



Information
Communication
and
Artificial
Networks



#CommunicationRedefined
1st - 10th July, 2021

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



S.No	Date & Time	Session & Topic	Moderator/Panel	Panelists/Resource Persons
1	July 1 10 am – 12 noon IST	Special Session 1: "Pre-Inauguration Workshop" "Reflexology for Media Practitioners" [A workshop for the relaxation of mind and body]	Dr Umesh Arya Life Coach, Healer and Corporate Trainer Professor & Chairman, Department of Communication Management & Technology Guru Jambheshwar University of Science & Technology Hisar, Haryana, India	
2	July 1 4.30 – 7 pm IST	Inaugural Ceremony Inauguration of the Conference & Keynote Address	Keynote Speaker – Prof. (Dr) Shahid Rasool Professor, Department of Convergent Journalism, Dean, School of Media Studies, Director, Media and Public Relations Centre, Director Tulmulla Campus Central University of Kashmir Tulmulla, Ganderbal, Kashmir, J&K, India	Distinguished Guest Dr Usha Raman Professor, Department of Communication University of Hyderabad Vice President of the International Association for Media and Communication Research (IAMCR)
3	July 1 7 – 8 pm IST	Cultural Session 1 Post-Inauguration Cultural function		
4	July 2 10 – 11.30 am IST	Special Session 2: "An Expert Insight" What the New Labour Codes have for the working journalists in India: An empirical perspective	Prof. (Dr) Jaishri Jethwaney Senior ICSSR Research Fellow ISID, New Delhi, India	
5	July 2 11.30 am – 1.30 pm IST	Technical Session 1 Communication and Media resistance in socio-political context	Chair: Dr Monisa Qadri, Former Head, Journalism & Mass Communication (DJMC) & Head, University Social Media and PR Consultant, Islamic University of Science & Technology, Awantipora, Pulwama, J&K, India	Co-Chair: Ms Krishna Pandey, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
6	July 2 3 – 4.30 pm IST	Master Class 1 Documentary Filmmaking	Mr Vijay S. Jodha Writer, filmmaker and a self-taught photographer based in Gurugram, Haryana, India	
7	July 2 6 – 8 pm IST [8.30 – 10.30 pm in Malaysia, 12.30 – 2.30 pm in Ghana]	Panel Discussion 1 People on Zoom: Social implications of online learning	Dr Jatin Srivastava, Associate Professor Ohio University & Director, Institute for International Journalism E. W. Scripps School of Journalism Ohio University, USA [Moderator]	1. Dr Sharon Wilson, Assistant Professor, Universiti Tunku Abdul Rahman, Malaysia 2. Dr Anand Pradhan, Professor, Indian Institute of Mass Communication, India 3. Mr Zakaria Tanko Musah, Lecturer/Legal Practitioner, Ghana Institute of Journalism, Ghana
8	July 3 10 – 11.30 am IST	Master Class 2 Fact- checking	Mr Pankaj Jain, founder and owner of SMHoaxSlayer, a website to debunking and ridding social media of fake news, India	
9	July 3 11.30 am – 1.30 pm IST	Technical Session 2 Communication through Cinema and social transformation	Chair: Dr Anita Parihar, An expert in TV production, direction and scripting; visiting faculty in Mumbai and Pune universities and colleges, Maharashtra, India	Co-Chair: Ms Manmeet Kaur, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
10	July 3 3 – 4.30 pm IST	Master Class 3 Artificial Intelligence in Journalism	Dr Uma Shankar Pandey, Associate Professor and Head, Surendranath College for Women, Calcutta University & IAMCR Ambassador in India	

11	July 3 6.30 – 8 pm IST [9 – 10.30 am in New Jersey, USA]	Special Session 3: “Unveiling of book : Book: The Practice of Public Relations by Author: Ms Kathryn Lancioni, USA”	1. Introduction of the book by Dr Ambrish Saxena and its review by Ms Mudita Raj 2. Unveiling of book “The Practice of Public Relations” in the presence of scholars and students 3. A talk by Ms Kathryn Lancioni, author of the book 4. Moderation of Talk by Ms Mudita Raj 5. Questions by participants: Moderation by Dr Manasvi Maheshwari	Ms Kathryn Lancioni Author and Eminent PR Professional New Jersey, USA & Dr Pooja Arora Senior Public Relations (PR) and Corporate Communications Professional, Noida, India
12	July 4 10 – 11. 30 am IST	Workshop 1 Debunking Misinformation	Dr Umesh Arya Professor & Chairman, Department of Communication Management & Technology Guru Jambheshwar University of Science & Technology Hisar, Haryana, India	
13	July 4 11.30 am – 1.30 pm IST	Technical Session 3 Women emancipation, gender issues and LGBTQ Rights	Chair: Dr Asha Singh, An expert in Gender Studies, Centre for Studies in Social Sciences, Calcutta (CSSSC), (An ICSSR Institute under MHRD, Govt. of India), Kolkata, West Bengal, India	Co-Chair: Ms Sukriti Arora, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
14	July 4 3 - 5 pm IST	Master Class 4 Rumors and Public Perceptions of COVID-19 Vaccine: Role of Media	Mr Nimish Kapoor Scientist 'E' & Head, Science Films Division, Publications Division, Indian Science News & Feature Service, VIGYAN PRASAR, Department of Science & Technology, Government of India	
15	July 5 9 am IST Los Angeles: 8.30 pm (12.30) on July 4 [1 hrs 30 minutes]	Master Class 5 Practices of Archiving Visual Media: A Case Study from Northeast India	Dr Ankuran Dutta Associate Professor and Head, Department of Communication and Journalism, Gauhati University, Guwahati, Assam, India	1. Dr Aparna Sharma, Associate Professor, World Arts and Cultures/ Dance, University of California Los Angeles, USA 2. Dr Ankuran Dutta, Associate Professor and Head, Department of Communication and Journalism, Gauhati University, Guwahati, India 3. Mr Raja Das, Programme Officer, Dr Anamika Ray Memorial Trust, Guwahati, India
16	July 5 10.30 am – 12.30 pm IST	Technical Session 4 Education in the age of digital media and Artificial Intelligence	Chair: Dr Nisha Pawar, Head, Department of Journalism, Mass Communication and Coordinator of Mass Communication, Shivaji University, Kolhapur, Maharashtra	Co-Chair: Dr Sheelpa Sweety, Assistant Professor, School of Humanities, K.R. Mangalam University, Gurugram, Haryana, India Co-Chair: Mr Pramod Pandey, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
17	July 5 2 - 4 PM IST	Master Class 6 Executing Blended Learning in Media and Communication	Prof. Ujjwal K. Chowdhury Pro Vice Chancellor (PR & Media), Adamas University, Kolkata, West Bengal	
18	July 5 6.30 – 8 pm IST [9 – 10.30 am in New Jersey, USA]	Master Class 7 PR in the time of COVID- 19	Ms Kathryn Lancioni Author and Eminent PR Professional New Jersey, USA	Dr Pooja Arora Senior PR Professional, Noida, India
19	July 6 9 am IST Seoul: 12.30 pm (+3.30) Melbourne: 1.30 pm (+4.30) Los Angeles: 8.30 pm (12.30) on July 5 [1 hrs 30 minutes]	Panel Discussion 2 Asian Celebrity Today: A Roundtable Discussion	Professor Sean Redmond, Deakin University, Melbourne, Australia [Panel Chair]	1. Ms Rio Katayama, University of Southern California, East Asian Languages and Cultures, Los Angeles, USA 2. Dr Vikrant Kishore, Senior Lecturer, Screen & Design, Deakin University, Melbourne, Australia 3. Dr Sojeong Park, Assistant Research Professor, Department of Communication, Seoul National University, South Korea 4. Dr Jian Xu is a Senior Lecturer in Communication and co-convener of the Asian Media and Cultural Studies Network at Deakin University, Melbourne, Australia
20	July 6 10.30 am – 12.30 pm IST	Technical Session 5 OTT and Web Series in the phase of COVID- 19 pandemic and lockdowns	Chair: Dr Kiran Bala, Dean, School of Journalism and Mass Communication, K. R. Mangalam University, Gurugram, Haryana, India	Co-Chair: Ms Mudita Raj, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India

21	July 6 2 – 4 pm IST	Master Class 8 Digitalization and Broadcast Media	Mr R K Singh ICT and Broadcast Media Consultant and Former Engineer-in-Chief, Doordarshan, New Delhi, India	
22	July 6 6 – 8 pm IST [8.30 – 10.30 am in USA]	Panel Discussion 3 Technological innovations and the future of media education	Dr Jatin Srivastava, Associate Professor Ohio University & Director, Institute for International Journalism E. W. Scripps School of Journalism Ohio University, USA [Moderator]	1. Dr Deb Aikat, Associate Professor, University of North Carolina, Chapel Hill, USA 2. Dr Sundeep Muppidi, Professor, University of Hartford, USA 3. Dr Sunetra Sen Narayan, Professor, Indian Institute of Mass Communication, New Delhi, India 4. Dr Uma Shankar Pandey, Associate Professor and Head, Surendranath College for Women, Calcutta University & IAMCR Ambassador India
23	July 7 10 – 11.30 am IST	Master Class 9 Changing dynamics of journalism and its impact on society in the wake of COVID- 19	Prof. K G Suresh Vice Chancellor Makhanlal National University of Journalism and Mass Communication, Bhopal, Madhya Pradesh, India	
24	July 7 11.30 am – 1.30 pm IST	Technical Session 6 Integrated Marketing Communication in the era of social media and AI	Chair: Dr Sapna M. S., Professor, Department of Journalism and Coordinator of Community Radio MANASA, University of Mysore, Karnataka, India	Co-Chair: Dr Tinam Borah, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
25	July 7 3 – 4.30 pm IST	Master Class 10 Communication Technologies for effective transmission of media messages	Prof. Ranjit Verma Director, Delhi Technical Campus Greater Noida GGG IP University, New Delhi	
26	July 7 6.30 – 7.30 pm IST [7 – 8 am in USA]	Workshop 2 Emerging Technology in Journalism: 360-degree Virtual Reality Storytelling - practical and approachable	Mr Aaron Atkins, Assistant Professor, Weber State University, Ogden, Utah, USA [Resource person]	
27	July 8 10 – 11.30 am IST [2.30 – 4 pm in Australia]	Panel Discussion 4 Production, Reception and Distribution of Indian Cinema in Australia	Dr Vikrant Kishore Senior Lecturer in Screen & Design School of Communications and Creative Arts Faculty of Arts and Education Deakin University, Australia	Panellists: 1. Achala Datar, Head, Film Distribution Operations Zee Studios Australia 2. Anupam Sharma Filmmaker, Australia 3. Julie Marlow Producer, Script Editor/Writer Australia 4. Karthik Mohandas Film distributor Forum Films Australia 5. Pritesh Raniga Film distributor Forum Films Australia
28	July 8 11.30 am – 1.30 pm IST	Technical Session 7 Fake News and discriminatory content during COVID- 19 pandemic	Chair: Dr Simran Sidhu, Head, PG Department of Journalism and Mass Communication, Jalandhar, Punjab, India	Co-Chair: Sruthi V S, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
29	July 8 3.30 – 5 pm IST	Panel Discussion 5 Episodic Storytelling & Short Format Dyad: The Indian Spectator	Dr Gauri D. Chakraborty Joint Acting Head and Associate Professor, Amity School of Communication, Amity University, Noida	Panelists 1. Mr Himanshu Dubey, a cinematographer trained at NYFA 2. Ms Divya Sachar, FTII Graduate and Photographer 3. Ms Lavanya Prasad, Founder telescope and a storyteller
30	July 8 6.30 – 7.30 pm IST [7 – 8 am in USA]	Workshop 3 Emerging Technology in Journalism: 360-degree Virtual Reality Storytelling – practical and approachable	Mr Aaron Atkins, Assistant Professor, Weber State University, USA [Resource person]	

31	July 9 11.30 am – 1.30 pm IST	Technical Session 8 Media narratives and Role of Social Media in the phase of COVID- 19	Chair: Dr Tabeenah Anjum, Senior journalist with experience in print and multimedia journalism, Media educator and internationally acclaimed visual storyteller, Rajasthan	Co-Chair: Dr Manasvi Maheshwari, Associate Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR
32	July 9 3 – 4.30 pm IST	Panel Discussion 6 Artificial Intelligence: Transforming Media Industry Landscape	Prof. Kiran Bala Dean, School of Journalism and Mass Communication, K. R. Mangalam University, Gurugram, Haryana, India	
33	July 9 6.30 – 8 pm IST	Panel Discussion 7 International PR Practices	Ms Kathryn Lancioni Author and Eminent PR Professional New Jersey, USA [Moderator]	1. Florence Jouve Communication consultant based in France 2. Christine Perkett An entrepreneur and Digital Marketing Expert in the US 3. Paola Chiasserini An expert in corporate, brand and product communication in Italy 4. Alejandra Leglisse Senior PR professional, Mexico 5. Ramya Chandrasekaran An expert in PR, brand building and digital communication in Singapore 6. Dr Pooja Arora Senior PR Professional, India
34	July 10 10 am – 12 noon IST	Technical Session 9 Impact of digitalization on content, Blockchain and events	Chair: Dr Padma Rani, Director & Professor, Manipal Institute of Communication and Coordinator - Media Research Centre, Manipal Academy of Higher Education, Manipal, Karnataka, India	Co-Chair: Ms Shikha Sharma, Assistant Professor, K R Mangalam University, Gurugram, Haryana, India Co-Chair: Mohd. Kamil, Assistant Professor, DME Media School, Delhi Metropolitan Education, Noida, New Delhi NCR, India
35	July 10 4.30 – 7 pm IST 7 – 8 pm IST	Valedictory Ceremony Cultural Session 2		

Technical Guidelines

1. Choose a light, visually pleasing and formal background.
2. Keep a distraction free background and if not possible, then please use virtual background.
3. If using a mobile phone, keep it horizontal, fixed and steady on a table so it doesn't shake.
4. If using a laptop, keep it on the table and maintain 16:9 HD image size settings in camera / video settings.
5. Prefer using laptop over mobile phone.
6. Keep the ambience quiet for good and clean audio quality.
7. Keep your face well lit
8. Dress code: Formals
9. Please ensure good quality internet connection with data on reserve and power backup.
10. Please keep paper, pen and earphones at hand.
11. Position yourself at the centre of the frame.
12. Use headset and microphone to reduce background noise and experience quality sound experience.
13. Preferably test your audio and video in advance.
14. Close all unnecessary tabs and files while being online.
15. If you face any difficulty while being online, write in the chat-box to the host or use the raise hand feature to draw the attention.
16. Keep your microphone on mute when not speaking.
17. Enter the meeting using your real full name.
18. Avoid noisy activities like typing while your microphone is on.
19. Turn off your camera if you need to take care of business outside of the meeting. Turn the camera back on when you are present in the meeting again.
20. Communicate privately with the meeting host or co-host if you need to step away from your computer, similarly to if you needed to excuse yourself from an in-person meeting. Notify the host or co-host when you return.