

University of Mumbai



**ST PAULS INSTITUTE**  
OF COMMUNICATION EDUCATION  
FOR WOMEN  
(AFFILIATED TO UNIVERSITY OF MUMBAI)

DEPT. OF COMMUNICATION AND JOURNALISM

are jointly organizing a

# 1 DAY VIRTUAL NATIONAL 20 CONFERENCE 22

**EXPLORING DIGITAL MEDIA:  
RESHAPING THE LANDSCAPE OF SOCIETY AND CULTURE**

**Saturday, March 26, 2022 at 10:00 am**



**Prof. Suhas Pednekar**  
Vice Chancellor  
University of Mumbai



**Prof. K G Suresh**  
Vice Chancellor  
Makhanlal Chaturvedi National  
University of Journalism &  
Communication, Bhopal



**Prof. K V Nagaraj**  
Former Pro-Vice Chancellor,  
Central University,  
Silchar, Assam

## ABOUT THE COLLEGE

St Pauls Institute of Communication Education for Women (SPICEFW), an autonomous educational unit under the aegis of the Bombay St Paul Society Trust, is an undertaking of the Society of St Paul, an international religious congregation. The Bombay Saint Paul Society (BSPS), a registered public trust was established in 1960 at Mumbai. With an aim to promote various vocational, educational, and social activities, the trust has pioneered in providing vocational opportunities to various sections of society. In August 2018, the Trust inaugurated St Pauls Institute of Communication Education for Women (SPICEFW), affiliated to the University of Mumbai. This college aims to empower women in media related studies.

## DEPARTMENT OF MASS MEDIA

Our college, St Pauls Institute of Communication Education for Women (SPICEFW), dedicated to media and related studies. It offers BA in Multimedia and Mass Communication (BAMMC) undergraduate degree, exclusively for women students.

At SPICE for Women, the mission of the college is to enable students to build careers in the media, to think about the intricacies of the media business, the diversity of media disciplines and the impact and influence media exerts on society. Here, across six semesters, students receive curricular and extra-curricular experiences that include many opportunities to learn from media luminaries who visit as guest lecturers. The department has also commenced six short-term courses that are also certified by the University.

## ABOUT UNIVERSITY OF MUMBAI

The University of Bombay was established in 1857. The name of the University was changed from University of Bombay to University of Mumbai in 1996. Ranked 71 for the Universities category by NIRF 2021, the University of Mumbai, informally known as Mumbai University (MU) is one of the oldest state universities in India. Approved by the UGC and AIU, this 160-year old University bagged A++ Grade via NAAC. MU has two campuses - Vidyanagri & Fort and three sub-campuses at Ratnagiri, Thane and Kalyan. It currently offers over 200 UG, PG, diploma, doctoral and certificate programmes across various disciplines, such as Engineering, Arts, Science, Management, and Law, to name a few via 56 departments and over 700 colleges affiliated with it.

## DEPARTMENT OF COMMUNICATION AND JOURNALISM

The Department of Communication & Journalism, University of Mumbai is a premier media institute in the state of Maharashtra and it is also a recipient of Best Media School award from different media organizations. Started in August 2003, the department conducts five Masters programmes in Communication and Journalism, Public Relations, Electronic Media, Film Studies, Television Studies and PhD in Communication and Journalism. Over 300 students are pursuing higher education in all the above mentioned field.

## ABOUT THE CONFERENCE

The understanding on the digital world has grown by leaps and bounds over the years. The factors that led to this tremendous growth in access and reach of the digital transaction of information are inventions and explorations in media related activities conducted over the years. The speed and velocity through which we transmit the information is alarming and calls for scrutiny. It needs to be explored how at the speed of light, media is influencing the human lives of today. Digital media affects day-to-day lives of people including areas of: Religion, business, education, family and politics.

The second edition of National Conference 2022 in collaboration with the University of Mumbai aims to examine the nature of digital media, we can better say, the bias of digital media and its social consequences. We invite papers that explore sub themes, suggested in this conference, that will help focus our attention on various themes, allow deliberations to sharpen our research, and propose solutions and strategies to address various perspectives.

Another broad area this conference aims to look at is to establish the connection between digital technologies and pedagogical ideas connected to it. That is making the new generation understand the digital technologies so that they can adequately and skillfully use them. Hence, we should also take into account that what we do with keyboards, touchscreens and so on is profoundly embodied, as well as that learning to write with pen and paper turns us into different subjects than when we learn to type on a keyboard. But, in order to be able to relate to all these changes through which we get subjectified today or in the near future, what is required is an education that focuses on challenges and opportunities of digital media.

## OBJECTIVES OF THE CONFERENCE

- To bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results on all aspects of Digital Media.
- To provide a premier interdisciplinary platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the field of Digital Media.
- To share and assess financial literacy, financial inclusion and technology experiences and lessons learnt in India vis-a-vis other developing countries.
- To provide a robust platform for expression of interest & cognitive thoughts and promote research among all the active participants in the conference.
- To provide an opportunity to enhance knowledge and skills required to solve problems and to meet the challenges of the dynamic decision making in this challenging environment.

## CONFERENCE THEME

### Exploring Digital Media: Reshaping the Landscape of Society and Culture

We invite Researchers, Academicians and Post Graduate students to submit their original and unpublished papers with reference to the broad theme of the Conference, addressing their paper to one of the following Conference sub-themes.

## SUB THEMES

- Broadcast media: Television, Radio, Newspapers, Magazines
- Cinema and Documentary Studies
- Typographic media: From print to postscript
- Photography: From film to digital
- Hypermedia and Multimedia
- Internet and online media
- Social media
- Informatics: code and data in media
- Mass Media Vs Niche Media
- 'Audience' and practices of participation in media
- Cultural representation and power in media
- Popular culture in the media
- Feminist analyses of media
- (In) equities in access, and digital divide
- Politics of media and media in politics
- Censorship, affront and censoriousness in media
- Bodily presence and embodiment in media
- Multicultural media
- Media identities, from stardom to selfies

# GUIDELINES FOR THE RESEARCH PAPER

## ABSTRACT

### SUBMISSION

- The selection of papers for presentation and discussion will be based on the abstract submitted. The decision of the Committee will be final.
- The abstract of 300 to 400 words should include the purpose, major findings of the research and keywords. It should follow the guidelines given below.
- The paper format is MS Word: (Font: Times New Roman (Font Size 12) with double line spacing and a single column margin: 1 inch all sides.)
- Title: Times New Roman with font size 14.
- Title Page: Title Authors (s), College affiliations and Contact details.
- All correspondence shall be mailed to:  
[conf.spicefw@gmail.com](mailto:conf.spicefw@gmail.com)
- The research papers will be accepted in Hindi, Marathi and English

## FULL PAPER

### SUBMISSION

- The title page of the manuscript must contain the title of the paper, Author's Name, Institutional affiliation, Contact Number, and E-mail Address, Objectives of the study, Methodology, Expected Outcome and Keywords.
- The paper format is MS Word:
- (Font: Times New Roman (Font Size 12) with
- Double line spacing and a single column margin: 1 inch all sides).
- Title: Times New Roman (font size is 14.)
- The total length of the full paper must not exceed 2000-3000 words including graphs and tables.
- Referencing: APA style
- Submission of the manuscript will imply that it has not been previously published and is not under consideration in any research journal.

## PRESENTATION

- All presentations should be done using MS Power Point.
- 10 minutes for presentation.
- 5 minutes for Q & A session.

## CONFERENCE HIGHLIGHTS

- Accepted papers will be published in the Conference Proceedings with ISBN.
- Best Research Paper will be awarded in each track.
- Participants attending the entire conference will be receiving E-certificates.
- Arrangements shall be made for those selected research papers, whose authors wish to get them published in the journals mentioned in the UGC - Care Listed, by paying the separate and prescribed fees. Terms and conditions are subject to that of the publisher.

## IMPORTANT DATES

Abstract Submission	Abstract Acceptance Notification	Full Paper Submission	Conference Date
February, 21, 2022	February 26, 2022	March, 19, 2022	March, 26, 2022

## REGISTRATION AND PARTICIPATION FEES

Kindly fill in your details in the Google Form Registration link Click on the Link:

<https://bit.ly/2ndNationalConference>

Conference Participation Fees	Conference Presentation Fee (Academician & Industry)	Conference Presentation Fee (Student/PhD Scholars)
Rs. 200/-	Rs. 500/-	Rs. 300/-

Online Payment Link: (Click here to pay online)

<https://www.payumoney.com/webfronts/#!/index/stpaulsinstituteofcommunication>

## PATRONS

Fr (Dr) Plavendran Irudayasamy,  
Principal, SPICEFW

Dr. Sunder Rajdeep,  
Head, Dept. of Communication and Journalism,  
University of Mumbai

## ORGANISING COMMITTEE

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Vice Principal, SPICEFW

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Course Coordinator, SPICEFW

Mr Gulabchandra Sharma,  
Librarian, SPICEFW

Ms Carol Andrade,  
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<https://mu.ac.in/>

<https://dcjmumbai.mu.ac.in/>

## Address

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# ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved

Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

**A FRANSALIAN INSTITUTE OF HIGHER LEARNING**

**Report of ONE DAY NATIONAL CONFERENCE- 2022**  
**EXPLORING DIGITAL MEDIA: RESHAPING THE LANDSCAPE OF SOCIETY AND CULTURE**

Title	ONE DAY NATIONAL CONFERENCE- 2022 <b>EXPLORING DIGITAL MEDIA: RESHAPING THE LANDSCAPE OF SOCIETY AND CULTURE</b>
Date of Event(s)	26 <sup>TH</sup> MARCH 2022
Department / Association	DEPARTMENT OF HUMANITIES IN COLLABORATION WITH ST PAUL'S COLLEGE (MOU ACTIVITY)
Venue	GOOGLE MEET PLATFIORM
Number of Participants	100 Participants

Resource Person(s) with qualification	1. PROF. SUHAS PEDNEKAR, VICE CHANCELLOR, UNIVERSITY OF MUMBAI  2. PROF. K G SURESH, VICE CHANCELLOR, MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION, BHOPAL.  3. PROF. K V NAGARAJ, FORMER PROF VICE CHANCELLOR, CENTRAL UNIVERSITY, SILCHAR, ASSAM.
Books (if published)	

Place of visit/ details of Industrial visit place (if applicable):	NIL
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The Department of Humanities in collaboration with St Paul's Institute of Communication Education for Women, Mumbai conducted ONE DAY NATIONAL CONFERENCE themed "EXPLORING DIGITAL MEDIA: RESHAPING THE LANDSCAPE OF SOCIETY AND CULTURE. This activity was in collaboration with the MOU with the college. The ONE DAY NATIONAL CONFERENCE was a platform for all the scholars to showcase their research skills and their capability to do the same.

The major objectives of the National Level Seminar are as follows:

- The basic objective of the scheme is to bring together academicians and experts from different parts of the country and abroad to exchange knowledge and ideas.
- This will provide an in-depth analysis of subjects and update the knowledge of the participants from academic/research institutions.

Keeping the objectives in mind, scholars from all over India participated in the conference. It was an enriching session with a formal inaugural function followed by a talk from the 3 resource persons. The same was followed by 2 technical sessions along with question-and-answer session. The conference brought in lots of inputs and it was really a fruitful session. Around 10 students from St Francis De Sales College have presented paper on various sub-themes and the students belongs to second and final year BA students. Having the objectives in place, there were major outcomes were obtained and they are as follows:

- The outcome of One Day National Conference aimed to produce research skills and explore their publication skills.
- Therefore, the Department of Journalism at St Paul's Institute for Communication Education for Women, Mumbai is planning to call for peer- reviewed journal with an ISBN number for this academic year.
- The scholars gained a lot of knowledge and they got an in- depth idea and analysis of the subjects as well.

  
**COORDINATOR**  
Academia Industry Interaction Cell  
St. Francis de Sales College  
Bengaluru - 560100

  
**COORDINATOR**  
Innovatory Cell  
St. Francis de Sales College  
Bengaluru - 560100

  
**PRINCIPAL**  
St. Francis de Sales College  
Electronics City Post, Bangalore - 560 100.

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One Day National Conference

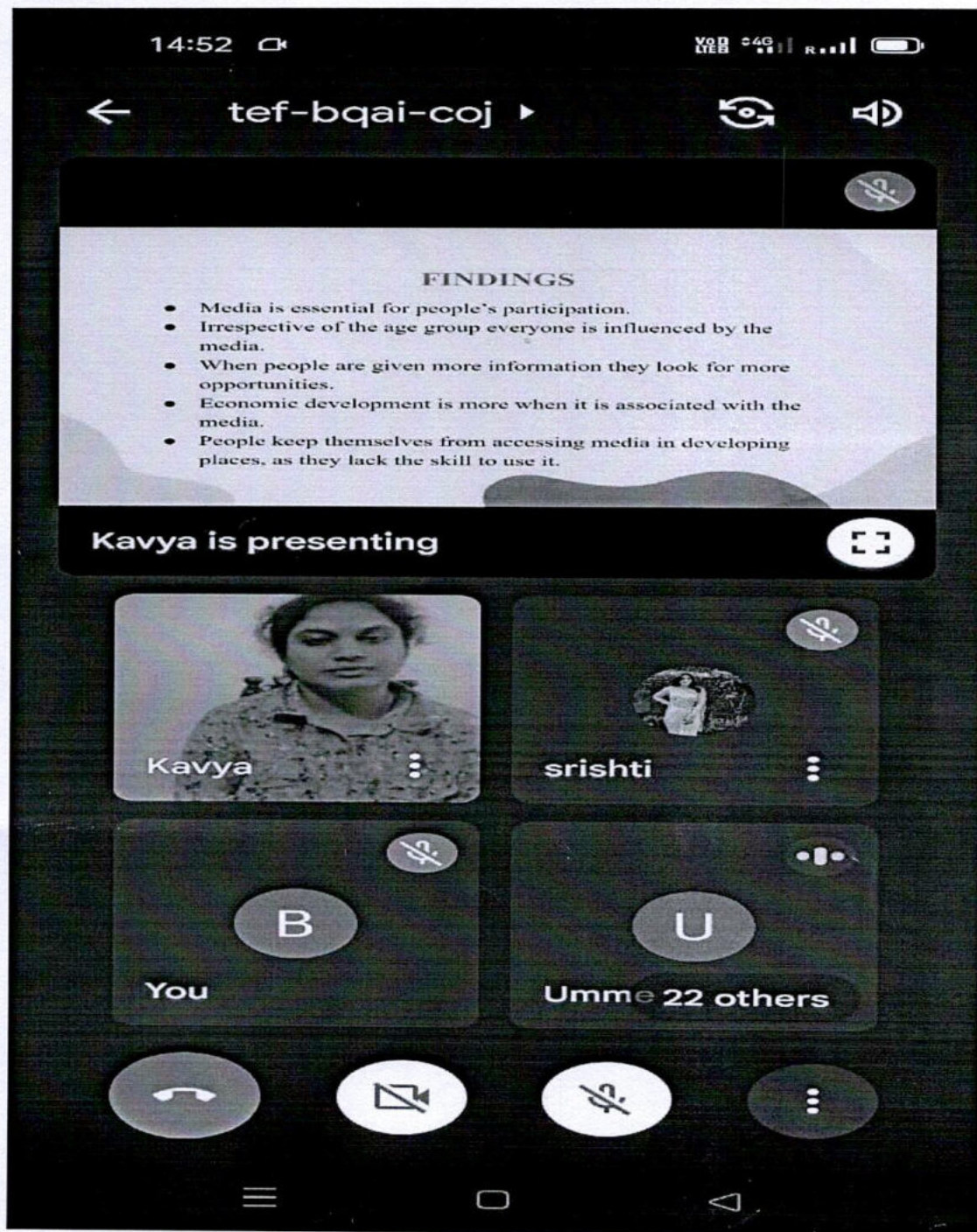
Exploring Digital Media

Portrayal of women through media: a historical rigmarole

Kavya G L,  
Iyswarya M,  
Department of humanities,  
St. Francis De Sales college,  
Hebbagodi, bangalore,650100

Guided by Prof. Ajitha Shaji





### Attendance sheet

1	19HEP001K	AKASH S R
2	19HEP002M	ALEX JOSEPH
3	19HEP003K	ANUSHA K
4	19HEP004TA	BOOPATHY V
5	19HEP006E	ELENDU CH MARAK
6	19HEP007K	GIRISH G
7	19HEP008K	GOD FRIGEWIN J
8	19HEP009TA	IYSWARYA M
9	19HEP010H	KAVYA G L
10	19HEP011K	KEERTHANA S
11	19HEP012E	MAHAINGAM KASHAK
12	19HEP013H	MANIKANTA J
13	19HEP014K	MANOJ C
14	19HEP015K	PRAVEEN P APPUGOL
15	19HEP016H	PREETHI KUMARI
16	19HEP019K	SAI KUMAR R
17	19HEP021E	T BHAVITH
18	19HEP022K	VASANTH KUMAR
19	19HEP023TA	VIRUTHIKA P



R. K. a

**HEAD**  
Department of Humanities  
St. Francis de Sales College  
Bengaluru - 560 100.

## Attendance sheet

### HEP

1	20HEP002H	AKASH AYYAPPA M
2	20HEP003H	ATTEN JOJOWAR
3	20HEP004K	BALAJI K
4	20HEP005K	CHAITHANYA B
5	20HEP006K	DARSHAN G H
6	20HEP007K	DIVYA K
7	20HEP008K	GANGOTHRI N
8	20HEP009K	GOPI V R
9	20HEP010K	JAYASHREE B
10	20HEP011K	KAVYA Y
11	20HEP012K	LAVANYA G P
12	20HEP013H	MANISHA EKKA
13	20HEP014K	NEHA N REDDY
14	20HEP016K	PAVAN KUMAR M
15	20HEP017K	POOJA H C
16	20HEP018H	PRIYANSI B
17	20HEP019TA	ROOBA C
18	20HEP020K	SAGAR SIDDANAGOUD BIRADAR
19	20HEP021K	SHASHI KUMAR GOWDA G
20	20HEP022E	STEFFY J
21	20HEP023K	HARSHITHA G
22	20HEP024E	MYTHILI S
23	20HEP025K	PRADEEP KUMAR K
24	20HEP026K	SANJANA N
25	20HEP027K	SHIREESHA M
26	20HEP028K	PRASANNA V SUGOOR
27	20HEP029K	SUDEEP K
28	20HEP030K	SAGAR S
29	20HEP031K	KEERTHI S REDDY
30	20HEP033K	SALMAN B
31	20HEP036K	REDDY PRASAD V
32	20HEP037K	KEERTHI S
33	20HEP038E	ASWIN P
34	20HEP039K	SANDHYA S
35	20HEP040H	VIMAL SOPHIYA P
36	LR20HEP043K	NITHIN L
37	LR20HEP044K	LIKHITH KUMAR U
38	T20HEP042K	ARUNKUMAR A

### HES

39	20HES001K	KARTHIK DANIEL
40	20HES002K	KUSHIKISHORE S
41	20HES003K	HARSHITH M
42	20HES004K	SWATHI K
43	20HES006H	RENU C V
44	20HES011K	RANJITH K
45	20HES012H	BARSHA PRIYADARSHINI SAHOO
46	20HES014K	THENMOLI B





ST PAULS INSTITUTE  
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SPICEFW/SFS College/008/of 2022

26-03-2022

### Letter of Appreciation

This is to certify that the Department of Humanities team of St Francis De Sales College has been a part of one Day Online National Conference on **Exploring the Digital Media: Reshaping the Landscape of Society and Culture** was held on Saturday, 26 March 2022.

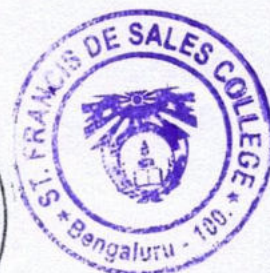
We appreciate your active participation and acknowledge your keen interest in promoting research activities. We are happy to know that you have prepared students adequately in writing research papers.

Looking forward to enhance this support and collaborations in our future endeavors.

Yours's sincerely

Fr (Dr) Plavendran Irudayasamy

Principal



24<sup>th</sup> Road, Bandra (West), Mumbai 400 050  
Tel: 022-26435709

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