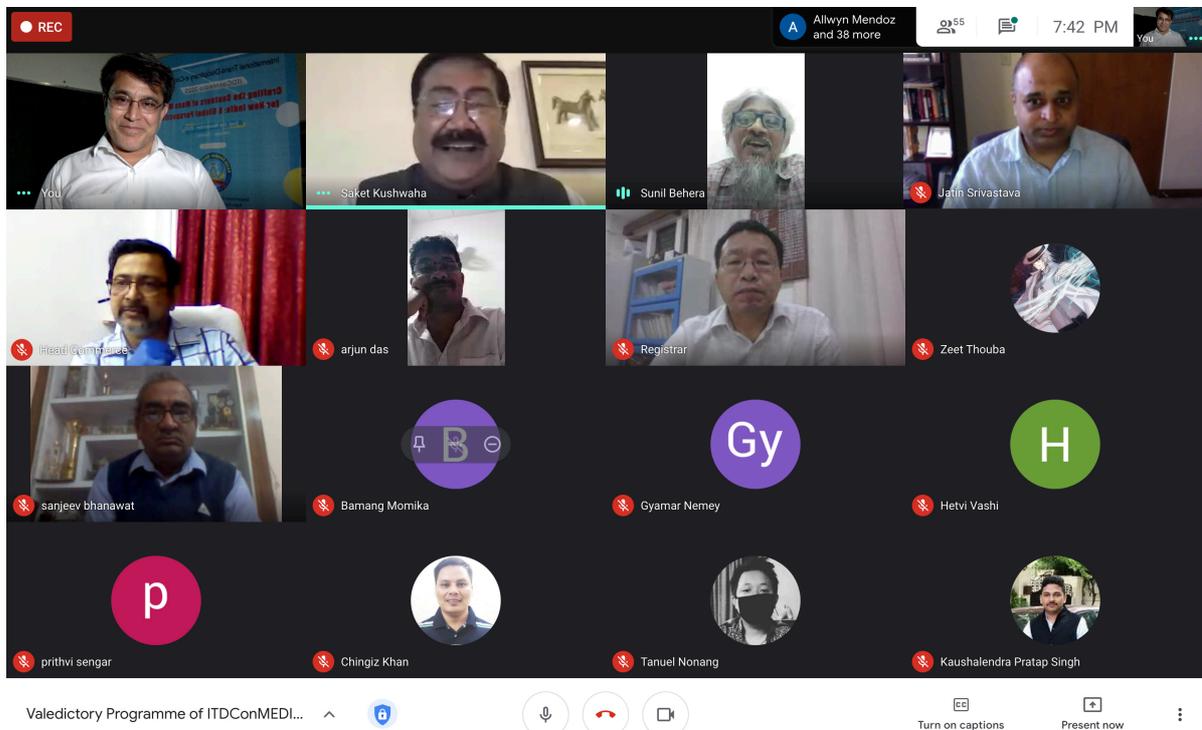


**Report of**  
**International Trans-Disciplinary e-Conference**  
**On**

**Crafting the Contours of Mass Media for**  
**New India: A Global Perspective**



Rajiv Gandhi University



*Submitted by*

**Department of Mass Communication**  
**Department of Social Work, Department of Commerce and Department of Sociology**  
**Rajiv Gandhi University (A Central University)**  
**Rono Hills, Doimukh – 791112, Arunachal Pradesh, India**

*In Collaboration with*

**Department of Mass Communication**  
**Assam University (A Central University)**  
**Silchar, Assam, India**



**Indian Institute of Mass Communication (IIMC)**  
**Eastern India Regional Campus, Dhenkanal, Odisha, India**

November, 2020



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<b>Institutional Co-ordinators</b>		
<b>Dr. Poromita Das</b> Assistant Professor Department of Mass Communication, Assam University, Silchar, Assam, India	<b>Dr. Sambit Pal</b> Assistant Professor Indian Institute of Mass Communication (IIMC), Dhenkanal, Odisha, India	<b>Ms. Teli Yami</b> Assistant Professor Department of Mass Communication, RGU Arunachal Pradesh, India
<b>Members</b>		
<b>Ms. Mapi Taipodia</b> Assistant Professor (Guest) Department of Mass Communication, RGU Arunachal Pradesh, India	<b>Mr. Kombong Darang</b> Research Scholar Department of Mass Communication, RGU Arunachal Pradesh, India	<b>Ms. Kenpi Riba</b> Research Scholar Department of Mass Communication, RGU Arunachal Pradesh, India
<b>Ms. Yami Landi</b> Research Scholar Department of Mass Communication, RGU Arunachal Pradesh, India	<b>Ms. Gyamar Neme</b> Research Scholar Department of Mass Communication, RGU Arunachal Pradesh, India	<b>Mr. Prem Taba</b> Research Scholar Department of Mass Communication, RGU Arunachal Pradesh, India
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Sincere acknowledgements are also due to esteemed Vice Chancellor, Assam University (AU), Silchar, Prof. Dilip Chandra Nath for being Collaborating Institution's Chief Patron consenting to be a collaborating institute and gracing the inaugural function as the Chief Guest. Thanks are also equally acknowledged to Prof. Sanjay Dwivedi, DG, Indian Institute of Mass Communication (IIMC), New Delhi for being the collaborating Institution's Chief Patron and gracing the inaugural function as the Guest of Honour. We are grateful to Prof. Amitava Mitra, Pro-Vice Chancellor, Rajiv Gandhi University, India and one of the patrons of the conference for his continuous guidance and insightful motivation in hours of need and addressing the valedictory function.

We are thankful to the Collaborating Institution's Patrons - Prof. G. P. Pandey, Dean, & Head, Abanindranath School of Visual Arts & Communication Studies, Department of Mass Communication, Assam University, Silchar, India and Dr. Mrinal Chatterjee, Professor & Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India for their constant guidance in organizing the conference.

Prof. P. K. Kalita, Dean, Faculty of Information and Technology, Rajiv Gandhi University, India as a guide and mentor has always been a motivating factor behind all our initiatives and hence, heartfelt thanks are also due to him. Thanks are also equally acknowledged to Prof. Tana Showren, Dean Faculty of Social Sciences, RGU, Prof. R.C. Parida, Dean, Faculty of Commerce and Management, Rajiv Gandhi University, India for being a strong moral support behind the programme. RGU Registrar, Dr. N.T. Rikam as well deserves due acknowledgement for his ever so welcoming gesture, guidance, affection and support along with his enormous cooperation in the organization of this programme.

Our sincere and heartfelt gratitude are also due to our distinguished Keynote Prof. Sunil Kanta Behera, Professor of Eminence of Department of Mass Communication, Tezpur University, Assam, India, and invited speakers Prof. Md. Golam Rahman of Department of Mass Communication and Journalism, Daffodil International University, Dhaka, Bangladesh, Dr. Jatin Srivastava, Director, Institute for International Journalism, E. W. Scripps School of Journalism, Ohio University, USA, Dr. Fr. Allwyn Mendoz, Principal, Saint Claret College, Ziro, Arunachal Pradesh, India, Mr. Pradip Phanjoubam, Editor, FPSJ Review of Arts and Politics, Web and Print Journals, Former Chief Editor, Imphal Free Press, India, and Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, New Delhi for being so generous to share their scholarship and insightful deliberation on various aspects of mass media and issues in the present scenario.

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We also acknowledge the contributions of Prof. Kh.Kabi, former Head, Department of Mass Communication, Rajiv Gandhi University, India, and Conference Director, Mr. Moji Riba, Head, Department of Mass Communication, Rajiv Gandhi University, India, for meticulous planning and carefully guiding the event to take off and addressing session with insights on mass media. We thank Co-convenor, Mr. Sunil Koijam, Assistant Professor, Department of Mass Communication, Rajiv Gandhi University, Arunachal Pradesh, India

Selection of a theme on "Crafting the Contours of Mass Media for New India: A Global Perspective" is a way of relooking at principles and responsibilities of mass media to counter the losing media credibility of the time. Four of us from different departments of Rajiv Gandhi University - Dr. Ravi Ranjan Kumar, Assistant Professor, Department of Social Work, Dr. Shashank Yadav, Head, Department of Sociology, Dr. Vinod Kumar Yadav, Assistant Professor, Department of Commerce and myself from the Department of Mass Communication - while associating with an FDP Programme organized by the Department of Commerce and a Symposium organized by the Department of Sociology, in August 2020 brainstormed for conducting a conference to revisit the '*contours of responsible mass media*' and examine the contemporary issues facing mass media thereby help crafting contours of media responsibilities for New India. All three of them deserve a special mention. Sincere acknowledgements are due to the Coordinator & Organizing Secretary Dr. Ravi Ranjan Kumar for playing a key role in conceptualizing the conference with the first draft and Dr. Vinod Kumar Yadav and Dr. Shashank Yadav for their key inputs with profound enthusiasm. The concept note was further enriched with advice from respected advisors and learned academicians

including Prof. Sunil Kanta Behera, Professor of Eminence, Department of Mass Communication, Tezpur University, Assam, Prof. G. P. Pandey, Dean & Head, Department of Mass Communication, Assam University, Silchar, and Dr. Mrinal Chatterjee, Professor & Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India to whom we extend a “Big Thank You”.

We also thank the Institutional Co-ordinator Dr. Poromita Das, Assistant Professor, Department of Mass Communication, Assam University, Silchar, Assam, India and Dr. Sambit Pal, Assistant Professor, Indian Institute of Mass Communication (IIMC), Dhenkanal, Odisha, India and Ms. Teli Yami, Assistant Professor, Department of Mass Communication, RGU, Arunachal Pradesh, India

Our heartfelt thanks to all the paper presenters and participants for their interest and active participation in our initiative and look forward for their meaningful learning experience. Senior Professors along with many younger colleagues, academicians, students and research scholars who have enriched our programme through their lively and active participations also deserve our sincere acknowledgements and this is to put on record that we value the association of each and every participant as a stakeholder in giving direction to the mass media and inculcating the essence of democratic values and spirits in the present day world.

Special thanks to the organizing committee members, especially to Ms. Mapi Taipodia, Assistant Professor (Guest), Department of Mass Communication, RGU, Research Scholar Department of Mass Communication, RGU, Ms. Gyamar Nemey, Research Scholar, Department of Mass Communication, RGU, Ms. Yami Landi, Research Scholar, Department of Mass Communication, RGU Mr. Prem Taba, Research Scholar, Department of Mass Communication, RGU, Mr. Kombong Darang, Research Scholar, Department of Mass Communication, RGU, and Mr. Doli Ete, Research Scholar, Department of Mass Communication, RGU for their background technical support in making this event a success. Thanks are also due to our dear research scholars Ms. Kenpi Riba, Ms. Punyo Oka, Mitinam Siram, Research Scholar Charu Nipi, Yaram Thadang, Chujai Chingsam and Senearn, Biky Haji Department of Mass Communication, RGU for rapporteuring. In the end, a big ‘thanks’ to each one of you going through this report for your interests and acknowledgements to our sincere efforts towards making this ITDConMEDIA2020 successful.

  
**Dr. M. Nawaz Khan**  
Convener

## Executive Summary

Entire humanity is today gripped with an unprecedented pandemic Covid-19, stalking all over the globe, and also exasperated by a threat of violence in the wake of rising global tensions and conflicts. In a scenario like this, humanity is trying to seek succor and strength and also solutions for these issues. Undeterred by all these and with a huge confidence and optimism, which have had been the hallmark of the human history, we are also celebrating the 150<sup>th</sup> Birth Anniversary of Mahatma Gandhi. During the Indian freedom struggle, leaders like Gandhi recognized the importance of mass media as powerful communication tools for serving the public and set noble objectives of the mass media for creating awareness and supporting the freedom struggle then. But, today mass media are losing credibility owing to various reasons.

This being the backdrop, with a view to sensitizing the different stakeholders of the society on the responsibilities of mass media and democratic principles specifically how to create awareness about mass media perspectives on crafting contours of mass media in the present day context for a democratic society, the Department of Mass Communication, Rajiv Gandhi University, Rono Hills, Arunachal Pradesh, India organised a two day International Trans-Disciplinary e-Conference on “*Crafting the Contours of Mass Media for New India : A Global Perspective*” (ITDConMEDIA-2020) on 2-3 November, 2020 (Monday & Tuesday) from each day from 2.00 pm to 7.00 pm (IST) through Google Meet with RGU Sanction Order No. 1244/Sem-Workshop/Mass Com./12 dated 6<sup>th</sup> October 2020. The event was organized in collaboration with the Department of Mass Communication, Assam University, Silchar, Assam, India and Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India while the Department of Sociology, Department of Commerce and Department of Social Work of Rajiv Gandhi University were the associating partners in the conference. Under the Chief patronage of Prof. Saket Kushwaha, Hon’ble Vice Chancellor, Rajiv Gandhi University the event’s inaugural function was graced by Hon’ble Vice Chancellor, Prof. Dilip Chandra Nath, patronage Vice Chancellor, Assam University, Silchar, Assam as the Chief Guest, and Prof. Sanjay Dwivedi, DG, Indian Institute of Mass Communication (IIMC), New Delhi as the Guest of Honour while Prof. Sunil Kanta Behera, Professor of Eminence, Department of Mass Communication, Tezpur University, Assam, India was the Key Note Speaker. A total of 240 applicants from across India registered for the event.

On Day-1 (02 November 2020) the Inaugural Programme continued for almost one and half hours from 2.00 pm which was followed immediately by an Invited Speakers’ Session wherein two eminent resource persons from India Prof. Ashok Ogra, Director, Apeejay Institute of Mass Communication, Delhi, and Dr. Fr. Allwyn Mendoz, Principal, Saint Claret College, Ziro, Arunachal Pradesh, India spoke on the topics “*Changing Media Landscape and New India*” and “*Role of Media in Education*” respectively. This was followed by the First Technical Session with the theme **Media and Empowerment** which was chaired by Prof. Abhijit Bora, Department of Mass Communication, Tezpur University, Assam, India and Rapporteurs were Ms. Kenpi Riba and Taniel Nonang, both scholars of the Department of Mass Communication, RGU. In this session eleven papers were presented. In the Second Invited Speakers’ Session, Prof. Mrinal Chatterjee, Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Orissa, spoke on “*Future of Mass Media*”. Prof. S.K. Jena, Head, Department of Commerce, Rajiv Gandhi University, India chaired the Second Technical Session with the theme ‘**Media and People’s Voice**’. RGU scholars Punyo Oka and Charu Nipi were Rapporteurs. 13 papers were presented during the session from 05.50 pm - 07:20 pm (IST).

On Day-2 (03 November 2020) the conference began at 2:00 pm with the Third Invited Speakers' Session wherein Prof. G.P. Pandey, Dean & Head, Abanindranath School of Visual Arts and Communication Studies, Department of Mass Communication, Assam University, Silchar, Assam, India on the topic "*Media Education in New India: Problem and Prospects*". Prof.R.C. Parida, Dean, Faculty of Commerce and Management, Rajiv Gandhi University, Doimukh, India and Director, IQAC, RGU chaired the Third Technical Session with the theme: Media's New Dimensions from 02:20 pm - 03:00 pm (IST) wherein RGU scholars Charu Nipi and Yaram Thadang were Rapporteurs. Six papers were presented during the session from 02:20 pm - 03:00 pm (IST). In the Fourth Invited Speakers' Session from 03:00 pm - 03:20 pm (IST), Prof. Md. Golam Rahman, Department of Mass Communication and Journalism, Daffodil International University, Dhaka, Bangladesh spoke on "*Dialogue and Discourse in the Process of Development Communication*". Dr. Mrinal Chatterjee, Professor & Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India chaired the Fourth Technical Session with the theme '**Redefining News with Agenda**' from 03:20 pm - 04:10 pm (IST) with RGU scholars Charu Nipi and Yaram Thadang as Rapporteurs. Seven papers were presented during the session.

Mr. Pradip Phanjoubam, Editor, FPSJ Review of Arts and Politics, Web and Print Journals, Manipur, India and Former Chief Editor, Imphal Free Press, India spoke on "**Challenges for Mass Media and Journalism in New India: A Global Perspective**" in the Fifth Invited Speakers' Session from 04:10 pm - 04:30 pm (IST). Prof. Sunil Kanta Behera, Professor of Eminence, Department of Mass Communication, Tezpur University, Assam, India excellently moderated the Fifth Technical Session with the theme '**Media Credibility**' 04:30 pm - 05:30 pm (IST) with RGU scholars Charu Nipi and Bikky Haji as Rapporteurs. The session saw the presentation of eight seminal papers. In the Sixth Invited Speakers' Session, Dr. Jatin Srivastava, Director, Institute for International Journalism, E. W. Scripps School of Journalism, Ohio University, USA, spoke on the topic "Theoretical Perspectives: Issues in the Indian New Media Environment" from 05:30 pm - 05:50 pm (IST). The discourse held was very illuminating. Probably, no area is found empty where mass media is not accorded a space for communication needs. Media responsibilities and Journalistic ethics emphasizing the value of truth help solution of national and international problems as a unique contribution of mass media in the development of the entire nation. The contents of the lectures were so enriching in terms of resource component that they need to be focused for the future generation of scholars to use for their research. The diverse areas spanned from ideas and ideals in civil society, politics and education systems contextualizing the present day situation are too relevant for research to be undertaken at various levels.

The most important part of the conference was the number and nature of questions raised from the participants' side, which were subsequently taken up and dealt well by the individual Resource Persons. There were too good number of complimentary messages received from the participants in the chat-box for the Resource Persons as well as for the organizing committee of the conference for arranging such academic programme online and allowing them to share and know more about the various aspects of issues pertaining to mass media in present context. The detailed programme report is presented herewith.

  
**Dr. M. Nawaz Khan**  
Convener

# Part 1: Preface

## **1.1. About the Host Institution**

### **The University**

Rajiv Gandhi University (formerly Arunachal University) is the premier institution for higher education in the 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 4<sup>th</sup> 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. The Faculty members have been 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 continuously maintained its premier status among top hundred (100) educational institutions in NIRF ranking across India.

### **About the Organizing Department**

#### **Department of Mass Communication Rajiv Gandhi University, Arunachal Pradesh, India**

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-coordinator 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 Institutes /Departments/Centres**

#### **Department of Mass Communication, Assam University, Silchar, Assam, India**

Assam University came into existence in 1994 after enactment of the Assam (Central) University Act 1989 at Dargakona, about 20 kms away from Silchar. The other campus of the university is situated at Diphu in the district of Karbi Anglong, Assam. The

university has the territorial jurisdiction over the five districts of Assam viz., Cachar, Karimganj, Hailakandi, Dima Hasao (erstwhile North Cachar Hills) and Karbi Anglong. The Department of Mass Communication at Assam University, Silchar was started functioning in 1996. It has over the years established itself as a premier centre for communication studies in North-East India. The department provides quality training and media education at post graduate and doctoral levels. Equal weightage is assigned to theoretical aspects and practical training. Special training programmes are arranged by the department, enabling students to learn directly in different reputed media organizations in order to provide them with the necessary exposure to various media practices. The infrastructure of the department consists of a Video Studio, Audio Studio, Associated Control Rooms, and a comprehensive post-production facility with audio edit suites. The department's TV studio is fully equipped with broadcast quality equipments coupled with online multi camera production facility.

### **Indian Institute of Mass Communication (IIMC), New Delhi, India Eastern India Regional Campus, Dhenkanal, Odisha, India**

Indian Institute of Mass Communication (IIMC), New Delhi was inaugurated on August 17, 1965, by the then Minister for Information and Broadcasting, Smt. Indira Gandhi. The Institute started with a small staff, including two consultants from UNESCO. Funded by the Government of India through the Ministry of I&B, the institute is headed by its Director General. In the first few years, the Institute organised training courses mainly for Central Information Service Officers and undertook research studies on a modest scale. Then, in 1969, a major international training programme, the Postgraduate Diploma Course in Journalism for Developing Countries, for middle level working journalists from Afro-Asian countries, was started. A number of specialized short courses of one week to three months' duration were subsequently started by the Institute to meet the training needs of communication professionals working in various media/publicity outfits of the central/state governments and public sector organisations. Over the years, IIMC has expanded and now offers regular Post-graduate Diploma Courses. IIMC, Dhenkanal, Odisha was established in August 1993 to cater to the demands of the eastern region. Post-graduate Diploma Courses in Journalism in English and Odiya are being offered at the Dhenkanal centre. Subsequently, two more centres of the Institute were opened, one at Amravati in Maharashtra and the other at Aizawl in Mizoram from the academic year 2011-12. Two more centres have been added at Jammu in J&K and at Kottayam in Kerala from the academic year 2012-13.

### **Associating Departments**

#### **Department of Social Work**

The Department of Social Work (DSW) at Rajiv Gandhi University (RGU) was established in 2015 with the vision of providing quality Social Work Education in the state of Arunachal Pradesh. DSW at RGU is the first full-fledged Department of Social Work offering face-to-face Master of Arts in Social Work (MASW) Program in the state with a total of four regular faculty members and sixteen students in the first batch which has now been increased to thirty-five (35) including three seats for Economically Weaker Section (EWS). The Doctoral Program in Social Work (PhDSW) was introduced with July 2018 to focus on strengthening the research component in the region with an emphasis on 'evidence-based practice and practice-based evidence'. Class room lectures and social work practicum form the main crux of the Program (both MASW & PhDSW). The students/trainees are also exposed to carefully crafted skill building and personality development programs and are provided with opportunities to participate in workshops, seminars and lectures from external experts on regular basis. The department with a commitment towards 'evidence based practice and practice based evidence' is dedicated in grooming and equipping students to

reach their full potential and acquire the knowledge, skills, values and techniques essential to become professional social workers who not only acquire personal and professional competency and growth, but also contribute to the betterment of the society and country at large.

### **Department of Sociology**

The Department of Sociology at Rajiv Gandhi Central University was established in 2011 with Masters programme. Subsequently, M.Phil. and Ph.D. programmes were introduced in 2014. The department is devoted toward crafting competent and socially sensitive intellectual capitals through rigorous training and research activities. The faculty members of the department have a wide range of interests and proficiency who are currently engaged in research in areas such as Sociology of North-east, Tribal Studies, Social Exclusion, Ethnicity, Tribal Development, Education, Environment, Ethnic Conflicts, Gender, Environment, Natural Resource Management and so on. The students pursuing their Masters in the department not only have involved in theoretical learning in the classroom but are also encouraged to participate in empirical fieldwork as part of their obligatory research methodology assignment.

### **Department of Commerce**

The Department of Commerce at Rajiv Gandhi University (RGU) was started from the academic session 1995-1996. The department has dedicated faculty members. It has completed the twenty-five successful years of its existence, and during which it recorded its impressive presence in the development and growth of the state in particular and India in general. The Department currently offers Master Degree Programme [M.Com.] under CBCS system, Post Graduate Diploma in Banking and Insurance [PGDBI], M.Phil. & Ph.D. Programme, Diploma in Computerized Accounting [DCA] & Certificate Course in Goods and Services Tax [CCGST].

## **1.2. About the Sponsoring Agency**

There was no external funding for the conference. It was sponsored by the host institute i.e. Rajiv Gandhi University, Rono Hills, Doimukh, Arunachal Pradesh.

## **1.3. Background**

India in ancient times were wealthy, prosperous and had established socio-economic systems, which reflected its self-reliance. However, frequent invasions, enslavement and continued economic exploitations by outsiders weakened its centuries-old self-reliance. At the time of her independence, the country was left battered and bruised. And the modern India as a nation, leave alone to be self-reliant, has been struggling to provide large sections of her citizens with bare minimum necessities i.e. food, shelter, and clothing. The adoption of Western modern dominant paradigm for bringing development in India proved to be inequitable as it resulted into lop-sided development as many sections of the society remain worse off thereby making them impediments for a self-reliant India. One of the factors that have been identified is lack of awareness among the stakeholders, which pointed at the gaping hole created due to inability to meet their communication needs. This is where the role and responsibility of mass media comes into picture.

During the freedom struggle, mass media played a key role in voicing people's demand against the mighty British Raj as stalwarts like Mahatma Gandhi, the 'father of the Indian nation' crafted contour of mass media making them suitable for communication in enhancing contemporaneous social reformation besides leveraging the freedom struggle. In this regard, Mahatma Gandhi's journals like *Indian Opinion*, *Navajivan*, *Young India*, *Harijan* etc. could be seen as examples of mass media with limited but well-crafted contours responding to the then contemporaneous needs to crystallize freedom struggle and bring about the much-needed social reforms for an independent and developed India.

Over the years, mass communication has immensely contributed to the development and empowerment of society even as the information technology revolution created mass media boom. The emergence of social media with '*many to many model*' has been changing various aspects of mass communication and journalism as an area of academic discipline. This necessitates revisiting of the curriculum, pedagogy and research posing major challenges for teachers, researchers and practitioners of mass media. In the present times, Indian Prime Minister Narendra Modi's new visionary programme entitled "Atmanirbhar Bharat Abhiyan" (Self-reliant India Scheme) cover five pillars: "economy, infrastructure, technology-driven system, vibrant demography and demand." His vision is encompassing and has a global perspective even as the entire humanity is gripped with COVID-19 pandemic and obviously the need of the fourth pillar of democracy - the mass media - for meeting peoples' communication needs. But, even in this Marshall McLuhan's global village, interconnected through media technologies, large sections of Indian society suffer from digital divide and unable to meet their communication needs even as a large part of the Indian media shy away from catering to their information needs. Today the urban-based news channels, newspapers, radio, internet etc. play limited role in catering to the communication needs of invisible sections on the margin of the society and help people least in estimating the realities of life as they focus on urban elites. In such a situation, any national strife for self-reliance without proper consideration of media and mass communication components would make the dream ever elusive. Since mass communication has a key role in crystalizing national development, an understanding of the communication needs in various sectors of society is crucial for redefining the role and responsibility of mass media thereby crafting their contour as channels suitable for meeting their communication needs. And, providing world-class media education, training and research in preparing students for the highly competitive world will go a long way in meeting the communication needs of New India besides meeting the manpower requirements of the rapidly expanding media and communication industry.

This being the backdrop, it is quite appropriate to highlight the significance of mass media as a means of creating awareness in pursuit of the larger vision of a sustainable future and self-reliant India. In this regard, the proposed trans-disciplinary international e-conference will have the following objectives along with the expected learning outcome for adding quality to media education and redefining the role and responsibility of mass media thereby crafting their contour.

#### **1.4. Objectives**

The international e-conference ITDConMEDIA-2020 intended to sensitize the different stakeholders of the society on their responsibility to contribute to the realization of the common dream of making India a new self-reliant democratic nation. This herculean task, of making the stakeholders in this vast grand country aware about their responsibility, calls for much sincere efforts from various walks of life including the mass communication. This is where mass media must be playing a key role. This necessitates revisiting media

education in India and redefining the conventional role and responsibility of mass media thereby crafting their new contours with a global perspective to meet the communication needs of various sectors of the society pursuing a new and self-reliant India. As such the specific objectives were:

- a. To identify the communication needs of stakeholders in various sectors of society and economy in pursuit of a self-reliant India;
- b. To assess problems and prospects of media education with regard to aspirations of younger generations of a global citizenry;
- c. To strive towards the credibility of mass media by ensuring the participatory mechanism;
- d. To redefine the role of mass media thereby crafting their contour for meeting the communication needs of a nation pursuing self-reliance and global leadership;
- e. To engage proactively the media practitioners, academia and researchers as key stakeholders in realizing the vision of a new and self-reliant India.

## **1.5. Expected Programme Outcome**

The expected learning outcomes of the ITDConMEDIA-2020 were -

1. Providing an academic platform to key stakeholders and identifying communication needs in various sectors of society and economy in pursuit of self-reliant India;
2. Assessing the problems and prospects of media education with regard to aspirations of younger generations of a global citizenry;
3. Reviving the credibility and expanse of mass media as the fourth pillar of democracy in pursuit of the new and self-reliant India.
4. Striving towards the credibility of mass media by ensuring the participatory mechanism;
5. Encouraging media and mass communication research and practice for realizing the vision of a new and self-reliant India and a humane and empathetic world order post-COVID 19.

## **1.6. Theme and Sub-themes**

The main theme of the ITDConMEDIA-2020 “*Crafting the Contours of Mass Media for New India: A Global Perspective*” aimed to explore the communication needs of all sectors of the society and economy and redefine the role and responsibility of mass media thereby crafting their contour for meeting communication needs in the context of self-reliant India cutting across subject domains. Apart from its main theme, the e-conference covered aspects of media education in India and the following sub-themes:

Credibility of Mass Media, Crony Journalism, Digital and Online Advertising, Digital Divide, Gender Digital Divide and Digital India Campaign, Fake News Conundrum, Gender and Media, Human Rights and Media, Indian News Media and Hypes, Marginalized Communities and Media, Mass Media and Indigenous Knowledge System, Mass Media and the Idea of New Self-Reliant India, Media Activism, Media and Identity Politics, Media and Youth Empowerment, Media Education and Research in 21st Century, Media Framing & Priming, Media Freedom and Nation Building, Media Literacy: the Imperatives and Challenges, Online Communication: Trends and Challenges, Plurality in Indian Media, Social Media : Boon or Bane, Television TRP War, Vocal for Local: Multi-Media Platform etc.

## 1.7. Resource Persons

The ITDConMEDIA-2020 witnessed eminent scholars/ professionals. The brief details of the resource persons are presented below:

### 1. Prof. Sunil Kanta Behera,

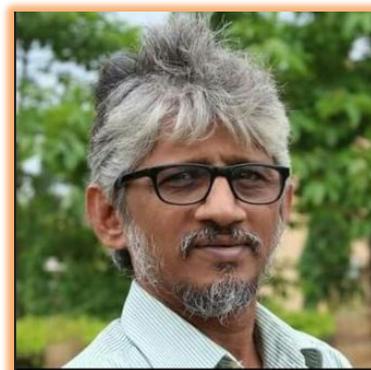
**Department of Mass Communication, Tezpur University, Assam, India**

**Topic: “Dialogue and Discourse in the Process of Development Communication”**

Prof. Sunil Kanta Behera is a well-known media educator and researcher for the last 39 years. Born in 1955, he started his teaching career in 1981 and today he is the senior most working communication professor in India. He has a long list of achievements to his credit. He does not need any introduction because of his popularity amongst almost all the university mass communication departments in the country.

About his career, he started his job of media educator in Behrampur University, Odisha and after that he joined Tezpur University as Professor of Eminence in 2016 and still working. During 2002-2004, Prof. Behera came on deputation to Tezpur University and established the Department of Mass Communication as the founding Professor. He has supervised 27 Ph.D. scholars in Mass Communication and Journalism and 7 M.Phil. scholars in Women’s Studies. He has published two books and forty research papers in international and national journals.

About his administrative responsibilities- Prof. Sunil Kanta Behera has been the Dean, Head, Academic Council Member, Senate Member, Director of Distance Education Cell, Director of Adult and Continuing Education etc.



### 2. Prof. Md. Golam Rahman

**Department of Journalism and Mass Communication, Daffodil International University, Dhaka, Bangladesh. Former Chief Information Commissioner, Bangladesh. Email: golamr07@hotmail.com**

**Topic: “Dialogue and Discourse in the Process of Development Communication”**



Dr. Md. Golam Rahman served as Chief Information Commissioner (CIC) of Bangladesh and retired in 2018. He was a Professor in the Department of Mass Communication and Journalism (MCJ) at the University of Dhaka, Bangladesh. He was the Pro-Vice Chancellor of Daffodil International University, Dhaka, Bangladesh (2014-2015). In a career

spanning four decades, he served the University of Dhaka as the Chairman of the Department of MCJ in 1990 and 2004 and as one of the Provosts of the University. He worked at Papua New Guinea University of Technology as Professor and Head of the Department of Language and Communication Studies from 2009-2011.

Prof. Rahman did his postdoctoral research as a Senior Fulbright Scholar at the University of Oklahoma, U.S.A. He obtained his Ph.D. in Journalism and Mass Communication from Mysore University, India in 1986. More than 70 of his research articles have been published in various international and national journals. He has edited and published 15 books and manuals at both home and abroad. The government appointed him the Chairman of the Bangladesh Sangbad Sangstha (BSS), the national news agency of the country. He was the Chairman of the Committee for Drafting Laws of National Broadcasting Commission in Bangladesh. He is a member of Bangladesh Censor Board Appeal Committee. He is the Editor of DIU Journal of Humanities and Social Sciences. Dr. Rahman visited 35+ countries on different academic and professional programs. He is the Bangladesh Country Representative of Asian Media, Information and Communication Centre (AMIC), Asia. He has served the United Nations International Drug Control Program (UNDCP) as National Media Specialist. He was the Vice President of Commonwealth Association for Educators in Journalism and Communication (CAEJAC), Canada. He is also a member of Advisory Group for UNESCO. He is Life-member of Bangla Academy. He has been awarded Lifetime Achievement Award by the Department of Journalism and Media Studies of Jahangirnagar University recently. He participates in television talk shows frequently in various channels.

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

**Topic: “*Dialogue and Discourse in the Process of Development Communication*”**

Dr. Jatin Srivastava is associate professor and director of the Institute for International Journalism at E.W. Scripps School of Journalism at Ohio University. His recent research is rooted in theory-based exploration of the new media environment and his teaching experience ranges from graduate seminars in mass communication theory and research methods to undergraduate courses on graphic design and media literacy. Dr. Srivastava has been involved with the International communication division at Association for Education in Journalism and Mass Communication since 2013. He has served as the research chair, vice head, and head for division. He is also a member of the Council for Research, Scholarship, and Creative activity at Ohio University. He is



deeply involved with developing and teaching courses such as information literacy, introduction to mass communication and race, gender, and class in media, which are focused on increasing media literacy among students. His recent research is rooted in theory-based exploration of the new media environment. He is also extremely interested in issues related to interactions between media and society in India and has worked on book chapters and research articles exploring issues related to new media and health communication in Indian environments. His research has appeared in international journals such as *Computers in Human Behavior*, *Communication Review*, *Journal of Health Communication*, *Communication Research*, *Human Communication Research* and *Telematics and Informatics*. He has also presented his research at various international

conferences organized by Association for Education in Journalism and Mass Communication (AEJMC), National Communication Association (NCA), and International Communication Association (ICA).

#### **4. Mr. Pradip Phanjoubam**

**Editor, FPSJ Review of Arts and Politics, Web and Print Journal.**

**Former Chief Editor, Imphal Free Press , Imphal, Manipur, India**



Mr. Pradip Phanjoubam is the editor of FPSJ Review of Arts and Politics, Web and Print journal, which publishes in-depth, reports on stories behind the news. He is the former Chief Editor of the Imphal Free Press published in Imphal, Manipur. Besides articles for our own FPSJ Review of Arts and Politics, I write a monthly column each for The Telegraph and New Indian Express. Other than these, I also write guest columns on request for many journals in India including Economic and Political Weekly, The Hindu, Indian Express, Deccan Herald, The Wire etc. For two terms during 2001 and 2004, I was a member of the

Manipur University Syndicate, the university's highest decision-making body, as a nominee of the Governor of Manipur, who was also the chancellor of the university until it became a Central University in 2004. I was on the fellowship advisory board well known Indian NGO Child Rights and You, CRY during 2008-2009. He authored two books including the Northeast Question: Conflicts and Frontiers (Routledge India) and Shadow and Light: A Kaleidoscope of Manipur (Hachette India). He has also contributed numerous essays on different issues facing the Northeast for edited volumes. Contributed numerous essays on different issues facing the Northeast for edited volumes. He has delivered important memorial lectures, presented papers at numerous international and national seminars both academic as well as media related.

#### **5. Prof. G. P. Pandey**

**Dean & Head**

**Department of Mass Communication, Assam University, Silchar, India**

**Email:gpp59aus@gmail.com**

Prof. Gyan Prakash Pandey is the Dean of Abanindranath Tagore School of Creative Arts and Communication Studies and also the Head of the Department of Mass Communication Assam (central) University, Silchar, India. Prof. Pandey has received several national and international awards for his academic scholarship as well as his glorious contributions to the field of journalism education. He has several nationally acclaimed books to his credit besides having a good number of research papers published in national and international research journals. His innovative researches on unexplored areas have been widely acclaimed by the academia. Prof. Pandey has produced nearly 30 Ph.D./M.Phil research scholars and also completed two UGC major research projects.



**6. Dr. Fr. Allwyn Mendoz**

**Principal, Saint Claret College, Ziro, Arunachal Pradesh, India**

**Email: [allwyn@sccz.edu.in](mailto:allwyn@sccz.edu.in), Mobile: 8119860245**



Dr. Fr. Allwyn Mendoz, is the Principal of Saint Claret College, Ziro. He holds a doctorate in education from North-Eastern Hill University, Shillong, Meghalaya. His research interests are in educational psychology, teacher education, theology and religion. He is the chief-editor of *InterViews: An Interdisciplinary Journal in Social Sciences*.

**7. Dr. Mrinal Chatterjee**

**Professor and Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Orissa – 759001**

Journalist-turned-media academician, Mrinal Chatterjee (born-1961) is a complete media person who has worked in almost all media with élan. He did his Masters in Mass Communication, Public Administration and English. He did his PhD from Berhampur University in 2007. He received two weeks trainer's training on 'Conflict Reporting' by Thomson Foundation in Cardiff, Wales Belfast and London in 2006.

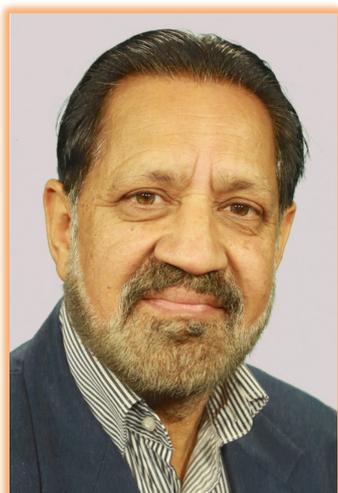
He started his career as a Lecturer in English in 1983, joined Sambad, an Odia daily in 1984 as sub-editor and became Edition-in-Charge of its North Orissa edition in December 1996. As a journalist Mr. Chatterjee has written extensively on Environment. He has been awarded the prestigious K.K.Birla Foundation Fellowship (1996) and Journalist Fellowship by Centre for Science and Environment, New Delhi (1991 and 1992).

He has also worked extensively in radio and television in content creation and presentation areas including hosting a weekly Science Programme on television for over four years. He joined Indian Institute of Mass Communication (IIMC) as Associate Professor in Feb. 1999. He became Professor and Head of the Eastern India campus of IIMC located in Dhenkanal, Odisha in June 2008. His areas of academic interest include Media History, Partition Films and Cartoons and Cartoonists of India and Development Journalism. Dr. Chatterjee has published six books on Journalism and Mass Communication including his seminal work *History of Journalism in Odisha*. He has published over two dozens of book chapters, papers and articles in national and international journals and several monographs including one on *Partition Films of India* titled *Forgotten Footnotes: Partition in Indian Sub-continental Films*. Dr. Chatterjee is also a popular columnist, who writes in Odia and English. An accomplished fiction writer, he has published seven novels and six short story collections; many of them have been widely translated.



## 8. Prof. Ashok Ogra

Advisor, Apeejay Institute of Mass Communication, New Delhi, India



Mr. Ashok Ogra is a noted media and management very senior professional and now an educator. He has over 40 years of experience of working in senior positions across media platforms: Print, Radio, Television and Education. Currently, he works as Advisor (Mass Communication), with the reputed Apeejay Education Society, New Delhi. He was till recently Director of Apeejay Institute of Mass Communication – that has figured among ‘Top 10 Media Institutes of India’ in the leading publications including ‘India Today’, ‘Career360’ & ‘Outlook’ magazines.

He is currently on the ‘Advisory Council’ of Commonwealth Educational Media Centre for Asia – of Commonwealth of Learning, Vancouver. He is also a member of the Indian Advisory group of the UKIERI (UK)

funded project to support Research and Innovation in Media Institutions in India and UK. He started his career with ‘The Tribune’ in 1977 and later joined Doordarshan as Producer (News & Current Affairs). He became Director of Doordarshan at a fairly young age in 1988 and also worked as Controller of Sales, Doordarshan, during 1993-95. He was the founder Director of Doordarshan Shillong in 1992.

Mr. Ogra was senior member of the start-up team that launched Discovery Channel in 1995 and Animal Planet in 1998 where he worked as Vice President (in charge of the entire South Asia region). During his tenure, Discovery Channel and Animal Planet emerged as most reputed media brand in the entire region. He has also taught at the reputed Film & TV Institute, Pune (1982-1985). He is regular invitee at both national and international forums. He writes regularly on various media and management issue.

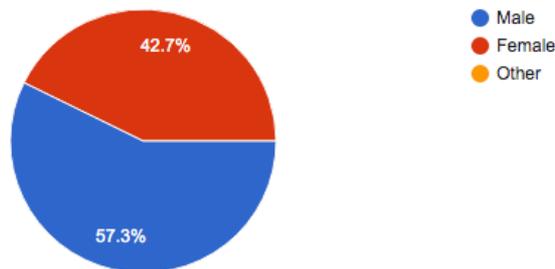
Apart from 4 scholarly books, he has 30 research papers/articles/book-reviews published in journals of National and International repute such as *Indian Economic and Social History Review*, *Journal of Indian Council of Philosophical Research*, *Social Science Probing*s, *International Journal of South Asian Studies*, *Economic and Political Weekly*, *Studies in History*, *Contemporary India*, *Man in India* etc. He has also guided 8 PhD and 15 M Phil dissertations. He has participated, presented papers in a number of National and International seminars and conferences, chaired a number of sessions; contributed to Curriculum Development for IGNOU in History, Political Science and Gandhian Studies. He has also worked as UGC Junior and Senior Research fellow for Doctoral research; Academic Associate Indian Institute of Advanced Study, Shimla and Senior Fellow, Nehru Memorial Museum and Library, New Delhi. Presently he is Member to Academic Council, Executive Council and University Court (Indira Gandhi University, Rewari, Haryana) and also a member of Doctoral Committee, Department of History, IGNOU.

## 1.8. Programme Beneficiaries

The intended target audience of ITDConMEDIA-2020 included every person who was directly or indirectly concerned about meeting the communication needs of all sectors of the society and economy in general and mass communication scholars and media practitioners in particular. The online international conference aimed to directly benefit students, research scholars, academicians, social scientists, social workers, media policy makers, journalists and other media professionals. There was **no registration fee** for the participants. **Live web sessions** were conducted through **Google Meet Platform**.  
Total Applications Received: 267

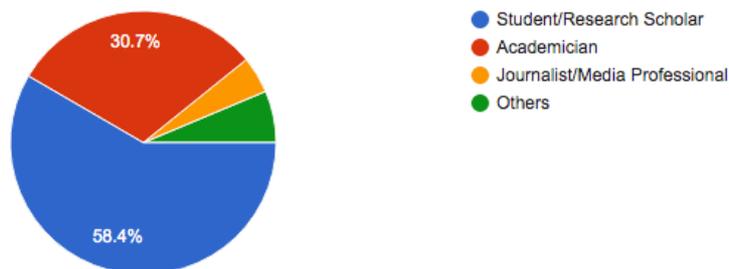
### Gender:

267 responses



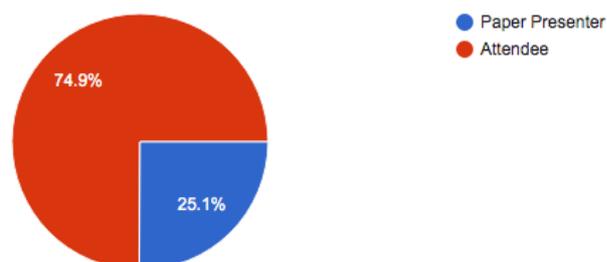
### Designation:

267 responses



### Participation:

267 responses



## **1.9. Budget**

The consolidated budget of the programme was Rs. 22,000/- which included honorarium to the Resource Persons and other Miscellaneous Expenses.

## **1.10. Modus Operandi**

There was no registration fee for the participants. Live web sessions were conducted through Google Meet Platform.

### **Part 2: Session Wise Deliberations**

#### **2.1. Inaugural Session – Date: 2<sup>nd</sup> November 2020, Time : 02:00 pm (IST)**

The two day International Trans-Disciplinary e-Conference on “Crafting the Contours of Mass Media for New India: A Global Perspective” (ITDConMEDIA-2020) organized by the Department of Mass Communication, Rajiv Gandhi University, Rono Hills, Arunachal Pradesh, India was held on 2-3 November, 2020 (Monday & Tuesday) on a Google Meet Platform. The event was organized in collaboration with the Department of Mass Communication, Assam University, Silchar, Assam, India and Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India while the Department of Sociology, Department of Commerce and Department of Social Work of Rajiv Gandhi University were the associating partners in the conference.

#### **The inaugural session began at 2.00 pm (IST) on 2 November 2020 (Monday).**

Prof. Saket Kushwaha, chaired the session, Vice Chancellor, Prof. Dilip Chandra Nath, Vice Chancellor, Assam University, Silchar, Assam as the Chief Guest, Prof. Sanjay Dwivedi, DG, Indian Institute of Mass Communication (IIMC), New Delhi as the Guest of Honour and Prof. Sunil Kanta Behera, Professor of Eminence, Department of Mass Communication, Tezpur University, Assam, India as Key Note Speaker: Prof. Amitava Mitra, RGU Pro Vice Chancellor, Prof. Otem Padung, Finance Officer, Rajiv Gandhi University, Prof. G. P. Pandey, Dean & Head, Department of Mass Communication, Assam University, Silchar, India and Dr. Mrinal Chatterjee, Professor & Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India attended the session.

Mr. Moji Riba, Head, Department of Mass Communication, Rajiv Gandhi University and Director of the Conference delivered the Welcome Address wherein he welcomed all the distinguished dignitaries, resource persons and participants. He stressed upon the importance of virtual media and the connection we all share together during these harsh times.

Convener of the conference, Dr Md Nawaz Khan briefed the participants about the concept of hosting the conference. He provided a background on the importance of the theme ‘Crafting the Contours of Mass Media for New India: A Global Perspective’ and said that the conference was an attempt to explore and revisit the role, responsibilities and practices of mass media in the present world context. He highlighted the importance of shaping the path for adhering to the responsible objectives of the fourth pillar of democracy now more than ever when humanity is gripped with the Covid-19 pandemic and its unprecedented effects. Later on Dr. Khan also highlighted in detail all of the upcoming sessions and programs that is scheduled for the two-day conference. He spoke about the

need to sensitize students, academia, media professionals and the public at large about the issues of mass media and urged policy makers, academicians and the civil society to come together in their efforts to craft contours of mass media through debate and dialogue. Dr. Khan expressed immense gratitude to the Vice Chancellor, Rajiv Gandhi University Prof. Saket Kushwaha for his vision, his constant guidance and support enabling the organization of the conference at international level from the conceptualization stage to successful execution of the conference. In conclusion, he further thanked the stakeholders and all members of the organizing committee including the Conference Director Moji Riba and Co-convener Sunil Koijam for making the event successful. He thanked the Co-ordinator & Orgn. Secy. Dr. Ravi Ranjan Kumar, Assistant Professor, Department of social work, RGU, for playing a key role in conceptualizing the conference with profound enthusiasm with inputs from Dr. Vinod Kumar Yadav, Assistant Professor, Department of Commerce, and Dr. Shashank Yadav, Head, Department of Sociology, Rajiv Gandhi University as Coordinators from associating departments. Dr. Khan observed that the event provided an international forum for researchers, media educators, professionals and journalists from academia and industry to exchange and share their experiences, research results, and new emerging ideas in the field of journalism and mass communication.

Prof. Otem Padung, Finance Officer Rajiv Gandhi University, calling gift of expression and communication the greatest gifts to the mankind, stressed on using this gift for the welfare of the society. He said the freedom of expression and freedom of press are great powers and they should be used with responsibility especially if the users are young minds. Sharing his words of wisdom, Prof. Amitava Mitra, Pro VC, RGU, termed mass media a vigilant dog of the society. Talking about the variations and developments that unfold in mass media he further said that, technology play a crucial role in shaping and presenting mass media to the world. Reiterating on Prof. Padung's remark, he stressed on the usage of mass media with utmost responsibility. The Guest of Honour of the event Prof. Sanjay Dwivedi, Director General of Indian Institute of Mass Communication (IIMC) New Delhi, India talked about the importance of reshaping the responsibilities of mass media in league with the changing needs of the times.

Keynote address was given by Prof. Sunil Kanta Behera from the Department of Mass Communication, Tezpur University. He spoke on the concept of India. Be it the economy or the science and technology or the diplomacy, how India was standing rock solid on the said fields and still progressing on. Calling the new India "supreme", he also shed light on how peace loving India is and how she stands abled to defend herself at any cost. Talking about, work power, infrastructures, education, agriculture etc. he went on to say how India was competing with the other countries on a global level. Taking reference from Harvard's paper release he claimed his pride as he said "India will soon rule the world." About media world he called the world of Indian media as the largest of the world. He talked about how internet explosion in India has resulted in the rapid grow of internet media in India. While he appreciated how India was advancing in this field, he also talked about the cons of India media that has drastically affected the mass. Talking about television news channels, he slammed how many of them are running after ratings while destroying the authenticity of the channel. Taking the reference on Article 19, he stressed on how important it was to be responsible when using the freedom of media. He stressed on the idea of formation of media commission in India which would keep a lash on the watchdog i.e the media and how it functions in India. He believes that strong people's opinion there might come a day where the establishment of media commission in India would take place and media will be checked in every dimension it has including the social media. Prof Behera expressed concern over the degradation of media works and ethics, and advocated for

formation of a Media Commission in India which would put in check the functioning of various media houses, and also social media.

RGU vice-chancellor Prof Saket Kushwaha in his inaugural address said that the emergence of social media with a ‘many to many model’ has been changing various aspects of mass communication and journalism as an area of academic discipline. This necessitates revisiting the curriculum, of pedagogy and of research, which has posed major challenges for teachers, researchers and practitioners of mass media. “Since mass communication has a key role in crystallizing the national development paradigm, an understanding of the communication needs in various sectors of society is crucial for understanding and re-defining the role mass media,” said the VC. He also stressed on how it is equally important for the media to recognize and embrace its responsibility towards the cause and practice of media communication, and to regain the ‘trust deficit’, which it has seemed to lose. “Only then will it succeed in crafting their contour as channels suitable for meeting changing communication needs, and being a vital cog in the wheel of development of the nation,” Prof Kushwaha said.

The VC hoped that, with many distinguished speakers sharing their insights and a plethora of paper presenters touching upon the sub-themes, this international e-conference will definitely provide a platform for revisiting media education in India vis-à-vis other countries, and in redefining the role and responsibility of mass media in its pursuit of sustainability and self-reliance with a global perspective. He also hoped that the event would not only help enhancing the credibility of mass media but it would also help in sensitizing different stakeholders of society towards their own communication responsibilities, in order to contribute positively to the realization of the common dream of making a self-reliant new India. The VC also released the Book of Abstracts of the e-Conference and the November 2020 edition of The Rono Post during the inaugural session.

Bringing the inaugural session to a close, Sunil Koijam, Co-convener and Assistant Professor, Department of Mass Communication, RGU proposed the vote of thanks. He expressed his deepest gratitude to Prof. Saket Kushwaha, VC, RGU, also the Chief Patron of the Conference, for gracing the session with his presence as the Chief Guest. He thanked all the distinguished Resource Persons for having consented to be a part of the programme and shared their insightful expertise on the theme selected and scholars for their active participation. He too thanked the participants from across twenty-three states of the country for responding to this conference to actively participate in the deliberations on issues and ideals of mass media as to why there is still a need to revisit and craft the counter of media in the present times.

## **2.2. Technical Sessions**

### **First Invited Speakers’ Session**

The inaugural session was followed by the First Invited Speakers’ Session, which comprised two illuminating presentations from members of national and international academia who covered various facets of the theme “ *Crafting the contours of mass media for new India: A global perspective*”. The two resource persons were Prof. Ashok Ogra, Director of Apeejay Institute of Mass Communication, New Delhi, and Member, CEMCA, who spoke on the theme titled “Changing Media Landscape and New India”, and Dr. Fr. Allwyn Mendoz, Principal, Saint Claret College, Ziro, Arunachal Pradesh, India deliberated on the “*Role of Media in Education*”.

### **2.3. First Technical Session -Theme: “Media and Empowerment”**

**Chairperson: Prof. Abhijit Bora,**  
**Department of Mass Communication, Tezpur University, Assam, India**  
**Rapporteurs: Ms. Kenpi Riba & Taniel Nonang,**  
**Department of Mass Communication, RGU.**

The Technical Session was excellently moderated by Prof. Abhijit Bora corroborating insightful facts about issues and ideals as to why there is need to revisit contours of mass media today. A total of 4 papers were presented in the first technical session by presenters from various universities across the country on the theme “Media and Empowerment”. The first presenter Ms. Geeta Zirido, Assistant Professor, Department of Mass Communication, Saint Claret College, Ziro, Arunachal Pradesh, India spoke on the topic- *“Empowering Women Entrepreneurs Through Digital Media”* followed by Ms. Sonia Meitram (Research Scholar) presented a paper co-authored with Dr. Natasha Elangbam, Assistant Professor, Manipur University on the topic- *“Social Media Addiction Among the Youth of Manipur”* and Dr. Sayan Dey, Assistant Professor, Department of Mass Communication, Chaiduar College, Gohpur, Assam on the topic- *“Tracing the Periphery Voices : Women in Indian Media”*. And the last presenter Hetvi Vashi (Research Scholar) presented a paper coauthored with Mr. Prasanth V (Research scholar) on the topic- *“Tiktok App as an Influencer Platform: A Study on User-Centric Theory Perspective”*.

### **2.4. Second Invited Speakers’ Session**

The First Technical Session was followed by the Second Invited Speakers’ Session, wherein Dr. Mrinal Chatterjee, Professor & Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Orissa, India spoke on the theme *“Future of Mass Media”*.

### **2.5. Second Technical Session -Theme: “Media and People’s Voice”.**

**Chairperson: Prof. S.K. Jena, Head, Department of Commerce,**  
**Rajiv Gandhi University, India**  
**Rapporteurs: Punyo Oka & Charu Nipi, Department of Mass Communication, RGU.**

The Technical Session was excellently moderated by Prof. S.K. Jena corroborating insightful facts. The first paper was presented by Dr. B.K.Ravi a joint paper with Prashant V. on OTT as in blurring the boundaries; he stated that the OTT platforms are considered as blessing in disguise during this pandemic, with travel restrictions OTT platforms have rose to high popularity in India since the film industry was largely impacted, with no releases in theatres people opted for the OTT platforms such as Netflix, Alt Balaji, Amazon Prime etc. had highest number of subscriptions during this pandemic. He further discussed on the types of content available on these platforms and the influence it has on public either positive or negative people are able to connect with what they see online, the speaker further declared that OTT platforms are going to be the new market potentials in coming days as India is already the highest consumer of these OTT products among Asian countries and is the second largest online market worldwide after China.

Moti Pangkam, Assistant professor of Fakir Mohan University, Odisha, presented on the “Analysis of violence news coverage on PRC protest of Arunachal Pradesh and role of Social Media as a Catalyst.” She started with a brief description of PRC and its importance and what led to such turmoil. She took up Facebook as a special reference that

has played a vital role in influencing the opinion of public in organizing the PRC mass protest in 2019. She also spoke on violence news reporting done by certain media houses like wrong information about the number of casualties' but then she also talked about social media being a catalyst in bringing back the normalcy in the state, reporting of peace negotiations and so on.

Rajat Sen, PhD scholar, Tezpur University, presented next paper on the topic "Voices from the margins: The role of Media in addressing the issues of social protection among the tea garden laborers of Assam". The paper focused at the marginalization of the tea laborers happening since ages, the living conditions of these laborers have been degrading due to serious violations of human rights through exclusion from basic services and the implication may be that of tea plantation being at stake, he spoke on the concept of "social protection" of the laborers where several provisions that existed but could not be of any help to the laborers as the information could not reach the masses. He further stated that media plays a central role in informing the public of global, national and local events which contributes in shaping opinions of the public and went on to highlight some schemes which are considered source of relief to the laborers namely Astadesh Mukuta, Vision 2030, concept of "knowledge societies etc.

Next paper was presented by Zeet N. Thouba on "Media and Masses: Information needs and seeking patterns on the Margin in Indo-China Border Areas of Tawang", a joint paper with Dr. N. Khan. He spoke on the necessity of having media channels, which is a need of the people in Tawang as the people there have no authentic source of news except for AIR and the social media platforms, which are informal channels. Where most of the states in India are enjoying the diverse forms of mass media, the border region is struggling for their basic requirements. Their need for information is not just for the sake of gathering news but is a source to safe their life from any inconveniences that could be caused by the intruders. As the dwellers of the Indo- China frontier, they are left to fend for themselves in the absence of mass media intervention given their inhospitable natural and man-made hurdles; they are still struggling in the digital global village era.

Another presentation was by Sunil kojiam, Asst. Professor, RGU on the topic "Misinformation and Digital divide in the time of Covid 19 in Arunachal Pradesh". He spoke on the easy availability of the data/information at every touch of our smart devices making people unable to discern among all kinds of news and information, which further leads to many instances of manipulation through disinformation called "fake news" with certain vested intentions. He further talked about the digital divide among the districts of Arunachal Pradesh in both rural and urban backgrounds which has greatly showed up during Covid 19 and has created certain roadblocks due to misinformation and disinformation which has been witnessed through the diverse percentile of people being aware of the precautions and preventive measures and people who can only rely on community groups.

The last paper was presented by Md. Chingiz Khan, Research scholar, JNU on "Media and Pangal Community in Manipur" a joint paper with Dr. N. Khan. The paper focused on the misrepresentation of the Pangal Community by the media, which lead to certain stereotyping of the community. This community has been marginalized due to its poor socio-economic background, which the speaker asserts that it is due to the lack of representation in journalism and lack of media houses being run by this community. Though there are few magazines and one vernacular daily the status of Pangal community is still being misrepresented says the speaker by giving examples of the news on National Sport University Issue, Uchiwa Nastao incident etc.

**DAY -2**  
**3rd November 2020**

### **2.6. Third Invited Speakers' Session**

On Day-2 of the conference, on 3rd November 2020, it started with the Third Invited Speakers' Session, wherein Prof. G.P. Pandey, Dean & Head, Department of Mass Communication Assam University, Silchar, Assam, India spoke on the theme "*Media Education in New India: Problem and Prospects*".

### **2.7. Third Technical Session -Theme: "Media's New Dimensions"**

**Chairperson: Prof.R.C. Parida, Dean, Faculty of Commerce and Management, Rajiv Gandhi University, Doimukh, India**

**Rapporteurs: Charu Nipi & Yaram Thadang, Department of Mass Communication, RGU.**

On the second day of ITDConMEDIA 2020, the Third Invited Speakers' Session was followed by the Third Technical Session which was excellently moderated by Prof. R.C. Parida corroborating insightful facts. He began the third technical session with the theme "media's new dimensions". The session included about 5 paper presenter on different topics. 1. Julia Oinam presented the topic of visualizing the world of social media in various categorizations, a critical study of news, advertising, entrepreneurship, education and online gaming. While discussing about social media whether a boon or bane she identified media platform used to impart news, its credibility, benefits and analyzes the evolution of new normal. She also mentioned the risk factor of misinterpretation and availability of hoax news misleading people. Social media persuades human minds and influences the individuals and they can be easily directed into any direction. 2. Hijam Ranjita: the second presenter of the talked about "media and health communication, role of media in promoting of yoga". She talked about how Media plays a crucial role in promotion of health in society. Yoga is accepted all over the world as living both physically and mentally, however media only shows the physical side of yoga. It has become a massive industry. And that mass media should explore into the field of health and bring back the old spiritual yoga with the help of responsible media, with special reference to the promotion and propagation of yoga. 3. M. Abhilasha, the third presenter on the topic of "role of media in enhancing the mathematical education". She emphasized more on the role of traditional media of television, radio and newspaper. And how it helped in breaking the monotony of everyday classroom teaching by engaging into more audio visual format. These media supplemented the regular teaching by bridging the gap between classroom learning and real world learning. She also said how these can be effective medium in the field of education in context of mathematics. 4. Joynul Hoque: he talked about "Arabic media in India: representing India to Arab world" He talked about Arabic language as the corner stone and pillar of strength of Arab and Islamic world .and how the use of language in the media serves as communicating cultural identity. He emphasized on the crucial role of Arabic media which caters to the information and communication needs of both the India and Indians. 5. Ms. Rahena Sulatan: "role of English language in the growth and development of Indian mass media". Here she highlighted the role of English language in disseminating news in multilingual country India. Where English language serves as the lingua franca. She added the history of newspaper which began in the 1970s with James Augustus hickey's newspaper gazette. English language played the key role in communication and still continues to as India is multicultural and multi linguistic country. The seminar ended by throwing light on media new dimension and its reach to the mass audience.

## 2.8. Fourth Invited Speakers' Session

The Third Technical Session was followed by the Fourth Invited Speakers' Session, wherein Prof. Md. Golam Rahman, Department of Mass Communication and Journalism, Daffodil International University, Dhaka, Bangladesh, spoke on the theme "*Dialogue and Discourse in the Process of Development Communication*".

## 2.9. Fourth Technical Session -Theme: "Redefining News with Agenda".

**Chairperson: Dr. Mrinal Chatterjee, Professor & Regional Director, Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha, India**

**Rapporteurs: Charu Nipi & Yaram Thadang, Department of Mass Communication, RGU.**

The Fourth Invited Speakers' Session was followed by the Fourth Technical Session, which was excellently moderated by **Dr. Mrinal Chatterjee** corroborating insightful facts. The 4th technical session started with a paper titled "*Understanding Fake News, Misinformation and Disinformation: A Literature View*" co-authored by Dr. Anoop Kumar and Dr. M. Shuaib Mohamed Haneef. The paper provided a commentary on various aspects of fake news from psychological, social and technological perspectives. Explaining the typology of the said subject, he explained how fake news is devoid of public interest. He said that the Epidemic of disinformation on Covid 19 is more deadly and dangerous on other issues such as polity or economy. He talked about how disinformation on Covid 19 creates distrust in medical sciences, misleads people for adopting life-threatening false cures and defeats the very fight against the pandemic. Speaking on how fake news spread, called biased users who have biases, and prejudices, ideological polarization, difference between communities and social divisions as one of the reasons responsible for the spread of fake news. "Fake news attacks on critical thinking ability of the citizens, makes them believe in false rhetoric, creates public distrust in democratic processes and affects their voting behavior in deceptive ways," he added. Talking about the preventive measures to avoid fake news, "Literate citizenry and knowledge society are the best defense against digital falsehood," he concluded. 2. Arunangsu Roy Chowdhury presented on 'Drawing the "Line of Constitution" on ethical treatment of photography and Visual Journalism.' The paper presentation focused on the prevailing practice of manipulating visuals with the film cameras and bromide printing technology. He explained through his study that today in digital era, imagining a picture is more important than clicking a picture in the real world. He talked about that practice where people are trying hard to reorganize the visuals to get a better picture. He stressed on how it was very important to take pictures in a way that the truth comes out untouched to the people viewing it. He believes that one needs to draw a "line of constitution" in photojournalism so that the ethical treatment is not hampered. 3. Arjun Das presented on 'The case of Television Rating Points (TRP) and it's ramification among television news channels and audiences: A study'. Taking up one of the most controversial topics out there, Arjun Das presented on the subject with some points. Calling out channels that promote lies and propaganda, he said, though revenue is also needed for the channel to exist but the production and the motive should not lead to the failure of the fourth pillar. According to the paper, TRP which stands for Television Ratings Points hold it's special position as it holds a tremendous impact on advertising expenditure. However due to some socio-political happenings in the past the TRP issue has become a subject of debate. Overall the presentation pointed out the problems and issues related to TRP and how it has disrupted the very objectives of the fourth pillar in creating congenial atmosphere in

upholding the public opinion formation measures. 4. Sreekutty S. and Samarjit Kachari presented on Newspapers reportage of Gorakhpur Hospital Tragedy: A qualitative analysis Taking up the case of the said incident, she threw a light on how media failed to bring light into such critical situations and went on to sensationalize the news instead. The paper covered the incident of Gorakhpur district of Uttar Pradesh state of India in 2017 where around 60 children died due to the Encephalitis in a government medical college. The presentation focused on how the media reports on the incident attributed the responsibility of the deaths to the government and hospital authorities but they failed to address the importance of vaccination beforehand whereas the disease was totally preventable by the vaccines. She talked about how media was trying to make it a big news but somewhere in the corner they themselves had the big hand in the unfortunate incident of Gorakhpur. 5. Malabika Borah presented on Social and Cultural Morality through daily TV shows. The presentation talked about how during these times tv shows can play an important role in delivering ethical cultural and morality values to the viewers. Taking up the subject of tv shows like Balika Vadhu, she talked how the tv show worked to create awareness on social issues like child marriage etc. Another TV serial 'Yeh rishta kya kehlata hai' she added, helped to create awareness on Indian values. Though made for entertainment, these shows transfers ethical and morality values to the viewers. She stressed on how these type of shows touched up social issues and have positive effects into the viewers. She also talked about the cons that come along with these shows like how some of these shows have gone swayed from their path towards the lust of TRP. Nonetheless she believes that such types of shows are the kind of shows which we need during these times. Such type of shows will ensure that viewers will get the best glance on issues that brush up on social and cultural morality. Through TV shows as such, she believes that the traditional and cultural values of India will be popularized, focused on and well developed.

## **2.10. Fifth Invited Speakers' Session**

The Fourth Technical Session was followed by the Fifth Invited Speakers' Session, wherein Mr. Pradip Phanjoubam, Editor, FPSJ Review of Arts and Politics, Web and Print Journals, Manipur, India and Former Chief Editor, Imphal Free Press, India, spoke on the theme "*Dialogue and Discourse in the Process of Development Communication*".

## **2.11. Fifth Technical Session -Theme: "Media Credibility".**

**Chairperson: Prof. Sunil Kanta Behera, Dept. Mass Communication, Tezpur University, Assam, India**

**Rapporteurs: Charu Nipi & Bikky Haji, Department of Mass Communication, RGU.**

The Fifth Invited Speakers' Session was followed by the Fifth Technical Session, which was excellently moderated by Prof. Sunil Kanta Behera corroborating insightful facts. He mentioned the gradual decline of media credibility and accountability at a minimal way can become a revolutionary. The session included about 8 paper presenter on different topics. Dr. Shakuntala Soratur presented on Community Bashing Campaign on Twitter. "Digital Divide and increase in access to internet created an ideological differences and turn to ugly campaign such as "Smash Brahmanical Patriarchy". Pamyo Charoy the second presented on the topic News by those who live it: the case study of video volunteers. He said, dynamic of the institution of Video Volunteer (VV) where they recruit people mainly from rural community to become a video volunteer. VV usually covers topics on human trafficking and electricity, presented a scenario of what it was to what it is now, full video of change further added. Video Volunteers are present in 20 States. Due to language

diversity the concentration is mainly confined in Hindi and English said Pamyo. Dr. Vinod Kumar Yadav the third presenter on the topic Indian Mass Media: Commercialization versus Credibility". He emphasized on how Media is playing the role of brainwashing the minds of people by creating a room towards certain picture of a society. Vinod said, the concept of Godi Media, impartial presentation of news and facts. Zeet N Thouba presented on the topic mass media versus class media: crafting responsible contours for mass media credibility in New Media. He added, the advent of social media have made media less credibility due to anyone and anybody can be a reporter in social media. The change in real world to virtual world, where everything is done and accepted in social media without any fact checking and no presence of watch dog.

Samrjit Kachari talked about Ethnic media and understanding of public service journalism: a qualitative inquiry. This paper mainly covered two paper of Assam in Karbi and Bodo languages." Ethnic media plays an important role in raising the voice of ethnic communities across the world" added Kachri. Dr. Jyoti Prakash Mohapatra and MS Parthasarathi who presented on Representation of female Characters with changing times in Indian Cinema. He covered films like Mother India (1956), Arth (1982) and Fashion (2008) where the woman portray have changed over time from being dependent to independent process of women. The portrayal of women in the society and difficulties faced due to patriarchal society. Cinema thus helped in evolution and showcase of society as mirror further added.

Sushmita Kalyani and Prasanth V. the seventh presenter for the session presented on the topic Comparing news presentation between traditional and digital media. Case study of Kannada cinema drug: A racket case. In this presentation the presenter tried to show how the advent of digital media have overthrown traditional media. "Due to digital media the news are now more sensationalization and hyping of news stories as compared to traditional media". The accuracy of news in traditional media cannot b compared to digital media added Sushmita. Dr. Reshmi Naskar " Indian Trans Community and its portrayal in media". In the unending and uncompromising battle of Identity excluding male and female is trans who are battling against all odds. She further added, trans community has been portrayed in bad lights in movies like kidnappers, murderers, child molester etc but persons like Ishita Das who is social activist and first trans person to qualify the civil service exam can be portrayed in silver screen. This technical session highlighted on how media can be counted as credibility, accountability for what it is doing to the mass. The active use of cultivation theory is being enhanced by media today on people of various places. Media have reached to a level of being a countable for all task carried out by the masses.

## **2.12. Sixth Invited Speakers' Session**

The Fifth Technical Session was followed by the Sixth Invited Speakers' Session, wherein Dr. Jatin Srivastava, Director, Institute for International Journalism, E. W. Scripps School of Journalism, Ohio University, USA spoke on the theme "*Theoretical Perspectives: Issues in the Indian New Media Environment*"

## **2.13. Valedictory Session 3<sup>rd</sup> November 2020 at 06:00 pm (IST)**

The Valedictory session of the two day International Trans-Disciplinary e Conference on *Crafting the Contours of Mass Media for New India: A Global Perspective*

*(ITDConMEDIA2020) was held with Prof. Saket Kushwaha, Vice Chancellor of Rajiv Gandhi University as the chairperson.*

At the end, the ‘Vote of Thanks’ was proposed by Director of ITDConMEDIA-2020, Mr.Moji Riba, Head, Department of Mass Communication, Rajiv Gandhi University. He thanked all the persons, from the partnering institutions as well as others, who have in the course of the last few months, and in these two days, taken the time, the trouble and the effort to be with us to support us and make this event real. Riba further added, how an event of this stature, cutting across institutions and geographies, bringing together minds and thoughts not just from a diverse geographical spectrum, but also from that of experiences and age, is to my mind, a perfect reflection of the synergy of purpose, a synergy of thought, of planning and of commitment. The most important part of the conference was the number and nature of questions raised from the participants’ side which were subsequently taken up and dealt well by the individual Resource Persons. There were too good number of complimentary messages received from the participants in the chat-box for the Resource Persons as well as for the organizing committee of the conference for arranging such programme online and allowing them to know more about role of media in present context.

### **Part 3: Major Takeaways**

#### **3.1. Academic Context**

Since the last part of March 2020 we are almost grappled under the spate of Covid 19 pandemic and educational atmosphere across the globe has been seriously put at stake due to unprecedented lockdown. Education sector, especially teaching-learning job is the greatest victim to it. Digital learning or e-learning has come to the succor of the stakeholders to a great extent. Online webinars on various issues organized at national and international levels have engaged and absorbed the academia, researchers and students for their insightful takeaways from all of them. Instead of idling away time which one could never do in a normal situation, they are attending online webinars seriously to learn and update knowledge despite technological handicaps faced for sure at their ends. Taking this situation into consideration the a two-day international trans-disciplinary e-conference on ‘Crafting the Contours of Mass Media for New India: A Global Perspective’ was conceptualized with thrust areas of role and responsibilities of Mass Media for New India and philosophy for the academia, research scholars, social scientists, social workers and students.

The discourse held on various themes on *Crafting the Contours of Mass Media for New India : A Global Perspective*’ was very illuminating. Indian freedom fighters used mass media for enhancing change and accorded importance to noble ideals. But in modern times, as Indian grows old as democracy, the noble service of media is missing which need to retrieve. The noble ideology of media with ethics emphasizing the value of truth and empathy may be considered as a unique contribution of both for solution of national and international problems. Mass media contours shaped by the likes of Mahatma Gandhi helped an unarmed subject nation to be freed from the clutches of the rapacious imperialists, brought a gleam of hope for the mankind as well.

In the today’s digital age of global village, conflict resolution, passive resistance, fight against discrimination and criticizing modern civilization on the pretext of inducing inequality is probably someone reaching out too very close to a noble soul. This is what has been deliberated by Resource Persons on their area of expertise on backdrop of mass media principles and how there is a need for the scholars of the new generation to relooking into the issues of mass media.

### **3.2. Research Context**

The role of mass media in democracy had been tested in the history of the freedom movement of India. It is as important today as it was during freedom struggle. This philosophy of freedom of expression and responsibilities of media have tested elixir for the entire human race to stand right and true to his duty and responsibility for ensuring the world run on the path of peace bereaving war, violence and destruction. Hence, media have a big role not only in acting as watch dog of democracy, but as being sensitive to all woes of humankind in their deeds for ‘being the change to see the changes in the world’,

The principles of impartiality, unbiasedness, and balanced aimed at conflict resolution are important for present world as it undergoes huge transformation compared to the world of the yesteryears. And there is vast scope for research to be undertaken for the scholars to see the role of media in human life in the present context. The content of the lectures were so enriching in terms of resource component that they need to be focused for the future generation of media scholars to use for their research. The diverse areas spanned from ethics, laws, responsibilities and rights to free speech and contextualizing the present day situation are relevant for research to be undertaken at various levels.

### **3.3. Policy Making and Practice Context**

The discourse held on various aspects of the role of mass media could be of value for the policy makers to resolve many of the claims and counter-claims in terms of the contours of media responsibilities in the present day world and correct many flaws in the existing media practice.

## Part 4: Annexure

### Annexure 4.1.: Programme Schedule

Day 1

**INAUGURAL FUNCTION**  
**2nd November 2020 (Monday)**  
**02:00 pm to 03:15 pm (IST)**

Time	Items	Dignitaries/Speakers
02.00 pm	Welcome Address	<b>Mr.Moji Riba</b> Director, ITDConMEDIA-2020 Head, Department of Mass Communication, Rajiv Gandhi University, Arunachal Pradesh, India
02.05 pm	Brief about the Conference	<b>Dr.M.Nawaz Khan</b> Convener,ITDConMEDIA-2020 Department of Mass Communication, Rajiv Gandhi University, Arunachal Pradesh, India
02.10 pm	Words of Wisdom	<b>Prof. Otem Padung</b> Finance Officer Rajiv Gandhi University, Arunachal Pradesh, India
		Prof. Md. Golam Rahman Department of Mass Communication and Journalism, Daffodil International University, Dhaka, Bangladesh
		<b>Prof. Amitava Mitra</b> Pro-Vice Chancellor, Rajiv Gandhi Central University, Arunachal Pradesh, India
02.20 pm	Address by Guest of Honour	<b>Prof. Sanjay Dwivedi</b> Director General, Indian Institute of Mass Communication (IIMC) New Delhi, India
02.25pm	Address by Chief Guest	<b>Prof. Dilip Chandra Nath</b> Vice-Chancellor Assam University, Silchar, Assam, India
02.35 pm	Key Note Address	Prof. Sunil Kanta Behera Department of Mass Communication Tezpur University, Assam, India
02.55 pm	Address by the Chair: Inaugural Address	<b>Prof. Saket Kushwaha</b> Vice Chancellor, Rajiv Gandhi Central University Arunachal Pradesh, India
03.10pm	Vote of Thanks	<b>Mr.Sunil Koijam</b> Co-Convener, ITDConMEDIA-2020 Department of Mass Communication, Rajiv Gandhi University, Arunachal Pradesh, India

### FIRST INVITED SPEAKERS' SESSION

2nd November 2020 (Monday)

03.15 pm - 03:55 pm (IST)

Time	Topic	Honourable Speakers
03.15 pm	“Changing Media Landscape and New India” (Q &A)	<b>Prof. Ashok Ogra</b> Director Apeejay Institute of Mass Communication, Delhi Member, CEMCA
03.35pm	“Role of Media in Education” (Q&A)	<b>Dr. Fr. Allwyn Mendoz</b> Principal Saint Claret College, Ziro, Arunachal Pradesh, India

### FIRST TECHNICAL SESSION

2nd November 2020 (Monday)

03.55 pm - 05:10 pm (IST)

*Chairperson*

**Prof. Abhijit Bora**

Department of Mass Communication

Tezpur University, Assam, India

*Rapporteurs:* Kenpi Riba & Taniel Nonang

#### **Theme:Media and Empowerment**

Sl.No.	Name of Presenter	Title of the Paper
1	<b>Thomas Malsom</b>	Problems of Youth & Cyber-Stalking at Media Sites: A Critical Reflection
2	<b>Geeta Zirdo</b>	Empowering Women Entrepreneurs through Digital Media
3	<b>Hemant Tigga and Dr. T. Neishoning Koireng</b>	Folksong as an indigenous communication of transmitting knowledge: a study on the Oraons of Jharkhand
4	<b>M.Viji</b>	Digital Divide: A study among Government school children and CBSE School Children in Chengelpet district, Tamilnadu
5	<b>Sonia Meitram and Dr. Natasha Elangbam</b>	Social media addiction among the youth of Manipur
6	<b>Emmanuel Lalrochang Hmar</b>	Social Media: A Tool and its impact as Positive and Negative in Journalism
7	<b>Raj Kumar</b>	Social Media: Boon or Bane
8	<b>Dr. Sayan Dey</b>	Tracing the Periphery Voices: Women in Indian Media
9	<b>Joba Riba and P.K Panigrahi</b>	Mass Media and Political Socialization of Youths in Arunachal Pradesh: A Case Study of Selected Districts
10	<b>Hetvi Vashi &amp; Mr. Prashanth V</b>	TikTok App as an influencer platform: A Study on User-Centric Theory Perspective
11	<b>Nancy Gupta</b>	Media and Youth Empowerment

## SECOND INVITED SPEAKERS' SESSION

2nd November 2020 (Monday)

05.10 pm - 05:50 pm (IST)

Time	Topic	Honourable Speakers
05.10 pm	"Future of Mass Media" (Q&A)	<b>Prof. Mrinal Chatterjee</b> Regional Director Indian Institute of Mass Communication (IIMC) Eastern India Regional Campus, Dhenkanal, Orissa – 759001
05.30 pm (IST) 08 00 am (EST)	"Global media ethics and the digital information landscape" (Q&A)	<b>Prof. Shakuntala Rao</b> Department of Communication Studies State University of New York, Plattsburgh, USA ( She could not join due to Connectivity issue)

## SECOND TECHNICAL SESSION

2nd November 2020 (Monday)

05.50 pm - 07:20 pm (IST)

Chairperson

**Prof. S.K. Jena**

Head, Department of Commerce,  
Rajiv Gandhi University, India

Rapporteurs: Punyo Oka & Charu Nipi

Theme: Media and People's Voice

Sl.No.	Name of Presenter	Title of the Paper
12	<b>Wahengbam Rojenn</b>	Vocal For Local: MSMES Use of Facebook Page During Pandemic in Manipur
13	<b>Mr. Prashanth V and Dr. B. K. Ravi</b>	Over the top (OTT) is Blurring the Boundaries: Covid-19 Factor
14	<b>Sunil Koijam</b>	Misinformation and Digital divide in the time of Covid-19 among the people of Arunachal Pradesh- a study
15	<b>Gauri Shukla</b>	Presence Of Political References In Content Streaming On Over The Top (Ott) Platforms
16	<b>Dr. N. Khan and Md. Chingiz Khan</b>	Media and Pangal Community in Manipur
17	<b>Sanghapal Uttam Mhaske</b>	Artistic Media Activism (Artivism): Exploring Artistic Media Activism in Sudarsan Pattnaik's Select Sand Sculptures
18	<b>Dr. Shilpa Pachpor</b>	Influences of Digital technology on the 21st Century Arts : A Global Perspective
19	<b>Farha Yashmin Rohman and Dr. N. Rohinkanta Singh</b>	Patterns of E-Portals' Information Dissemination during Pandemic With Reference to Assam
20	<b>Dr. Meenakshi Upadhyay</b>	Public Relations trends: Adapting to online communications
21	<b>M.N. Khan &amp; Zeet N. Thouba</b>	Media and the Masses: Information Needs and Seeking Patterns on the Margin in Indo-China Border Areas of Tawang

22	<b>Rajat Sen</b>	Voices from the Margins: The Role of Media in addressing the issues of Social Protection among the Tea Garden laborers of Assam
23	<b>Dr. Moulya Baladi and Shrigouri S. Joshi</b>	Development Journalism in New Age: A Case Study Based Content Analysis of 5 Prominent Web portals
24	<b>Moti Pangkam</b>	An Analysis of violence news coverage on PRC protest of Arunachal Pradesh and role of Social Media as a catalyst

**DAY 2**

**THIRD INVITED SPEAKERS' SESSION**

**3rd November 2020 (Tuesday)**

**02:00 pm - 02:20 pm (IST)**

<b>Time</b>	<b>Topic</b>	<b>Honourable Speaker</b>
<b>02.00 pm</b>	“Media Education in New India: Problem and Prospects” (Q&A)	<b>Prof. G.P. Pandey</b> Dean & Head Department of Mass Communication Assam University, Silchar, Assam, India

**THIRD TECHNICAL SESSION**

**3rd November 2020 (Tuesday)**

**02:20 pm - 03:00 pm (IST)**

*Chairperson*

**Prof.R.C. Parida**

Dean, Faculty of Commerce and Management

Rajiv Gandhi University, Doimukh, India

*Rapporteurs:* Charu Nipi&Yaram Thadang

**Theme: Media'sNew Dimensions**

<b>Sl.No.</b>	<b>Name of Presenter</b>	<b>Title of the Paper</b>
25	<b>Ms. Julia Oinam</b>	Visualizing the World of Social Media in various categorizations: A critical Study
26	<b>Ramesh Yernagula</b>	The Research Growth of Social Media in India during 2010–2019: A Scientometric Study
27	<b>Hijam Ranjita</b>	Media and Health Communication: Role of Media in Promotion of Yoga
28	<b>Mrs. M. Abhilasha</b>	Role of Media in Enhancing Mathematics Education
29	<b>Dr Joynul Hoque</b>	Arabic Media in India: Representing India to the Arab World
30	<b>N. Khan &amp; Rahena Sultan</b>	Role of English Language in the Growth and Development of Indian Mass Media

#### **FOURTH INVITED SPEAKERS' SESSION**

**3rd November 2020 (Tuesday)**

**03:00 pm - 03:20 pm (IST)**

<b>Time</b>	<b>Topic</b>	<b>Honourable Speaker</b>
<b>03.00 pm (IST) 03.30 pm (BST)</b>	<b>“Dialogue and Discourse in the Process of Development Communication” (Q &amp;A)</b>	<b>Prof. Md. Golam Rahman</b> Department of Mass Communication and Journalism, Daffodil International University, Dhaka, Bangladesh

#### **FOURTH TECHNICAL SESSION**

**3rd November 2020 (Tuesday)**

**03:20 pm - 04:10 pm (IST)**

*Chairperson*

**Dr. Mrinal Chatterjee**

Professor & Regional Director  
Indian Institute of Mass Communication (IIMC),  
Eastern India Regional Campus,  
Dhenkanal, Odisha, India  
*Rapporteurs:* Charu Nipi & Yaram Thadang

#### **Theme: “Redefining Newswith Agenda”**

<b>Sl.No.</b>	<b>Name of Presenter</b>	<b>Title of the Paper</b>
31	<b>Dr. Anoop Kumar and Dr. M. Shuaib Mohamed Haneef</b>	Understanding fake news, misinformation and disinformation: A literature review
32	<b>Padmini Muvel and Guarav Kumar</b>	To Study the Awareness of Media literacy and fake news Among the Villagers
33	<b>Arunangsu Roy Chowdhury</b>	Drawing the “Line of Constitution” on ethical treatment of Photography & Visual Journalism
34	<b>Arjun Das</b>	The case of Television Rating Points (TRP) and its ramification among television news channels and audiences: A Study
35	<b>Anuradha Dey</b>	Impact of Fake News on Migrant Workers/Labourers During Covid 19 Pandemic Lockdown
36	<b>Sreekutty S and Samarjit Kachari</b>	Newspaper reportage of Gorakhpur Hospital Tragedy: A qualitative analysis
37	<b>Malabika Borah</b>	Social and Cultural Morality through daily TV shows

#### **FIFTH INVITED SPEAKERS' SESSION**

**3rd November 2020 (Tuesday)**

**04:10 pm - 04:30 pm (IST)**

<b>Time</b>	<b>Topic</b>	<b>Honourable Speaker</b>
<b>04.10 pm</b>	<b>“Challenges for Mass Media and Journalism in New India: A Global Perspective” (Q &amp;A)</b>	<b>Pradip Phanjoubam</b> Editor, FPSJ Review of Arts and Politics, Web and Print Journals, Manipur, India Former Chief Editor, Imphal Free Press, India

### **FIFTH TECHNICAL SESSION**

3rd November 2020 (Tuesday)

**04:30 pm - 05:30 pm (IST)**

*Chairperson*

**Prof. Sunil Kanta Behera**

Department of Mass Communication

Tezpur University, Assam, India

*Rapporteurs: Charu Nipi & Bikky Haji*

**Theme: Media Credibility**

Sl.No.	Name of Presenter	Title of the Paper
38	<b>Dr Shakuntala Soratur</b>	Community Bashing Campaign On Twitter: A Study
39	<b>Dr. Vinod Kumar Yadav</b>	Indian Mass Media: Commercialization versus Credibility
40	<b>Pamyochamroy</b>	News by those who live it: The case of Video Volunteers
41	<b>Zeet N. Thouba</b>	Mass Media versus Class Media: Crafting responsible Contours for Media Credibility in New India
42	<b>Samarjit Kachari</b>	Ethnic Media and the Understanding of Public Service Journalism: A Qualitative Inquiry
43	<b>Dr. Jyoti Prakash Mohapatra and M S Parthasarathi</b>	Representation of female characters with changing times in Hindi Cinema
44	<b>Sushmitha Kalyani &amp; Prashanth V</b>	Comparing news presentation between traditional and digital media: Case Study of Kannada cinema drug racket case
45	<b>Dr. Reshmi Naskar</b>	Indian Trans Community and its Portrayal in Media

### **SIXTH INVITED SPEAKERS' SESSION**

3rd November 2020 (Tuesday)

**05:30 pm - 05:50 pm (IST)**

Time	Topic	Honourable Speaker
05.30 pm (IST) 08 00 am (EST)	“Theoretical Perspectives: Issues in the Indian New Media Environment” (Q &A)	<b>Dr. Jatin Srivastava</b> Director Institute for International Journalism E. W. Scripps School of Journalism Ohio University, USA

## VALEDICTORY FUCTION

### Programme Schedule

3<sup>rd</sup> November 2020 (Tuesday)

05:50 pm to 06:40 pm (IST)

Time	Topic	Dignitaries/Speakers
05.50 pm	Welcome Address	<b>Prof. Kh. Kabi</b> Department of Mass Communication Rajiv Gandhi Central University, India
05.55 pm	Brief Conference Report	<b>Dr.M.Nawaz Khan</b> Convener Department of Mass Communication, Rajiv Gandhi Central University, India
06.00 pm	Feedback from Participants	Five Participants
06.05 pm	Brief Conference Vision of Associating Departments	<b>Prof. S.K. Jena</b> Head, Department of Commerce, Rajiv Gandhi Central University, India
		<b>Dr. Shashank Yadav</b> Head, Department of Sociology, Rajiv Gandhi Central University, India
		<b>Dr. Kaushalendra Pratap Singh</b> Head, Department of Social Work, Rajiv Gandhi Central University, India
06.11 pm	Media Educators' Brief Vision	<b>Prof. Sanjeev Bhanawat</b> Former Head, Centre for Mass Communication, University of Rajasthan, Jaipur, India Editor, Communication Today (Quarterly Journal)
		<b>Dr. Deepak Mohanrao Shinde,</b> Professor & Director School of Media Studies Swami Ramanand Teerth Marathwada University, Nanded, Maharashtra, India
		<b>Dr. Jatin Srivastava</b> Director Institute for International Journalism E. W. Scripps School of Journalism Ohio University, USA
		<b>Prof. Md. Golam Rahman</b> Department of Mass Communication and Journalism, Daffodil International University, Dhaka, Bangladesh
06.20pm	Address by the Registrar	<b>Dr. N.T. Rikam</b> Registrar Rajiv Gandhi University, Arunachal Pradesh, India
06.25pm	Address by the Chair : Valedictory Address	<b>Prof. Saket Kushwaha</b> Vice Chancellor, Rajiv Gandhi Central University, Arunachal Pradesh, India
06.35 pm	Vote of Thanks	<b>Mr.Moji Riba</b> Director, ITDConMEDIA-2020 Head, Department of Mass Communication, Rajiv Gandhi Central University, Arunachal Pradesh, India

### Annexure 4.2.: List of Participants

Sl.No.	Name/Designation	Gender	Discipline/Areas	Institute/ Address	State/Country
1.	Dr.Alimuddin Khan	Male	Wetlands	Foundation For Indian Wetlands	New Delhi, India
2.	Dr.Arun Kumar Singh	Male	Academician Law	North Eastern Hill University, Shillong	Meghalaya, India
3.	Dr.Monjumoni Saikia	Female	Academician Hindi	Lakhimpur Commerce College	Assam, India
4.	Dr. Yogesh Agrawal	Male	Academician Mechanical	Sagar Institute of Research & Technology-Excellence,Bhopal	Madhya Pradesh India
5.	Dr. Chhandashree Bhuyan	Female	Academician Zoology	Arya Vidyapeeth College, Guwahati	Assam, India
6.	Dr. Jatin Srivastava	Male	Academician Mass Comm	E. W. Scripps School of Journalism, Ohio University,	Ohio, USA
7.	Dr. Jyoti Prakash Mohapatra	Male	Academician Mass Comm	Indian Institute Of Mass Communication, Dhenkanal	Odisha, India
8.	Dr. Md. Riyajuddin Khan	Male	Academician Botany	LilongHaoreibi College, Lilong	Manipur, India
9.	Dr. Mrinal Chatterjee	Male	Academician Mass Comm	Indian Institute of Mass Communication,Dhenkanal	Odisha, India
10.	Dr. Rachana Pandey	Female	Academician Education	Ssssmv Hudco Bhilai C. G.	Uttar Pradesh India
11.	Dr. Sanjay Prasad	Male	Academician Commerce	Government College Pithampur, Dhar (MP)	MP, India
12.	Dr. Shashank Yadav	Male	Academician Sociology	Rajiv Gandhi University, Arunachal Pradesh	Uttar Pradesh India
13.	Dr. Vinod Kumar Yadav	Male	Academician Commerce	Rajiv Gandhi University, Arunachal Pradesh	Uttar Pradesh India
14.	Dr. Aashutosh Tiwari	Male	Academician Hindi	S N Government PG College, Khandwa,	Madhya Pradesh India
15.	Dr. Akash Ranjan	Male	Academician Education	Rajiv Gandhi University Arunachal Pradesh	Bihar, India
16.	Dr. Allwyn Mendoz	Male	Academician Education	Saint Claret College, Ziro	Arunachal Pradesh, India

17.	Dr. Anoop Kumar (Paper Presenter)	Male	Academician Culture And Media Studies	Central University Of Rajasthan	Uttar Pradesh India
18.	Dr. Baburam Parida	Male	Academician Education	SVM College. Jagatsinghpur	Odisha, India
19.	Dr. Deekonda Narsinga Rao	Male	Economics & Statistics	DES, Government of Telangana, Hyderabad	Telangana, India
20.	Dr. Etawanda Saiborne	Female	Academician Mass Media	St. Anthony's College	Meghalaya, India
21.	Dr. G. Vasudevaiah	Male	Adult Education	Sri Krishnadevaraya University Ananthapuramu Andhra Pradesh	Andhra Pradesh India
22.	Dr. Harish Das	Male	Assamese	Salbari College, Salbari	Assam, India
23.	Dr. Joynul Hoque	Male	Academician Arabic	Patharkandi College,	Assam, India
24.	Dr. K. Lokeswari	Female	Academician Communication	Bharathiar University	Tamilnadu India
25.	Dr. Kirti Arya	Female	Social Work	AIIMS New Delhi	New Delhi, India
26.	Dr. Krishna	Male	Academician Mass Comm	Bangalore University	Karnataka, India
27.	Dr. Lima Baruah	Female	Education	Lakhimpur Commerce College.	Assam, India
28.	Dr. M Shuaib Mohamed Haneef	Male	Academician Mass Comm	Department of Electronic Media and Mass Communication, Pondicherry University	Puducherry, India
29.	Dr. M.N. Khan	Male	Mass Communication	Rajiv Gandhi University Arunachal Pradesh	Manipur, India
30.	Dr. Malabika Borah	Female	Academician Chemistry	B. N. College, Dhubri, Assam	Assam, India
31.	Dr. Maltesh Motebennur	Male	University Central Library	Rajiv Gandhi University	Arunachal Pradesh, India
32.	Dr. Mechek Sampar Awan	Male	Academician	AITS, Rajiv Gandhi University Arunachal Pradesh	Manipur, India
33.	Dr. Natasha Elangbam	Female	Academician Mass Comm	Manipur University	Manipur, India
34.	Dr. Nisanth.P.M	Male	Academician Education	Rajiv Gandhi University Arunachal Pradesh	Kerala, India
35.	Dr. Nivedita Mishra Thapliyal	Female	Social Development	Indian Council For Forestry Research And Education, Dehradun	Uttarakhan d India

36.	Dr.Rajesh Kumar Shukla	Male	Academician Mass Comm	IFTM University, Moradabad	Uttar Pradesh India
37.	Dr.Ramesh Yernagula	Male	Academician Social Science Research	Indian Council of Social Science Research	Delhi, India
38.	Dr.RamlilaSud amraoPawar	Female	Academician Marathi	Arts College TirthapuriJalna	Maharashtra India
39.	Dr.ReshmiNas kar	Female	Academician Mass Comm	St.Xavier's University	West Bengal India
40.	Dr.SamarjitKa chari	Male	Academician Mass Comm	Pondicherry University	Assam, India
41.	Dr.Sanjay Kumar Bharti	Male	Veterinary Anatomy	Bihar Animal Sciences University Patna	Bihar, India
42.	Dr.Sanjuktaran i Sur	Female	Academician Education	Baripada College, Baripada	Odisha, India
43.	Dr.Satish Uttamrao Patil	Male	Media Professional	Pune	Maharashtra India
44.	Dr.Sayan Dey	Male	Academician Mass Comm	Department of Mass Media Chaiduar College	Assam, India
45.	Dr.Shakuntala Soratur	Female	Electronic Media	Karnatak University,Dharwad	Karnataka, India
46.	Dr.Shrikrushn a G Kakade	Male	Marathi	S K College Akola,Maharashtra	Maharashtra a, India
47.	Dr.Sourav Gupta	Male	Academician Mass Comm	Central University of Odisha, Koraput	Odisha, India
48.	Dr.SujataKum ari	Female	Mass Comm	Jainamore, Bokaro, Jharkhand	Jharkhand, India
49.	Dr.Tarulata Devi	Female	Academician Education	P. P College, Nischintakoili, Utkal University,	Odisha, India
50.	Dr.Umesh Kumar Shukl	Male	Academician Hindi	Uttarakhand Sanskrit University, Haridwar	Uttar Pradesh, India
51.	Dr.V.Charank umar	Male	Education	Sri Venkateswara College of Education, Payakaraopeta	Andhra Pradesh, India
52.	Mr. BapuThapa	Male	Mass Comm	St. Claret College, Ziro.	Arunachal Pradesh, India
53.	Mr. Danish Mahajan	Male	BAMS	Jammu	J and K, India
54.	Mr. Jamu Meto	Male	Academician English	T.T.Govt. College, Nyapin	Arunachal Pradesh,

					India
55.	Mr. Nada Karbing	Male	Mass Comm	Hapoli	Arunachal Pradesh, India
56.	Mr. Narendra Gupta	Male	Library	Mohanlal Sukhadia University	Rajasthan, India
57.	Mr. Nisar N Thouba	Male	Mass Comm	Thoubal Moijing, Manipur,	Manipur, India
58.	Pradip Phanjoubam	Male	Journalist	FPSJ Review of Arts and Politics, Web and Print Journals, Manipur,	Manipur, India
59.	Mr. Rajat Sen (Paper Presenter)	Male	Mass Comm	Tezpur University	Assam, India
60.	Mr. Satyajit Saha	Male	Commerce	Tezu Lohit Arunachal Pradesh	Tripura, India
61.	Mr. Saurabh Thapa	Male	Mass Comm	Sikkim University, Gangtok Sikkim	West Bengal India
62.	Mr. Tame Ramjuk	Male	Tribal Studies	Rajiv Gandhi University	Arunachal Pradesh, India
63.	Mr. Zeet Nawaz Thouba	Male	Journalist	Thoubal Moijing, Manipur	Manipur, India
64.	Mr. Abdur Rouf Siddiquee	Male	English	Bill. Alopatis Char, Barpeta	Assam, India
65.	Mr. Adil Hakeem Khan	Male	Administration	Nation College of Engand Tech, Guna	Madhya Pradesh India
66.	Mr. Aditya Mohan	Male	Media Technology	Institute Kurukshetra University	Haryana, India
67.	Mr. Akom Bazarinpom	Male	Mass Comm	Daporijo, Arunachal Pradesh	Arunachal Pradesh, India
68.	Mr. Amrit Thapa	Male	Mass Comm	Rajiv Gandhi University, Arunachal Pradesh	Assam, India
69.	Mr. Anil Gur	Male	Mass Comm	Chaiduar College, Gohpur,	Assam, India
70.	Mr. Anupam Saikia	Male	Mass Comm	Biswanath, Gohpur	Assam, India
71.	Mr. Apeda Rondo	Male	NGO	Kanhi Kanla	Arunachal Pradesh, India
72.	Mr. Arjun Das	Male	Mass Comm	Nagaland University,	Assam,

				Nagaland	India
73.	Mr. Arunangsu Roy Chowdhury	Male	Journalist	Lokhandwala Township, Kandivali East, Mumbai	Maharashtra India
74.	Mr.Arvind Singh Vijay	Male	Management Studies	Dr. B. R. Ambedkar University of Social Sciences	Madhya Pradesh India
75.	Mr.Ashish Kumar	Male	Pharmacy	Kanpur	Uttar Pradesh India
76.	Mr.BaminObi ng	Male	Mass Comm	Bank Colony, Salang, Hapoli	Arunachal Pradesh, India
77.	Mr.Bekky Haji	Male	Mass Comm	Naharlagun, Papum Pare,	Arunachal Pradesh, India
78.	Mr.Bharat Tamut	Male	Sociology	IGNOU	Arunachal Pradesh, India
79.	Mr.Bogom Tath	Male	Mass Comm	Hapoli,Ziro	Arunachal Pradesh, India
80.	Mr.Bulen Chutia	Male	English	Sapatgram College, Dhubri	Assam, India
81.	Mr.Chow Bilaseng Namchoom	Male	Journalist	Dy CM Office, Civil Secretariat, Arunachal Pradesh	Arunachal Pradesh, India
82.	Mr.Dai Haring	Male	Education	Rajiv Gandhi University	Arunachal Pradesh, India
83.	Mr.DaniTaling	Male	Mass Comm	Hija Village Ziro	Arunachal Pradesh, India
84.	Mr.Deepak Babla	Male	Mass Comm	Rajiv Gandhi Central University, Doimukh,	Arunachal Pradesh, India
85.	Mr.Deepak Kumar Tyagi	Male	Journalist	Brahmpuri Muzaffarnagar	Uttar Pradesh India
86.	Mr.Dodum Natung	Male	Social Work	Rajiv Gandhi University	Arunachal Pradesh, India
87.	Mr.Dulley Tatung	Male	Mass Comm	Ssb Gate Abulia,Ziro	Arunachal Pradesh, India
88.	Mr.Gektum Tangu	Male	Geography	Rajiv Gandhi University	Arunachal Pradesh,

					India
89.	Mr.Geli Riba	Male	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh, India
90.	Mr.Gomye Nalo	Male	Mass Comm	A-Sector, Itanagar	Arunachal Pradesh, India
91.	Mr.Govin Burman	Male	Social Work	Rajiv Gandhi University Arunachal Pradesh	West Bengal India
92.	Mr.Guarav Kumar	Male	Mass Comm	Gautam Buddha University, Greater Noida	Uttar Pradesh India
93.	Mr.Hage Tacho	Male	Mass Comm	Hari Village Ziro	Arunachal Pradesh, India
94.	Mr.Jummar Lombi	Male	History	Rajiv Gandhi University	Arunachal Pradesh, India
95.	Mr. Kojam Para	Male	Mass Comm	Seppa	Arunachal Pradesh, India
96.	Mr.Kombong Darang	Male	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh, India
97.	Mr.Lijo Karlo	Male	Mass Comm	Bagra Building, Bank Tinali, Itanagar	Arunachal Pradesh, India
98.	Mr.Manish Kumar Gautam	Male	Scholar Radiation	Upums Paramedical College	Uttar Pradesh India
99.	Mr.Manohar N	Male	Academician Journalism	Government First Grade College, K R Pete, Mandya,	Karnataka India
100.	Mr.Michi Talang	Male	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
101.	Mr.Mihin Tai	Male	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
102.	Mr.Mukul Sharma	Male	Academician Science	CCS University, Meerut	Uttar Pradesh India
103.	Mr.Musharof Ahmed	Male	Political Science	Dibrugarh University	Assam, India
104.	Mr. NabamIssac	Male	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh,

					India
105.	Mr.Nabam Sera	Male	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh, India
106.	Mr.Narean Poon	Male	Mass Comm	c/o D.H.O, Horticulture Complex	Arunachal Pradesh, India
107.	Mr.Narendra Gupta	Male	Academician Library	DLIS& Central Library MohanlalSukhadia University	Rajasthan, India
108.	Mr.Nazarat Ahmed	Male	Journalist	The News Now Jammu	J &K, India
109.	Mr.Neiko Ritse	Male	Academician Economics	Pfutsero Government College,Pfutsero	Nagaland, India
110.	Mr.Nengker Tagia	Male	Mass Comm	Ziro, Lower Subansiri	Arunachal Pradesh, India
111.	Mr.Nishant Satish Patil	Male	Mass Comm	Pune	Maharashtra India
112.	Mr.Nyato Mosing	Male	Mass Comm	Circuit House, Itanaga	Arunachal Pradesh, India
113.	Mr.Pabitra Dihingia	Male	Botany	Dhemaji College	Assam, India
114.	Mr.Pamyo Chamroy	Male	Research Scholar	Jawaharlal Nehru University, New Delhi	Manipur, India
115.	Mr.ParimalChanda	Male	Mass Comm	Hill Top Hapoli, Ziro	Arunachal Pradesh, India
116.	Mr.Pinku Goor	Male	Mass Comm	Chaiduar College Gohpur	Assam, India
117.	Mr.Prakash Kumar Hajam	Male	Economics	Ranchi University, Ranchi	Jharkhand, India
118.	Mr.Prasanta Kumar Tripathy	Male	Education	K. P. A. N. Deg. College, Bankoi, Khordha	Odisha, India
119.	Mr.Prashanth V	Male	Communication	Bangalore University, Bangalore	Karnataka, India
120.	Mr.Punyo Ruja	Male	Communication	Byapin, Siiro,Ziro,	Arunachal Pradesh, India
121.	Mr.Rahul Karmakar	Male	Bengali	Khatra	West Bengal India
122.	Mr.Raj Kumar	Male	Journalist	Hello Haryana, BirPipli	Haryana,

					India
123.	Mr.Rajbir Singh	Male	Mass Comm	Institute of Mass Communication and Media Technology	Haryana, India
124.	Mr.RiturajBasantaDutta	Male	Mass Comm	Rajiv Gandhi University Arunachal Pradesh	Assam, India
125.	Mr.Sabyasachi Ganguly	Male	Earth Science	Earth Science, Assam University	Assam, India
126.	Mr.Salman	Male	Information Technology	Information Technology,Lucknow University	Uttar Pradesh India
127.	Mr.Samson Techhi Tara	Male	Mass Comm	Rajiv Gandhi University Arunachal Pradesh	Arunachal Pradesh, India
128.	Mr.Songio Taja	Male	Mass Comm	Rajiv Gandhi University Arunachal Pradesh	Arunachal Pradesh, India
129.	Mr.Sonkamble ManoharLaxmanrao	Male	Mass Comm	School of Media Studies SRTMU,Nanded	Maharashtra India
130.	Mr.Subhendu Manna	Male	Academician Music	Rajiv Gandhi University, Doimukh	Arunachal Pradesh, India
131.	Mr.Surinder Kumar	Male	Academician Commerce	Government Degree College Rey, Kangra	Himachal Pradesh India
132.	Mr.Suryakant Tripathi	Male	Journalist	Varanasi	Uttar Pradesh India
133.	Mr.TakoTarag	Male	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
134.	Mr.Taming Pakak	Male	Mass Comm	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India
135.	Mr.TanuBulo	Male	Mass Comm	Rajiv Gandhi UniversityDoimukh	Arunachal Pradesh, India
136.	Mr.Taniel Nonang	Male	Mass Comm	Nirjuli,Papum Pare District	Arunachal Pradesh, India
137.	Mr.Tanyang Tachang	Male	Mass Comm	Ziro, Hapoli	Arunachal Pradesh,India
138.	Mr.Tapi Chama	Male	Social Work	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India

139.	Mr.Tem Kutung	Male	Research Scholar	Rajiv Gandhi University, Doimukh	Arunachal Pradesh, India
140.	Mr.Tenzin Choephel	Male	Management	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India
141.	Mr.Thuptan Sange Mento	Male	Mass Comm	Domkho, Kalaktang, West Kameng	Arunachal Pradesh, India
142.	Mr.Token Josam	Male	Mass Comm	F-Sector, Naharlagun	Arunachal Pradesh, India
143.	Mr.Toko Beda	Male	Mass Comm	Naharlagun	Arunachal Pradesh, India
144.	Mr.Tomo Riba	Male	Mass Comm	Naharlagun	Arunachal Pradesh, India
145.	Mr.Tungkha Sangdo	Male	Mass Comm	Rajiv Gandhi University, Doimukh	Arunachal Pradesh, India
146.	Mr.Vijoy Kigam	Male	Mass Comm	Ziro	Arunachal Pradesh, India
147.	Mr.Yumba Taipodia	Male	Mass Comm	A-Sector, Naharlagun, Papumpare	Arunachal Pradesh, India
148.	Mrs. Purabi Hazarika	Female	Sociology	Lakhimpur Commerce College,	Assam, India
149.	Ms. Champa Devi	Female	Mass Comm	Rajiv Gandhi University, Doimukh	Assam, India
150.	Ms. Chelcy Gupta	Female	Arts	Punjab	Punjab, India
151.	Ms. Landi Pussang Monia	Female	Anthropology	Rajiv Gandhi University, Doimukh	Arunachal Pradesh, India
152.	Ms. Lekhika Gogoi	Female	Assamese	Sapatgram College, SapatgramDhubri	Assam, India
153.	MS. Moti Pangkam	Female	Mass Comm	Fakir Mohan University, Balasore	Arunachal Pradesh, India
154.	Ms. Mum Mida	Female	Geography	Himalayan University,Itanagar	Arunachal Pradesh, India
155.	Ms. Nancy Gupta	Female	Commerce	Punjab	Punjab, India
156.	Ms. Padmini	Female	Mass Comm	MCNUof Journalism and	Madhya

	Muvel			Communication, Bhopal	Pradesh India
157.	Ms. Paromita Das	Female	Education	University of North Bengal, Darjeeling	West Bengal India
158.	Ms. Priyanka Chakraborty	Female	Education	Student	Arunachal Pradesh, India
159.	Ms. Puja Das	Female	Linguistics	Dibrugarh	Assam, India
160.	Ms. Topi Ete	Female	Mass Comm	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India
161.	Ms. Alice Dui	Female	Mass Comm	St. Claret College, Ziro	Arunachal Pradesh, India
162.	Ms. Alphonsa Diana Haokip	Female	Education	Rajiv Gandhi University Itanagar	Manipur, India
163.	Ms. Anew Indwar	Female	Journalist	Student	Arunachal Pradesh, India
164.	Ms. Bamang Momika	Female	Mass Comm	Rajiv Gandhi University Itanagar	Arunachal Pradesh, India
165.	Ms. Bamin Sumpi	Female	Mass Comm	Rajiv Gandhi University Itanagar	Arunachal Pradesh, India
166.	Ms. Bishnupriya Borah	Female	Social Work	Bijoy Nagar, Dhemaji	Assam, India
167.	Ms. Bombie Gadi	Female	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh, India
168.	Ms. Charu Nipi	Female	Mass Comm	Rajiv Gandhi University Itanagar	Arunachal Pradesh, India
169.	Ms. Chera Esther	Female	Mass Comm	Rajiv Gandhi University, Rono Hills, Doimukh	Arunachal Pradesh, India
170.	Ms. Chujai Chingsaham	Female	Mass Comm	Doimukh	Arunachal Pradesh, India
171.	Ms. Dharani Daimary	Female	Mass Comm	Lokhipothar, Biswanath	Assam, India
172.	Ms. Dora Mana	Female	Mass Comm	Hapoli	Arunachal Pradesh, India
173.	Ms. Evana	Female	Mass Comm	Saint Claret College,	Assam,

	Tissopi			Ziro	India
174.	Ms.FarhaYash minRohman	Female	New Media	The Assam Royal Global University	Assam, India
175.	Ms.Gauri Shukla	Female	Mass Comm	Banaras Hindu UniversityVaranasi	Uttar Pradesh India
176.	Ms.Geeta Zirido	Female	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
177.	Ms.Gora Mamu	Female	Sociology	Rajiv Gandhi UniversityDoimukh	Arunachal Pradesh, India
178.	Ms.Gyamar Nemey	Female	Mass Comm	Rajiv Gandhi UniversityDoimukh	Arunachal Pradesh, India
179.	Ms.Hetvi Vashi	Female	Humanities	Bangalore	Maharashtr a India
180.	Ms.Hibu Mado	Female	Mass Comm	Hapoli,Ziro	Arunachal Pradesh, India
181.	Ms.Hijam Ranjeeta Devi	Female	Yoga	Sagolband Meino Leirak, Imphal	Manipur, India
182.	Ms.Jeuti Brahma	Female	Mass Comm	Rajiv Gandhi University	Assam, India
183.	Ms.Julia Oinam	Female	Scholar	Alakh Prakash Goyal Shimla University, Himachal Pradesh	Manipur, India
184.	Ms.Kabita Buragohain	Female	English	English Department Arunodaya University	Assam, India
185.	Ms.Kanchan Keshri	Female	Mass Media	Halem, Biswanath	Assam, India
186.	Ms.Ken Lombi	Female	Mass Comm	IEC University, Himachal Pradesh	Arunachal Pradesh, India
187.	Ms.Kenpi Riba	Female	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh, India
188.	Ms.Khyoda Api	Female	Mass Comm	Naharlagun	Arunachal Pradesh, India
189.	Ms.Krishna KumariChetry	Female	Education	Rajiv Gandhi University Doimukh	Assam, India
190.	Ms.Landi Onya Alisha	Female	Mass Comm	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India

191.	Ms.Landi Pussang Monia	Female	Anthropology	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India
192.	Ms.Laxmi Rai	Female	Management	North Eastern Regional Institute of Science and Centre for Management Studies (CMS)	Bihar, India
193.	Ms.M.Abhilasha	Female	Mathematics	Rajiv Gandhi University Doimukh	Manipur, India
194.	Ms.Margeret Lowang	Female	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
195.	Ms.Markio Rashmi	Female	Mass Comm	Itanagar	Arunachal Pradesh, India
196.	Ms.Meme Mangfi	Female	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
197.	Ms.Michi Soki	Female	Journalist	Student	Arunachal Pradesh, India
198.	Ms.Mihin Nancy	Female	Mass Comm	Lowersubansiri (Ziro).	Arunachal Pradesh, India
199.	Ms. Bhaswati Buragohain	Female	Social Work	Arunodaya University	Assam, India
200.	Ms.Mitinam Siram	Female	Mass Comm	D -Sector, Naharlagun	Arunachal Pradesh, India
201.	Ms.Mumny Panor	Female	Geography	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India
202.	Ms.Ngurang Yami	Female	Social Work	Rajiv Gandhi University Doimukh	Arunachal Pradesh, India
203.	Ms.Nivedita Manpoong	Female	Mass Comm	Itanagar	Arunachal Pradesh, India
204.	Ms.Pallabi Gohain	Female	Mass Comm	Chaiduar College,Gohpur	Assam, India
205.	Ms.Panchi Bordoloi	Female	Mass Comm	Gohpur	Assam, India
206.	Ms.Premshila Singh	Female	Social Science	Tata Institute Of Social Sciences, Guwahati Campus	Assam, India
207.	Ms.Priyanka Baroi	Female	Mass Comm	Assam University	Assam, India

208.	Ms.Priyanka Rai	Female	Mass Comm	RGU	Arunachal Pradesh, India
209.	Ms.Puja Pegu	Female	Mass Comm	Pulisumoni, Biswanath	Assam, India
210.	Ms.Pullo G. Rinyo	Female	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
211.	Ms.Radhe Bam Sunya	Female	Mass Comm	RGU	Arunachal Pradesh, India
212.	Ms.Rahena Sultan	Female	Journalist	ThoubalMojing, Manipur	Manipur India
213.	Ms.Rashmi Das	Female	Mass Comm	GhopurTokowbari, Biswanath	Assam, India
214.	Ms.Rim TahaNabam	Female	Mass Comm	Saint Claret College, Ziro	Arunachal Pradesh, India
215.	Ms.Saheli Chakraborty	Female	Sociology	CFEL,AITS, RGU	West Bengal India
216.	Ms.Sajina Begum	Female	Physiotherapy	Assam Women University	Assam, India
217.	Ms.Sonia Meitram	Female	Mass Communication	Manipur University	Manipur, India
218.	Ms.Sonia Meitram	Female	Mass Comm	Manipur University	Manipur, India
219.	Ms.Sreekutty S.	Female	Mass Comm	NMSM Government College Kalpetta	Kerala, India
220.	Ms.Sudepta Dash	Female	Education	Acharya Nagarjuna University, Andhra Pradesh	Odisha, India
221.	Ms.Sushmitha S Kalyani	Female	Mass Comm	Bangalore University	Karnataka, India
222.	Ms.Tage Tunia	Female	Mass Comm	Lower Subansiri	Arunachal Pradesh, India
223.	Ms.Topi Ette	Female	Mass Comm	Rajiv Gandhi University	Arunachal Pradesh, India
224.	Ms.UmieNani	Female	Sociology	Rajiv Gandhi University, Doimukh	Arunachal Pradesh, India
225.	Ms.Victoria Henry	Female	Commerce	Stella Maris College, Chennai	Tamil Nadu India
226.	Ms.VijiM.	Female	Mass Comm	University Of Madras	Tamil Nadu India

227.	Ms.Yami Landi	Female	Mass Comm	Rajiv Gandhi University, Doimukh	Arunachal Pradesh, India
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231.	Prof. Vishnu Kant Rai	Male	Pharmacy	Aktu Lucknow	Uttar Pradesh India
232.	Prof. Abhijit Bora	Male	Mass Comm	Tezpur University, Assam, India	Assam, India
233.	Prof. Ashok Ogra	Male	Mass Comm	Apeejay Institute of Mass Communication	Delhi, India
234.	Prof. B K Ravi	Male	Communication	Bangalore University Bangalore	Karnataka, India
235.	Prof. G.P. Pandey	Male	Mass Comm	Assam University, Silchar	Assam, India
236.	Prof. Kh. Kabi	Male	Mass Comm	Rajiv Gandhi University Doimukh	Manipur, India
237.	Prof. Md. Golam Rahman	Male	Mass Comm	Daffodil International University, Dhaka	Bangladesh
238.	Prof. S.K. Jena	Male	Commerce	Rajiv Gandhi University Arunachal Pradesh, India	Arunachal Pradesh, India
239.	Prof. Sunil Kanta Behera	Male	Mass Comm	Tezpur University, Assam	Odisha, India
240.	Ms. Tarh Mini	Female	Mass Comm	Chimpu, Itanagar	Arunachal Pradesh, India

## PAPER PRESENTERS AWARDS

**ITDConMEDIA-2020**

International Trans-Disciplinary e-Conference  
On

**Crafting the Contours of Mass Media for New India : A Global Perspective**

2<sup>nd</sup>-3<sup>rd</sup> November 2020 (Monday and Tuesday)

www.rgumasscomm-econ2020.com

### Paper Presentation Awards

This International e-Conference ITDConMEDIA-2020 envisioned to recognize the conscious efforts and contributions of the participants. These awards were designed to induce positive reinforcement on the part of academia and researchers for an active and effective participation to the programme and thereby ensuring quality of brainstorming and churning on the quality media education and Contours and Credibility of Mass Media. A Review Team comprising senior academicians from host institution ensured transparency and credibility in selecting deserving paper presenters on specified parameters. Only the full papers, on the basis of their contents and presentations, were divided under five broad domains and subjected to a rigorous review. Five (5) full papers have been selected for recognizing them through presenting the awards to the esteemed presenters.

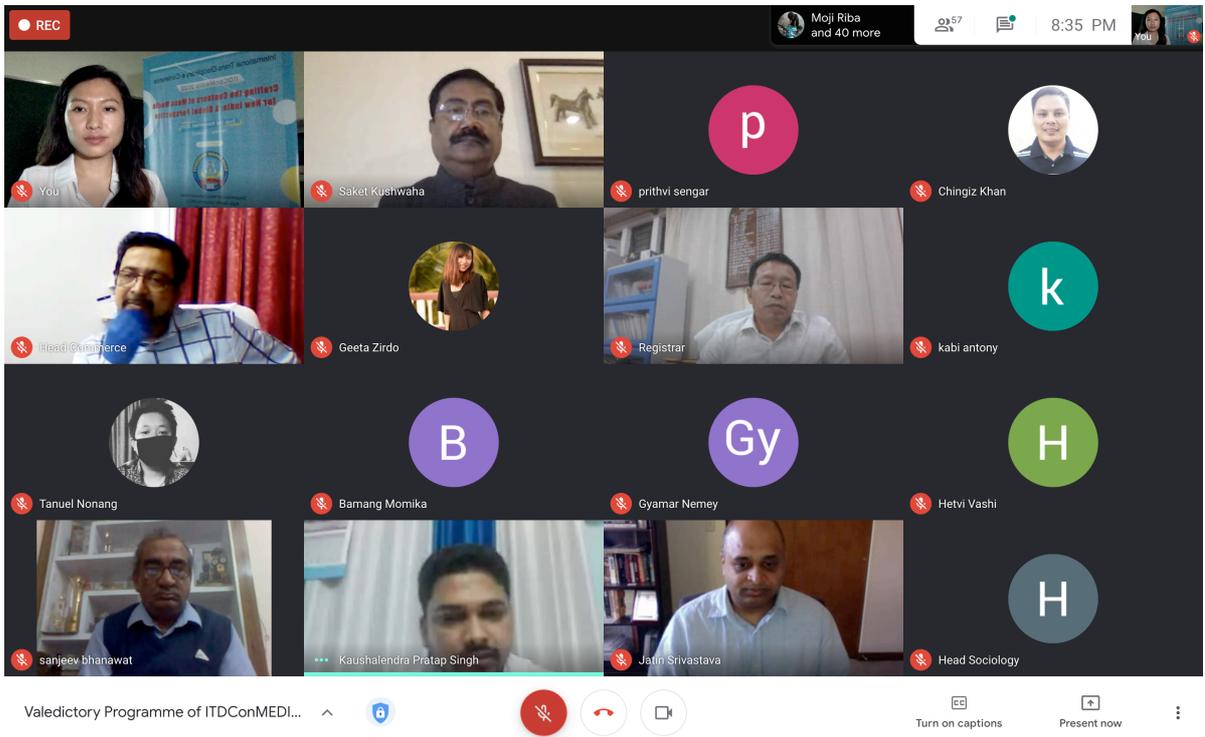
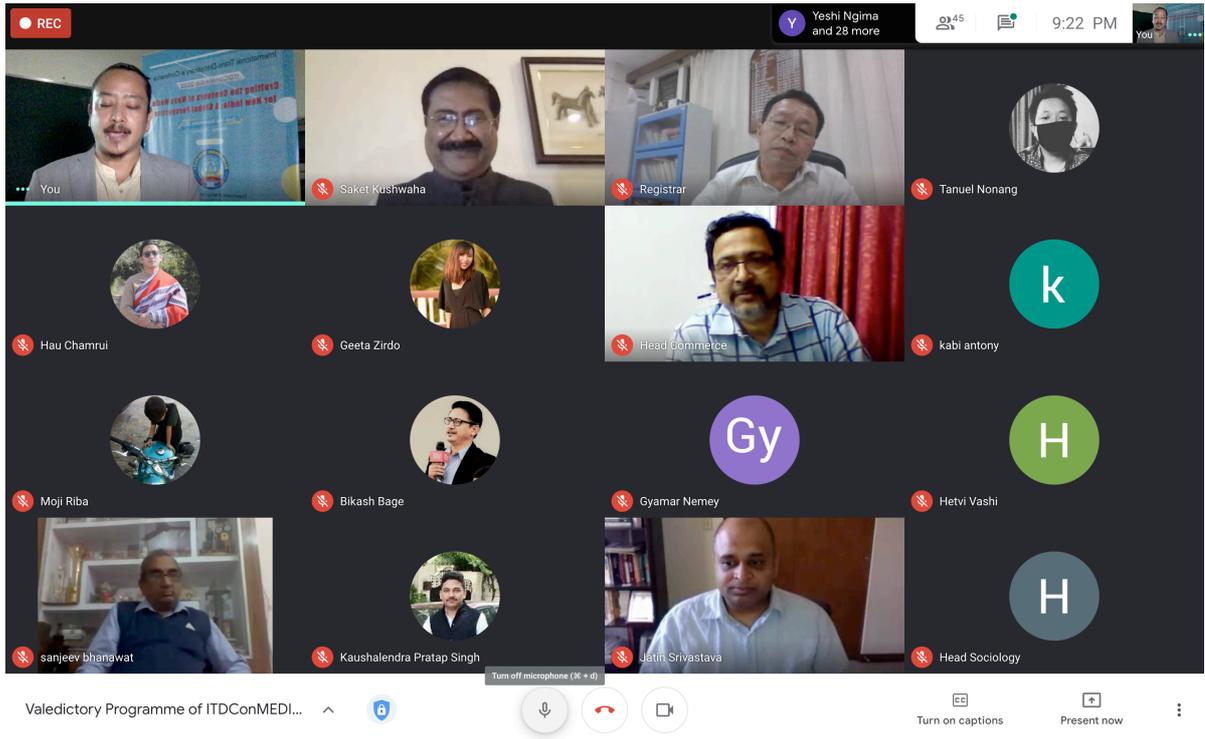
### Awards Winners

Sl. No.	Name of the Presenter	Title of the Paper	Award
1.	<b>Sonia Meitram</b> & <b>Dr. Natasha Elangbam</b> , Department of Mass Communication, Manipur University, India	<i>Social media addiction among the youth of Manipur</i>	<b>Voice of Youth Award</b> Domain: Media Youth Empowerment
2.	<b>Dr. Anoop Kumar</b> , Department of Culture and Media Studies, Central University of Rajasthan, India & <b>Dr. M. Shuaib Mohamed Haneef</b> , Pondicherry University, India	<i>Understanding fake news, misinformation and disinformation: A literature review</i>	<b>Social Concern Award</b> Domain: Media Social Concerns
3.	<b>Dr. Joynul Hoque</b> Dept. of Arabic, Patharkandi College, Assam, India	<i>Arabic Media in India: Representing India to the Arab World</i>	<b>Active Articulation Award</b> Domain: Contents and Creativity
4.	<b>Sreekutty S</b> , NMSM Government College, Kerala & <b>Samarjit Kachari</b> , Department of Mass Communication, Pondicherry University, India	<i>Newspaper reportage of Gorakhpur Hospital Tragedy: A qualitative analysis</i>	<b>Empathetic Outlook Award</b> Domain: Media Practice Models
5.	<b>Dr. Jyoti Prakash Mohapatra</b> , Indian Institute of Mass Communication Dhenkanal, Odisha & <b>M S Parthasarathi</b> Odisha Adarsha Vidyalaya, Lanjigarh	<i>Representation of female characters with changing times in Hindi Cinema</i>	<b>Empathetic Outlook Award</b> Domain: Media Practice Models

**Disclaimer:** These awards are totally based on presentation and the contemporaneity of the topic selected. These have no correlation whatsoever with the selection of the paper for publication purposes, decision regarding which will be taken by a different Publication review committee. Award winning presenters will need to rework on the papers to make them publish-worthy as per the relevant citation and referencing style. Other presenters who had not submitted full papers may also send their full papers for inclusion in our upcoming publication. For queries, please contact us. Wishing a happy and safe New Year 2021 for you all.

Convener  
ITDCon MEDIA-2020

## Annexure 4.3.: Photographs



REC Allwyn Mendoz and 38 more 7:42 PM

Valedictory Programme of ITDConMEDI... Turn on captions Present now

REC Mesoni Lapung and 31 more 7:13 PM

Valedictory Programme of ITDConMEDI... Turn on captions Present now

## Annexure 4.4.: Media Coverage

itdconmedia2020@ x CONFERENCE ITDCONMEDIA x INTERNATIONAL CONFERENCE x arunachal times e conference x Int'l e-conference on mass m

ence-on-mass-media-underway-at-rgu/

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# THE DAWN LIT POST

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### Int'l e-conference on mass media underway at RGU

[f](#) [m](#) [w](#) [t](#) [e](#) [s](#) [p](#) [o](#)

RONO HILLS, Nov 2: A two-day international trans-disciplinary e-conference on 'Crafting the Contours of Mass Media for New India: A Global Perspective', organized by the department of Mass Communication, Rajiv Gandhi University (RGU), commenced here at the University campus today.

The e-conference is being organized in collaboration with the department of Mass Communication, Assam University, Silchar and the Indian Institute of Mass Communication (IIMC), Odisha, in association with the departments of Sociology, Commerce and Social Work, RGU.

RGU vice-chancellor Prof Saket Kushwaha in his inaugural address said that the emergence of social media with a 'many to many model' has been changing various aspects of mass communication and journalism as an area of academic discipline. This necessitates revisiting the curriculum, of pedagogy and of research, which has posed major challenges for teachers, researchers and practitioners of mass media.

"Since mass communication has a key role in crystallizing the national development paradigm, an understanding of the communication needs in various sectors of society is crucial for understanding and re-defining the role mass media," said the VC.

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### Dawnlit Post

#### **Int'l e-conference on mass media underway at RGU**

RONO HILLS, Nov 2: A two-day international trans-disciplinary e-conference on 'Crafting the Contours of Mass Media for New India: A Global Perspective', organized by the department of Mass Communication, Rajiv Gandhi University (RGU), commenced here at the University campus today.

The e-conference is being organized in collaboration with the department of Mass Communication, Assam University, Silchar and the Indian Institute of Mass Communication (IIMC), Odisha, in association with the departments of Sociology, Commerce and Social Work, RGU.

RGU vice-chancellor Prof Saket Kushwaha in his inaugural address said that the emergence of social media with a 'many to many model' has been changing various aspects of mass communication and journalism as an area of academic discipline. This necessitates revisiting the curriculum, of pedagogy and of research, which has posed major challenges for teachers, researchers and practitioners of mass media.

“Since mass communication has a key role in crystallizing the national development paradigm, an understanding of the communication needs in various sectors of society is crucial for understanding and re-defining the role mass media,” said the VC.

He also stressed on how it is equally important for the media to recognize and embrace its responsibility towards the cause and practice of media communication, and to regain the ‘trust deficit’, which it has seemed to lose.

“Only then will it succeed in crafting their contour as channels suitable for meeting changing communication needs, and being a vital cog in the wheel of development of the nation,” Prof Kushwaha said.

The VC hoped that, with many distinguished speakers sharing their insights and a plethora of paper presenters touching upon the sub-themes, this international e-conference will definitely provide a platform for revisiting media education in India vis-à-vis other countries, and in redefining the role and responsibility of mass media in its pursuit of sustainability and self-reliance with a global perspective.

He also hoped that the event would not only help enhancing the credibility of mass media but it would also help in sensitizing different stakeholders of society towards their own communication responsibilities, in order to contribute positively to the realization of the common dream of making a self-reliant new India.

Prof Sunil Kanta Behera from the department of Mass Communication, Tezpur University, spoke on the concept of India in context of its economy, science, technology and diplomacy. On the Indian media scenario, Prof Behera expressed concern over the degradation of media works and ethics, and advocated for formation of a Media Commission in India which would put in check the functioning of various media houses, and also social media.

Earlier, department of Mass Communication HoD Moji Riba, who is also the director of the ITDConMEDIA-2020, stressed upon the importance of virtual media and the connection we all share together during these harsh times. Convener of the event, DrMd Nawaz Khan briefed the participants about the concept of hosting the conference.

Later, as part of the inaugural session, vice-chancellor Prof Kushwaha released a ‘Book of Abstracts’ of the e-Conference and the November 2020 edition of The Rono Post, the University’s monthly newsletter.

Meanwhile, the first technical session of the two-day international trans-disciplinary e-conference was chaired by Prof Abhijit Bora of the department of Mass Communication, Tezpur University, Assam.

Taking part in the technical session, Prof Ashok Ogra, Director of the Apeejay Institute of Mass Communication, New Delhi, presented a comparative overview of media scene of the past and the future, and opined that the present day ‘information age’ will very soon transform into a ‘information democracy’ in near future. Saint Claret College Ziro (SCCZ) principal, Fr Allwyn Mendoz presented a brief overview on the importance of media in education. He highlighted the general relation between education and media and stressed on the scope of appropriate attributes in social media and its utilization in fostering quality education. He also suggested that media as a subject should be introduced even in schools.

The first technical session witnessed four paper presentations from various universities across the country on the theme “Media and Empowerment”. The papers presented included

‘Empowering women entrepreneurs through digital media’ by SCCZ department of Mass Communication Assistant Professor GeetaZirido, ‘Social media addiction among the youth of Manipur’ by Sonia Meitram and Dr Natasha Elangbam, ‘Tracing the periphery voices: women in Indian media’ by Assistant Professor DrSayanDey of the department of Mass Communication, Chaiduar College, Assam, and ‘Tiktok App as an influencer platform: A study on user-centric theory perspective’ by research scholars HetviVashi and Prasanth V.

Source: <https://thedawnlitpost.com/2020/11/intl-e-conference-on-mass-media-underway-at-rgu/>

The screenshot shows the homepage of The Arunachal Times. At the top, there is a navigation menu with links for Home, Opinion, Features, World, National, Sports, North East, and Contact Us. The main header features the newspaper's name, "The Arunachal Times", in a large, white serif font on a green background. Below the header, there is a secondary navigation menu with links for STATE NEWS, READERS FORUM, EDITORIAL, RING SIDE VIEW, MONDAY MUSING, and SPARK. A browser notification for Parallels Desktop 16 is visible. The main content area displays a "State News" category tag and the article title "E-conference on mass media at RGU" in a large, bold, black font. The article date is "November 4, 2020". Below the title are social media sharing icons for Facebook, Twitter, Pinterest, and WhatsApp. The article text begins with "RONO HILLS, Nov 3: A two-day international trans-disciplinary e-conference on 'Crafting the contours of mass media for new India: A global perspective' was started by Rajiv Gandhi University's (RGU) mass communication department on Monday." The text continues with a quote from Prof Sunil Kanta Behera and mentions that RGU's Mass Communication HoD Moji Riba stressed on the importance of virtual media. The article concludes with a mention of Prof Ashok Ogra's presentation on the "information age" and "information democracy". On the right side of the page, there are partial views of other content, including a green sidebar with text like "CAL", "AL", "2. S", "3. M" and a "Poll" section with the text "Should buildir".

## E-conference on mass media at RGU

**RONO HILLS, Nov 3:** A two-day international trans-disciplinary e-conference on ‘Crafting the contours of mass media for new India: A global perspective’ was started by Rajiv Gandhi University’s (RGU) mass communication department on Monday.

Prof Sunil Kanta Behera from Tezpur University’s mass communication department spoke on “the concept of India in context of its economy, science, technology and diplomacy,” while RGU’s Mass Communication HoD Moji Riba stressed on the importance of virtual media and the connection everyone shares during “these harsh times.”

In the technical session, Delhi-based Apeejay Institute of Mass Communication’s director, Prof Ashok Ogra presented “a comparative overview of media scene of the past and the future,” and opined that the present day “information age” would transform into an “information democracy” in the near future.

In the technical session, four papers were presented on the theme ‘Media and empowerment’. The papers presented included ‘Empowering women entrepreneurs through digital media’ by SCCZ mass communication assistant professor Geeta Zirdo; ‘Social media addiction among the youth of Manipur’ by Sonia Meitram and Dr Natasha Elangbam;



State News

## RGU’s international media e-conference concludes

November 6, 2020



**RONO HILLS, Nov 5:** The two-day international trans-disciplinary e-conference on ‘Crafting the contours of mass media for new India: A global perspective’ (ITDCONMEDIA2020) concluded at Rajiv Gandhi University (RGU) here on Wednesday.

The academic event was organized by RGU’s mass communication department, in collaboration with Assam University’s mass communication department and Odisha-based Indian Institute of Mass Communication’s (IIMC) eastern India regional campus.

RGU’s sociology, commerce and social work departments were the associating partners of the conference.

Chairing the valedictory function, RGU Vice-Chancellor Prof Saket Kushwaha elaborated

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‘Tracing the periphery voices: Women in Indian media’ by Assam-based Chaiduar College’s Mass Communication Assistant Professor DrSayanDey; and ‘Tiktok app as an influencer platform: A study on user-centric theory perspective’ by research scholars HetviVashi and Prasanth V.

Earlier, RGU Vice Chancellor Prof SaketKushwaha released a book of abstracts of the e-conference and the November 2020 edition of The Rono Post, the university’s monthly newsletter.

The e-conference was organized in collaboration with the mass communication department of the Assam University, Silchar, and the Indian Institute of Mass Communication, Odisha, in association with RGU’s departments of sociology, commerce and social work.

<https://arunachaltimes.in/index.php/2020/11/04/e-conference-on-mass-media-at-rgu/>

CONFERENCE ITDCONMEDIA 2020 CONCLUDES

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## RGU International Media e-Conference ITDConMEDIA2020 concludes

RONO HILLS, Nov 4: The two-day international Trans-Disciplinary e-Conference on 'Crafting the Contours of Mass Media for New India: A Global Perspective' (ITDConMEDIA2020) which was held at Rajiv Gandhi University (RGU) here since November 2 concluded yesterday.

The academic event was organized by the department of Mass Communication, RGU in collaboration with the department of Mass Communication, Assam University, Silchar, Assam, and the Indian Institute of Mass Communication (IIMC), Eastern India Regional Campus, Dhenkanal, Odisha. The department of Sociology, department of Commerce, and department of Social Work of RGU were the associating partners in the conference.

Chairing the valedictory function, RGU vice-chancellor Prof Saket Kushwaha elaborated on how the role of the media has become the epicenter of our lives and how in times of the Covid pandemic, effective communication has become so critical.

Expressing his deep concern regarding the Indian media scenario and very worrisome state of media ethics in the country, he said that there is almost an existentialist crisis in the media today. "While on the one hand, media's role has become critical, yet at the same time, there is a fall in the standards of practice", he said and added that there is a need to find mechanisms to address.

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Arunachal Times, November 6, 2020  
**RGU’s international media e-conference concludes**

RONO HILLS, Nov 5: The two-day international trans-disciplinary e-conference on 'Crafting the contours of mass media for new India: A global perspective' (ITDConMEDIA2020) concluded at Rajiv Gandhi University (RGU) here on Wednesday. The academic event was organized by RGU's mass communication department, in collaboration with Assam University's mass communication department and Odisha-based Indian Institute of Mass Communication's (IIMC) eastern India regional campus. RGU's sociology, commerce and social work departments were the associating partners of the conference.

Chairing the valedictory function, RGU Vice Chancellor Prof Saket Kushwaha elaborated how the role of the media has become the epicentre of people's lives and how, in the times of the Covid pandemic, effective communication has become so critical. RGU Registrar Dr NT Rikam expressed concern over "the authenticity of media" and spoke about "the huge plethora of news sources available lately and the problems it causes to the journalism industry." Sharing a media educator's vision, Rajasthan-based Communication Today editor Prof Sanjeev Bhanawat opined that "there should be synergy between the academia and the industry for bringing quality in mass communication education and striving towards sustaining credibility of responsible mass media in the country."

Invited speaker, Dr. Jatin Srivastava, director of the Institute for International Journalism, EW Scripps School of Journalism, Ohio University, USA, spoke about "the need for theoretical perspectives and citizens' participation in crafting responsible contours of mass media in democratic countries like India."

RGU Mass Communication Head Moji Riba in his remarks said how an event of this stature, cutting across institutions and geographies, brought together minds and thoughts from a diverse geographical spectrum, and from a variety of experiences and age. "To my mind, this is a perfect reflection of a synergy of purpose, thought and planning," he said.

Earlier, Prof Kh. Kabi of RGUs mass communication department spoke on how the credibility of the media in India, particularly the television news channels, is at stake. Echoing the thoughts of keynote speaker of the conference, Prof Sunil Kanta Behera, professor of eminence, Tezpur University, Dr. Kabi observed, "The louder they scream, the less credible becomes the news and more biased."

Presenting a brief report of the conference, Dr M Nawaz Khan said that the discussions and the papers presented would "go a long way in crafting new responsible contours of mass media for meeting the communication needs of Indian society in its pursuit of sustainability and self-reliance with a global perspective."

The conference papers will be compiled and published in the form of an edited book with ISBN for wider circulation, he added. RGU Commerce HoD Prof SK Jena, Sociology HoD Dr Shashank Yadav, and Social Work HoD Dr. Kaushalendra Pratap Singh also spoke.

Earlier, during the invited speakers' sessions of Day 1, Assam University Mass Communication Head Prof GP Pandey, Prof Md. Golam Rahman of the mass communication department of the Daffodil International University, Dhaka, Bangladesh, former chief editor of the Imphal Free Press Pradip Phanjoubam, and Dr. Jatin Srivastava spoke on various pertinent and crucial topics.

RGUIQAC Director Prof RC Parida chaired the third technical session with the theme 'Media's new dimensions'. Odisha, IIMC Regional Director, Prof Mrinal Chatterjee chaired the fourth technical session with the theme 'Redefining news with agenda', while Prof Sunil Kanta Behera, professor of eminence, Tezpur University, chaired the fifth technical session with the theme 'Media credibility'. Altogether 250 participants registered for the conference, which had six invited speakers' sessions and five technical sessions where 45 seminal papers were presented.

<https://arunachaltimes.in/index.php/2020/11/06/rgus-international-media-e-conference-concludes/>

## Annexure 4.5.: Programme Brochure



# International Trans-Disciplinary e-Conference

## ITDConMEDIA-2020

### Crafting the Contours of Mass Media for New India : A Global Perspective

2nd-3rd November 2020  
(Monday and Tuesday)  
Google Meet/ Zoom Platform



Organized by  
Department of Mass Communication  
Rajiv Gandhi University (RGU)  
Rono Hills, Doimukh – 791112  
Arunachal Pradesh, India

In Association With  
Department of Sociology, RGU  
Department of Commerce, RGU  
Department of Social Work, RGU

In Collaboration With



Department of Mass Communication  
Assam University  
Silchar - 788 011, Assam, India



Indian Institute of Mass Communication (IIMC)  
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Dhenkanal 759 001, Odisha, India

<a href="http://www.rgumasscomm-econ2020.com">www.rgumasscomm-econ2020.com</a>	
Registration/participation <b>Fee 0/-</b> & Recognition and Awards for participants	Registration link <a href="#">Click Here</a>

1

## Objectives

The international e-conference ITDConMEDIA-2020 intends to sensitize the different stakeholders of the society on their responsibility to contribute to the realization of the common dream of making India a new self-reliant democratic nation. This herculean task, of making the stakeholders in this vast grand country aware about their responsibility, calls for much sincere efforts from various walks of life including the mass communication. This is where mass media must be playing a key role. This necessitates revisiting media education in India and redefining the conventional role and responsibility of mass media thereby crafting their new contours with a global perspective to meet the communication needs of various sectors of the society pursuing a new and self-reliant India. The specific objectives are:

- To identify the communication needs of stakeholders in various sectors of society and economy in pursuit of a self-reliant India;
- To assess problems and prospects of media education with regard to aspirations of younger generations of a global citizenry;
- To strive towards the credibility of mass media by ensuring the participatory mechanism.
- To redefine the role of mass media thereby crafting their contour for meeting the communication needs of a nation pursuing self-reliance and global leadership;
- To engage proactively the media practitioners, academia and researchers as key stakeholders in realizing the vision of a new and self-reliant India.



## Expected Programme Outcomes

The expected learning outcomes of the ITDConMEDIA-2020 are -

1. Providing an academic platform to key stakeholders and identifying communication needs in various sectors of society and economy in pursuit of self-reliant India;
2. Assessing the problems and prospects of media education with regard to aspirations of younger generations of a global citizenry;
3. Striving towards the credibility of mass media by ensuring the participatory mechanism.
4. Redefining the role of mass media thereby crafting their contour for meeting the communication needs of a nation pursuing self-reliance and global leadership;
5. Encouraging media and mass communication research and practice for realizing the vision of a new and self-reliant India and a humane and empathetic world order post-COVID 19.

## Intended Beneficiaries

The intended target audience of ITDConMEDIA-2020 includes every person who is directly or indirectly concerned about meeting the communication needs of all sectors of the society and economy in general and mass communication scholars and media practitioners in particular. The online international conference aims to directly benefit students, research scholars, academicians, social scientists, social workers, media policy makers, journalists and other media professionals. There will be no registration fee for the participants. Live web sessions will be conducted through Zoom/Google Meet Platform. Number of seats will be limited.



## THEMES and SUB-THEMES

The main theme of the ITDConMEDIA-2020 "Crafting the Contours of Mass Media for New India: A Global Perspective" aims to explore the communication needs of all sectors of the society and economy and redefine the role and responsibility of mass media thereby crafting their contour for meeting communication needs in the context of self-reliant India cutting across subject domains. Apart from its main theme, the e-conference will cover aspects of media education in India and the following sub-themes:

- Credibility of Mass Media
- Crony Journalism
- Digital and Online Advertising
- Digital Divide, Gender Digital Divide and Digital India Campaign.
- Fake News Conundrum
- Gender and Media
- Human Rights and Media
- Indian News Media and Hypes
- Marginalized Communities and Media
- Mass Media and Indigenous Knowledge System
- Mass Media and the Idea of New Self-Reliant India
- Media Activism
- Media and Identity Politics
- Media and Youth Empowerment
- Media Education and Research in 21st Century
- Media Framing & Priming
- Media Freedom and Nation Building
- Media Literacy: the Imperatives and Challenges
- Online Communication: Trends and Challenges
- Plurality in Indian Media
- Social Media : Boon or Bane
- Television TRP War
- Vocal for Local: Multi-Media Platform



## 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 [itdconmedia2020@gmail.com](mailto:itdconmedia2020@gmail.com) with a copy to [nawaz.khan@rgu.ac.in](mailto:nawaz.khan@rgu.ac.in).

## Important Dates and Deadlines

Registration	Starts from 24 September (Thursday), 2020
Last Date of Abstract Submission	25 October (Sunday), 2020
Intimation of Acceptance	26 October (Monday), 2020
Last Date for Submission of Full Papers	30 October (Friday), 2020
International e-Conference and Paper Presentations	2-3 November (Monday and Tuesday), 2020

## 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 to recognize 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 quality media education and Contours and Credibility of Mass Media. 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:

SL. NO	Domain	Title of Awards	No. of Awards
1	Contents and Creativity	Active Articulation Award	03
2	Media Youth Empowerment	Voice of Youth Award	03
3	Media Social Concerns	Social Concern Award	03
4	Media Practical Models	Empathetic Outlook Award	03
5	Media and Vulnerable Sections	Social Justice Award	03

## Noted Speakers

The International e-conference is going to provide a platform for revisiting media education in India vis-à-vis in other countries and redefining the role and responsibility of mass media thereby crafting their new contours by eminent scholars/ activists/stakeholders for meeting the communication needs 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 eminent resource persons and paper presentations by academia and researchers. The distinguished honorable Speakers are detailed out in the following programme schedule.



## Resource Persons



**Prof. Sunil Kanta Behera**  
Department of Mass Communication  
Tezpur University, Assam, India



**Prof. Shakuntala Rao**  
Department of Communication Studies  
State University of New York, Plattsburgh, USA



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



**Mr. Pradip Phanjoubam**  
Editor  
FPSJ Review of Arts and Politics,  
Web and Print Journals  
Former Chief Editor, Imphal Free Press, India



**Prof. G.P. Pandey**  
Dean & Head  
Department of Mass Communication  
Assam University, Silchar, Assam, India



**Prof. Ashok Ogra**  
Director  
Apeejay Institute of Mass Communication  
New Delhi  
Member, CEMCA



## Resource Persons



**Prof. Mrinal Chatterjee**  
Regional Director  
Indian Institute of Mass Communication (IIMC)  
Eastern India Regional Campus,  
Dhenkanal, Orissa – 759001



**Dr. Fr. Allwyn Mendoz**  
Principal  
Saint Clare College  
Ziro, Arunachal Pradesh



**Dr. Jatin Srivastava**  
Director, Institute for International Journalism  
E. W. Scripps School of Journalism  
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Department of Mass Communication  
Assam University, Silchar, India



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Eastern India Regional Campus, Dhenkanal, Odisha, India

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

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Assistant Professor  
Department of Mass Communication  
Rajiv Gandhi University, Arunachal Pradesh, India



### Collaborating Co-ordinators



**Dr. Poromita Das**  
Assistant Professor  
Department of Mass Communication,  
Assam University, Silchar, Assam, India



**Dr. Sambit Pal**  
Assistant Professor  
Indian Institute of Mass Communication (IIMC)  
Dhenkanal, Odisha, India

### Associating Co-ordinators



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**Dr. Vinod Kumar Yadav**  
Assistant Professor  
Department of Commerce, RGU



**Dr. Ravi Ranjan Kumar**  
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Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Assistant Professor (Guest)  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India





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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



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Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



**Ms. Mitinam Siram**  
Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



**Mr. Tihang Afi**  
Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



**Mr. Tanom Jerang**  
Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



**Mr. Pranjit Doley**  
Research Scholar  
Department of Mass Communication, RGU  
Arunachal Pradesh, India



