



CONTENTS

ABOUT THE UNIVERSITY 02

ABOUT THE DEPARTMENT 02

ABOUT THE CONFERENCE 03

IMPORTANT DATES 03

CONFERENCE THEMES 04

GUIDELINES TO AUTHORS 04

SPEAKER PANEL 05

CONFERENCE DETAILS 06

PATRONS 07

CONTACT DETAILS 07

ABOUT THE UNIVERSITY

Aiming to bring about change and progress through education, the Tmt.Kannammal Educational Trust was constituted in 1985 and Dr. MGR Educational and research Institute acquired Deemed University status in 2003 as per the orders of the University Grants Commission, New Delhi and the Union Ministry of Human Resources and Development, Government of India, New Delhi. The 21st century poses a lot of challenges that could be overcome with the help of education and technology. Keeping this in mind Dr. M.G.R Educational

and Research Institute University was started with a vision of providing a better foothold for the students of today to face the challenges. To succeed in the world today you need more than just academics. The modern adult is expected to have a combination of technical know-how and ambitious confidence. Being aware of the demand that is placed on the youth today, Dr. M.G.R. Educational and Research Institute University has preserved to nurture and groom young men and women through Engineering, Medical, Dental and Humanities and Sciences

ABOUT THE DEPARTMENT

In 2014 Dr.MGR Educational & Research Institute – Deemed to be University stepped into media training in an exceptional way by offering Viscom & Animation course with B.Sc Animation and Visual Communication, one of its kind with high end infrastructure. Now, in five years duration the Department has grown tremendously offering courses from undergraduate level to Ph.D. The department offers state of the art facility which includes a Production house, Green matte studio, Dubbing studio, Advance Animation laboratory, Clay Modelling studio and stop motion animation laboratory. Students are offered hands on training by experienced and renowned faculty catering to the needs of the

students which help to meet the needs of the constantly evolving media industry. The department has tie up with Film Directors Association which facilitates students to do 6 months internship in the film industry. The curriculum and syllabus are revised regularly to meet the needs of the industry and more than 80% of the students are placed in various media houses which talks the success story of the department for itself. Now the department has 21 teaching staff and more than 500 students in both UG and PG with 6 students pursuing Ph.D. The department envisions to produce high standard ethical research which can help in creating a positive change in the society.

VISION & MISSION

The department vision is to produce industry knowledge Media & Animation professionals who'll bring fame and name to the media industry by their culture conscious skills.

ABOUT THE CONFERENCE

Development in the society through new media and convergence can pave ways to analyse and acknowledge the intricate ways through which media convergence has contributed to development. It is not about equating the relationship to a theory or model, but rather understanding the process that develops the society. It is the communication that deals with the progress of the country in various facets like education, art, literature, politics, gender equality, women empowerment, sustainable development and many more. In general, new media and convergence for development addresses the way that people talk about development at various levels in a political or sociological manner. As a general statement, development refers to the process of communication that occurs when

two or more people talk about how a country or region is progressing. Development through new media and convergence is a term that is often used to specifically refer to the language used to discuss factors of development and how media text may be used effectively. If the discussion through media landscape paves way for more audience engagement it certainly presents analysts with a variety of new policy challenges. This conference aims at exploring the New media and convergence for development while providing a platform to discuss new policy challenges. In this regard, the conference welcomes original research articles and paper presentations which analyses and advocates media convergence for development.

IMPORTANT DATES



**15th
May'22**

- * After the paper presentation in the conference, participants are requested to carry out the suggestions (if any) by the session chair and submit the full paper on 20th June 2022.

**ABSTRACT
SUBMISSION**

Abstracts to be sent to tamilselvi.av@drmgrdu.ac.in
Selected Papers will be published in UGC - CARE Listed Journal.

CONFERENCE THEMES

MEDIA DISCOURSE FOR DEVELOPMENT IN

EDUCATION

POLITICS

CINEMA

GENDER EQUALITY

WOMEN EMPOWERMENT

RESETTLEMENT

SMART CITIES

NEW MEDIA

RELIGION, PEACE & CONFLICT

HUMAN RIGHTS

MEDIA & MENTAL HEALTH

COMBATING FAKE NEWS

SUSTAINABLE DEVELOPMENT

COMMUNITY DEVELOPMENT

MEDIA LITERACY

ADVERTISING

DIGITAL ART, ANIMATION AND GRAPHICS

AND ANY OTHER TOPICS RELATED TO MEDIA & DISCOURSE

GUIDELINES TO AUTHORS

1. The full paper can contain maximum 3000 - 5000 words in word document with 1.5 line spacing, font size 12 and Times New Roman font.
2. The paper should carry an abstract of about 150-200 words with minimum five keywords.
3. References: In text citation and references should adhere to the Seventh Edition of Publication Manual of American Psychological Association (APA).
4. All submitted articles will be double-blind peer reviewed. Acceptance of articles is subject to recommendation by the review panel.

SPEAKERS PANEL

1

KEY NOTE SPEAKER

Prof. Anubhuthi Yadav

Head, Department of New Media & Technology, Course Director, Advertising & Public Relations, Indian Institute of Mass Communication, Delhi

2

KEY NOTE SPEAKER

Dr. Manual Selvaraj Bexci

Associate Professor,
Faculty of Social Sciences, Arts and Humanities
Lincoln University College, Malaysia

3

SESSION CHAIR

Dr. Sunitha Donbosco

Assistant Professor,
Department of Media Sciences,
Anna University

4

SESSION CHAIR

Dr. A . Irudayaraj

Head of the Department,
Department of Visual Communication,
Loyola College.

5

SESSION CHAIR

Dr. D. Niveditha

Associate Professor,
Department of Electronic Media and Mass Communication
Pondicherry University

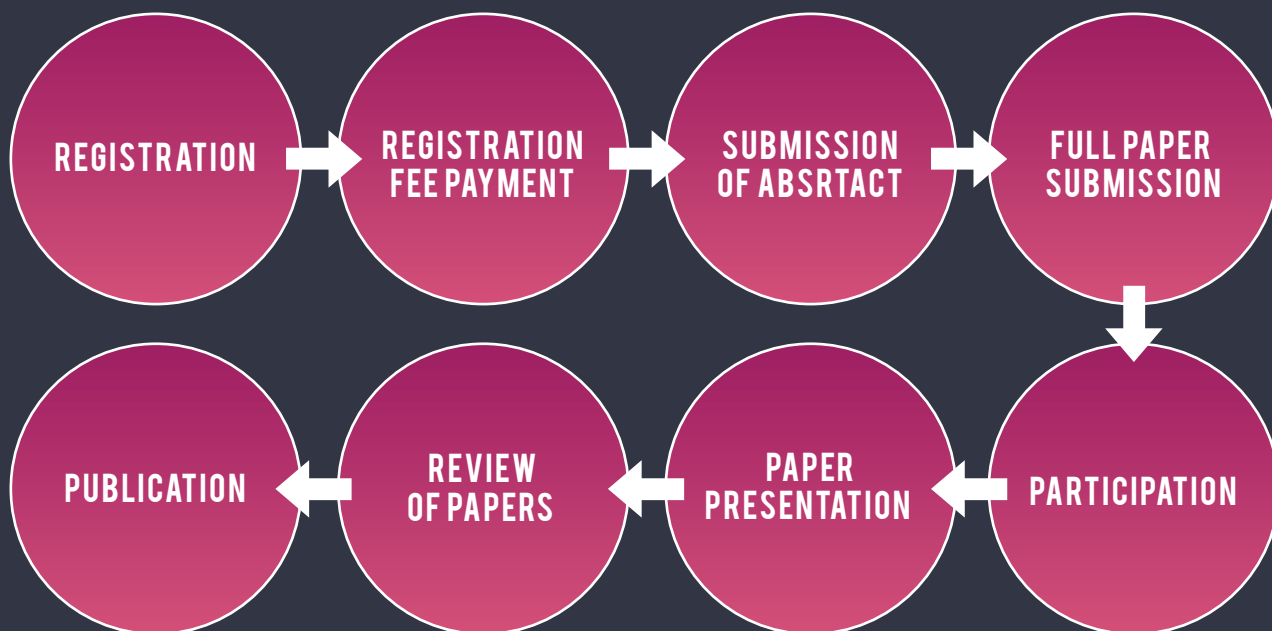
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SESSION CHAIR

Dr. S. Arulchelvan

Associate Professor,
Department of Media Sciences,
Anna University

CONFERENCE PROCEDURE



CONFERENCE DETAILS

REGISTRATION LINK

<https://forms.gle/y1uZaHNhn9Rp1sbB8>

REGISTRATION FEE

FOR PARTICIPATION : **NO FEE**

PAPER PRESENTATION :

STUDENTS & RESEARCH SCHOLAR - **300/-**

FACULTY : **500/-**

ACCOUNT DETAILS

ACC NUMBER : **023201506969**

BANK: **ICICI BANK**

IFSC CODE : **ICIC0000232**

G PAY NUMBER : **+91 98404 25752**

ORGANISING COMMITTEE

PATRONS

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ER. A.C.S. ARUN KUMAR

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DR. M.G.R. EDUCATIONAL & RESEARCH INSTITUTE

DR. S. RAVICHANDRAN

ASSISTANT PROFESSOR,
DEPARTMENT OF VISCOM & ANIMATION
DR. M.G.R. EDUCATIONAL & RESEARCH INSTITUTE

DR. C. VELAYUTHAM

ASSISTANT PROFESSOR,
DEPARTMENT OF MEDIA SCIENCES,
ANNA UNIVERSITY

DR. B. RADHA

ASSOCIATE PROFESSOR,
CENTRAL UNIVERSITY OF TAMIL NADU,
THIRUVARUR

CONFERENCE CONVENOR

DR. N. TAMILSELVI

ASSISTANT PROFESSOR

CONFERENCE COORDINATORS

MS. A. SRILEKHA

ASSISTANT PROFESSOR

MS. P. MONIKA

ASSISTANT PROFESSOR

HEAD OF THE DEPARTMENT

MS. G. JEEVALATHA

ASSISTANT PROFESSOR

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