



Call for Papers

One Day National Seminar on

Culture, Community and Communication in Digital Era

(Hybrid Mode)

Organised by

Department of Mass Communication,

Rajiv Gandhi University (A Central University)

Rono Hills, Doimukh, Arunachal Pradesh-791112

CONCEPT NOTE

The advent of the digital era has profoundly transformed the dynamics of culture, community, and communication worldwide. In an increasingly interconnected world, digital technologies have become integral to how cultures are expressed, communities are formed, and communication occurs. This transformation has brought unprecedented opportunities for cultural exchange, community engagement, and the democratization of information. However, it has also introduced challenges such as digital divides, cultural homogenization, and the spread of misinformation.

Culture, as the essence of community identity, plays a vital role in shaping social values, norms, and practices. In the digital age, cultural expressions have found new avenues through social media, online platforms, and digital storytelling. Communities, both physical and virtual, are evolving in response to digital advancements. Online communities have emerged as spaces for dialogue, activism, and collaboration, transcending

geographical boundaries. Communication lies at the heart of these transformations, serving as the bridge between culture and community. Digital communication tools have revolutionized how information is shared and consumed, offering real-time connectivity and access to diverse perspectives. Yet, this rapid exchange of information is accompanied by concerns about misinformation, data privacy, and the ethical use of technology. The digital era demands a critical examination of communication practices to ensure inclusivity, accountability, and cultural sensitivity.

The Seminar aims at exploring these multifaceted issues across academicians, researchers, media professionals, policymakers, and cultural practitioners to analyse the interplay of culture, community, and communication in the digital age in the conference. By fostering dialogue and collaboration, the seminar aims to contribute to the development of inclusive and sustainable strategies to navigate the digital transformation.





Sub- Themes: The seminar will focus on the following themes but not limited to:

- DIGITAL STORYTELLING AND CULTURAL PRESERVATION
- SOCIAL MEDIA AND COMMUNITY ACTIVISM
- IMPACT OF DIGITAL PLATFORMS ON INDIGENOUS CULTURES
- DIGITAL DIVIDE AND ITS IMPLICATIONS FOR COMMUNITIES
- ETHICAL CHALLENGES IN DIGITAL COMMUNICATION
- ROLE OF TECHNOLOGY IN FOSTERING CROSS-CULTURAL EXCHANGE
- CYBERSECURITY AND DATA PRIVACY IN THE DIGITAL ERA
- DIGITAL MEDIA AND REPRESENTATION OF MARGINALIZED VOICES
- VIRTUAL COMMUNITIES AND THEIR SOCIO-CULTURAL IMPACT
- THE FUTURE OF COMMUNICATION IN A DIGITAL WORLD

Seminar Date, Time & Venue: 4th March 2025, 9.30 AM onwards at Mini Auditorium, Rajiv Gandhi University

Participants are invited to submit abstracts on the above themes. Selected papers will be published in an edited Book.



Research Paper Submission guidelines

A 250-300 word abstract of the paper should be sent to rgumc2025@gmail.com. Paper may be submitted either in English or Hindi. The abstract should include research objectives, methodology and findings and conclusion followed by keywords.

- The abstract should accompany author's name, institutional affiliation, mailing address, phone number and email address.
- Co-author needs to register for the conference separately.
- All participants will receive certificate in hard copy.
- Spot Registration is available for Physical Mode only.
- Participants who do not want to present a paper and like to participate in the conference, kindly pay required fee and send receipt to rgumc2025@gmail.com along with complete affiliation details.

Participant's expenditure

The organizers shall not bear the costs including travel or accommodation of the participants except food and refreshments on the day of seminar. Certificates shall be provided to all the registered participants in physical or online mode.

Important Dates

- Abstract submission deadline: 23rd February 2025
Acceptance notification: 25th February 2025
Last date for Registration: 28th February 2025
Full length paper submission: 02nd March 2025

Conference Registration Fees

Academician/Industry Professionals	Online Presentation	Rs. 800
	Off-line Presentation	Rs. 1200
	Participation	Rs. 1200
Research Scholar	Online Presentation	Rs. 500
	Off-line Presentation	Rs. 800
	Participation	Rs. 800

For registration Bank Details

Account Holder Name	Dean, Faculty of Information Technology
Account Number	83420100006695
Bank Name	Bank of Baroda
Branch Name	Arunachal University
Branch IFSC Code	BARB0VJARUN (0-Zero)

About the Department

The Department of Mass Communication is a dynamic hub for media studies, dedicated to shaping skilled professionals in the field of journalism, broadcasting, and digital media. Equipped with state-of-the-art facilities, the department offers students hands-on learning experience through its Community Radio Station, Media Lab, and advanced multimedia production equipment.

Presently over 80% of all professionals in the state media are alumni of the department, both in electronic and print. Our students have placed in leading media houses across the country.



About the University

Rajiv Gandhi University (A Central University) has been graded 'A' by NAAC is the premier institution for higher education in the state of Arunachal Pradesh. Late Smt. Indira Gandhi, the then Prime Minister of India, laid the foundation stone of the university on 4th February 1984 at Rono Hills, where the present campus is located. Ever since its inception, the university has been trying to achieve excellence and fulfill the objectives as envisaged in the University Act.

The University got academic recognition under section 2(f) from the University Grants Commission on

28th March, 1985 and started functioning from 1st April, 1985. It got financial recognition under section 12-B of the UGC on 25th March, 1994. Since then Rajiv Gandhi University then Arunachal University has carved a niche for itself in the educational scenario of the country following its selection as a University with potential for excellence by a high level expert committee of University Grants Commission from among universities in India. The University was converted into a Central University with effect from 9th April 2007 as per notification of Ministry of Human Resource Development, Government of India.



Patron

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