



**Information  
Communication  
and  
Artificial  
Networks**



**World's First 10-Day Digital Live  
International Conference - Second Edition 2021**

*#CommunicationRedefined*

*1<sup>st</sup> - 10<sup>th</sup> July, 2021*

*Organized by*

**DME Media School**

**Delhi Metropolitan Education, Noida, NCR**

**Guru Gobind Singh Indraprastha University, New Delhi, India**

*In Collaboration with*

**School of Communications and Creative Arts, Faculty of Arts  
and Education, Deakin University, Melbourne, Australia**

Media  
Partners



Knowledge  
Partners



International  
Partner



Powered  
by



[ican.dme.ac.in](http://ican.dme.ac.in)  
[dme.ac.in](http://dme.ac.in)



[ican@dme.ac.in](mailto:ican@dme.ac.in)



[/ican.dme](https://www.facebook.com/ican.dme)  
[/dmenoida](https://www.facebook.com/dmenoida)



[/ican.dme](https://www.instagram.com/ican.dme)  
[/dmenoida](https://www.instagram.com/dmenoida)



[/in/ican-dme](https://www.linkedin.com/company/ican-dme)



[/dme tv](https://www.youtube.com/dme_tv)

# STEERING COMMITTEE ICAN<sup>4</sup>

## Chief Patrons

**Mr Vipin Sahni**  
Chairman

**Ms Kiran Sahni**  
Chairperson

## Patron

**Mr Aman Sahni**  
Vice-Chairman

## Chief Advisor

**Hon'ble Justice Bhanwar Singh**  
(Former Judge, Allahabad High Court) Director  
General, Delhi Metropolitan Education

## Advisor

**Prof (Dr) Ravi Kant Swami**  
Director, Delhi Metropolitan Education

## Convener

**Prof (Dr) Ambrish Saxena**  
Professor and Dean, DME Media School

## Chief Associate Convener

**Prof (Dr) Susmita Bala**  
Professor and Head, DME Media School

## Additional Conveners

**Ms Krishna Pandey**

**Mr Pramod Kumar Pandey**

## Joint Conveners

**Ms Manmeet Kaur**

**Mr Ritwik Ghosh**

## Co-Conveners

Mohd Kamil, Mr Mohit Kishore Vatsa, Mr Sumantra Sarathi Das,  
Ms Sanchita Chakraborty, Ms Kritika Sati

## Assistant Conveners

Dr Tinam Borah, Ms Sukriti Arora, Mr Sachin Nair

## Deputy Conveners

Ms Shefalli Chhibber, Ms Mudita Raj



## ORGANISING COMMITTEE

### **Conference Chair**

**Prof K G Suresh**

Vice Chancellor, Makhanlal Chaturvedi National University  
of Journalism and Communication (MCU),  
Bhopal, Madhya Pradesh

### **Conference Co-Chair**

**Prof Ujjwal K Chowdhury**

Pro Vice Chancellor,  
Adamas University, Kolkata, West Bengal

### **Executive Chair**

**Dr Jatin Srivastava**

Director, Institute of International Journalism,  
E.W. Scripps School of Journalism, Ohio University, United States

### **Organising Secretary**

**Dr Vikrant Kishore**

Course Director- Film, Television & Animation, School of Communication and  
Creative Arts, Deakin University, Melbourne, Australia

### **Honorary Advisors**

**Prof Jaishri Jethwaney**, Senior ICSSR Research Fellow, Institute for Studies in  
Industrial Development (ISID), and former Course Director,  
Indian Institute of Mass Communication (IIMC), New Delhi

**Prof Virbala Aggarwal**, senior media educator, researcher and former Chairperson,  
Department of Mass Communication, Himachal Pradesh University, Shimla

**Prof Manukonda Rabindranath**, Centre for Media Studies,  
Jawaharlal Nehru University, New Delhi

**Dr Nakul Parashar**, Director, Vigyan Prasar, Department of Science and Technology,  
Government of India

### **Executive Advisors**

**Dr Kiran Bala**, Professor and Dean, School of Journalism and Mass Communication,  
K R Mangalam University, Gurugram, Haryana

**Dr Ankuran Dutta**, Associate Professor and Head,

Department of Communication and Journalism, Gauhati University, Guwahati, Assam

The hallmark of 21<sup>st</sup> century is the information communication revolution that has become the lifeline of human existence on this planet. The information communication starting in the beginning of the century has grown manifold and has led to explosion of data, hence the evolution of concept of Big Data. This explosion has led to more building of data led narratives which will be free of human biases and hence objective in nature.

### **Artificial intelligence and machine learning**

Human communication has now been taken over by machine in the form of artificial communication. Media industry is today standing on the brink of evolution and transformation as digital media has become the central theme, across all sectors. Now, with artificial intelligence and networking, the machine is able to think and behave in the manner a human does. Driving its own revolution from information analysis to dissemination, machines have made accessibility of information easier.

### **Content creation and consumer experience**

The information, communication and artificial networking put together are constantly evolving and everyday technology is challenging the limits of human communication. It has transformed the media and entertainment business and has revolutionised content creation. The use of artificial intelligence in media and entertainment has also given a new meaning to consumer experience. The OTT platforms have widened the horizon of entertainment viewership.

### **Development, sustainability and technology**

In social development, the use of artificial networking has proven to be a catalyst of achieving the sustainable goals. Education, health and medicine and scientific developments are some of the areas where artificial intelligence and networking is proving to be a boon. Use of Artificial Intelligence for distribution of development oriented information has helped various governments and public sectors fight the ongoing issue emancipation of information and deficiency of information.

### **Changing perspective of information and Communication**

Information and communication cannot be studied in isolation. One has to be informed to communicate. In fact, both information and communication is the mainstay of development. Hence, information and Communication play an important role in sensitizing and creating awareness among people.

The conference on Information, Communication and Artificial Networks will discuss, deliberate and analyse the synergy between information and communication, their roles, functions and impact of information and communication on the socio-political and economic development of the society at large.

The conference will also try to understand how Artificial Networks are changing the landscape. The researchers need to study and investigate various concepts related to information revolution from the perspective of mass communication, social media, digital media, fake news and the use of augmented reality in communication and society at large.

## **Objectives of the conference**

- To inform, educate and sensitize the people on various issues of community, development and theoretical underpinnings
- To understand the role of news in opinion making and social change, and the power and responsibility of mass media
- To analyse the agenda setting role of news media, and to discuss the influence of media content on iGeneration
- To study the role of streaming media and online content, and the functions of various digital media platforms
- Finally, the conference will aim at creating a platform for exploring innovative solutions to various issues by providing recommendations for policy makers.



## Sub Themes of ICAN<sup>4</sup>

1. Media and Women Emancipation
2. Media Education and Literacy
3. Media and Development
4. Role of Information and Communication in bringing marginalized to the mainstream
5. Cinema and Social Transformation
6. Awareness purpose of media during Contemporary Times
7. Infodemic about the Pandemic
8. Fake News and Propaganda
9. Emergence on cartoons to Critique and Comment
10. The RTI and the Journalists
11. Censorship on Content and Freedom of Speech
12. Psycho-Social implications of Content on OTT
13. Trends in the Music Industry: Bringing back the Old
14. Media and Protests for Social Justice
15. Media and Communication
16. Media Community and Pandemic
17. Health Information and Communication
18. Political Development and Role of Information and Communication
19. Animation and News
20. Agenda Setting Role of Media
21. Technological Innovation in Media
22. Paid News, Fake News and Impact of PR on News Coverage
23. Role of Media During Pandemic
24. Communication for Women Empowerment
25. Communication through Cinema
26. News Sensationalisation and Media
27. The "Glocal" Social Media
28. Transmedia Storytelling
29. Communication through Artificial Intelligence
30. Community Transformation through Artificial Intelligence
31. Growth of Artificial Networks
32. Artificial Intelligence and Community Development
33. Artificial Intelligence and Newsrooms
34. Artificial Intelligence and Newsreading
35. Challenges of Artificial Intelligence and Media
36. Defence Coverage and Artificial Media Networks
37. Artificial Intelligence and Animation
38. Artificial Intelligence and Fake News
39. Artificial Network and Social Media
40. Ethics involved in the use of Artificial Network
41. Data Privacy and Cyber Laws in the age of Artificial Networks
42. Effects of Artificial Intelligence on Advertising

This is not an exhaustive list of sub themes. The scholars/researchers may choose sub themes relevant to the main theme/objectives of the conference

### **Communication Theory Competition Corner**

In this edition of ICAN<sup>4</sup> we would also like to welcome scholars from around the world to present their postulated new Communication theories or adaptations of old ones. Come and join us as we try and revolutionize the field of Communication as we know today.

### **Critical Articles:**

Authors and Scholars are also welcomed to write critical articles, essays or narratives on the subthemes and present them in the sessions to discuss, deliberate and get it reviewed by experts.

## About ICAN<sup>4</sup>

This is the fourth edition of ICAN. The first edition India and Changing Aspects of News - ICAN was organised on March 9, 10 and 11, 2018, and the second edition Indian Cinema and Alternate Networks – ICAN was held on November 16, 17 and 18, 2018. The third edition was held from 21st to 30th June 2020 on the theme Issues of Community and Agenda News. ICAN3 became the World's first 10-day digital live International Conference.

### Technical sessions for paper presentation

The conference will have 9 technical sessions carried out online on Zoom. Each session will allow 10 to 15 paper presentations and each author will be given 10 to 12 minutes for presentation and discussion.

### Panel discussions, workshops and master classes

The conference will comprise 3 workshops, 7 panel discussions, 3 special sessions and 10 master classes. These will be conducted by academic leaders and industry experts on various aspects of research and the subjects covered in this conference.

### Participation from India and Abroad

The conference delegates and experts are expected from different parts of the world across all continents. The earlier two ICAN conferences have also witnessed encouraging international participation. Participation from all the states of the country is welcome.

### Conference for deliberations

The sessions will be scheduled in a manner where enough time is available to participants for interaction among themselves and with the experts during the sidelines of the conference on all ten days. Also, there will be regular breaks for tea and lunch.

Online cultural programme comprising music and dance will be organised in inaugural and valedictory functions.

## Call for Papers

### Format of Abstract

**Length of abstract:** 250 - 300 words

**Title of abstract:** Times New Roman 14 Bold caps

**Author details** (After one space): author, affiliation, e-mail in font 11 italics

**Abstract text** (After one space): Times New Roman font 12 justified **Keywords:** 5 keywords at the end of the abstract

**Profile of Author/co-author** (After one space): Mention after abstract and keywords

**Length of Profiles:** Max 60 words each

### Format of Paper

**Length of paper:** 3000 - 5000 words

**Title of paper:** Times New Roman 14 Bold caps

**Author details** (After one space): author, designation and affiliation, e-mail in font 11 italics

**Text of paper** (After one space): Times New Roman font 12 justified **Headings/Subheadings:** Times New Roman 12 bold (left aligned, in a single line)

**Spacing:** 1.5 between lines

**Margins:** 2.5 cm.

**Paging:** Page numbers at the right bottom of the page

**Tables:** Title should be at the top of table along with table number **Bibliography/References:** Follow APA style

References should be mentioned in the end, not on the respective page

### Submission of Abstract and Paper

Submit the abstract and the full paper here <https://forms.gle/juELsTTBSuG9evaPA>

Conference Email: [ican@dme.ac.in](mailto:ican@dme.ac.in)



## Deadline for Submission

Opening Notification of ICAN <sup>4</sup>	December 21, 2020
Deadline for submission of Abstracts	April 30, 2021
Notification of Abstract	May 10, 2021
Deadline for Registration	May 15, 2021
Deadline for Submission of Full Paper	May 17, 2021
Deadline for publication of Conference Proceedings with Abstracts	May 30, 2021
Deadline for publication of books with Conference Papers	June 10, 2021
<b>Conference Dates</b>	<b>July 1 - July 10, 2021</b>

## Registration Fee

Academicians/Professionals [Paper presenter]	Paper in English	Rs 2,000/-
Academicians/Professionals [Paper presenter]	Paper in Hindi	Rs 1,750/-
Academicians/Professionals [Participation only]	Paper in English	Rs 1,750/-
Academicians/Professionals [Participation only]	Paper in Hindi	Rs 1,500/-
Research Scholars [Paper presenter]	Paper in English	Rs 1,500/-
Research Scholars [Paper presenter]	Paper in Hindi	Rs 1,250/-
Research Scholars [Participation only]	Paper in English	Rs 1,250/-
Research Scholars [Participation only]	Paper in Hindi	Rs 1,000/-
Students [Presentation/Participation]	Hindi/English	Rs 0,750/-

**Registration fees reduced to half for abstracts submitted till April 30**

### MODE OF PAYMENT

For Online transfer through

**NEFT/RTGS:** Delhi Metropolitan Education

Bank: **HDFC Bank Ltd.**

Account No: **50100187447560**

Branch: **Sector 18, Noida**

IFSC Code: **HDFC0001592**

For **Demand Draft:**

**DELHI METROPOLITAN EDUCATION**, Payable at Noida

## About ICAN

The first edition of ICAN 2018 was conducted successfully on March 9, 10 and 11, 2018. It was inaugurated by Mark Tully, the octogenarian journalist and former New Delhi Bureau Chief of BBC.

The highlights of the conference were:

- **172 Abstracts**, out of which 124 approved in peer review
- Abstracts and Papers: 99 in English and 25 in Hindi
- Presentation of 74 papers in 12 technical sessions during 3 days
- Papers from most of the states in India and also from across the continents – Asia (India, Nepal and Bangladesh), Europe (UK), America (US) and Australia
- 2 Plenary Sessions in addition to the Master Class by Dr. Nirmala Mani Adhikary from Kathmandu University, Nepal, on 'Theory Building through Research'
- Sponsorship Partner: **UNESCO**, Knowledge Partner: Indian Institute of Mass Communication - **IIMC**, Strategic Partner: Commonwealth of Learning (COL) - Commonwealth Educational Media Centre for Asia **CEMCA** and Powered by: **India Today Education**
- Galaxy of media educators, researchers and professionals in the conference  
**Prof. Devesh Kishore**, Professor Emeritus, MCRP Vishwavidyalaya **Prof. K. G. Suresh**, DG, IIMC  
**Prof. Shivaji Sarkar**, Formerly with IIMC  
**Prof. Gita Bamezai**, Professor, IIMC  
**Dr. Dhruva Jyoti Pati**, Dean, India Today Media Institute  
**Dr. Namrata Joshi**, Head, JMC, GNDU, Jalandhar  
**Mr. Anirban Sarma**, National Program Officer, UNSECO

## About ICAN<sup>2</sup>

The second edition of ICAN 2018 was organised by DME Media School jointly with School of Communications and Creative Arts, Deakin University, Melbourne, Australia on November 16, 17 and 18, 2018. It was inaugurated by Dr. Satya Pal Singh, Minister of State for Human Resource Development, Government of India, while the key note address was made by Dr. Sean Redmond from Deakin University.

The highlights of the conference were:

- **127 Abstracts**, out of which 105 approved in peer review
- Abstracts and Papers: 89 in English and 16 in Hindi
- Presentation of 58 papers in 8 technical sessions during 3 days
- Participation from **15 states** and more than **30 universities** and media institutions
- **3 Plenary Sessions** and 3 workshops during 3 days of the conference
- Strategic Partner: Commonwealth of Learning (COL) - Commonwealth Educational Media Centre for Asia **CEMCA**, Knowledge Partner: Indian Institute of Mass Communication - **IIMC**
- Galaxy of media educators, researchers and professionals in the conference  
**Mr. Vivek Vaswani**, Celebrated Film Actor, Producer and Director **Ms. Shubhra Gupta**, renowned film critic with The Indian Express **Ms. Nimisha Pandey**, Head of Content, ALT Digital Media Entertainment  
**Mr. Aditya Seth**, Consultant for University of South Wales in Cardiff, Wales, UK  
Distinguished guests from Deakin University, Melbourne, Australia  
**Dr. Vikrant Kishore**, Course Director - Film, TV and Animation, Convener ICAN<sup>2</sup>  
**Dr. John Cumming**, Senior Faculty, Film, TV and Animation  
**Ms. Ravneet Pawha**, Dy V P (Global Engagement) & CEO (South Asia)  
**Mr. David Das**, Associate Director, Deakin South Asia Office



## About ICAN<sup>3</sup>

The third edition of ICAN 2020 was organised by DME Media School jointly with School of Communications and Creative Arts, Deakin University, Melbourne, Australia from 21 June to 30 June. ICAN<sup>3</sup> received papers from 4 continents.

### The highlights of the conference were:

- Total 29 Sessions in 10 days
- 3 Panels, 3 Plenary, 3 Master Classes and 2 Special Sessions
- 50 eminent persons from academics and industry
- 203 Abstracts, out of which 158 were approved in peer review
- 158 Presentations involving 201 Researchers
- Presentations scheduled in 14 Technical Sessions
- More than 100 Presentations made
- Participation from 55 universities and 18 colleges
- Participation from 4 continents – Asia, Europe, America and Australia
- 6 Books- 1 in Hindi and 5 in English
- 141 Papers published
- 174 Authors in books
- International Partner: Deakin University, Melbourne, Australia
- 3 Knowledge Partners  
Adamas University, Kolkata  
K R Mangalam University, Gurugram  
Public Relations Society of India (PRSI) Delhi Chapter
- Media Partner: The Policy Times

## ICAN Books Published

4 books with 118 papers (94 English+24 Hindi) published/released in ICAN

- 1) Nationalism, Ethnicity and Media Ethics: ISBN- 978-81-934480-5-2
- 2) Liberty, Dignity and Change in Journalism: ISBN- 978-81-934480-7-6
- 3) Fake News, Paid News and Media Trial: ISBN- 978-81-934480-8-3
- 4) Badalte Daur Ki Patrakarita (Journalism in Changing Era): ISBN- 978-81-934480-6-9

5 books with 105 papers (89 English+16 Hindi) published/released in ICAN<sup>2</sup>

- 1) World Cinema and Alternate Networks: ISBN 978-81-937070-9-8
- 2) Bollywood Women and Indian Society: ISBN 978-81-937070-7-4
- 3) Indian Cinema-Filmic Content, Social Interface and New Technologies: ISBN 978-81-8457-863-8
- 4) Changing Trends of Indian Cinema: ISBN 978-81-937070-8-1
- 5) Bhartiya Hindi Cinema Aur Samajik Chetna: ISBN 978-81-8457-865-2

6 Books with 141 papers (128 English+13 Hindi) published/released in ICAN<sup>3</sup>

- 1) Samachar TV, Web and Social Media: ISBN 978-93-89484-55-7
- 2) Social Media Digital Streaming and Cinema: ISBN 978-93-89484-48-9
- 3) CAA, Corona Fake News and Ethics: ISBN 978-93-89484-46-5
- 4) Media Narratives Agenda Setting and Politics: ISBN 978-93-89484-47-2
- 5) Gender Discourse and Youth in Media: ISBN 978-93-89484-49-6
- 6) Environment and Health Communication: ISBN 978-93-89484-50-2



## DME Media School

**DME Media School, one of the top media schools in the country, focuses on the growth of the faculty and the students through academic and co-curricular activities. Some of the activities undertaken during the last years:**

- **Cineaste International Film Festival:** This is an annual international film festival which is organised in collaboration with Deakin University, Melbourne. The first one was held on April 17-20, 2019. It comprised 81 screenings, 4 curate sessions, 3 workshops and 2 master classes. Filmmakers and film experts from 12 countries participated in this festival. Many government and non-governmental organisation joined hands in this venture. The second edition of CIFFI became the World's First 7-Day Hybrid International Film Festival by educational institutes – DME Noida and Deakin University Melbourne – with 110 films- 80 hours of screen time in 10 languages. It witnessed participation of more than 70 experts in 9 panel discussions, 4 curated sessions, 2 master classes, 2 workshops and 1 special session.
- **International Media Conference ICAN:** This conference was organised twice in the year 2018. ICAN was organised on March 9, 10 and 11 on the theme of India and Changing Aspects of News. ICAN2 was held on November 16, 17 and 18 on the theme of Indian Cinema and Alternate Networks. ICAN3 was held on June 21 – 30, 2020 on the theme Issues of Community, Agenda and News. ICAN3 became the World's first 10-day Digital Live International Conference. The three conferences witnessed large participation of delegates and experts from various parts of the world.
- **B G Verghese Lecture Series:** A special lecture is organised every month with eminent media personalities and experts delivering special lectures on issues related to media and other subjects of contemporary value. The list of the celebrated scholars who have spoken in this series includes Mr. N K Singh, Mr. Prashant Tandon, Mr. Prabhat Shunglu, Prof. K G Suresh, Prof. Ujjwal Chowdhury, Mr. Paranjay Guha Thakurta, Mr. Rajesh Badal, Mr. Harvir Singh, Mr. Subhomoy Bhattacharjee, Mr. Aman Hingorani, Ms. Archana Datta and Dr P N Vasanti.
- **One-week Media Faculty Development Programme (MFDP)** was organised on Developing Scientific Approach in Media Teaching on July 9 - 14, 2018 with Prof. J S Yadav, former Director of IIMC, Prof. Jaishri Jethwaney, former Course Director, Advertising and Public Relations, IIMC, Mr. Qamar Waheed Naqvi, former News Director of AajTak, Dr. Pallavi Majumdar, Joint Acting Head, Amity School of Communication, Amity University, Noida and Dr. Kiron Bansal, former Director, School of Journalism and New Media Studies, IGNOU, New Delhi, as resource persons.
- **One-week Faculty Development Programme (FDP)** was organised on Qualitative and Quantitative Research on June 7 - 13, 2019 with Prof. K G Suresh, former DG of IIMC, Dr. Anubhuti Yadav, Professor, IIMC, Dr. Sunetra Sen Narayan, Professor, IIMC and Dr. Jatin Srivastava, Professor, Ohio University, United States, as resource persons.

## Delhi Metropolitan Education

Delhi Metropolitan Education (DME) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. The Institute offers BBA, BALLB & BBALLB (with BCI approval) and BA (JMC) programmes. It believes in imparting world class education to its students while training them to develop and enhance their skills. This education and training enables them in taking up challenges of the industry and creating a space for themselves with their competence and vigour. The institute is located in Sector-62, NOIDA, adjacent to NH-24 at 5-7 min driving distance from Delhi border and in proximity of NOIDA, NOIDA Extension, Vaishali, Indirapuram, Mayur Vihar, Laxmi Nagar, Kaushambi and Crossing Republic, Ghaziabad. The elegant campus has a regal British styled building with many modern facilities including the impressive Nelson Mandela Auditorium, Rabindranath Tagore Library, exquisite audio and video studios, a moot court, a legal aid centre, computer labs, conference rooms and cafeteria. It is promoted by the founders of Mayoor School, Noida (in collaboration with GC MAYO College, Ajmer) and Delhi World Public School, Noida Extension. Delhi Technical Campus is the technical education arm of the institute, running AICTE and COA approved technical education programs viz., B.Tech., B. Arch. and MBA.



# Snippets of Previous ICANs







# Delhi Metropolitan Education

Affiliated to GGSIPU, New Delhi & Approved by Bar Council of India



DME Law School



DME Media School



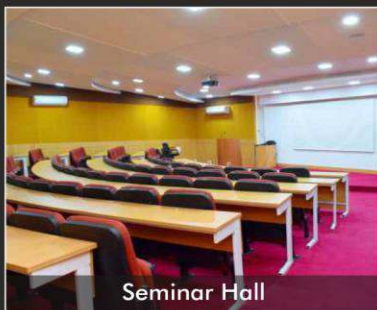
DME Management School

Delhi Metropolitan Education is a premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. At DME, we provide first rate infrastructure with strong academic facilities to render a dynamic grounding for success.

The Schools and Academic programmes here are:

- DME Law School: BA.LLB & BBA.LLB [Integrated programmes]
- DME Management School: BBA [Bachelors in Business Administration]
- DME Media School: BA JMC [Bachelors in Journalism & Mass Communication]

## State of the Art Infrastructure



Seminar Hall



Computer Lab



Amphitheatre



Auditorium