

Important Dates :

Conference Date : 7th & 8th February, 2020

Abstract Submission Deadline : 10th January, 2020

Deadline for full paper submission (with Receipt of registration fees) :

30th January, 2020

[Register online on www.baou.edu.in](http://www.baou.edu.in)

For any queries: shss.mcj@baou.edu.in

Focus group : Academicians, research scholars, Professionals and Business Persons

Instruction to Authors:

- The paper should have a 350-500 word extended abstract that provides a summary of the paper, with key words, author's name, designation, postal address, e-mail Id and telephone/mobile number.
- Full paper should have around 2500 words including figures and tables. (Papers will be accepted in Gujarati, Hindi, Sanskrit or English).
- Abstract and paper should be submitted using MS-Word, font Times New Roman for English-font size 12, Mangal for Hindi and Sanskrit font size 14, and Gujarati- Gopika Two font size 14 with 1.5 line spacing on A4 size. Only soft copies of the abstract and full length paper should be submitted on below mention dates. Submission of abstract and full paper in PDF, image format etc. will not be accepted.
- Abstract and full paper should be submitted through e-mail only to baouignou@gmail.com
- Each of the submissions shall go through the process of review. Submitted paper should not already be published or accepted for publication in any journal. After review the selected papers will be published.

Registration Fee and Important Dates

Category	Registration Fees	Registration Fees with Accommodation	Registration Fees with Accompanying Person	Registration Fees with Accompanying Person (with Accommodation)
Academicians/ Professional/Business Persons/Others	1,000/-	2,000/-	2,500/-	5,000/-
Research Scholar	500/-	1,500/-	2,500/-	3500/-
Foreign Delegates	\$50	\$100	\$100	\$200
	3500/-	7000/-	7000/-	14000/-

Payments to be made by demand draft or CTS account payee cheque in favour of Regis trar, Dr. Babasaheb Ambedkar Open University, Ahmedabad.

* Spot registration is not available

+ Participants are required to register in one single form online, if they are presenting paper jointly. Not more than 3 participants can present their paper jointly. At least 1 participant will have to remain present for paper presentation.

Participants may stay at places of their own choice or can get help from University. To get help from the University, participants are required to

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**DR. BABASAHEB AMBEDKAR
OPEN UNIVERSITY**
(Established by Government of Gujarat)

International Conference

on

**“Media, Culture and Development:
Issues and Perspectives ”**

Date : 7th & 8th February, 2020

Conference Venue

“Kashyap” Auditorium

Dr. Babasaheb Ambedkar Open University

‘Jyotirmay’ Parisar,

S. G. Highway

Chharodi, Ahmedabad,

Gujarat, Bharat, 382481

About the University (BAOU) :

Dr. Babasaheb Ambedkar Open University, Ahmedabad is the only State Open University of Gujarat established by Government of Gujarat. Dr. Babasaheb Ambedkar Open University is the seventh Open University in the country in terms of their establishment. It is recognized by University Grants Commission (UGC) Distance Education Council (DEC) and now Distance Education Bureau (DEB). The university has more than 200 study centers across Gujarat with around 70,000 new enrolments/admissions every academic year. The university offers courses ranging from Certificate, Diploma, Under Graduate, Post Graduate, Vocational Professional to research programmes like M. Phil. and Ph. D.

Broad theme: “Media, Culture and Development: Issues and Perspectives”

The nature and modes of operands of media have been changing drastically in the last few decades. During the print media dominated period, it took an important part in the freedom movement and post independent development of India. Then along with print media, in the supervision of the government, public sector broadcasters like AIR, DD hold the command to entertain, educate, and inform Indian citizens. With the economic reform along with other sectors, FDI also flows to the media industry. Numbers of private electronic media started mushrooming across the nation. Mass media reached to small cities, villages and each corner of the nation. In the last few years with the increasing reach of affordable internet and smartphone, new media are becoming a driving force in the information society. Media influences society, institutions and lifestyles which lead to evolution of media culture within culture. If culture is a set of values, beliefs and practices, then digital media has introduced a new culture which has removed the boundaries to communication and participation.

The idea of public sphere has changed, there is less control over content, in other words every kind of information is available to all audience if they have means to access it which also opens the debate of digital divide. With so much of inflow and consumption of information it is not easy for audience to identify the authenticity of it. Media culture which is associated with consumerism has impacted the society, which has transformed the everyday life. Social Media has altered the way children, youth and adults communicate with each other both in person and through technology. It has changed the way organisations (private or public) work and operate, the way politicians and their party govern and campaign, the way people protest, organise a movement. New media has opened a path of self mass communication which has potential to reach a global audience. Media now is not restricted in few hands which was catering to masses earlier also but was passive.

New Media has opened door for new set of communication possibilities, the constant flow of communication information and entertainment makes it difficult to make a sensible choice of selecting the right content. New media is providing platform to such creators to develop content for the subjects and issues which have been neglected by mainstream media. New media converged all other existing mass media and now information, entertainment and education are in the fingertips of the public. Now common people can be both media content creator and consumer. Irrespective of all these changes in mass media some issues of media, culture and development require periodic academic debate and deliberation which will help in policy making and enhance the future research areas in the same field. The intertwining of the themes will make the conference multifaceted and will also allow a multi-disciplinary consideration for the participants.

Objectives

- To exchange ideas on innovative concepts, tools and to identify the methods to apply them in the field of mass communication.
- To explore possibilities within global and local media practices for sustainable development.
- To identify loopholes in contemporary media that crumbles the ethical spirit as pillars.
- To share information on the recent modes of communication.

Research papers are invited on following sub themes :

Media

- Media and Contemporary Social Issues
- Social Media and social issues
- Media as a tool for social change
- Fake News, Media framing
- Media and Environment
- Media Convergence
- Media conglomerates and their agenda
- Community Radio: Opportunities and Challenges
- Media Technology and Society
- New Media and Citizen Journalism
- Social Media and Agenda Setting

Culture

- Media and Portrayal of Women
- Media and Emerging cultural changes
- Media culture of young generation
- Media and youth culture
- Media and portrayal of violence
- Cinema and Society
- Women in Indian Cinema
- Cinema and Society
- Portrayal of women in Indian cinema
- Social Media and Political participation
- Media Ethics and Nation-building

Development

- Media and Development Communication
- Media and Indian Rural Development
- Role of Media in Information and Education
- Media and Women Empowerment
- Media trends and technology towards education
- Role of Media in Nation building
- Extension and Communication
- Media as a catalyst of social change
- Media Literacy for sustainable development goals
- Media literacy and political campaigns
- Role of Development Reporting
- Media and Social change towards Gender Equalisation
- Media and Environmental

★ Any topic related to the thrust area