



**Dr. M.G.R.**  
**EDUCATIONAL AND RESEARCH INSTITUTE**  
**DEEMED TO BE UNIVERSITY**  
(An ISO Certified Institution)



**University with Graded Autonomy Status**

Periyar E.V.R. High Road , Maduravoyal, Chennai-95, Tamilnadu, India



**VIRTUAL CONFERENCE ON INNOVATIONS IN**  
**ICT AND MEDIA COMMUNICATIONS**  
on 16<sup>th</sup> April 2021



*Organised by*

**DEPARTMENT OF**  
**VISUAL COMMUNICATION**  
**AND ANIMATION**

## 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.

## ABOUT THE CONFERENCE

In this technology driven society many successful innovations exist in ICT. With the on-going impact of new technologies, there are difficulties in policy to keep pace with technology to share new ideas. Is the role of ICT and media leading to the emergence of a new paradigm for lifelong learning is a topic worth debating. ICT and social change are often found to be inter dependent based on ownership, access and use of various technological systems to evaluate their significance and social impact. ICT has promoted inclusive and coherent learning opportunities globally with many successful innovations. still many barriers remain that need to be probed and responses identified. With the on-going impact of new technologies, there are difficulties in policy and practice keeping pace with technology so that good ideas need to be shared. Is the role of ICT and media leading to the emergence of a new paradigm for lifelong learning? Assessment of today's new media and ICT requires measures that more closely reflect its social, interactive, performative and participatory character. If the interactive quality of this new 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 innovations brought by ICT in media communication and providing a platform to discuss new policy challenges.

## IMPORTANT DATES

Abstract Submission: **12.03.2021**

Acceptance Notification: **14.03.2021**

Full Paper Submission: 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 **22.04.2021**.

Abstracts to be sent to [ictconference2021@gmail.com](mailto:ictconference2021@gmail.com)

Submitted papers will be published as an edited volume with ISBN number with a reputed publisher.

## Sub Themes which includes innovations using ICT in

1. Education
  2. Politics
  3. Cinema
  4. Gender Equality
  5. Women Empowerment
  6. Combating Fake News
  7. Media Literacy
  8. Advertising
  9. Digital Art, Animation and Graphics
- and any other topics related to ICT and Media are welcome.

## GUIDELINES TO AUTHORS

1. The full paper can contain maximum 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. of articles is subject to recommendation by the review panel.

# MODE GOOGLE MEET

Participation Fee - NIL

Paper presentation only - Rs. 200

Paper presentation and publication - Rs. 500

Payment Details

ICICI bank

account no : 023201506969

ifsc code : ICIC0000232

or

GPay - 9840425752

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## Conference Convenors

**Dr. Ravichandran**

**Dr. N.Tamilselvi**

**Mr. K.Karpaga Sundaram**

For details contact:

**DR. TAMILSELVI - 9884442999**

**MR. KARPAGA SUNDARAM - 9095539669**