koraput
14. E-Governance in India by **Jayaraj Hunasimarad**, Research Scholar and Dr. Nagaraj Halliyavar, Dept of Studies in Mass Communication and Journalism, Karnatak University
15. Mediavism, the Marginal Thwart to Communalolitics by **Ratheesh Kaliyadan**, PhD Scholar, Director of Media Analysis & Research Center, Koyilandy, Kozhikkode, Kerala

DAY-2

PLENARY-III: PEACE, INTEGRATION, PRIVACY AND MEDIA

Venue: Banquet Hall, KIIT Convention Centre | **Time:** 10 AM – 11 AM

Chairperson: Prof D V R Murthy, Andhra University

Moderator: Goutam Buddha Das, Chief Sub-Editor, Sambad

Speakers: 1. Dr Mrinal Chatterjee, Professor, IIMC, Dhenkanal
2. Snehasis Sur, Sr. TV Journalist, Doordarshan

Rapporteur: Raghunath Mandal, Sr Faculty, IMS

VALEDICTORY CEREMONY

Venue: Banquet Hall, KIIT Convention Centre | **Time:** 11 AM – 1 PM

Chief Guest: Sashiprava Bindhani, State Information Commissioner

Chief Speaker: Sampad Mahapatra, Chief Editor, Nitidina

Guest of Honour: Nishikant Mishra, CMD, TEAM Admark
