

Abstract Booklet



A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY CONFERENCE
ON
GLOBAL ISSUES AND MEDIA RESPONSE
29-30 NOVEMBER 2025



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My best wishes to Communication today and Writes' Reservoir India on jointly organizing the 2 days online International Multidisciplinary Conference on "Global Issues and Media Response." The subject assumes great significance looking at the important role that Media has performed and expected to perform on creating mass awareness on big global issues such as climate change, Information integrity, propagating gender equity and sustainable development.

The role of media assumes all the more significance in the present times of prevalent misinformation and harmful narrative settings which can derail all the awareness drives of the citizens, government and other civil society partners. With increasing use of Artificial Intelligence in different forms of media the threat of fake news has created severe challenges for media persons in the entire world. I am sure this 2-day conference will address the above issues and enable media persons to effectively deal with these challenges and overcome them in building up of an aware society.

With Best Wishes,

Dr. Pragya Paliwal Gaur, IIS
Vice Chancellor, IIMC



Media has the power to transform the world by shaping how people think, act, and relate to one another. One of its greatest strengths lies in its ability to spread information quickly and widely. Through news outlets, documentaries, and digital platforms, media raises awareness about social, environmental, and political issues that affect millions. This awareness encourages people to pay attention, ask questions, and demand change.

Media also plays a key role in educating the public. By presenting expert opinions, scientific facts, and real-life stories, it helps individuals understand complex global challenges and motivates them to take informed action. Educational campaigns on health, safety, and sustainability have improved lives and influenced positive behavior worldwide. Another way media transforms the world is by giving a voice to the voiceless. It highlights injustices, exposes corruption, and brings hidden issues into the open. Investigative journalism and social media activism hold leaders accountable and push societies toward fairness and transparency.

Additionally, media connects people across cultures and continents. It encourages empathy, reduces stereotypes, and promotes global cooperation. Through shared stories and global conversations, media fosters unity and understanding. Ultimately, the media's role in transforming the world depends not only on those who produce it, but also on those who consume it—with awareness, critical thinking, and a commitment to truth.

Prof. Virbala Aggarwal
Distinguished Visiting Professor,
Punjab Technical University, Kapurthala



We are living in turbulent times. Countries are waging wars, economies are losing balance, the outcome of climate change is nightmarish, political instability is easily discernible, public health challenges are humongous and cyber space, dark web are posing bigger threats than ever. In such times, as we ponder over media responses to global issues, we recognize the critical role media plays in shaping public understanding and policy in an increasingly interconnected world.

This conference covers global issues such as climate change, pandemics and health challenges, geopolitical conflicts, fake news, disaster management and social justice challenges. All these issues transcend borders and demand well-informed, timely, and responsible media coverage. Media, the issues it highlights, the perception it creates and the outcomes it may produce for complex realities are all scrutinised in public sphere. Media directly influences how societies respond and how Governments act, which more often than not, makes it draw criticism everywhere.

In an age of rapid information flow, the media's responsibility extends beyond mere reporting. It must verify facts rigorously, resist sensationalism, and provide context that empowers citizens to make informed decisions. Equally important is media's role in giving voice to marginalized communities and encouraging discourse that fosters empathy and collective action.

As participants in this discourse, you all have a vital role in critically assessing how the media covers these issues and pushing for ethical standards and innovative approaches in journalism. I am sure that this academic get-together of thinking minds would culminate into solutions that would create accurate, inclusive, and solution-oriented media practices to encourage greater global awareness and cooperation.

May this conference inspire new insights, collaborations, and commitments to harnessing media's power for the common good. I look forward to meaningful conversations ahead.

Prof. (Dr.) Shikha Rai

Director, School of Journalism and New Media Studies

Indira Gandhi National Open University, New Delhi



Response to Global Issues: Indian Media Still Evolving

The contemporary media comprises print (hard copies and digital publication), radio (terrestrial broadcast and digital presence of radio channels in audio, text and video forms), TV (satellite channels, web-based transmission and digital footprints including social media). The coverage of most of the issues including local and global on such diverse and complex media platforms is ambiguous and murky, and common people find it too difficult to comprehend. Despite all its diversification and expansion, media is getting more and more local in almost all parts of the world, and India is no exception to this.

Indian news media has little concern for global issues, particularly the issues which appear to be not affecting India as a country and Indians as individuals. The issues of Palestine versus Israel conflict, and Ukraine – Russia conflict can be cited as examples since these conflicts have mostly been covered inadequately in Indian media except during specific period of high intensity of conflict. On the contrary, we have issues of recent skirmishes between India and Pakistan, and increase of 50% tariff on Indian goods by the US. These issues echoed in Indian media in a big way as we found the response swift and aggressive.

Conclusively, we can say that Indian media is still evolving as far as response to global issues is concerned. We can also look at the relationship between media content providers and media users; and I think that Indian readers, listeners and viewers are still evolving as receivers of global developments.

Prof. (Dr.) Ambrish Saxena

Professor, Faculty of Arts and Design, South Asian University, New Delhi



The United Nations adopted the 17 Sustainable Development Goals (SDGs) in 2015 to address major global challenges, including poverty, hunger, education, health, gender equality, sustainable development, and peace, with the aim of achieving them by 2030 (United Nations, 2015). Among these goals, SDG 5 emphasizes the need to achieve gender equality and empower all women and girls.

Gender equality is recognized as a fundamental human right and an essential condition for building inclusive and sustainable societies. Although global efforts have led to progress, structural inequalities continue to restrict women's access to opportunities, resources, and decision-making roles. International frameworks such as the Universal Declaration of Human Rights and the Convention on the Elimination of All Forms of Discrimination Against Women (CEDAW) reinforce global commitments to ending gender-based discrimination (United Nations, 1979).

Despite these commitments, major challenges persist. Women still face gender-based violence, harmful practices, discriminatory laws, and unequal political representation. In many countries, women hold only a fraction of parliamentary and leadership positions. Achieving gender equality requires sustained political will, gender-responsive policies, and institutions that promote inclusiveness and accountability.

In this context, media—both traditional and digital—plays a significant and transformative role. Media influences public perception, shapes gender narratives, and contributes to either reinforcing or challenging discriminatory norms. Gender-sensitive and responsible media practices can amplify women's voices, highlight systemic inequalities, and support social change.

However, global evidence shows that gender imbalance in media content remains a serious issue. According to the Global Media Monitoring Project, women make up only 24% of the people seen, heard, or read about in news across print, television, and radio. Furthermore, nearly half of news stories reinforce gender stereotypes, while only a small proportion challenge them (GMMP, 2025). Women are often depicted in limited or stereotypical roles, particularly in advertising and entertainment media, contributing to long-term social biases. Gender disparity is also evident within media organizations, where leadership positions remain dominated by men.

Given these persistent inequalities, examining the role of both traditional and digital media becomes essential for advancing SDG 5. Media has the potential to challenge stereotypes, promote diverse representation, and reshape public attitudes toward gender roles. Research in this area is crucial to understanding how media portrayals influence society, how digital platforms can empower women, and how institutional biases within media industries hinder gender equality.

Strengthening ethical reporting, enhancing women's participation in media leadership, and encouraging inclusive content are vital steps toward achieving a more gender-equitable media environment. Progress toward gender equality requires not only policy interventions but also a media ecosystem committed to fairness, diversity, accountability, and social responsibility.

Prof. [Dr.] Nisha Pawar

Head, Department of Journalism and Mass Communication, Shivaji University, Kolhapur



Media response to important issues is key to shaping public understanding and action. During the recently held UN climate COP30, we have seen how climate journalism continues to evolve from technical reporting to impactful storytelling, highlighting the growing incidence of extreme weather events, loss of life and damage to property, climate justice and the high cost of inaction versus action. During the COVID-19 pandemic, 24x7 reporting influenced public behaviour and amplified life-saving information. At the same time, media coverage of the pandemic was also infected with misinformation. Such examples highlight how media response can create awareness and even trigger demands for accountability, yet they also underline the need for extra care to ensure professional delivery.

In a highly globalised and interconnected world, complex global issues like geopolitical conflicts, pandemics and technological advancements also have local ramifications. Media agencies ranging from the traditional to the digital, along with social influencers, must compete to frame and cover these issues for different sets of audiences simultaneously. This at times leads to sensationalism, polarisation and the spread of misinformation. The situation is often influenced by the commercial interests of corporate media, which favour high-impact and high-revenue stories at the cost of the voiceless. Yet it also opens up opportunities for community media and grassroots digital platforms.

In emerging countries like India, the diversity of media responses assumes even greater importance. The future of media responses, at a time when media itself is changing, must rely on fact checking and the responsible use of AI to remain relevant in a fast-changing society. To customise an Apple anecdote, it is not only about plugging the hole in the ship but also about rowing in the right direction.

Rajiv Tikoo

Journalist, Editor, Podcaster and Development Communication Expert



The following observations are based on my two decades of teaching media and communication at a mass communication department located in the so-called ‘remote periphery’ of the country, the Northeast. Media and communication education in the Global South, including India, is at a critical inflection point. The field continues to remain constrained by a significant theory-practice gap. The curricula of most media departments are often failing to keep pace with the rapid technology-triggered disruptions in the media and communications industry. Not to mention, the academic discipline continues to remain heavily reliant on western theoretical frameworks. This calls for an urgent need to dewesternise and decolonize media education in the Global South, moving beyond teaching and learning imported, and mostly western paradigms, into investing our energies on developing context-specific indigenous knowledge that empowers students to analyse their own complex socio-political milieus and media landscapes.

A crucial pathway to achieving this is through developing and implementing a culture-specific and a grounds-up research paradigm in our field, informed by indigenous knowledge and community-rooted epistemologies. Elevating the quality and methodologies of communication research in our country requires moving beyond the objective and empirical West-inspired survey questionnaires and focus group templates for data collection. We must pioneer our own methodologies, rooted in qualitative storytelling traditions, oral histories, visual ethnographies, community-led participatory models, or any other culture-specific data collection approaches, designed to capture the unique rhythms, contexts, and meaning-making processes of our own diverse communities and peoples. It is the foundation to make media education and research truly relevant and meaningful. The fight for decolonising media education must therefore extend from critiquing old textbooks to actively building new, culturally-grounded tools for understanding our unique world, through our own indigenously developed lens.

Dr. Syed Murtaza Alfarid Hussain
Professor, Department of Mass Communication
Assam University, Silchar



Media for a Better World: Reimagining Global Crises Through Indian Values and Responsible Communication

The world is facing many global issues today. These include climate change, public health emergencies, wars, migration, misinformation, unemployment, and social inequality. Media plays a very important role in how people understand these issues. It does not only share information. It also shapes public opinion, social behaviour, and government action.

Indian media has shown both strengths and weaknesses while reporting global and national issues. For example, the coverage of the Kerala floods and Cyclone Fani helped people receive relief and support. During COVID-19, awareness campaigns promoted safety and vaccination, but misinformation also created panic. The Nirbhaya case showed how media can push society and the government to bring change. The coverage of migrant workers during the lockdown helped highlight their struggles and influenced policy decisions. Chandrayaan-3 reporting inspired students and made science more accessible.

However, media sometimes focuses more on sensational content than meaningful content. Election debates often ignore issues like farmers' problems, education, gender justice, and healthcare. Technology has brought new challenges. Deepfakes and hateful online campaigns can damage democracy. At the same time, fact-checking platforms and digital storytelling show how technology can support truth.

To address the crisis, we also need strong values. The Indian Knowledge System teaches values like “the world is one family,” truth, compassion, emotional balance, gender dignity, and harmony with nature. These values can guide ethical and human-centred journalism. Indian traditions remind us that communication is a responsibility, not only a profession.

In the future, media must not only be fast but also fair. It must not only inform but also heal. It must amplify facts instead of fear and promote unity instead of division. A responsible media can reform society and build a better world.

“The Indian Knowledge System does not ask us to choose between science and spirituality, economy and ecology, technology and humanity. It inspires us to integrate — and that is exactly what the world needs now.”

Dr Rajeev Kumar Panda, Dean, School of Mass Communication, Fashion Technology and Film & Media Sciences, KIIT Deemed to be University, Bhubaneswar



I take this opportunity to congratulate Prof. Sanjeev Bhanawat for his colossal contribution to the Media Academics. Like technology, all media academicians have been benefitted with his vision.

The present Two-Day Online International Multidisciplinary Conference on “Global Issues & Media Response 2025” is a very contemplative and thought provoking conference which is going to touch various aspects of global issues and will be deliberating the media stand on them. Media and Technology have come a long way in shaping the future of Democracy. From the invention of printing to the posting of opinions on social media, we have seen diffusion of information in all forms. Technological amplification of messages have undergone mammoth changes. Today we are living in an independent world but our choices for information are controlled, we are social yet highly individualistic, informed yet highly misinformed and manipulated and social yet highly polarized.

If we want to give the new generation hope for a better world, we need to obliterate the impediments to free thinking and give them an environment where children can breath fresh thoughts and speak without fear.

My best wishes to all the fellow panelists and fellow participants whom will initiate a positive change through this conference. Jai Hind!

Prof. Vikram Kaushik
Department of Mass Communication,
Guru Jambheshwar University of Science & Technology,
Hisar



I deemed it a great privilege in writing a message dedicated to exploring the critical interconnections between global issues, the media's response, and the pursuit of the Sustainable Development Goals (SDGs). We gathered at a pivotal time, midway through the 2030 UN development agenda, a time when our collective challenges—from climate change and inequality to conflicts and economic volatility—demand integrated, urgent, and well-communicated action. The 17 SDGs serve as the world's universal roadmap for a more peaceful, prosperous, and sustainable future for all. However, their ambitious targets are currently off track, requiring a "rescue plan for people and planet". This seminar is a vital platform to address how the powerful tool of media can be leveraged to shift this trajectory.

The media, in all its forms, is a cornerstone of public awareness, education, and accountability. It is a powerful force that shapes public opinion and influences policy. Media coverage determines which global issues receive attention, whether it is a climate crisis in one region or a health crisis in another. Investigative journalism and reporting on government progress (or lack thereof) can hold stakeholders accountable for their commitments to the 2030 UN agenda. Through compelling storytelling and engaging content, the media can inspire individual action and community engagement, fostering a sense of shared responsibility.

Despite its potential, the media faces significant challenges in effectively communicating the SDGs: The technical language surrounding sustainable development can be difficult for the general public to understand, requiring the media to adopt simpler, more relatable narratives. Many news organizations operate on tight budgets, which limits their capacity for in-depth, sustained coverage of complex global issues. The rise of online platforms also brings the challenge of misinformation and "greenwashing" by some entities, which can erode public trust and divert attention from genuine solutions.

This conference should aim to foster a new paradigm of collaboration between media professionals, policymakers, academia, and civil society. Our shared reality is that progress in one goal affects others; we cannot achieve climate action (SDG 13) without addressing poverty (SDG 1) and inequality (SDG 10). Let us leave this conference with actionable strategies to empower the media as a true partner in sustainable development, ensuring that every citizen understands their role in this transformative agenda.

Best wishes,

Dr. Mahendra Kumar Padhy



A timely academic deliberation

There is no doubt that media plays a crucial role in shaping public discourses on the critical issues affecting the human societies as well as the immediate natural worlds around them. In principle, the key responsibility of the media organisations in the society is to work towards closely examining the functioning of the important institutions and to report on and question any irregularities and inadequacies in their systems and public service deliveries. Additionally, they also keep an eye on all the social, economic, cultural, environmental and political processes unfolding in the world from local to the global levels and portray all relevant aspects of such processes through various platforms including print, audio-visual, web etc. And, therefore, we can say that the media, for century and decades, has been helping us make better sense of our world.

Today, when our world is facing several challenges from climate change, global warming, environmental crises, public health issues to terrorism, cyber threats, disinformation etc.; and the media ecosystems are themselves undergoing massive transformations amid changing technologies and digital revolutions, the two-day international multidisciplinary conference being organised by Writers Reservoir India and Communication Today on the theme of 'Global Issues and Media Response' appears to be a timely and extremely relevant intervention to delve deeper into the media construction of the realities of our times. Through various thematic sessions on the topics covering the pressing issues of the world and the changing landscape of media, the conference promises to offer critical perspectives by facilitating meaningful dialogues between academicians from various disciplines, industry experts, and researchers. I look forward to a truly engaging and enriching participation in the conference. I am sure it will serve as an important platform for all the participants to present their research work and receive constructive inputs from the scholarly gathering.

Dr. Ram Awtar Yadav

Assistant Professor

Department of Journalism and Mass Communication

University of Allahabad, Prayagraj, UP, India



बदलते समय में मीडिया की भूमिका

आज का समय सूचना और संचार का समय है। इस तेजी से बदलती दुनियां में सं मीडिया की भूमिका सिर्फ खबरें देने तक सीमित नहीं रह गई है। यह समाज को बनाने, लोगों की राय बनाने और लोकतंत्र को मजबूत करने में एक अहम हिस्सा बन गया है। डिजिटल दौर में मीडिया ने थोड़ा और आगे बढ़ गया है उसने एक नया रूप ले लिया है। सोशल मीडिया, ऑनलाइन न्यूज़ और अलग-अलग प्लेटफॉर्म ने जानकारी पहुंचाने को न सिर्फ तेज़ किया है, बल्कि सबकी पहुंच को आसान बना दिया है। आज हर व्यक्ति जानकारी पढ़ने के साथ-साथ उसे बांटने वाला यानि शेयर करने वाला भी बन गया है।

लेकिन इन बदलावों के साथ कई समस्याएं भी आई हैं। फेक न्यूज़, गलत खबरें और सनसनी फैलाने वाली पत्रकारिता से मीडिया पर लोगों का भरोसा कम हो रहा है। ऐसे में जिम्मेदार और ईमानदार पत्रकारिता की जरूरत पहले से कहीं ज्यादा बढ़ गई है। जलवायु परिवर्तन, महामारी, आर्थिक मुश्किलें और सामाजिक न्याय जैसी दुनिया की समस्याओं के मामलों में मीडिया एक पुल का काम करता है। यह समस्याओं को सामने लाता है और लोगों को जागरूक करके समाधान की दिशा में ले जाता है। जैसे कोविड के दौर में मीडिया ने लोगों को जागरूक किया। आज की जरूरत है कि मीडिया सच्चाई, निष्पक्षता और अपनी सामाजिक जिम्मेदारी को समझते हुए एक मजबूत और संवेदनशील समाज बनाने में अपना योगदान दे। मीडिया को यह ध्यान रखना चाहिए कि वह समाज के हर वर्ग की आवाज़ बने। गरीब, वंचित और हाशिए पर रहने वाले लोगों की समस्याओं को उजागर करना मीडिया की प्राथमिकता होनी चाहिए। साथ ही, मीडिया को सकारात्मक खबरों और समाधानों को भी उतना ही महत्व देना चाहिए जितना समस्याओं को। युवा पीढ़ी के लिए मीडिया साक्षरता(डिजिटल लिटरेसी) बेहद जरूरी है। उन्हें सही और गलत जानकारी में फर्क करना आना चाहिए। शोधकर्ता और युवा पत्रकारों को इस दिशा में लगातार काम करते रहना चाहिए और नैतिक मूल्यों के साथ पत्रकारिता को आगे बढ़ाना चाहिए। तभी हम एक बेहतर और जागरूक समाज का निर्माण कर सकेंगे।

सुजाता पराशर

कंसल्टिंग एडिटर, क्रिकेट प्रिडिक्टा

(एक डिजिटल क्रिकेट प्लेटफॉर्म), दिल्ली



वैश्विक चुनौतियाँ और मीडिया की दिशा

आज मानव समाज एक ऐसे परिवर्तनकारी काल से गुजर रहा है, जिसमें वैश्विक मुद्दों और मीडिया की भूमिका पहले की तुलना में कहीं अधिक जटिल, व्यापक और दूरगामी हो गई है। तकनीक के तीव्र प्रसार, भू-राजनीतिक तनावों, सामाजिक असमानताओं और पर्यावरणीय चुनौतियों ने संचार की दुनिया के सामने नई जिम्मेदारियाँ रखी हैं। इन परिस्थितियों में मीडिया केवल सूचना का वाहक नहीं, बल्कि लोकतांत्रिक मूल्यों का संरक्षक और जनमानस का मार्गदर्शक बनकर उभर रहा है।

आर्टिफिशियल इंटेलिजेंस ने पत्रकारिता को गति, सुविधा और विश्लेषण की अद्भुत क्षमताएँ प्रदान की हैं, लेकिन इसके साथ सत्य, नैतिक आचरण, पारदर्शिता और मानव-केंद्रित संवेदनशीलता के नए प्रश्न भी समान रूप से महत्वपूर्ण हैं। डीपफेक, भ्रामक सूचना, एल्गोरिथमिक पक्षपात और तकनीक-नियंत्रित उपभोक्ता व्यवहार जैसी चुनौतियाँ हमें यह स्मरण कराती हैं कि तकनीक तभी सार्थक है जब वह मानवीय मूल्यों के साथ संतुलित हो।

साथ ही, वैश्विक विमर्श में महिलाओं की आवाज़, लैंगिक समानता और न्यायपूर्ण प्रतिनिधित्व की बढ़ती अपेक्षा मीडिया के लिए नई प्रेरणा और उत्तरदायित्व दोनों लेकर आती है। विविधता, समावेशन और संवेदनशीलता को यदि मीडिया अपनी कार्यप्रणाली का केंद्र बनाए, तो वह वास्तविक सामाजिक परिवर्तन का साधन बन सकता है। इस अंतरराष्ट्रीय सम्मेलन का उद्देश्य इन महत्वपूर्ण विषयों पर सार्थक विचार-विमर्श के लिए एक सशक्त मंच प्रदान करना है। मुझे पूर्ण विश्वास है कि विद्वानों, शोधकर्ताओं, पत्रकारों और विशेषज्ञों के विचार इस विमर्श को समृद्ध करेंगे तथा एक अधिक जिम्मेदार, जागरूक और मानव-केंद्रित मीडिया के निर्माण की दिशा निर्धारित करेंगे।

अंत में, मैं अपनी पूरी टीम के प्रति हार्दिक आभार व्यक्त करता हूँ, जिन्होंने अत्यंत समर्पण, सूझ-बूझ और अथक परिश्रम से इस विशाल ऑनलाइन आयोजन को सफल बनाने में महत्वपूर्ण भूमिका निभाई है। उनका यह सहयोग और प्रतिबद्धता हमारे लिए सदैव प्रेरणा का स्रोत रहेगा।

प्रो. संजीव भनावत

पूर्व विभागाध्यक्ष, सेंटर फॉर मास कम्युनिकेशन, राजस्थान विश्वविद्यालय, जयपुर
संपादक, त्रैमासिक द्विभाषी मीडिया जर्नल 'कम्युनिकेशन टुडे', जयपुर



It is with profound joy and a deep sense of purpose that I present this Abstract Booklet for our meaningful and intellectually vibrant conference. As the Founder and Chair of Writers Reservoir Foundation, I consider it both a privilege and a cherished responsibility to nurture a space where scholars, media professionals, educators, researchers, and young visionaries from around the world can converge to contemplate the ever-shifting narratives of our age.

This conference is not merely an academic congregation—it is a collective promise. A promise to understand how communication breathes life into societies, moulds public thought, questions established norms, and illuminates the pressing global challenges that surround us. In a world reshaped by the relentless pace of digital transformation, overwhelmed by information, and yearning for integrity, empathy, and accountability, this platform emerges as a sanctuary of dialogue, reflection, and enlightened exchange.

Every abstract in this booklet is more than a scholarly contribution; it is a voice joining a larger symphony of ideas. Together, they reaffirm our shared mission—to strengthen critical inquiry, broaden intellectual horizons, and inspire innovative approaches to storytelling, media engagement, and communication research. I offer my heartfelt gratitude to all contributors, session chairs, experts, and participants whose wisdom enriches this academic tapestry.

My sincere appreciation and honour to Prof Sanjeev Bhanawat my mentor, our guiding force and Bilingual scholarly Journal Communication Today for unwavering partnership, forward-looking vision, and long-standing commitment to advancing media scholarship.

May this conference spark fresh insights, encourage meaningful debate, and guide us toward new pathways of collective understanding. I extend my warmest wishes to each participant for an inspiring, enriching, and truly transformative experience.

With best wishes,

Prof (Dr.) Ruchi Goswami

Founder, Writers Reservoir Foundation and Conference Chair

Head, Department of Journalism and Mass Communication

Chhatrapati Shivaji Maharaj University, Navi Mumbai, Maharashtra



It is with immense pleasure and profound appreciation that I present this note for our international conference—a vibrant gathering of scholars, practitioners, and thought leaders dedicated to examining the evolving landscapes of media, communication, technology, and global societal transformation. This Abstract Booklet reflects the commitment, intellectual depth, and academic curiosity that guide our shared pursuit of knowledge.

In an era where communication is rapidly shaped by digital advancements, shifting narratives, and new global realities, the need for thoughtful inquiry has never been more significant. This conference provides a space where ideas intersect with innovation, research aligns with real-world relevance, and diverse perspectives converge to spark meaningful dialogue. Each abstract within these pages represents a unique contribution—an invitation to think deeper, question further, and engage with the world through a scholarly lens.

I extend my heartfelt gratitude to all authors, reviewers, session chairs, and participants for their invaluable contributions, dedication, and expertise. Your collective efforts have made this academic endeavour truly remarkable.

As we embark on these two days of dialogue and discovery, I hope the discussions inspire new understandings, foster productive collaborations, and open pathways for future research. My warmest wishes to every participant for an enriching, insightful, and memorable conference experience.

Dr. Aastha Saxena

Convenor, Global Issues and Media Response Conference

Associate Professor & Head, Department of JMC, Poornima University, Jaipur

President, Writers Reservoir, Foundation

Assistant Editor, Communication Today Journal



It is with great delight and sincere appreciation that I share this note for our international conference, a confluence of minds committed to exploring the dynamic intersections of media, communication, technology, and global societal change. This Abstract Booklet stands as a testament to the intellectual depth and scholarly curiosity that define our shared academic journey.

In a world where communication is continuously reshaped by digital innovation, shifting public discourses, and emerging global challenges, the role of reflective inquiry becomes more essential than ever. This conference offers a space where ideas meet experience, where research meets relevance, and where diverse voices come together to illuminate new perspectives. Each abstract included here carries the promise of fresh insight—reminding us that scholarship is not merely an academic pursuit, but an ongoing conversation with the world.

My heartfelt gratitude goes to all authors, reviewers, session chairs, and participants who have contributed their time, expertise, and thoughtful scholarship to this collective endeavour. I am also deeply thankful to our collaborating partner, Communication Today, for their unwavering support and shared commitment to strengthening media and communication studies.

May the discussions that emerge over these two days inspire deeper understanding, productive collaborations, and meaningful pathways for future research. I extend my warm wishes to every participant for an engaging, insightful, and enriching conference experience.

Dr. Aditi Pareek

Conference Chair and Treasurer Writers Reservoir, Foundation

Senior Assistant Professor, Dept of Journalism and Mass Communication



It is with great honour and genuine enthusiasm that I share this message for our international conference—a meaningful convergence of brilliant minds devoted to exploring the shifting terrains of media, communication, technology, and global societal change. This Abstract Booklet stands as a celebration of the collective scholarship, curiosity, and critical thought that define our academic community.

At a time when communication ecosystems are continually transformed by technological disruption, cultural transitions, and emerging global concerns, the importance of reflective, well-grounded research becomes even more pronounced. This conference serves as a dynamic platform where ideas evolve into insights, where theory meets practice, and where diverse scholarly voices come together to illuminate new dimensions of understanding. Each abstract included here embodies the spirit of inquiry and innovation, offering a fresh lens through which to view the world.

I am deeply grateful to all contributors—authors, reviewers, moderators, session chairs, and participants—whose commitment, diligence, and expertise have shaped this scholarly endeavour. Your efforts reflect the true essence of collaborative academic pursuit. My sincere appreciation also goes to our respected partner, Communication Today, for their steadfast support and shared dedication to advancing media and communication research. As we engage in these two days of thought-provoking discussions and intellectual exchange, I trust that the conversations will inspire meaningful connections, stimulate new research directions, and enrich our collective understanding. I extend my warm wishes to each participant for an insightful, productive, and fulfilling conference experience.

Dr. Deepshikha Parashar

Convenor, Global Issues and Media Response Conference

Head, Department of Political Science and International Relations, IIS (deemed to be University), Jaipur

Joint Secretary, Writers Reservoir, Foundation



It gives me immense pleasure to share my reflections on this Two-Day Online International Multidisciplinary Conference on “Global Issues and Media Response.” As the Organising Secretary and one of the founding members of Writers Reservoir India, I am proud to witness how this platform has brought together distinguished scholars, media professionals, researchers, and students from across the world to engage in meaningful academic dialogue.

The conference theme is both timely and significant, given the rapidly evolving global landscape where media plays a pivotal role in shaping public understanding and response. Each session is thoughtfully curated to encourage critical thinking, collaborative learning, and cross-disciplinary perspectives. I firmly believe that discussions on issues such as equity, representation, and media responsibility are essential for strengthening informed societies and nurturing ethical communication practices.

Organizing this conference has been a fulfilling experience, made possible through the dedication of our team, the support of Communication Today, and the enthusiastic participation of our delegates. I hope this academic gathering inspires new ideas, fosters research collaborations, and contributes meaningfully to the global discourse on media and society.

Babita Sharma

Organising Secretary, Writers Reservoir India

About Writers Reservoir, India

A Pool of Writers, A World of Ideas

Writers Reservoir, India is a dynamic and inclusive platform that unites a diverse community of writers, thinkers, and creators from across the nation. It serves as a collaborative hub where literary and academic voices converge from storytellers and poets to journalists, researchers, screenwriters, and communication experts.

At its core, Writers Reservoir champions the creative, intellectual, and strategic spirit of Indian writing and communication, encouraging the exploration of multiple genres and perspectives. Whether it's fiction that stirs the imagination, poetry that inspires, or academic writing that informs, the platform celebrates the richness of expression and the power of the written and spoken word.

As a think tank of communicators, Writers Reservoir India cultivates a unique space for media scholars, public speakers, policy commentators, and communication strategists to engage in cross-disciplinary dialogue. It supports innovative thinking around digital trends, media ethics, public discourse, and storytelling as tools for social impact and change.

Beyond creativity, Writers Reservoir acts as a bridge between writers and industry professionals — connecting emerging and established talent with publishers, filmmakers, content creators, and academic institutions. By amplifying the voices of Indian storytellers and communicators, it showcases the diverse cultural, regional, and intellectual landscapes of India to a global audience.

Writers Reservoir also plays an active role in critical public discourse, regularly organizing webinars, conferences, think pieces, and debates on contemporary societal, political, and cultural issues. These events foster dialogue, spark new ideas, and reflect the evolving narratives that shape India and the world today.

About Communication Today

Communication Today (ISSN 0975-217X), 29 years old bilingual media journal, is published by Prof. (Dr.) Sanjeev Bhanawat, Former Head, Centre for Mass Communication, University of Rajasthan. The journal is regarded as the lighthouse for students, researchers, academicians and practitioners of media studies in India.

The journal comprises of Book Reviews, Research Papers and Articles. It has published in-numerous research papers on various topics such as Media Education, Advertising, Print Media, Electronic Media, Development Communication, Public Relations and New Media. Communication Today has also carried out studies on the impact of media on different sections of society, that is, children, women, adolescents and grown-ups as well.

This journal has been recognised by an award from The Public Relations Council of India, the ‘Golden Award in External Magazine Category’ in 2011 for its contribution towards publishing quality research papers in the field of Media and Public Relations. The award was given away in the global meet of the council at Chandigarh.

There have been two dissertations on the contribution of the journal to the research areas of Media & Communication – one at Punjab Agricultural University, Ludhiana, and the other at Mahatma Gandhi International Hindi University, Wardha, MP.

During the pandemic of COVID-19, the journal launched a series of webinars beginning on October 2nd, 2020. The webinar series is still under process and has completed 186 webinars until November 2025. More than around 500+ experts from across the country have shared their insights and treasures of knowledge in these webinars as guest speakers enriching the audiences with their experiences in the fraternity of media education



WRITERS RESERVOIR INDIA
(A THINK TANK OF COMMUNICATORS)



COMMUNICATION TODAY
(MEDIA QUARTERLY BILINGUAL JOURNAL)

A TWO-DAY
ONLINE INTERNATIONAL
MULTIDISCIPLINARY CONFERENCE ON
**GLOBAL ISSUES AND MEDIA
RESPONSE**

29-30 NOVEMBER 2025



OBJECTIVES OF THE CONFERENCE

- To examine global issues—such as climate change, public health, conflict, migration, and digital security—and their representation in media.
- To discuss the role of media in shaping public opinion, policy discourse, and international relations in response to global challenges.
- To analyze how emerging media technologies and platforms influence awareness, advocacy, and crisis communication.
- To provide a platform for interdisciplinary dialogue and collaboration among scholars, journalists, professionals, and students on media's response to global issues.

OVERVIEW OF THE CONFERENCE

The Two-Day Online International Conference on Global Issues and Media Response, organized by Writers' Reservoir, India (a think tank of communicators) in collaboration with the Quarterly Bilingual Media Journal Communication Today, Jaipur, Rajasthan, aims to bring together academicians, researchers, media practitioners, and students on a common platform.

The conference will focus on how media across the globe interprets, represents, and responds to pressing global challenges such as climate change, public health, conflict, migration, digital security, and sustainable development. It seeks to foster critical dialogue on the role of media in shaping public opinion, influencing policy, and driving social change in the face of these global issues.

COMMUNICATION TODAY

A Double-Blind Peer-Reviewed
Bilingual Media Quarterly
Journal

For 29 years, Communication Today (ISSN 0975-217X) has been a beacon of knowledge, innovation, and excellence in media studies. Edited and published by Prof. (Dr.) Sanjeev Bhanawat, former Head of the Centre for Mass Communication at the University of Rajasthan, this journal has set benchmarks for students, researchers, academicians, and media professionals across India.

WRITERS RESERVOIR INDIA

(A think tank of communicators)

It is a vibrant platform where words come to life. It connects passionate writers with readers, providing a space to share stories, ideas, and creativity. Through workshops, competitions, and publications, it nurtures talent and helps writers grow; all while building a community of like-minded individuals.



KEY THEMES

Media's Role in Addressing Climate Change and Environmental Crises

Public Health Communication: Lessons from Pandemics and Health Challenges

Conflict, War, and Migration: Media Narratives and Humanitarian Responses

Media and Human Rights: Ethics, Responsibility, and Advocacy

Fake News, Misinformation, and Disinformation in Global Crises

Cybersecurity, Data Privacy, and Media Responsibility

Global Governance, Policy, and the Media's Role in Diplomacy

Media, Technology, and Sustainable Development Goals (SDGs)

Representations of Gender, Equity, and Social Justice in Global Media

Crisis Communication and Disaster Management in the Digital Era

The Role of Media in Shaping Global Environmental Awareness

Media and Cultural Exchange: Responding to Globalization

Media's Response to Artificial Intelligence and Emerging Technologies

Future of Journalism: Reporting Responsibly on Global Issues

KEY DEADLINES

Abstract Submission
10 November 2025

Full Paper Submission
20 November 2025

REGISTRATION FEE

Students and Research Scholars:
₹500
Academicians and Industry Experts:
₹700

PAYMENT DETAILS

Phone Pay- 9784298998- Dr. Aditi Pareek



REGISTRATION

<https://forms.gle/TAGmDynMHrgXJxV98>

QR Code-



PUBLICATION OPPORTUNITY

Selected papers will be published in an edited book with an ISBN by a reputed publisher.



CONFERENCE LEADERSHIP

CHIEF PATRON



Prof. Sanjeev Bhanawat

Former Head, Centre for Mass Communication, University of Rajasthan, Jaipur
Editor, Quarterly Bilingual Media Journal Communication Today, Jaipur

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Head , Dept.of Mass Communication & Media
Studies,Gautam Buddha University (A U.P.
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Director, Bharati Vidyapeeth,
New Delhi
Founder Editor-in-Chief, BJIT
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Chhatrapati Shivaji Maharaj University,
Mumbai
Founder, Writers Reservoir



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Senior Assistant Professor, Department of JMC,
IIS (deemed to be University), Jaipur
Vice- President, Writers Reservoir

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Associate Professor and Head, Department of JMC,
Poornima University, Jaipur
President, Writers Reservoir
Assistant Editor, Communication Today Journal



Dr. Deepshikha Parashar

Head, Dept. of Political Science,
IIS (deemed to be University), Jaipur
Joint Secretary, Writers Reservoir

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Assistant Professor (TAP),
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The Maharaja Sayajirao University of Baroda,
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Assistant Professor,
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Ms. Ashwarya Mathur
Freelancer

CONTACT

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Website- communicationtoday.net



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COMMUNICATION TODAY
(MEDIA QUARTERLY BILINGUAL JOURNAL)

A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON GLOBAL ISSUES AND MEDIA RESPONSE

29-30 NOVEMBER 2025

Inaugural Session

November 29 2025

Keynote Speaker



Prof. K. G. Suresh
Director, India Habitat
Centre, Delhi

Presidential Address



Prof. Navin Chandra Lohani
Vice Chancellor
Uttarkhand Open University
Haldwani.

Guest of Honour



Rajeev Kumar Panda
Dean, School of Mass
Communication
KIIT Deemed to be University
Bhubaneswar

Prof. Sanjeev Bhanawat

Patron of the Conference

Register Now



Contact

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29-30 NOVEMBER 2025

Valediction Session

November 30, 2025 | Time-3:45 pm

Keynote Speaker



Prof. (Dr.) Shikha Rai
Director, School of
Journalism &
New Media Studies,
IGNOU, New Delhi

Guest of Honor



Prof. Virbala Aggarwal
Distinguished Visiting
Professor,
Punjab Technical
University, Kapurthala

Presidential Address



Dr. Pragya Paliwal Gaur
Vice Chancellor
Indian Institute of Mass
Communication,
New Delhi

Prof. Sanjeev Bhanawat

Patron of the Conference

Chief Guest



**Prof. (Dr.) Ambrish
Saxena**

Professor, Faculty of Arts
and Design, South Asian
University, New Delhi

Guest of Honor



Prof. Nisha Pawar
Senior Professor and Head
Department of JMC, Shivaji
University, Kolhapur

Register Now

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A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON GLOBAL ISSUES AND MEDIA RESPONSE

29-30 NOVEMBER 2025

Panel Discussion on

Women, Equity, and Voice: The Changing Face of Global Media

November 29, 2025

Time-11: 30 am

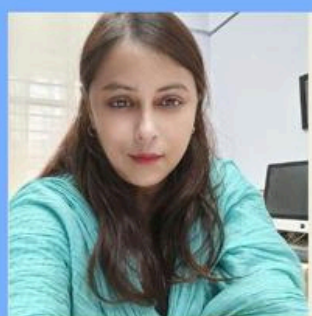
Panelists



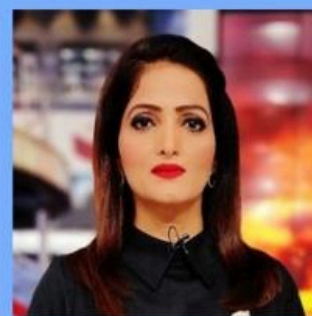
Prof. Bandana Pandey
Dean, School of
Humanities and Social
Sciences Gautam
Buddha University,
Greater Noida, UP



Prof. Sonal Pandya
Professor and Head,
Journalism and Mass
Communication,
Gujarat University,
Ahmedabad



**Prof. Ayesha Tahera
Rashid**
Professor, Department
of Mass
Communication, Assam
University, Silchar



Ms. Sujata Parashar
Consulting Editor,
Cricket Predicta
(A digital cricket
platform),
Delhi

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Prof. Sanjeev Bhanawat
Patron of the Conference

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29-30 NOVEMBER 2025

Panel Discussion on

Journalism and Artificial Intelligence: Partnership or Paradox?

November 30, 2025

Time-10 am

Panelists

Moderator



Prof. M. N. Hoda
Director, Bharati
Vidyapeeth, New
Delhi
Founder Editor-in-
Chief, BJIT (SCOPUS
Indexed Journal)



**Dr. Uma Shankar
Pandey**
Head, Dept. of JMC,
Surendranath
College for Women,
(Uni of Calcutta),
Kolkata



Prof. Vikram Kaushik
Department of Mass
Communication,
Guru Jambheshwar
University of Science
& Technology,
Hisar



**Dr. Ram Awtar
Yadav**
Assistant Professor,
Department of JMC,
University of
Allahabad,
Prayagraj

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Prof. Sanjeev Bhanawat
Patron of the Conference

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29-30 NOVEMBER 2025

SESSION CHAIRS



Dr. Alfarid Hussain

Professor, Assam University,
Silchar



Mr. Rajiv Tikoo

Journalist, Editor, Podcaster and
Development Communication
Expert



Dr. Mahendra Kumar Padhy

Associate Professor, Babasaheb
Bhimrao Ambedkar Central
University,
Lucknow



Prof. Rakesh Goswami

Head, English Journalism,
Indian Institute of Mass
Communication,
Delhi

Prof. Sanjeev Bhanawat
Patron of the Conference

Register Now



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**A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY
CONFERENCE ON
GLOBAL ISSUES AND MEDIA RESPONSE
29–30 November 2025**

**Jointly organised by Writers Reservoir India and Communication Today (Media Quarterly
Bilingual Journal)**

Inaugural Session: Programme Schedule

Date: Saturday, 29 November 2025

Time: 10:00 AM – 11:15 AM

Moderation and Saraswati Vandana	Dr. Ruchi Goswami Conference Chair, Global Issues & Media Response Conference	10:00– 10:05 AM
Felicitatation of Speakers with E-Bouquet		10.05- 10.08 AM
Welcome Address	Dr. Aastha Saxena Convenor, Global Issues & Media Response Conference	10.08- 10.10 AM
Launch of Abstract Booklet		10:10– 10:15 AM
Theme Presentation	Prof. Sanjeev Bhanawat Chief Patron, Global Issues and Media Response Conference	10:15 – 10:20 AM
Guest of Honour Address	Mr. Rajeev Kumar Panda Dean, School of Mass Communication, KIIT (Deemed to be University), Bhubaneswar	10:20 – 10:35 AM
Keynote Address	Prof. K. G. Suresh Director, India Habitat Centre, New Delhi	10:50 – 11:05 AM
Presidential Address	Prof. Navin Chandra Lohani Vice-Chancellor, Uttarakhand Open University, Haldwani	10:35 – 10:50 AM
Felicitatation with Memento		11:05- 11:10 AM
Vote of Thanks	Dr. Aditi Pareek Conference Chair, Global Issues & Media Response Conference	11:10 – 11:12 AM
Group Photograph		11:12– 11:15 AM

**A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON
GLOBAL ISSUES AND MEDIA RESPONSE
29–30 November 2025**

**Jointly organised by Writers Reservoir India and Communication Today (Media Quarterly
Bilingual Journal)**

Valediction Session: Programme Schedule

Date: 30 November 2025

Time: 3:45 – 5:45 PM

Opening Remarks	Dr. Aditi Pareek Conference Chair, Global Issues & Media Response Conference	3:45– 3:50 PM
Welcome Address	Dr. Ruchi Goswami Conference Chair, Global Issues & Media Response Conference	3:50 – 3:53 PM
Felicitation of Dignitaries with E-Bouquet		3:53 – 3:56 PM
Report Presentation	Dr. Aastha Saxena Convenor, Global Issues & Media Response Conference	3:56 – 4:05 PM
Special Message & Blessings	Prof. Sanjeev Bhanawat Patron of the Conference	4:05 – 4:10 PM
Guest of Honour Address	Prof. Virbala Aggarwal Distinguished Visiting Professor, Punjab Technical University, Kapurthala	4:10 – 4:25 PM
Guest of Honour Address	Prof. Nisha Pawar Senior Professor & Head, Dept. of JMC, Shivaji University, Kolhapur	4:25 – 4:40 PM
Chief Guest Address	Prof. (Dr.) Ambrish Saxena Professor, Faculty of Arts & Design, South Asian University, New Delhi	4:40 – 4:55 PM
Keynote Address	Prof. (Dr.) Shikha Rai Director, School of Journalism & New Media Studies, IGNOU, New Delhi	4:55 – 5:10 PM
Best Papers Announcement and Felicitation		5.10- 5.15 PM
Presidential Address	Dr. Pragya Paliwal Gaur Vice Chancellor, Indian Institute of Mass Communication, New Delhi	5:15 – 5:30 PM
Felicitation with Memento		5.30-5.35 PM
Vote of Thanks	Dr. Deepshikha Parashar Convenor, Global Issues & Media Response Conference	5.35- 5.40 PM
Group Photograph		5.40-5.45 PM

**A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON
GLOBAL ISSUES AND MEDIA RESPONSE
29–30 November 2025**

**Jointly organised by Writers Reservoir India and Communication Today (Media Quarterly
Bilingual Journal)**

**Panel Discussion Day 1 – Programme Schedule
Theme: Women, Equity, and Voice: The Changing Face of Global Media**

Date: 29 November 2025

Time: 11:30 AM – 1:00 PM

Welcome Address	Ms. Babita Sharma Organizing Secretary, Global Issues & Media Response Conference	11:30 – 11:35 AM
Felicitation of Speakers with E-Bouquet		11:35 – 11:38 AM
Theme Presentation	Prof. Sanjeev Bhanawat Chief Patron	11:38 – 11:45 AM
Panelist	Ms. Sujata Parashar Consulting Editor, Cricket Predicta (Digital Cricket Platform), Delhi	11:45 AM– 12:00 PM
Panelist	Prof. Ayesha Tahera Rashid Professor, Department of Mass Communication Assam University, Silchar	12:00 – 12:15 PM
Panelist	Prof. Bandana Pandey Dean, School of Humanities & Social Sciences Gautam Buddha University, Greater Noida, UP	12:15 – 12:30 PM
Panelist	Prof. Sonal Pandya Professor & Head, Journalism and Mass Communication Gujarat University, Ahmedabad	12:30 – 12:45 PM
Felicitation		12:45 – 12:50 PM
Vote of Thanks		12:50 – 12:55 PM
Group Photograph		12:55 – 1:00 PM

**A TWO-DAY ONLINE INTERNATIONAL MULTIDISCIPLINARY CONFERENCE ON
GLOBAL ISSUES AND MEDIA RESPONSE
29–30 November 2025**

**Jointly organised by Writers Reservoir India and Communication Today (Media Quarterly
Bilingual Journal)**

Panel Discussion Day 2 – Programme Schedule

Theme: Journalism and Artificial Intelligence: Partnership or Paradox?

Date: 30 November 2025

Time: 10:00 AM – 11:15 AM

Welcome Address	Dr. Aditi Pareek Conference Chair, Global Issues & Media Response Conference	10:00 – 10:03 AM
Felicitation of Speakers with E-Bouquet		10:03 – 10:05 AM
Theme Presentation	Prof. Sanjeev Bhanawat Chief Patron	10:05 – 10:10 AM
Moderator	Dr. Ram Awtar Yadav Assistant Professor, Department of JMC University of Allahabad, Prayagraj	10:10 – 10:20 AM
Panelist	Prof. M. N. Hoda Director, Bharati Vidyapeeth, New Delhi Founder Editor-in-Chief, BJIT (SCOPUS Indexed Journal)	10:20 – 10:35 AM
Panelist	Dr. Uma Shankar Pandey Head, Department of JMC Surendranath College for Women, University of Calcutta, Kolkata	10:35 – 10:50 AM
Panelist	Prof. Vikram Kaushik Department of Mass Communication Guru Jambheshwar University of Science & Technology, Hisar	10:50 – 11:05 AM
Felicitation		11:05 – 11:08 AM
Vote of Thanks		11:08 – 11:10 AM
Group Photograph		11:10 – 11:15 AM

A Two-Day Online International Conference on Global Issues and Media Response

Dates: 29-30 Nov 2025

**Jointly Organised by Quarterly Bilingual Media Journal COMMUNICATION TODAY,
Jaipur and WRITERS RESERVOIR, India**

Technical Session 1: Climate, Crisis & Media Responsibility

Programme Schedule

Date: Saturday, 29 Nov 2025

Time: 2:00 PM to 3:30 PM

**Session Chair: Mr. Rajiv Tikoo, Journalist, Editor, Podcaster and Development
Communication Expert**

**Session Coordinator- Ms. Babita Sharma, Organizing Secretary, Global Issues and Media
Response Conference**

1	Welcome	Ms. Babita Sharma	02:00- 02:05
2	Felicitation of Speakers with E-Bouquet	Ms. Babita Sharma	02:05- 02:10
3	Introduction of Session Chair	Ms. Babita Sharma	02:10- 02:15
4	Session Handed over to Session Chair		
5	Paper Presentations		02:15- 03:10
	Paper Title		Name of Author
i.	Beyond Silence: Empathy, Power, and Feminist Reflections in Literature	Sarika Duseja Research Scholar, Maharaja Agrasen Himalayan Garhwal University, Uttarakhand	

ii.	THE PORTRAYAL OF DARK-SKINNED PEOPLE IN BOLLYWOOD: A STUDY ON COLOURISM IN INDIAN CINEMA	<p>Ms Nishali U MA Journalism and Mass Communication student, St. Aloysius (Deemed to be University), Mangaluru</p> <p>Smt. Bhavya Shetty Assistant Professor, Department of Journalism, St. Aloysius (Deemed to be University), Mangaluru</p>
iii.	सामाजिक मूल्यों के विकास में सोशल मीडिया की भूमिका: युवा दृष्टिकोण से समाजशास्त्रीय अध्ययन	<p>योगेन्द्र प्रताप सिंह शोध छात्र समाजशास्त्र, एन एम एस एन दास पी जी कालेज बदायूँ</p> <p>केप्टन (डॉ.) सन्तोष कुमार सिंह एसोसिएट प्रोफेसर एवं प्रभारी, समाजशास्त्र विभाग, एन एम एस एन दास पी जी कालेज बदायूँ</p>
iv.	Regional Divide by AI: Power, Ethics, and Equity in the Age of Large Language Models	<p>Dr. Taruna Narula Faculty, Department of Communication Media and Technology, J.C. Bose University of Science & Technology, YMCA, Faridabad</p> <p>Kirti Jha Student, M.A. (Journalism and Mass Communication), Department of Communication Media and Technology, J.C. Bose University of Science & Technology, YMCA, Faridabad</p>
v	Academic Mobility and Cross-Cultural Learning: Evaluating Semester Exchange Programs in France for Higher Education	<p>Muskan Golani Assistant Professor , Department of Journalism and Mass Communication Vivekananda Global University, Jaipur</p>

vi	AI and Naga Cultural Identity: A Study on Cultural Preservation	<p>Ms Easter T Sangtam Research Scholar, Department of Journalism & Mass Communication, Nagaland University</p> <p>Dr Shivajyoti Das Baruah Assistant Professor, Department of Journalism & Mass Communication, Nagaland University</p>
vii	Assessing Media Coverage of Climate Change and Environmental Issues in Balasore District: A Comparative Analysis of Sambad and Samaja Newspapers	<p>Rudra Ranjan Sejpada Doctoral Scholar, Dept of J&MC, Fakir Mohan University, Vyasa Vihar, Odisha</p> <p>Dr. Smiti Padhi Assistant Professor, Dept of J&MC, Fakir Mohan University, Vyasa Vihar, Odisha</p>
vii i	Widowhood and Media - Narratives of Loss, Resilience, and Representation	<p>Garima Yadav Research Scholar, Dept. of Sociology and Social Work, IIS(deemed to be University), Jaipur</p> <p>Dr.Arati Sharma Associate Professor, Dept. of Sociology and Social Work(deemed to be University), Jaipur</p>
ix	Framing The Climate Crisis: A Comparative Analysis of BBC, NDTV, and Arise News' Reportage	<p>Chinda Michael Ezebunwor Department of Theatre Arts, Faculty of Humanities, Alex Ekwueme Federal University, Ndufu-Alike Ikwo</p>
x	Media Technology and Sustainable Development Goals: An Eradication of Hunger and Poverty in Imo State, Nigeria	<p>Prof. Regina Acholonu Department of Mass Communication, Evangel University Akaeze, Ebonyi State Nigeria</p>

xi	Technology, Gender and Violence: Conceptualising Platform-Mediated Gendered Harm in Contemporary Governance Contexts		Mahera Imam Research Scholar, Department of Women's Studies, Bharathidasan University, Tiruchirappalli
7	Chair Address	Mr. Rajiv Tikoo Journalist, Editor, Podcaster and Development Communication Expert	03:10- 03:20
8	Felicitation of Speakers with Mementos		03:20- 03:25
9	Vote of Thanks	Ms. Babita Sharma	03:25- 03:30

A Two-Day Online International Conference on Global Issues and Media Response

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Jaipur and WRITERS RESERVOIR, India**

Technical Session 2: Media, Technology & Sustainable Development Goals Programme Schedule

Date: Saturday, 29 Nov 2025

Time: 3:45 PM to 5:15 PM

Session Chair: Dr. Mahendra Kumar Padhy, Associate Professor, Babasaheb Bhimrao Ambedkar Central University, lucknow

Session Coordinator- Ms. Ashwarya Mathur, Joint Secretary, Global Issues and Media Response Conference

1	Welcome	Ms. Ashwarya Mathur	03:45- 03:50
2	Felicitatation of Speakers with E-Bouquet	Ms. Ashwarya Mathur	03:50- 03:55
3	Introduction of Session Chair	Ms. Ashwarya Mathur	03:55- 04:00
4	Session Handed over to Session Chair		
5	Paper Presentations		04:00- 04:55
	Paper Title		Name of Author
i.	From Information Overload to Informed Citizenship: Media Literacy as a 21st Century Competency	K. Ravi Kumar Ph.D. Research Scholar, Department of Communication and Journalism Suravaram Pratapa Reddy Telugu University, Hyderabad	
ii.	Tech Policy Overview in South Asia: A Study of India, Nepal, Bangladesh and Sri Lanka	Dr. Aakanksha Sharma	
iii.	Teacher Empowerment Through AI-Based Digital Tools: A 21 st -Century Skills Perspective	Suman Rathore Research Scholar, Banasthali Vidyapeeth, Tonk	

iv.	Flipping the Script: Evolving Portrayals of Masculinity in Hindi Cinema through the Female Gaze	Dr. Hari Krishna Behera , Assistant Professor, Institute of Media Studies (IMS), Utkal University, Bhubaneswar, Odisha
v	Media and Cultural Exchange: Responding to Globalization with respect to Brexit	Shreeja Mathur Research Scholar (IIS Deemed to be University, Jaipur)
vi	Developing a New Narrative: Saudi Arabia's Media Initiatives to Shape Global Perceptions and Enhance Tourism Appeal	Manal Magdy Mohammed Hassan PhD Scholar, Amity School of Communication, Amity University Haryana Prof. Udaya Narayana Singh Chair-Professor & Dean, Faculty of Arts, Amity University Haryana, Gurugram
vii	What journalists perceive about the use of Artificial Intelligence in newsrooms - Is it more productivity or more challenges?	Jayapriyanka J
vii i	Leveraging Digital Media and Emerging Technologies to Accelerate SDG 7: A New Paradigm for Public Awareness and Clean Energy Adoption	Divinefavour Robinson ISMA FORTH GLOBAL CONCEPT, Lagos State, Nigeria Ekwunife Raphael A, PhD Department of Mass Communication, Evangel University Akaeze, Ebonyi State Nigeria
ix	Community Radio for Wetland Conservation: A Case Study on Radio Loktak	Hemam Windy Chanu Assistant Professor, St. Joseph University, Nagaland

x	Gender, Silence, and Resistance: A Critical Study of Communication and Marginalized Voices in The Yellow Wallpaper		<p>Aarti JRF PhD Scholar Department of English, SMeH Manav Rachna International Institute of Research Studies Faridabad, India</p> <p>Dr Swati Chauhan Professor, HOD Department of English, SMeH Manav Rachna International Institute of Research Studies Faridabad, India</p>
xi	Social Media, Representation and Advocacy		<p>Rahul Vaish UGC NET and SET Qualified, Ph.D. Research Scholar, Mass Communication Department, Sharda University, Greater Noida, Uttar Pradesh, India</p>
7	Chair Address	Dr. Mahendra Kumar Padhy Associate Professor, Babasaheb Bhimrao Ambedkar Central University, lucknow	04:55- 05:05
8	Felicitation of Speakers with Mementos	Ms. Ashwarya Mathur	05:05- 05:10
9	Vote of Thanks	Ms. Ashwarya Mathur	05:10- 05:15

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Technical Session 3: Information Integrity in the Digital Age

Programme Schedule

Date: Sunday, 30 Nov 2025

Time: 11:30 AM to 1 : 00 PM

Session Chair: Dr. Alfarid Hussain, Professor, Assam University, Silchar

Session Coordinator- Dr. Deepshikha Parashar, Convenor, Global Issues and Media Response Conference

1	Welcome	Dr. Deepshikha Parashar	11:30-11:35
2	Felicitatation of Speakers with E-Bouquet	Dr. Deepshikha Parashar	11:35-11:40
3	Introduction of Session Chair	Dr. Deepshikha Parashar	11:40-11:45
4	Session Handed over to Session Chair		
5	Paper Presentations		11:40-12:45
	Paper Title		Name of Author
i.	साइबर सुरक्षा एवं डिजिटल गिरफ्तारी	डॉ. भगवान सिंह सहायक आचार्य, राव दिलीप सिंह कॉलेज ऑफ एजुकेशन, गुरुग्राम, हरियाणा	
ii.	From Clicks to Credibility: How AI, Cybersecurity, and Ethical Data Practices Are Redefining Trust in Digital Media.	Vani Bhatnagar Industry Professional, Texas, USA	

iii.	Artificial Intelligence Integration in Marathi Entertainment: Innovations in GECs and OTT Platforms	<p>Dr. Ajit Gagare Assistant Professor, Department of Media and Communication Studies, Savitribai Phule Pune University</p> <p>Mr. Rushikesh Mandlik Research Scholar, Department of Media and Communication Studies, Savitribai Phule Pune University</p>
iv.	Media Narratives on Artificial Intelligence: A Study of Indian English Online News Portals	<p>Ann AL Assistant Professor, Acharya Institute of Graduate Studies, Karnataka</p>
v	An Analytical study of Misinformation on Social Media and Journalistic Ethics	<p>Rukhsar Parveen Assistant Professor, Department of English (Faculty of Mass Communication), MATS University, Raipur (CG)</p>
vi	From Visibility to Commodification: LGBTQ+ Representation in Netflix, Amazon Prime and Regional OTT Media	<p>Animikh Samanta Research Scholar, Dept of J&MC, Fakir Mohan University, Vysa Vihar, Odisha</p> <p>Dr. Smiti Padhi Assistant Professor, Dept of J&MC, Fakir Mohan University, Vysa Vihar, Odisha</p>
vii	Patterns of Paid Political Communication on Facebook: An Exploratory Advertising analysis	<p>Dilip Kumar Research Scholar, Haridev Joshi University of Journalism and Mass Communication, Jaipur</p>
vii i	Normalisation of Crime Against Women in Hindi Cinema: Analysis of Selected Films	<p>Harekrushna Pradhan Doctoral Research Scholar, Department of J&MC, Fakir Mohan University, Vyasa Vihar, Odisha</p> <p>Dr Smiti Padhi Assistant Professor, Department of J&MC, Fakir Mohan University, Vyasa Vihar, Odisha</p>

ix	A Study of Work-Life Balance of Women in the IT Sector		Shalini Meena Research Scholar, Dept. of Sociology and Social Work, IIS (deemed to be University), Jaipur Dr.Arti Sharma Associate Professor, Dept. of Sociology and Social Work, IIS(deemed to be University), Jaipur
x	ASSESSMENT OF DIGITAL TECHNOLOGY IN THE PROTECTION OF PRIVACY AND INFORMATION INTEGRITY IN KADUNA STATE, NIGERIA		Ekwunife Raphael A, PhD Department of Mass Communication, Evangel University Akaeze, Ebonyi State Nigeria Divinefavour Robinson ISMA FORTH GLOBAL CONCEPT, Lagos State, Nigeria
xi	SAFEGUARDING INFORMATION INTEGRITY IN DIGITAL BRAND COMMUNICATION		Dr. Amechi A Chukwu. Department of Mass Communication, Evangel University, Akaeze Nigeria.
xii	REPORTING THE SAHEL: REINFORCING DRONE JOURNALISM IN THE BATTLE OF WITS AND SECURITY		DR. BASIL UCHE ONYENEHO Department of Mass Communication, Evangel University Akaeze, Nigeria DR. GODWIN CHIWOKE OKOYE Department of Mass Communication Caritas University Enugu, Nigeria
xii i	APPLICATION OF ARTIFICIAL INTELLIGENCE IN MANAGING COMMUNICATION DISORDER IN A DEVELOPING SOCIETY		Dr. Stella Nelson Ogbaeja A. Department of Mass Communication, Evangel University, Akaeze
7	Chair Address	Dr. Alfarid Hussain, Professor, Assam University, Silchar	12:45-12:50
8	Felicitation of Speakers with Mementos	Dr. Deepshikha Parashar	12:50-12:55
9	Vote of Thanks	Dr. Deepshikha Parashar	12:55-01:00

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Technical Session 4: Public Health, Pandemics & the Power of Media

Programme Schedule

Date: Sunday, 30 Nov 2025

Time: 2:00-to 3:30 PM

Session Chair: Prof. Rakesh Goswami, Head English Journalism, IIMC, Delhi

Session Coordinator- Ms. Rama Chaudhary, Organising Secretary, Global Issues and Media Response Conference

1	Welcome	Ms. Rama Chaudhary	2:00-2:05
2	Felicitation of Speakers with E-Bouquet	Ms. Rama Chaudhary	2:05-2:10
3	Introduction of Session Chair	Ms. Rama Chaudhary	2:10-2:15
4	Session Handed over to Session Chair		
5	Paper Presentations		2:15-3:15
	Paper Title	Name of Author	
i.	Digital Media as tool in Accessing Health Information among Adult Girls of Nayaka Community in Vijayanagar District, Karnataka- A Qualitative Study.	Mr. Manjunath M O Research Scholar, Department of Journalism and Mass Communication, Davangere University, Karnataka Dr. Shivakumar Kanasogi Professor and Chairman, Department of Journalism and Mass Communication, Davangere University, Karnataka	
ii.	Evolving Media Portrayals of Disability: From Stereotypes Toward Inclusion	Muskan Gotherwal Research Scholar, Department of Sociology and Social Work, IIS (deemed to be) University, Jaipur	

iii.	The Unseen Conflict: Nepal's Political Instability, Media Narratives and Humanitarian Response	Nandini, Prabhat Indora, R K Singh Dept. of Arts (Journalism and Mass Communication), School of Liberal Arts and Sciences, Mody University of Science and Technology, Lakshmangarh
iv.	कुंभ की वैश्विक सांस्कृतिक विरासत को संरक्षित करने में मीडिया की भूमिका	डॉ. अख्तर आलम असिस्टेंट प्रोफेसर, जनसंचार विभाग, महात्मा गाँधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय, क्षेत्रीय केंद्र प्रयागराज
v	Public Health Communication in India: Ayushman Bharat Scheme -Awareness and Its Impact on Rural Women of Varanasi District	Dr. Bala Lakhendra Senior Faculty, Department of Journalism and Mass Communication, Banaras Hindu University, Varanasi
vi	Adaptation of AI based Storytelling for Education and Mass Communication: A Review	Dr. Mohammad Shameem Khan Audio Producer, NCERT, New Delhi
vii	Soft Power and Media Influence: Examining the use of Media Narratives in Modern Diplomacy	AISHWARYA RATHORE Student, IIS (Deemed to be University)
viii	Digital Platforms as Political Tools: A Study of Communication Strategies in Indian Elections (2014–2024) — A Case Study of NCR Delhi Elections	Prof. (Dr.) Manawwar Alam Dean, Satyam School of Journalism & Mass Communication, (Affiliated to SNDT Women's University, Mumbai), Noida, India
ix	FROM MARGINS TO MAINSTREAM: POSITIVE MEDIA NARRATIVES SUPPORTING HEALTHY AGEING FOR WOMEN IN INSTITUTIONAL CARE	Kanan Sharma (Research Scholar), Department of Sociology & Social Work, IIS-DEEMED TO BE UNIVERSITY
x	THE ROLE OF MEDIA IN SHAPING GLOBAL ENVIRONMENTAL AWARENESS	Kostubh Vyas Ph.D Scholar, Central University of Rajasthan, Ajmer
xi	Nigerian Newspaper Coverage of Rural Areas in the Digital Era: Issues, Challenges and Prospects	Cyprian Afam Anih Department of Mass Communication, Evangel University Akaeze, Ebonyi State Nigeria
xii	Role of Media in a Transforming Global World – A Study	Dr. Daya Nand Kadian Professor and Head, Department of Mass Communication and Journalism, Sanskaram University Patauda, Jhajjar

xiii	COMMUNICATIVE MISREPRESENTATION AND DIAGNOSTIC ERRORS: EMERGING CHALLENGES IN NIGERIAN UNIVERSITIES' HEALTH-SEEKING BEHAVIOR		Ojiaku Joseph Kalu, PhD Dept of Mass Communication Evangel University Akaeze Nigeria
xiv	Touching the Human Emotions Through Animated Movies: The Future of Animated Movies		Pal Agrawal Student -BAJMC, BVICAM, New Delhi Dr. Sheel Nidhi Tripathi Professor – JMC, BVICAM, New Delhi
7	Chair Address	Prof. Rakesh Goswami, Head English Journalism, IIMC, Delhi	3:15-3:20
8	Felicitation of Speakers with Mementos	Ms. Rama Chaudhary	3:20-3:25
9	Vote of Thanks	Ms. Rama Chaudhary	3:25-03:30

Abstracts

Technical Session 1
Climate, Crisis & Media Responsibility

Session Chair

Mr. Rajiv Tikoo

Journalist, Editor, Podcaster and Development Communication Expert

Beyond Silence: Empathy, Power, and Feminist Reflections in Literature

Sarika Duseja

Research Scholar, Maharaja Agrasen Himalayan Garhwal University, Uttarakhand

Abstract- This paper explores how literature offers a quiet, powerful space where marginalised voices, particularly women and gendered identities—can reclaim their stories. Through close readings of contemporary novels, poems, and life writing, the study traces moments where ordinary lives reveal extraordinary strength: a whispered act of defiance, a memory held onto despite erasure, a fragment of language that refuses silence. These texts blend shifting perspectives, intimate recollections, and textured inner worlds to illuminate how gendered inequalities are lived, felt, and resisted every day. Drawing on intersectional feminist thinking, the paper reflects on how such narratives invite readers into a deeper sense of empathy, urging them to recognise the humanity behind statistics and the emotions beneath structures of power. Ultimately, the study suggests that literature does not merely describe injustice, it gently but insistently calls us to imagine kinder, fairer worlds where dignity and belonging are not exceptions but expectations.

Keywords: Gendered identities, Marginalised voices, Feminist literary criticism, Intersectionality

THE PORTRAYAL OF DARK-SKINNED PEOPLE IN BOLLYWOOD: A STUDY ON COLOURISM IN INDIAN CINEMA

Ms Nishali U

MA Journalism and Mass Communication student, St. Aloysius (Deemed to be University), Mangaluru

Smt. Bhavya Shetty

Assistant Professor, Department of Journalism, St. Aloysius (Deemed to be University), Mangaluru

Abstract- Bollywood's cinematic lens has long reflected and reinforced colourist hierarchies, privileging fair skin while casting darker complexions in reductive roles. This study critically examines the persistent issue of colourism in Indian cinema, focusing on how dark-skinned individuals are portrayed through visual and narrative representation. Despite India's cultural diversity, mainstream films frequently associate fair skin with beauty, success, and desirability, while darker skin tones are linked to poverty, villainy, or comic relief—reinforcing social hierarchies that intersect with gender, class, and equity. Using qualitative semiotic and textual analysis, the research decodes symbolic representations in selected films released between 2010 and 2025, including *Gully Boy*, *Bala*, *Super 30*, *Udta Punjab*, and *Sister Midnight*. Drawing on Saussure's Signifier-Signified model and Peirce's Triadic Model (icon, index, symbol), and supported by inter-coder reliability, the study identifies recurring visual codes—such as lighting, costume, framing, and dialogue—that shape public perceptions of beauty and identity.

Findings reveal that while earlier films reinforce colourist stereotypes, contemporary independent cinema, exemplified by *Sister Midnight*, offers a counter-narrative that celebrates dark skin as a marker of strength and authenticity. The study concludes that Bollywood's evolving representation of dark-skinned characters signals a gradual yet meaningful cultural shift toward inclusivity and social justice. This research contributes to global media discourse by emphasizing the ethical responsibility of filmmakers to foster equitable and empowering portrayals that challenge colour-based prejudice.

Keywords: *Bollywood, Colourism, Representation, Semiotic Analysis, Dark Skin, Equity, Gender, Social Justice, Textual Analysis, Visual Culture.*

सामाजिक मूल्यों के विकास में सोशल मीडिया की भूमिका: युवा दृष्टिकोण से समाजशास्त्रीय अध्ययन

योगेन्द्र प्रताप सिंह

शोध छात्र समाजशास्त्र, एन एम एस एन दास पी जी कालेज बदायूँ

केप्टन (डॉ.) सन्तोष कुमार सिंह

एसोसिएट प्रोफेसर एवं प्रभारी, समाजशास्त्र विभाग, एन एम एस एन दास पी जी कालेज बदायूँ

शोध सारांश - आधुनिक वैश्वीकरण और डिजिटल क्रांति के युग में सोशल मीडिया युवा वर्ग के सामाजिक व्यवहार, मूल्य निर्माण एवं सांस्कृतिक विचारों पर गहरा प्रभाव डालने वाला प्रमुख माध्यम बन गया है। इस अध्ययन का उद्देश्य युवाओं की दृष्टिकोण से यह विश्लेषण करना है कि सोशल मीडिया किस प्रकार सामाजिक मूल्यों जैसे समानता, सहिष्णुता, नागरिकता-बोध, लैंगिक संवेदनशीलता, सामाजिक उत्तरदायित्व एवं नैतिक व्यवहार के विकास, निर्माण और परिवर्तन में भूमिका निभाता है। अध्ययन में मिश्रित पद्धति का उपयोग करते हुए विभिन्न सोशल मीडिया प्लेटफॉर्मों पर युवा सहभागिता, उनके विचार-निर्माण की प्रक्रियाएँ, तथा डिजिटल संवाद के प्रभावों का विश्लेषण किया गया है।

प्रस्तुत अध्ययन के निष्कर्ष दर्शाते हैं कि सोशल मीडिया एक ओर प्रगतिशील मूल्यों को सुदृढ़ करता है, साथ ही साथ सामाजिक और राजनैतिक विषयों पर सहभागिता बढ़ाता है तथा युवाओं में सामाजिक चेतना एवं लोकतांत्रिक मूल्यों को प्रोत्साहित करता है।

अध्ययन द्वारा स्पष्ट होता है कि युवाओं की मूल्य-चेतना को सकारात्मक दिशा देने हेतु डिजिटल साक्षरता, मीडिया शिक्षा, और जिम्मेदार ऑनलाइन व्यवहार के प्रसार की आवश्यकता है। यह अध्ययन न केवल समाजशास्त्रीय विमर्श को समृद्ध करता है, बल्कि युवा-उन्मुख नीति-निर्माण और मूल्य-आधारित डिजिटल कार्यक्रमों के लिए भी महत्वपूर्ण अंतर्दृष्टि प्रदान करता है।

प्रमुख शब्द : सोशल मीडिया, युवा, सामाजिक मूल्य, मूल्य-निर्माण, समाजशास्त्रीय अध्ययन, लैंगिक संवेदनशीलता, लोकतांत्रिक सहभागिता, डिजिटल साक्षरता, सांस्कृतिक परिवर्तन, मीडिया प्रभाव

Regional Divide by AI: Power, Ethics, and Equity in the Age of Large Language Models

Dr. Taruna Narula

Faculty, Department of Communication Media and Technology, J.C. Bose University of Science & Technology, YMCA, Faridabad

Kirti Jha

Student, M.A. (Journalism and Mass Communication), Department of Communication Media and Technology, J.C. Bose University of Science & Technology, YMCA, Faridabad

Abstract- Artificial Intelligence (AI) has emerged as a transformative global force, yet its benefits and influence are unequally distributed, deepening a new kind of regional divide between the Global North and Global South. This paper explores how AI powerhouses, particularly the United States and China, dominate research, data, and infrastructure, leaving developing regions technologically dependent and culturally marginalized. The study investigates the ethical and economic ramifications of a "One LLM to rule them all" scenario, in which a small number of powerful language models dominate innovation and information access, using a qualitative and analytical framework. It contends that this disparity is a reflection of colonial hierarchies, with the Global South contributing data and digital labor but being shut out of profit and policy. The paper illustrates this by referencing international policy documents, media discussions, and case studies like the open-science BLOOM project and Kenya's and Nigeria's AI initiatives.

Keywords: *Global South, AI Divide, Large Language Models, AI Ethics, Gender Diversity, Open-Source AI, Digital Colonialism*

Academic Mobility and Cross-Cultural Learning: Evaluating Semester Exchange Programs in France for Higher Education

Muskan Golani

**Assistant Professor, Department of Journalism and Mass Communication,
Vivekananda Global University, Jaipur**

Abstract- With semester exchange programs being essential in promoting global citizenship, academic enrichment, and cultural understanding, international student mobility has emerged as a distinguishing characteristic of 21st-century higher education. France has become a popular location for semester exchange programs due to its long history of academic achievement, rich cultural legacy, and internationally recognized universities. The importance, possibilities, and difficulties of participating in a semester exchange in France as a component of higher education are all critically examined in this essay.

The study examines how French exchange programs support academic growth, language learning, and intercultural competency using institutional data, legislative frameworks like Erasmus+, and case studies of international student experiences. The emphasis on research-driven curricula, interdisciplinary learning environments, and the blending of cultural immersion with academic preparation are just a few of the distinctive benefits of the French higher education system that are highlighted in the study. Additionally, it highlights obstacles like financial limitations, cultural adjustment, administrative complexity, and language adaptation.

The study makes the case that, by placing the semester exchange program in France within the larger framework of internationalization of education, such programs not only improve academic collaborations between institutions but also equip students to succeed in a globalized society. The results highlight these programs' twin function as forums for intellectual development and as stimulants for cross-cultural communication, establishing France as a major force in determining the mobility of higher education around the world.

Keywords: Semester Exchange Program, Higher Education Mobility, France, Internationalization of Education, Cross-Cultural Learning, Academic Mobility, Intercultural Competence.

AI and Naga Cultural Identity: A Study on Cultural Preservation

Ms Easter T Sangtam

Research Scholar, Department of Journalism & Mass Communication, Nagaland University

Dr Shivajyoti Das Baruah

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Abstract- The study is an attempt to explore how Artificial Intelligence (AI) can help in preserving and promoting Naga cultural identity. With the expanding rise of technology and AI, there is an inherent danger about cultural biases and misinformation with many traditional practices are being forgotten. This paper uses both qualitative and quantitative methods, the research will look at how AI tools- like digital archiving and storytelling platforms can help documenting and share Naga history. Based on review of literature and interviews, the study will also provide insight into both potentials and obstacles in using AI in preserving Naga cultural identity. Though the use of AI can make Naga culture more accessible and visible to younger generations, it also raises questions about authenticity and ownership. The research will try to explore the ways to use AI responsibly to improve Naga cultural preservation and identity in today's fast changing digital world.

Keywords: AI, Naga Culture, Preservation, Identity

Assessing Media Coverage of Climate Change and Environmental Issues in Balasore District: A Comparative Analysis of Sambad and Samaja Newspapers

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Abstract- This study examines the coverage of climate change and environmental crises in two leading Odia newspapers; Sambad and Samaja from September 2025 to October 2025 in the context of Balasore district, Odisha. The research analyses the frequency, prominence and nature of reports on environmental issues, assessing the media's role in raising awareness and influencing public perception. Using a mixed-methods content analysis approach, this study evaluates news articles, editorials, and features to identify patterns, gaps, and impacts of media coverage on local environmental challenges such as floods, pollution, and deforestation. The findings aim to highlight the media's potential in shaping climate discourse, influencing policy and promoting sustainable practices in a vulnerable region. This research underscores the need for increased media attention to environmental issues and provides recommendations for more effective communication strategies to address the climate crisis in Balasore.

Keywords: Media coverage, Climate change, Environmental crises, Sambad, Samaja, Balasore district, Environmental awareness, Local media

Widowhood and Media - Narratives of Loss, Resilience, and Representation

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Abstract: Widowhood has long been a complex social condition, shaped not only by cultural norms and religious rituals but also by the narratives constructed and circulated through media. This paper explores the intersection of widowhood and media, examining how print, broadcast, and digital platforms represent widows and how these representations, in turn, influence societal attitudes toward gender, grief, and identity. Drawing from feminist media theory and cultural studies, the paper interrogates both traditional and contemporary portrayals—from the stereotyped images of bereaved women confined to mourning in classical cinema and television, to the empowered, self-defining widows emerging in digital storytelling and social media spaces.

By conducting a qualitative content analysis of media texts and online narratives, this study highlights the evolution of widowhood from invisibility and stigmatization to visibility and agency. The paper also investigates how widows themselves engage with media as a form of self-representation and advocacy, reshaping narratives of loss into ones of resilience and renewal. Ultimately, this study argues that media serves as both a mirror and a mold-reflecting cultural anxieties surrounding widowhood while simultaneously offering new discursive spaces for empowerment and transformation.

The discussion contributes to broader debates on gendered representation, affective publics, and the politics of mourning, suggesting that how society views widows in media is a revealing index of its larger moral and emotional economy.

Keywords: Widowhood, Media Representation, Feminist Media Studies, Gender, Grief, Digital Narratives, Cultural Identity.

Framing The Climate Crisis: A Comparative Analysis of BBC, NDTV, and Arise News' Reportage

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Abstract- The lack of scholarly works on a comparative study of Climate Crisis reportage is alarming; partly necessitating this research. Evidently, climate change has become one of the most urgent existential threats of this age, the twenty first century, and as such, the media establishments around the globe play a decisive role in framing and moulding the manner with which audiences understand and react to the escalating crisis. The framing of climate-related crisis/disasters can be far from uniform across reportages of international and reputable news companies; the study thus engages in a comparative content analysis of climate-crisis reportage anchored on three influential cum international news channels which include Arise News (Nigeria), NDTV (India), and BBC (UK), leveraging their publicly accessible YouTube content on climate-crisis reportage (published within the last three years), as the primary data source. In an attempt to meticulously examine these critical issues of climate emergencies such as extreme flooding, heatwaves, cyclones, wildfires, and droughts, the researcher investigates the patterns with which the aforementioned media channels construct narratives around education/enlightenment, vulnerability, responsibility, and solutions within regional and geopolitical dispensations. The paper adopts the theories of media framing and social responsibility to evaluate the ethical and responsible dissemination of information to the public. The paper finds and concludes that there are framing-pattern divergences utilised by the select media channels in their various reportages. It recommends greater attention to details, and presentation devoid of sentiments or institutional affiliation.

Keywords: *Climate-change, Crisis, Media, Framing, Social Responsibility*

Media Technology and Sustainable Development Goals: An Eradication of Hunger and Poverty in Imo State, Nigeria

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Nigeria**

Abstract- The aim of the study is to find out the impact of media and technology in eradicating Hunger and Poverty in Imo State Nigeria. The objectives of the study are to determine how media and technology have assisted in the implementation of sustainable development goals and policies aimed at reducing the incidence of Hunger and Poverty in Imo State, Nigeria; ascertain the extent to which the use of the media has helped to propagate these policies among residents in Imo State of Nigeria; determine the importance of technology in eradicating Hunger and Poverty through the acquisition of technical skills; ascertain whether inconsistent policy implementation does undermine the attainment of sustainable development goals for Hunger and Poverty eradication in Imo State; and finally to investigate if State Economic Development Strategy is a viable policy option for Hunger and Poverty eradication in Imo State. The study adopted the dependency theory as an explanatory framework of analysis. Primary sources of data were collected through questionnaire and interview schedule, employing simple descriptive statistics. Data collected were presented in tables and analysed in percentages and the findings showed that the majority of the respondents understand the government's concept of sustainable development goals. Again, respondents are aware of media propagation of government policies on sustainable development goals and also are aware of government policies on skill and but a few of them participate in such programs. Those who participate revealed that it has helped them to have a better economic wellbeing. The study concluded that although there are government policies on sustainable development goals, the inconsistency in the implementation of the policies has been a hindrance to their success.

Key Words: *Media Technology, Sustainable Development Goals, Hunger Eradication, Poverty Eradication, State Economic Development Strategy*

Technology, Gender and Violence: Conceptualising Platform-Mediated Gendered Harm in Contemporary Governance Contexts

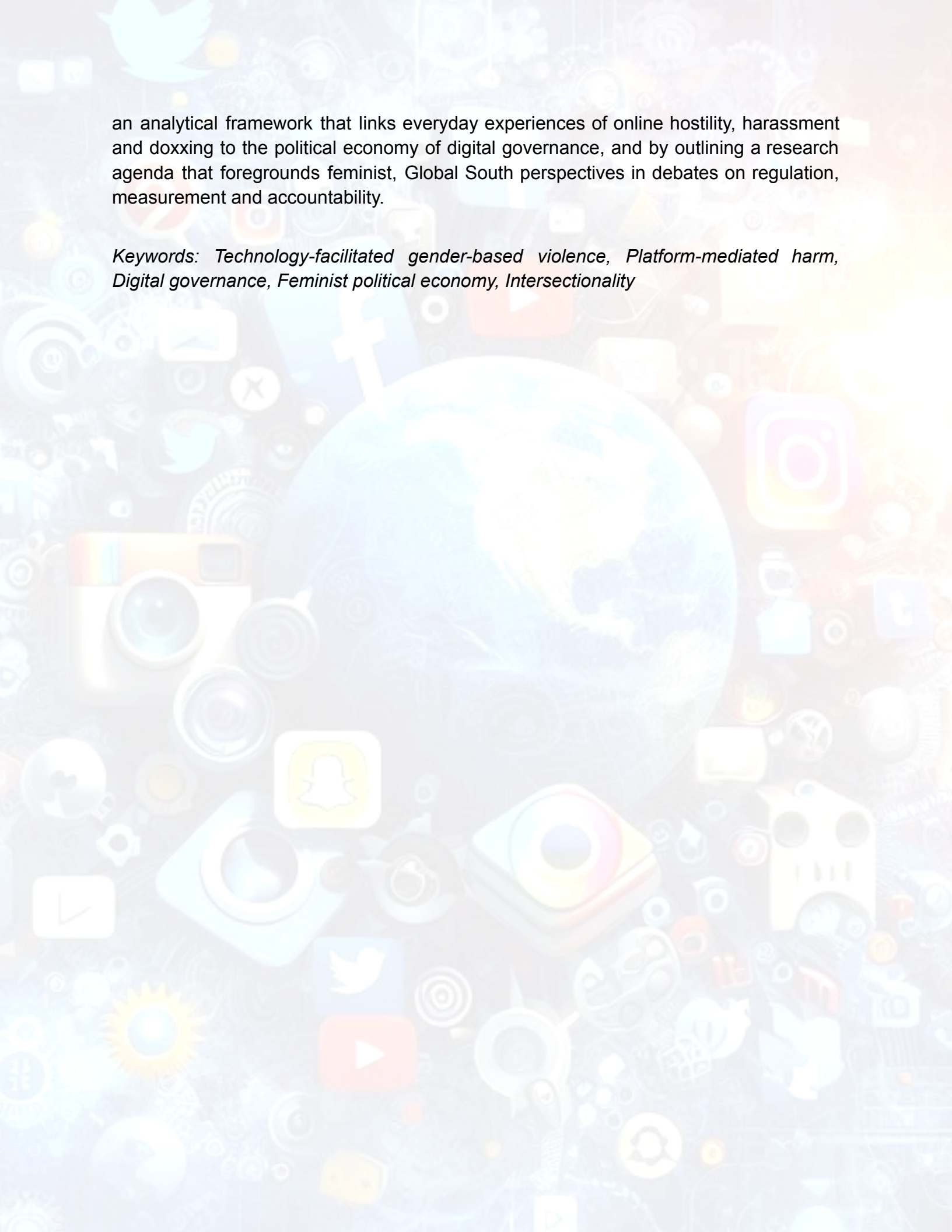
Mahera Imam

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Abstract- Technology-facilitated gender-based violence (TFGBV) has become a defining feature of contemporary digital life, yet its conceptualisation often lags behind the speed of platform innovation. Building on feminist political economy (Fraser; Zuboff), critical race and data justice scholarship (Crenshaw; Noble; Benjamin) and feminist epistemologies of care and vulnerability, this paper develops the concept of platform-mediated gendered harm to capture how infrastructures of data extraction, algorithmic visibility and content moderation shape the production, amplification and governance of violence against women and gender-diverse people. Drawing on secondary sources including UN Women's emerging research agenda on TFGBV, UNFPA and UNRIC briefs, and recent expert group reports which define TFGBV as violence committed, aggravated or perpetuated through digital technologies, and which stress its continuum with offline harms the article situates online attacks within broader structures of patriarchy, capitalism and authoritarianism rather than treating them as individualised “abuse”.

Empirically, it synthesises global evidence on incidence and impact. UNESCO's global survey of women journalists shows that around 73 per cent have experienced online violence, with one in four receiving threats of physical attack and one in five reporting offline assaults seeded online, documenting a clear online—offline continuum of harm. GSMA's Mobile Gender Gap Reports indicate that women in low- and middle-income countries remain about 14-15 per cent less likely than men to use mobile internet, translating into hundreds of millions of women excluded from the very spaces where rights, livelihoods and politics increasingly unfold. Studies of women entrepreneurs similarly highlight how online harassment and privacy risks interact with connectivity costs to constrain participation in digital economies.

The paper then reads these harms against emerging governance frameworks, including the Global Digital Compact's commitments on digital trust and safety, recent UN General Assembly resolutions on violence against women and girls in digital contexts, and UN Women's repository of interventions on TFGBV. It argues that while these instruments acknowledge technology-mediated violence, they remain limited by platform-centrism, weak enforcement, and insufficient attention to intersectional inequalities. The article concludes by proposing platform-mediated gendered harm as



an analytical framework that links everyday experiences of online hostility, harassment and doxxing to the political economy of digital governance, and by outlining a research agenda that foregrounds feminist, Global South perspectives in debates on regulation, measurement and accountability.

Keywords: Technology-facilitated gender-based violence, Platform-mediated harm, Digital governance, Feminist political economy, Intersectionality

Technical Session 2
Media, Technology & Sustainable Development

Session Chair

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From Information Overload to Informed Citizenship: Media Literacy as a 21st Century Competency

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Abstract- Today more than ever, the media pervades every moment of our lives. It occupies an individual's mind from the first news alert at dawn to the endless scrolling before sleep. Individuals are constantly exposed to a complex web of media messages, shaped by individual and organisational motives of self - agendas and propaganda. These often manipulative messages blur the lines between truth and manipulation. Such realities emphasize the need of cultivating critical minds capable of questioning, analysing and interpreting media messages with discernment. In today's age of the internet, social media and algorithm-driven content, Media literacy is an essential 21st century skill. The study employs a descriptive research approach based on qualitative analysis of secondary data. It systematically reviews scholarly literature relevant to media literacy. The data were drawn from peer-reviewed journals and academic publications accessed through databases such as Google Scholar, Research Gate and SAGE Publications. This research article highlights the concept of Media literacy, the need and significance of media literacy among students and aligns Media Literacy with the vision of National Education Policy (NEP) and Sustainable Development Goals (SDGs).

Keywords : *Media Messages, Propaganda, Media Literacy, National Education Policy, Sustainable Development Goals*

Tech Policy Overview in South Asia: A Study of India, Nepal, Bangladesh and Sri Lanka

Dr. Aakanksha Sharma

Abstract- Young people aged 15-24, representing approximately 18% of the South Asia region's population, play a crucial role in driving digital adoption and innovation. However, over half of this demographic lacks essential digital skills, with women facing particularly low levels of digital literacy. South Asian governments are increasingly enacting internet policies intended to govern online spaces and technological development. Internet shutdowns have become common during elections, protests, or periods of civil unrest, disrupting communication and commerce. Surveillance measures and data localization requirements have further tightened government control over the digital sphere. Many of these policies are seen as overly restrictive, sparking regional debates on balancing national security and digital freedom. This study assesses the digital rights landscape, policy awareness, and capacity-building needs within the region.

Keywords: Digital Skills, South Asia, Internet Policies

Teacher Empowerment Through AI-Based Digital Tools: A 21st-Century Skills Perspective

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Artificial Intelligence (AI) is reshaping the educational landscape by transforming how teachers plan, instruct, assess, and manage classrooms. As digital technologies become integral to learning environments, teachers must develop strong 21st-century skills to use AI tools effectively and responsibly. This paper examines how AI-based digital tools contribute to teacher empowerment by enhancing professional autonomy, improving instructional efficiency, and strengthening confidence in technology-integrated pedagogy. AI supports teachers in reducing routine workload through automated assessment, personalised learning pathways, real-time feedback, and intelligent content creation. These features enable teachers to focus more on creative, reflective, and student-centred teaching practices, thus promoting key 21st-century competencies such as critical thinking, creativity, collaboration, communication, and digital literacy.

The paper also highlights emerging challenges such as limited AI training, ethical concerns, data privacy issues, and unequal digital access. Emphasising a descriptive perspective, the study underscores the importance of AI literacy, ethical awareness, and professional development programmes that help teachers integrate AI safely and meaningfully. Overall, the paper presents how AI has the potential to empower teachers and enhance the quality of education in the 21st-Century.

Keywords: Teacher Empowerment, Artificial Intelligence, Digital Tools, 21st-Century Skills, Digital Literacy, Personalised Learning, Educational Technology, Teacher Autonomy, Pedagogical Innovation, AI Literacy

Flipping the Script: Evolving Portrayals of Masculinity in Hindi Cinema through the Female Gaze

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Abstract- Contemporary Hindi cinema has witnessed a gradual transformation in gender representation, particularly in the depiction of male characters within narratives authored or directed by women. Traditionally dominated by the “male gaze,” Bollywood narratives often reinforced patriarchal ideals of masculinity—valor, dominance, and emotional restraint. However, from the 2010s onward, women screenwriters and directors have begun to “flip the script,” re-imagining male protagonists as emotionally vulnerable, empathetic, and self-reflective individuals. This paper critically examines the evolving construction of masculinity in selected Hindi films—English Vinglish (2012), The Lunchbox (2013), Piku (2015), Dear Zindagi (2016), Tumhari Sulu (2017), October (2018), and Gehraiyaan (2022)—to explore how the female gaze reshapes gender dynamics in Indian storytelling. Drawing on feminist film theory, post-feminist discourse, and masculinity studies, the paper analyses characterization, cinematic techniques, and audience reception. It argues that female auteurs employ the lens of empathy, care, and interiority to redefine male identities in ways that challenge hegemonic masculinity and propose a more inclusive cinematic grammar for 21st-century India.

Keywords: Hindi cinema, female gaze, masculinity, gender representation, feminist film theory, post-feminism, Bollywood.

Media and Cultural Exchange: Responding to Globalization with respect to Brexit

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Abstract- In an era of deepening global connectivity, media and cultural exchange have become central vectors through which societies interpret, negotiate and respond to globalization. The United Kingdom's decision to withdraw from the European Union ("Brexit") represents a striking case of a polity responding to globalization with a reassertion of national sovereignty and cultural identity. This paper examines how media and cultural exchange operate within the globalization framework, how global cultural flows interact with national identity, and how the Brexit phenomenon illustrates tensions between globalization and cultural exchange. Drawing on literature on media globalization, cultural hybridisation, and the cultural bases of Brexit, the paper argues that Brexit should be understood not only as an economic/political event but also as a cultural and media-mediated response to the challenges of global integration. The analysis highlights how media narratives, identity formations and cultural exchange dynamics are implicated in the Brexit process, and what this means for future strategies of cultural diplomacy, media policy and national identity in a globalised world. The paper concludes that while globalisation provides opportunities for cultural exchange and media flows, it also triggers reflexive responses (such as Brexit) when local identities feel threatened, and that a balanced approach toward cultural sovereignty and global openness is required.

Keywords: *globalization, cultural exchange, media flows, Brexit, Britain, media-globalization, de-globalization, cultural sovereignty*

Developing a New Narrative: Saudi Arabia's Media Initiatives to Shape Global Perceptions and Enhance Tourism Appeal

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Prof. Udaya Narayana Singh

Chair-Professor & Dean, Faculty of Arts, Amity University Haryana, Gurugram

Abstract- Saudi Arabia has long been portrayed—particularly in Western media—as a conservative state with strict limitations on women's rights and political freedoms. In recent years, however, the Kingdom has invested substantial effort in reshaping its global image through the reform agenda of Vision 2030 and a wide range of media-driven initiatives. While international perceptions often remain anchored in outdated or reductive frameworks, understanding how Saudi Arabia communicates these social and cultural transformations is crucial, especially in the context of promoting tourism and projecting a more open and dynamic national identity.

This paper examines how Saudi media institutions and communication strategies work to construct and disseminate a “new narrative” aimed at enhancing credibility, fostering trust, and countering entrenched stereotypes. Through an analysis of state-led media campaigns, digital communication practices, influencer collaborations, and the narrative positioning of major cultural and international events, the study identifies the techniques used to persuade global audiences and reframe public opinion. The findings highlight the opportunities and challenges inherent in using strategic media initiatives to cultivate global perception, offering insights into the evolving relationship between national branding, soft power, and tourism promotion in contemporary Saudi Arabia.

Keywords: *Media narratives, Saudi Arabia, global perception, Vision 2030, nation branding, tourism*

What journalists perceive about the use of artificial intelligence in newsrooms - Is it more productivity or more challenges?

Jayapriyanka J

Abstract- Across this literature, a central question emerges: Do journalists perceive AI primarily as a productivity enhancer or as a source of professional, ethical, and organisational challenges? Across countries, journalists consistently describe AI as valuable for removing “grunt work.” Common applications include: transcription and translation summarisation data extraction and analysis content recommendations and homepage optimisation text-to-speech and speech-to-text image analysis and moderation. Such tools can streamline workflows, enabling journalists to focus on verification, investigation, and storytelling. Generative AI, in particular, is appreciated for drafting questions, producing headlines, and generating alternative formulations. The journalists highlight inconsistencies in AI governance and a heavy reliance on unspoken norms (“ethical doxa”), rather than updated, codified standards. Many worry that AI-driven analytics shape editorial judgement in subtle ways, blurring boundaries between news values and algorithmic optimisation. Core human qualities—intuition, creativity, ethical judgement, emotional intelligence, contextualisation—are repeatedly cited as irreplaceable. Generative AI intensifies these fears, as platform-integrated search (e.g., AI Overviews) may bypass publishers entirely.

Journalists operate within a low-trust media environment and perceive AI as exacerbating misinformation. They strongly emphasise human oversight, contextualisation, and the need for: newsroom-specific guidelines, transparency standards, critical and reflective AI adoption, and media literacy for journalists and the public. Transparency is inconsistent, and internal communication about AI use is limited. Chinese journalists view AI through the lens of national development and US–China technological competition. Their reporting often aligns with techno-nationalist goals while maintaining limited critical distance. They see AI as useful but unreliable and insist on human responsibility for all content.

Leveraging Digital Media and Emerging Technologies to Accelerate SDG 7: A New Paradigm for Public Awareness and Clean Energy Adoption

Divinefavour Robinson

ISMA FORTH GLOBAL CONCEPT, Lagos State, Nigeria

Ekwunife Raphael A, PhD

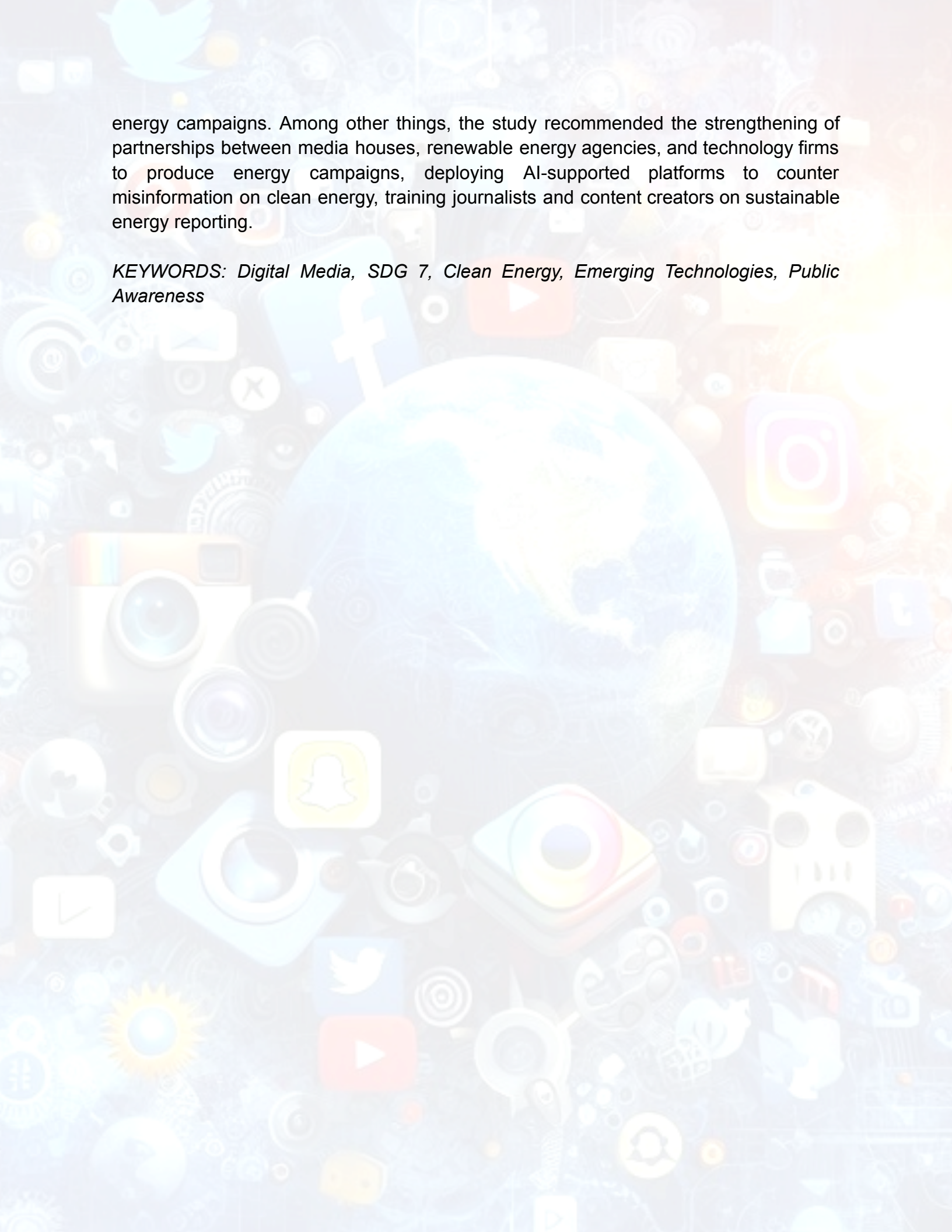
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Abstract- The study aims to understand how digital media and new technologies genuinely helps people embrace clean and affordable energy in support of SDG 7. It looks at the ways everyday communication tools such as social media, AI-powered content, and mobile energy apps shape how individuals learn about, think about, and adopt sustainable energy options. Among the key objectives of the study are to evaluate how emerging technologies enhance access to clean energy information; analyze the effectiveness of media driven campaigns in promoting SDG 7 initiatives; and to identify gaps in digital communication that hinder clean energy adoption, especially in developing economies. The study adopted a mixed method approach to gain a well-rounded understanding of how media and technology influence clean energy awareness. It also includes conversations with clean energy experts and practitioners to gather firsthand insights on how technology and communication tools are shaping public attitudes. In addition, the study reviewed existing models that explain how technology driven communication works in development contexts. Data were analysed using thematic analysis, allowing the researcher to identify meaningful patterns and connections between media use, technology adoption, and public behaviour toward SDG 7. The findings showed that digital media plays a powerful role in helping people understand and connect with clean energy solutions. Discoveries also show that when these media platforms are supported by emerging technologies such as AI tools, interactive content, and mobile energy apps, the information becomes easier for the public to relate to and act upon, helping to shape how media audience think about energy use and often get inspired to consider more sustainable options. At the same time, the findings revealed important challenges. Misinformation about clean energy continues to spread online, creating confusion.

Many communities still struggle with limited internet access or low digital literacy, which widens the information gap. In addition, the lack of strong collaboration between policymakers and media organisations reduces the overall impact of technology-driven

energy campaigns. Among other things, the study recommended the strengthening of partnerships between media houses, renewable energy agencies, and technology firms to produce energy campaigns, deploying AI-supported platforms to counter misinformation on clean energy, training journalists and content creators on sustainable energy reporting.

KEYWORDS: *Digital Media, SDG 7, Clean Energy, Emerging Technologies, Public Awareness*



Community Radio for Wetland Conservation: A Case Study on Radio Loktak

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Community radio has emerged as an effective medium for grassroots communication. It provides a local platform for both information dissemination and community participation. The United Nations had acknowledged the role of community radio for environmental advocacy and integrated into various initiatives. Community radio stations in Manipur have also been actively contributing to the wave of global environmental communication by disseminating ecological information, serving as an informal environmental educator for the public. Since its inception in 2018, Radio Loktak has been broadcasting environmental programs that focus on wetland conservation and community participation. This paper explores how Radio Loktak functions as a catalyst for environmental awareness and behavioral change among local communities. Radio Loktak plays a significant role in empowering local voices and fostering a well-informed community through localized content and a participatory approach in the conservation of the wetland ecosystem of Manipur.

Keywords: Community radio, community participation, environmental communication

Gender, Silence, and Resistance: A Critical Study of Communication and Marginalized Voices in The Yellow Wallpaper

Aarti

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ABSTRACT, Communication shapes identity, participation, and social change, but access to communicative agency has been fractured and gendered. Through the ages and today, socio-cultural systems have excluded women and minorities from having their voices heard or reaching public forums.

In conjunction with the conference theme ‘Global Issues and Media Response on Women, Equity and Voice.’ The Changing Face of Global Media,” it explores how deep-rooted gender bias has suppressed women’s voices in the private and public spheres, and how fiction and film provide mirroring and oppositional spaces for agency. Employing Charlotte Perkins Gilman’s The Yellow Wallpaper as our literary case study, it reminds us how expression, silence, and defiance all operate in patriarchy. It reveals the psychic and existential expense of enforced silence of house arrest and medical hegemony and phalluses. The metaphor itself, ‘Echoes of Silence,’ laments the centuries-old and still current fight for women to be heard and revered and given equal room. Communication disparities still exist despite advancements fueled by feminist movements and shifting media environments, especially in interpersonal and domestic contexts where silencing is still a control mechanism. According to the study, significant change requires inclusive media practices, activist intervention, policy changes, and the deliberate amplification of marginalized voices. As the global media landscape shifts, gender silences must be confronted. In order to ensure justice, representation, and autonomy for all women in contemporary society, as well as to acknowledge historical oppression, communication structures must be reconfigured.

KEYWORDS: *Communication, Gender roles, Marginalized voices, Domestic harassment, Silence*

Social Media, Representation and Advocacy

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Abstract, Social media has fundamentally reshaped modern advocacy, transforming it from a traditionally mediated process into a dynamic, participatory force for social change. This paradigm shift is characterized by the democratization of storytelling, where digital platforms empower individuals and communities to control their own narratives, directly challenge stereotypes and mobilize global support. The core of this transformation lies in the powerful intersection of social media's accessibility, the demand for authentic representation and the strategic tools it provides for grassroots organizing.

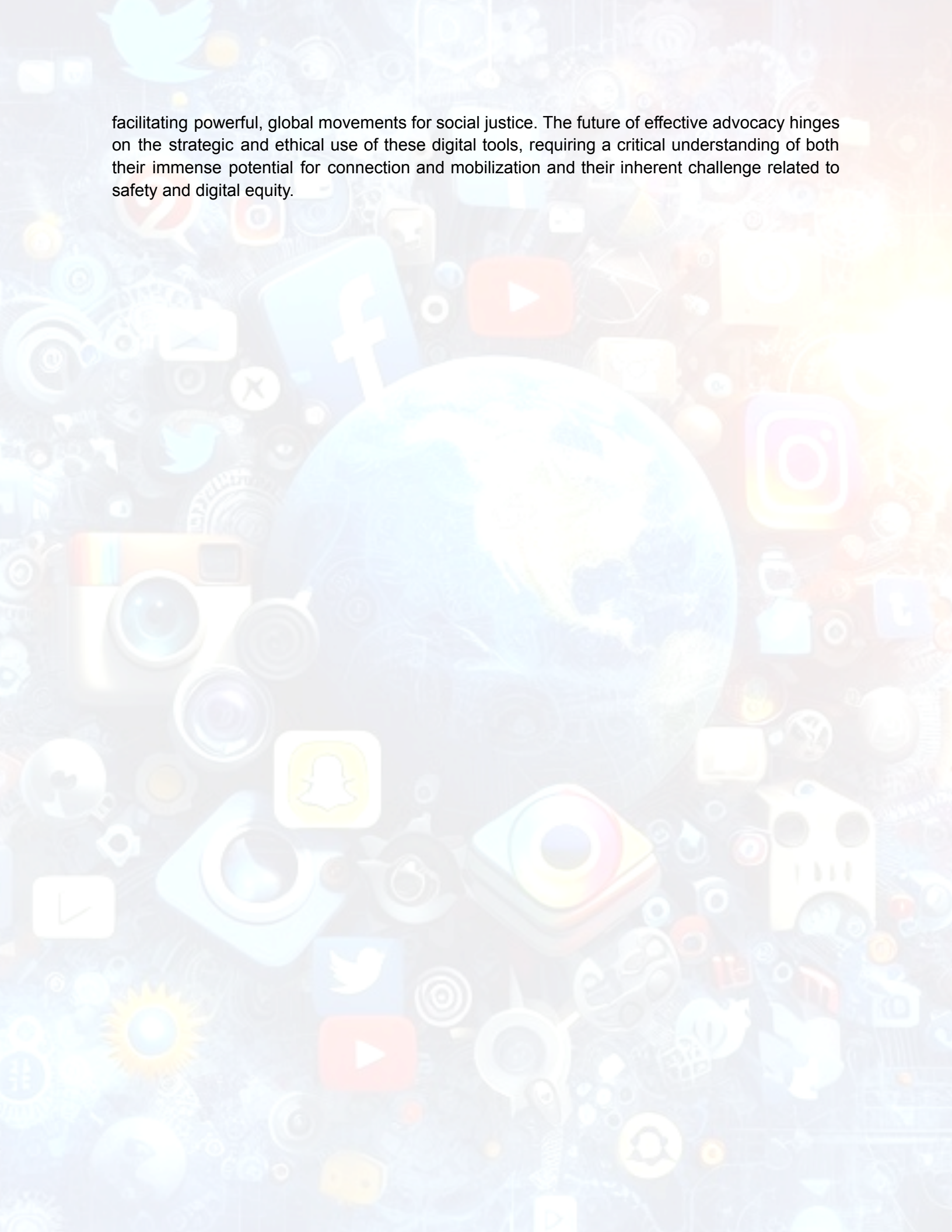
An Important function of social media in advocacy is its role in reclaiming representation. Historically, narratives about marginalized groups—from the disabled community to racial minorities—were often viewed from the perspective of outsiders, non-disabled, or non-group members, leading to overly simplistic portrayals of pity or heroism. Social media platforms have disrupted this model and provided these communities with tools to authentically represent their own experiences. For example, disabled creators use TikTok and YouTube to share the nuances of their daily lives, educate the public, and directly challenge misconceptions. This self-representation humanizes complex issues and fosters a more empathetic and informed public discourse, moving beyond what author Chi Amanda Ngozi Adichie famously described as the “danger of a single story.”

Beyond narrative control, social media serves as a powerful engine for mobilization and policy influence. It facilitates the rapid formation of inclusive communities and safe spaces that transcend geographical barriers, providing support and solidarity. More importantly, it has become a catalyst for concrete action. The strategic use of hashtags like #MeToo and #BlackLivesMatter has amplified local issues into global movements. This digital activism democratizes influence, ensuring that the voices of those most affected by policies are directly heard by policymakers.

However, the path to effective advocacy is not without significant challenges. The very platforms that enable advocacy are also sites of risk. GLAAD's 2025 Social Media Safety Index reveals that tech companies are actively rolling back safety policies, deliberately creating less safe environments for LGBTQ+ people and other marginalized groups. All major platforms received severely low scores on safety metrics, with X (formerly Twitter) scoring the lowest with a 30 out of 100. Advocates also face targeted online harassment and must deal with the persistent problem of misinformation which demands advanced media literacy skills to identify credible sources and verify facts.

In conclusion, social media has irrevocably altered the landscape of representation and advocacy. It has shifted power towards individuals, enabling authentic self-representation and

facilitating powerful, global movements for social justice. The future of effective advocacy hinges on the strategic and ethical use of these digital tools, requiring a critical understanding of both their immense potential for connection and mobilization and their inherent challenge related to safety and digital equity.



Technical Session 3
Information Integrity in the Digital Age

Session Chair
Dr. Alfarid Hussain
Professor, Assam University, Silchar

साइबर सुरक्षा एवं डिजिटल गिरफ्तारी

डॉ. भगवान सिंह

सहायक आचार्य, राव दिलीप सिंह कॉलेज ऑफ एजुकेशन, गुरुग्राम, हरियाणा

डिजिटल युग में मानव जीवन के प्रत्येक क्षेत्र में सूचना प्रौद्योगिकी का प्रभाव स्पष्ट रूप से देखा जा सकता है। संचार, शिक्षा, प्रशासन, व्यापार और बैंकिंग सभी कार्य आज डिजिटल माध्यम से संचालित हो रहे हैं।

जहाँ एक ओर यह परिवर्तन सुविधा और गति लेकर आया है, वहीं दूसरी ओर इसके साथ साइबर अपराधों की चुनौती भी बढ़ी है। साइबर सुरक्षा और डिजिटल गिरफ्तारी आज की आवश्यक जरूरतें हैं।

यह शोध पत्र साइबर सुरक्षा की अवधारणा, डिजिटल गिरफ्तारी के कानूनी और तकनीकी पहलू, भारत में लागू नीतियों, चुनौतियों तथा इसके सामाजिक-नैतिक प्रभावों पर प्रकाश डालता है।

मुख्य शब्द- साइबर सुरक्षा, डिजिटल गिरफ्तारी, साइबर अपराध, सूचना प्रौद्योगिकी अधिनियम, डेटा संरक्षण, कृत्रिम बुद्धिमत्ता, डिजिटल निगरानी।

From Clicks to Credibility: How AI, Cybersecurity, and Ethical Data Practices Are Redefining Trust in Digital Media.

Vani Bhatnagar

Industry Professional, Texas, USA

Abstract- The rapid integration of artificial intelligence into media production and dissemination has reconfigured how audiences consume, interpret, and trust digital content. While AI-driven algorithms enable hyper-personalized communication and predictive engagement, they simultaneously introduce profound ethical and cybersecurity challenges. This paper critically examines the intersection of AI-enabled content strategies, data privacy governance, and cybersecurity frameworks within contemporary media ecosystems.

Grounded in digital strategy and communication ethics, the study investigates how algorithmic decision-making and data-driven storytelling reshape public trust and media credibility. It draws on current global case studies to analyze how breaches of data integrity, opaque AI systems, and cyber vulnerabilities influence audience perceptions of authenticity.

The paper argues that sustaining trust in digital media requires a paradigmatic shift from click-based performance metrics to credibility-centered digital practices that prioritize transparency, consent, and responsible AI deployment. Ultimately, it proposes that ethical data stewardship and robust cybersecurity are not peripheral technical concerns but essential components of media accountability and democratic communication in the AI era.

Keywords: Governance, Cybersecurity, Democratic Communication

Artificial Intelligence Integration in Marathi Entertainment: Innovations in GECs and OTT Platforms

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Mr. Rushikesh Mandlik

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Abstract- Artificial Intelligence (AI) is reshaping how stories are created, produced, and delivered across entertainment industries. In the Marathi entertainment space, which includes General Entertainment Channels (GECs) and over-the-top (OTT) platforms, AI is beginning to transform both creative and operational processes. However, research on how these technologies influence regional storytelling and cultural identity remains limited.

This study explores how AI is being integrated into Marathi entertainment through case studies such as *Sony Marathi's* innovative AI assisted serial *Tu Bhetashi Navyane*. Using qualitative analysis and industry interviews, this study examines AI applications in content automation, adaptive storytelling, dubbing, voice modulation, and audience analytics.

The findings show that AI supports faster production, improved creative experimentation, and more personalized viewing experiences for Marathi speaking audiences. It also expands access to regional content by bridging language and cultural gaps. However, these advances raise important questions about authenticity, human creativity, and the future roles of artists and producers.

By situating these developments within broader trends in media innovation, this study contributes to a deeper understanding of how AI is transforming regional entertainment ecosystems. It encourages collaboration between technology developers and cultural practitioners to ensure that innovation strengthens rather than replaces creative expression.

Keywords: *Artificial Intelligence, Marathi Entertainment, Regional Media Innovation, Storytelling Automation, OTT Platforms, Content Personalization, Cultural Expression*

Media Narratives on Artificial Intelligence: A Study of Indian English Online News Portals

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Abstract- The main focus of this study is to examine how Indian news portals have covered artificial intelligence and emerging technologies, as AI and emerging technologies reshape the media landscape. Artificial Intelligence (AI) and other emerging technologies have rapidly become focal points of global discussion, raising important questions about their societal impact. This study investigates how prominent Indian English news portals portray AI and its related technologies, with particular attention to the tension between innovation and apprehension in media narratives. By analyzing digital news content from The Hindu, The Times of India, and The Indian Express, published between March 2024 and October 2025, the research employs a digital content analysis framework that integrates both quantitative and qualitative methods. The analysis identifies prevailing themes, tones, and narrative frames in AI coverage, applying Framing Theory to understand how these outlets position AI as a vehicle for progress or as a source of ethical and societal challenges. The findings aim to highlight differences in media representation across outlets and to uncover recurrent frames such as technological optimism, ethical dilemmas, and employment concerns. Through this examination of Indian digital journalism's engagement with emerging technologies, the study seeks to enrich our understanding of the dynamic interplay between media, technology, and public discourse in the digital era.

Keywords: Artificial Intelligence, Media Narratives, Emerging Technologies

An Analytical study of Misinformation on Social Media and Journalistic Ethics

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Abstract- The advent of social media has revolutionized journalism, enabling rapid news dissemination and unusual audience interaction. This proliferation of social media has reshaped the global information ecosystem. Platforms such as Twitter (X), Facebook, Instagram, and YouTube have become primary sources for news consumption and public discourse emphasizing the need to adapt ethical frameworks to meet the demands of social media. This digital transformation has also given rise to the extensive spread of misinformation, posing serious challenges to journalistic ethics and public trust. The study examines the complex relationship between social media platforms, misinformation, and ethical journalism. It aims to analyze how the immediacy, interactivity, and algorithm-driven nature of digital media influence journalistic standards of accuracy, objectivity, accountability, and credibility.

Using an analytical research approach, the study evaluates selected news content circulated through platforms such as X (formerly Twitter), Instagram, and YouTube to understand how misinformation originates and spreads. The News on Social Media focuses on the social media's competition for attention, the viral nature of content, and the lack of editorial gatekeeping that have blurred the lines between verified information and fabricated narratives and Misinformation. Media professionals face ethical dilemmas in balancing the pressure of immediacy with the responsibility of truth verification.

This study contributes to ongoing discussions about media ethics in the digital age, emphasizing the need to adapt ethical frameworks to meet the demands of social media. It underscores the importance of maintaining journalistic reliability amidst technological advancements, ensuring that ethical principles guide news reporting and uphold credibility in today's digital landscape.

Keywords: Misinformation, Social Media, Journalistic Ethics, Digital Journalism, Media Credibility

From Visibility to Commodification: LGBTQ+ Representation in Netflix, Amazon Prime and Regional OTT Media

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Abstract- The rapid expansion of global streaming platforms, including Netflix and Amazon Prime, alongside regional Over-The-Top (OTT) services, has profoundly transformed the portrayal of LGBTQ+ identities in contemporary digital media. This study undertakes a critical examination of how these platforms address issues of visibility, authenticity, and commercialisation in their representations of queer communities. While globally recognised series such as 'Sex Education', 'Heartstopper', and 'Made in Heaven' have contributed to the evolution of inclusive storytelling, significant concerns regarding tokenism, stereotypical portrayals, queerbaiting, and the commodification of queer narratives for market-driven inclusivity have emerged. By employing a comparative media analysis, this research investigates whether these portrayals genuinely promote social awareness or merely embody a superficial commitment to diversity. Drawing upon theories from queer media studies, representation, and cultural commodification, this paper explores the dual role of streaming platforms as both arenas of empowerment and sites of regulated visibility. The findings indicate that although there have been improvements in representation in terms of both screen presence and thematic exploration, critical issues related to authenticity, cultural context, and structural inclusivity continue to be subjects of contention.

Keywords: *LGBTQ+ Representation, Streaming Platforms, Queer Commodification, Tokenism and Queerbaiting, Authentic Storytelling, Digital Media Culture.*

Patterns of Paid Political Communication on Facebook: An Exploratory Advertising analysis

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Abstract- The rapid expansion of digital campaigning in India has made Facebook a critical platform for political communication, yet empirical analyses of platform-level advertising behaviour during state elections remain limited. This study investigates the structure and patterns of political advertising on Facebook during the 90-day campaign period preceding the most recent Bihar Assembly election 2025. Using the Meta Ad Library dataset, comprising all region-specific advertisements with spending above ₹100,000 (N = 211), the study standardises party labels – including supporter-tagged accounts – and applies descriptive and non-parametric statistical techniques to examine alliance-level disparities, spending concentration, and party-wise advertising strategies.

The analysis reveals a highly asymmetric digital advertising environment, characterised by significant concentration of spending among a small number of political actors and clear differences between alliances in the intensity of their advertising efforts. While the study does not infer causal effects on voter behaviour, it provides robust empirical evidence of how digital advertising resources are distributed and mobilised during an Indian state election. By offering a systematic, data-driven assessment of Facebook advertising practices, this research contributes to ongoing debates regarding transparency, campaign regulation, and the evolving role of social media in Indian electoral politics.

Keywords: Facebook, political advertisement, Meta Ad Library, Bihar assembly election, political communication, voter behaviour

Normalisation of Crime Against Women in Hindi Cinema: Analysis of Selected Films

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Abstract- The representation of women in Hindi cinema has long shaped public attitudes toward gender roles, often normalising various forms of violence and misogyny through routine cinematic practices. This study examines how crime against women such as domestic violence, slapping, intimidation, objectification, verbal humiliation, and sexually suggestive portrayals is subtly and repeatedly normalised in mainstream Hindi films. Using semiotic analysis, the paper decodes visual signs, gestures, camera movements, costumes, and symbolic cues that legitimise or trivialise violence against women. Complementing this, the narrative analysis explores story structures, character arcs, dialogues, and plot resolutions that either justify male aggression or silence women's agency. A purposive sample of selected Hindi films including Kabir Singh, Dabangg, Grand Masti, R...Rajkumar, and others was analysed to identify patterns of representational normalisation. Findings indicate that violence against women is often framed as a form of love, masculinity, humour, or entertainment, thereby reducing its seriousness. Female characters are frequently portrayed as submissive, forgiving, or objectified, whereas male protagonists' aggression is romanticised or rewarded. The study concludes that repeated exposure to such portrayal's risks reinforcing patriarchal norms and desensitising viewers to gender-based violence. The research highlights the need for more responsible cinematic storytelling and encourages further academic scrutiny on the cultural impact of normalised on-screen violence.

Keywords- *Crime Against Women, Normalisation of Violence, Hindi Cinema, Semiotic Analysis, Representation of Women*

A Study of Work-Life Balance of Women in the IT Sector

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Abstract- This literature explores the sociological aspects of work–life balance and the opportunities and challenges faced by women in the globalised Information Technology sector. It brings together research from sociology, gender studies, and management disciplines to understand how women navigate their professional and personal responsibilities in a fast-changing digital world. The paper focuses upon theories such as role conflict, work–family balance, gendered organisations, and feminist perspectives to explain the experiences of women in the IT sector.

It examines empirical studies from India and across the world to understand both the progress and the persistent inequalities that women continue to face. The review also discusses new opportunities created through remote work, globalisation and digital entrepreneurship. The paper concludes by identifying research gaps and suggesting sociological directions for future inquiry, highlighting that while globalisation has improved employment opportunities for women, gendered barriers, workplace bias, and family pressures continue to challenge true equality.

Keywords- *Work life balance, Gender Studies, Feminist*

ASSESSMENT OF DIGITAL TECHNOLOGY IN THE PROTECTION OF PRIVACY AND INFORMATION INTEGRITY IN KADUNA STATE, NIGERIA

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Divinefavour Robinson

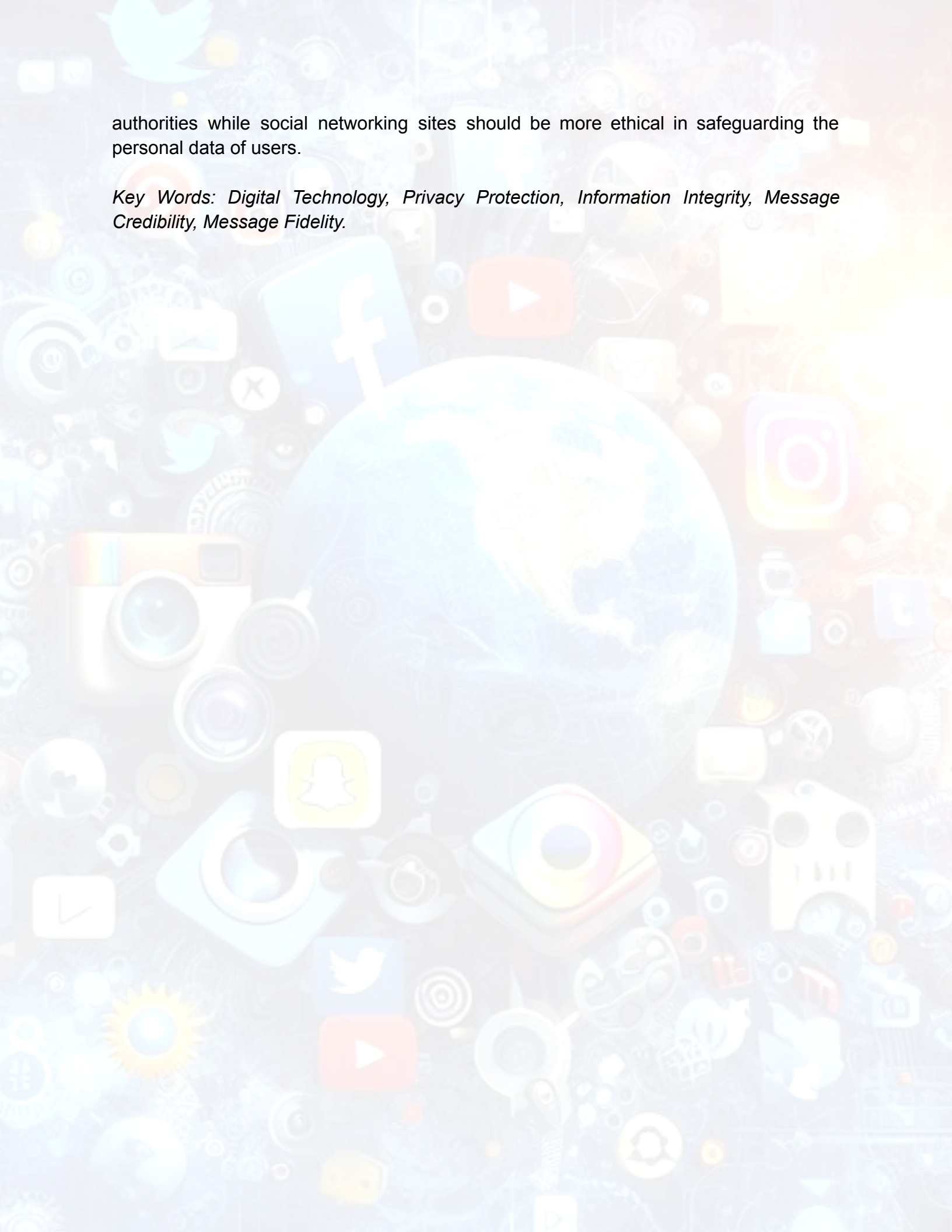
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Abstract - This study assessed social media in the protection of privacy among residents of Sabo in Chikun LGA of Kaduna State, Nigeria. The focus was to determine the role of digital technology in managing personal data of individuals with regards to maintaining information integrity, message credibility, and message fidelity. Using a survey method, a sample size of three hundred and seventy-seven was (377) studied. Among the objectives were to identify the commonest social media networking sites where personal information of residents of Sabo in Chikun LGA of Kaduna State are brought to the public space, find out the level of knowledge of social media privacy settings for the protection of privacy among residents of Sabo in Chikun LGA of Kaduna State, and to discover the possible dangers of disclosing personal information in the social media in the protection of privacy among residents of Sabo in Chikun LGA of Kaduna State. Two hypotheses were tested and the results showed that the awareness level of social media privacy rights is low, and this is a snag in the protection of privacy by digital technology among residents of Sabo in Chikun LGA of Kaduna State. The value of $263.92 > 9.488$ therefore empirically supported that there is a significant relationship between the possible dangers of disclosing personal information in the social media and the protection of privacy and information integrity among residents of Sabo in Chikun LGA of Kaduna State.

The study concluded that as users post contents online, most of them are ignorant of the implications and consequences of sharing such contents on social media platforms thereby exposing themselves to self-invasion of privacy. It was strongly recommended that the residents of Sabo in Chikun LGA of Kaduna State should specifically gear towards understanding the privacy settings of online platforms so as to use them with a sense of awareness and responsibility. To stop or curtail the inherent dangers such as image embarrassments, personal information reaching unwanted or unintended audience, scamming, and problems arising from context collapse; users should be active users of the social media, and report the violation of their rights to appropriate

authorities while social networking sites should be more ethical in safeguarding the personal data of users.

Key Words: Digital Technology, Privacy Protection, Information Integrity, Message Credibility, Message Fidelity.



SAFEGUARDING INFORMATION INTEGRITY IN DIGITAL BRAND COMMUNICATION

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Abstract- This paper explores the critical role of information integrity in the digital marketing of brands, focusing on Pepsi within the carbonated water industry in Enugu, Nigeria. As digital platforms increasingly shape consumer perceptions, brands face heightened risks of misinformation, content manipulation, and inconsistent messaging. This study investigates how Pepsi's digital marketing practices maintain accuracy, authenticity, and trustworthiness in an environment where information can be rapidly distorted. The study adopts a mixed-methods methodology combining surveys of Pepsi consumers in Enugu, and online interviews with digital marketing professionals of Pepsi's online brand communications. This approach enables a comprehensive assessment of both audience perception and organizational strategies for preserving information integrity across social media, brand websites, and influencer-driven content. Findings reveal that while Pepsi maintains a strong digital presence, challenges persist relating to unverified third-party content, misinformation spread by unauthorized distributors, and variations in online messaging during promotional campaigns. Consumers generally trust Pepsi's official platforms, but many express concerns about conflicting information from informal digital sources. The study also highlights the need for more robust verification mechanisms and coordinated digital communication strategies among retailers and partners. The paper recommends that Pepsi strengthen its digital governance by implementing real-time monitoring tools, enhancing collaborations with verified influencers, and deploying clear content authenticity indicators. Additionally, consumer education initiatives on identifying official brand channels can mitigate misinformation risks. These measures will support sustained information integrity, reinforce brand credibility, and enhance customer trust in a rapidly evolving digital communication ecosystem.

Key Words: Information Integrity, Misinformation, Content Manipulation, Digital Brand Communication, Pepsi.

REPORTING THE SAHEL: REINFORCING DRONE JOURNALISM IN THE BATTLE OF WITS AND SECURITY

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Abstract- Drone journalism is evolving; attracting technologies that enhance the journalism practice, particularly in the area of conflict newsgathering and reporting. Earlier designed for military reconnaissance, drone has become a vital tool for contemporary journalism practice, particularly for crime and security reporting; unravelling issues beyond the normal reach of human eyes. Reporting the Sahel region in the wake of these conflicts has posed monstrous challenges to reporters. This study, therefore, assessed the perception of journalists on the effective deployment of the instrument in reporting the insecurity in the region. Objectively, the study inquired the role of drone in journalism practice in the region, and the extent to which the technology has enhanced journalism operation in the area. The study was framed on Technological Determinism Theory (TDT) and Diffusion of Innovations Theory (DIT); adopting a mixed method approach to research- survey and thematic Key Performants' Interview (KPI). Quantitative data were sourced using a questionnaire structured on a 4 Point Likert Scale and qualitative thematic analysis. Results indicate that journalists in the Sahel acknowledged the indispensability of drone in reporting crime and insecurity in the region, hence pivotal for contemporary journalism practice in the region. It also established that the adoption of drone has reduced the stress in news reportage; while broadening professional scope of the practice with increased speed, accuracy and guaranteed safety for the practitioners. Findings further established that drone journalism holds the key to modern journalism practice, as well as mitigating the insurgency in the area. It recommends that the Sahel media landscape should quickly and fully embrace drone journalism as a way to fast-tracking professional practice, while regulatory agencies should facilitate minimal strictness and consistent regulatory framework in the use of the technology for journalism practice in the region.

Key Words: Sahel. Drone Journalism, Technology, Security Reporting, Military Reconnaissance

APPLICATION OF ARTIFICIAL INTELLIGENCE IN MANAGING COMMUNICATION DISORDER IN A DEVELOPING SOCIETY

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Abstract- This study examined the application of artificial intelligence on managing communication disorder in a developing society. The focus area of this study is Ebonyi State in Nigeria with a view to finding out the residents' views on the subject matter. This study adopted Diffusion of Innovation as the theoretical framework. After review of related literature, survey research design was used to conduct investigation on the problem of this study. The population size was 706,588 drawn from the residents of Ohaukwu LGA, Ezza South LGA and Ohaozara LGA of Ebonyi State in Nigeria while its sample size of 385 was gotten via Australian Calculator formula. A multi-stage sampling technique was applied to select respondents who were administered with questionnaire as instrument of data collection. After data analysis, findings were made. Among such were that: majority of the respondents did not know what Artificial Intelligence is all about, most of them indicated that their level of experience about AI and its usage in managing communication disorder in the state was low, majority of the respondents indicated that there was low extent of application of AI in communication disorder in the state and most of the respondents indicated that AI can be applied in managing communication disorder in the area of hearing and dictating errors and making corrections. This study recommended that awareness creation about Artificial Intelligence and Communication Disorder should be made by informing, educating and enlightening Ebonyi people on them through social media, mass media and interpersonal communication channels like Facebook, radio, television and one-one physical communication. Also, the government should partner with AI experts on how to apply AI in managing communication disorder in a developing society like Ebonyi State in Nigeria.

Key words: Application, Artificial Intelligence, Communication Disorder and Developing Society

Technical Session 4
Public Health, Pandemics & the Power of Media

Session Chair

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Digital Media as tool in Accessing Health Information among Adult Girls of Nayaka Community in Vijayanagar District, Karnataka- A Qualitative Study

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Abstract- This study explores the role of media in shaping animal husbandry practices among the Nayaka tribal community of Karnataka, particularly in the Chitradurga district. As a community that relies heavily on livestock for their livelihood, animal husbandry forms an essential part of their economic and cultural life. In the present context, media both traditional and digital has become a critical instrument for development, capable of disseminating knowledge, influencing behavior, and improving practices across rural and tribal populations. Traditional media such as oral communication, folk narratives, and community gatherings coexist with digital tools like mobile phones, television, and social media, offering new avenues for accessing scientific and practical information. This study investigates the types of media accessed by the Nayaka tribe and the extent to which these media sources are utilized to gain knowledge related to livestock care, disease management, breeding, and sustainable rearing practices. Such information is crucial not only for enhancing productivity but also for supporting the socio-economic upliftment of the community. Employing a mixed-methods research approach, the study integrates surveys, interviews, and focus group discussions with tribal participants from Chitradurga district of Karnataka. The findings aim to highlight how media functions as a bridge between indigenous practices and modern animal husbandry knowledge, ultimately contributing to the well-being and resilience of tribal livelihoods.

Keywords: *Media; Animal Husbandry; Tribal Communities; Mixed-Approach; Chitradurga*

Evolving Media Portrayals of Disability: From Stereotypes Toward Inclusion

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Abstract- Media has played an important role in shaping how society views disability. Earlier media portrayals often reinforced stereotypes by showing persons with disabilities as dependent, vulnerable, or exceptional for managing everyday life. Such type of stereotypical representations influenced public attitudes and contributed to social exclusion at larger scale. However, in recent years, both global and Indian media have begun to reflect a positive shift toward more inclusive and realistic narratives. News outlets and journalistic platforms globally now focus more on highlighting ability, individuality, and participation rather than portraying disability as a limitation only. This conceptual paper explores this positive shift from traditional stereotypes to evolving inclusive representations in media narratives. The paper aims to examine how inclusive portrayals in media can promote equality, acceptance, and social inclusion for persons with disabilities. It highlights the media's role and responsibility not only in shaping public attitudes but also in promoting a more inclusive and equitable society.

Keywords: disability, media representation, journalism, stereotypes, inclusion, social change, awareness

The Unseen Conflict: Nepal's Political Instability, Media Narratives and Humanitarian Response

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Abstract- As with the trees falling in the forest, if a voice- a people- cries out for aid and there is no camera there to record it, does that make the need less? Or more? (Minear, Scott & [Weiss](#) -1996) It makes the need to address their issue even greater when no one is noticing the pain and cries of those facing injustice. Conflicts leading to wars to genocides make this Mother Earth a little heavier day by day; it just disrupts the peace cycle of even those not responsible for all this. Things going on between Israel, Palestine, and Gaza, to the recent Gen-Z conflict in Nepal, and the civil war in Sri Lanka can remain unnoticed if the media doesn't play its role. Nepal's ongoing political unrest represents unseen conflicts such as political instability, unemployment, economic stagnation, disillusionment and social unrest. Regardless of the circumstances or how people are dealing with them, without the media, it would be nearly impossible to create awareness among all. This paper examines how media narratives and humanitarian responses intersect with each other in this context. The media not only connects everyone living in any corner of the world but also supports those in need, focuses on those in peril, and makes everyone listen to the cries of those suffering. Thus, every single time, the media has a narrative and responds humanely. Media creates a path from documenting sufferings to amplifying hope, resilience and peace. By passing information through social media or to provide aid through social media campaigns and empathy supports, Media mobilizes people's support, amplified citizen voices and humanitarian attention.

The theme of this paper focuses on how Nepal's situation explores media narratives and humanitarian responses. This paper discusses the story behind the instability among the citizens of Nepal and the reasons for the Gen-Z protest. It also focuses on the Youth unrest faced in Nepal, how the media addresses the issues and presents a narrative in front of all. This paper will help shape your opinion about how the media portrays stories on behalf of people who have suffered, to those who are not aware.

Keywords: *Media, Conflict, War, Migration, Humanity, Nepal protest*

कुम्भ की वैश्विक सांस्कृतिक विरासत को संरक्षित करने में मीडिया की भूमिका

डॉ. अख्तर आलम

असिस्टेंट प्रोफेसर, जनसंचार विभाग, महात्मा गाँधी अंतरराष्ट्रीय हिंदी विश्वविद्यालय, क्षेत्रीय केंद्र
प्रयागराज

सारांश: भारत की सांस्कृतिक धरोहर और उसकी धार्मिक परंपराओं में कुम्भ मेले का अत्यधिक महत्वपूर्ण स्थान है। कुम्भ मेला केवल एक धार्मिक आयोजन नहीं है, बल्कि यह भारतीय संस्कृति, परंपराओं और समाज के विभिन्न पहलुओं का प्रतिरूप भी है। कुम्भ का आयोजन सदियों से करोड़ों लोगों को आध्यात्मिकता और सामाजिक समरसता के सूत्र में बांधता आया है। ऐसे में, कुम्भ की सांस्कृतिक विरासत को संरक्षित करना और उसे नई पीढ़ी तक पहुंचाना आज के समय की एक महत्वपूर्ण आवश्यकता है। मीडिया, जिसे समाज का चौथा स्तंभ माना जाता है, इस कार्य में महत्वपूर्ण भूमिका निभाता आया है। आधुनिक संचार माध्यमों की मदद से कुम्भ के ऐतिहासिक, सांस्कृतिक और धार्मिक महत्व को न केवल देश बल्कि दुनिया भर में प्रचारित किया जा सकता है। मीडिया के माध्यम से कुम्भ मेला केवल एक धार्मिक आयोजन के साथ-साथ एक वैश्विक सांस्कृतिक विरासत के रूप में उभर कर सामने आया है। वर्तमान में, टेलीविजन, रेडियो, प्रिंट मीडिया और डिजिटल माध्यम कुम्भ मेले की संस्कृति, धार्मिक अनुष्ठानों और सामाजिक मूल्यों को जन-जन तक पहुंचाने में सक्षम रही हैं। इन माध्यमों से कुम्भ मेला न केवल धर्म और आस्था का प्रतीक है बल्कि यह भारतीय जीवन शैली और उसकी अद्वितीयता का भी उत्सव है। मीडिया के माध्यम से कुम्भ मेले के दौरान होने वाले सामाजिक और सांस्कृतिक गतिविधियों को प्रसारित कर, उनमें निहित गहरे संदेशों को वैश्विक जन तक पहुंचाया जा सकता है। इसके अलावा, मीडिया उन चुनौतियों और संभावनाओं को भी उभार सकता है जो कुम्भ के दौरान सामने आती हैं जैसे- मेला प्रबंधन, पर्यावरण संरक्षण, और सुरक्षा व्यवस्था इत्यादि। इस प्रकार मीडिया न केवल कुम्भ की सांस्कृतिक धरोहर को संरक्षित करने में बल्कि उसकी निरंतरता और विकास में भी सहायक सिद्ध हो सकता है। कुम्भ मेले का सबसे प्राचीन उल्लेख हिंदू धर्म के पवित्र ग्रंथों और पुराणों में मिलता है। कुम्भ मेले की उत्पत्ति की पौराणिक कथा समुद्र मंथन से जुड़ी है, जिसे विभिन्न पुराणों में वर्णित किया गया है। इस कथा के अनुसार, देवताओं और असुरों ने मिलकर समुद्र मंथन किया था, जिससे अमृत का घड़ा (कुम्भ) निकला। अमृत के लिए देवताओं और असुरों के बीच संघर्ष हुआ और इस संघर्ष के दौरान अमृत की कुछ बूंदें प्रयागराज, हरिद्वार, उज्जैन और नासिक में गिरी। यही चार प्रमुख स्थान कुम्भ मेले के आयोजन के लिए प्रसिद्ध हैं। कुम्भ मेले का धार्मिक और सांस्कृतिक महत्व भी इन प्राचीन ग्रंथों में वर्णित पौराणिक कथा से उत्पन्न हुआ है। इतिहास के पन्नों में दर्ज कुम्भ मेला अपनी विशिष्टता के लिए जाना जाता है। मीडिया की भूमिका इस विरासत को सुरक्षित रखने के साथ-साथ इसे जीवंत और प्रासंगिक बनाए रखने में है। कुम्भ की सांस्कृतिक धरोहर को संरक्षित करने में मीडिया की प्रभावी भूमिका न केवल इस धरोहर को सुरक्षित रखेगी, बल्कि इसे वैश्विक पटल पर एक अनमोल धरोहर के रूप में स्थापित करने में अपना विशेष योगदान दे पाएगी। इस संगोष्ठी के माध्यम से हम यह समझ सकते हैं कि किस प्रकार मीडिया, कुम्भ मेले की सांस्कृतिक धरोहर को संरक्षित करने में सहायक हो सकता है और इसे आने वाली पीढ़ियों तक पहुंचा सकता है।

मूल बीज: कुम्भ, मीडिया, भारतीय संस्कृति, वैश्विक पहचान, सांस्कृतिक धरोहर

Public Health Communication in India: Ayushman Bharat Scheme -Awareness and Its Impact on Rural Women of Varanasi District

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Abstract- Public health communication plays a vital role in improving health awareness and promoting healthy behaviour among India's diverse population. It involves the systematic use of communication strategies to inform, educate, and motivate individuals and communities about health issues. In a country like India, where socio-economic and cultural diversity often creates barriers to healthcare access, effective communication becomes essential for bridging gaps between policy and people. Strengthening health communication through inclusive, culturally sensitive, and technology-driven approaches can ensure better health outcomes. Ultimately, public health communication is not just about delivering information, it's about empowering citizens to make informed health decisions for a healthier

This paper examines public health communication surrounding the Ayushman Bharat (AB-PMJAY) scheme and evaluates its awareness and impact on rural women in Varanasi district, Uttar Pradesh. Using a cross-sectional survey from purposively-selected villages in Varanasi, the study measures levels of awareness, patterns of utilization, perceived barriers, and the scheme's effect on healthcare-seeking behaviour and financial protection. Policy recommendations focus on targeted communication strategies, strengthening frontline worker engagement, simplifying enrolment documentation, and leveraging local women's self-help groups (SHGs) for outreach. Findings are discussed in the context of national evidence on AB-PMJAY and health system improvements in Uttar Pradesh.

Keywords: Public Health Communication, Aayushman Bharat, Keath Workers, Rural India, Rural Women

Adaptation of AI based Storytelling for Education and Mass Communication: A Review

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Storytelling with Artificial Intelligence (AI), has appeared as a powerful tool for app-based storytelling. It has opened the path for non-professionals to narrate the stories through the AI. This study will explore the multifaceted ways of AI based storytelling in the realm of storytelling, highlighting its benefits and innovative possibilities. However, the prospects of AI mobile storytelling seem promising but the field also registers prominent challenges. This study will provide an overview of the evolving horizon of technology and the advantages of AI based storytelling. Mobile storytelling is going to be a revolutionary step in the storytelling paradigm. This effortless approach will open millions of opportunities in creative forms of storytelling. Mobile technology will enhance the form of storytelling and open the future for many forms of storytelling. This study gives a comprehensive overview of the useful and adaptive intersection of technology and the advantages of AI mobile storytelling in Education. However, for optimized use for certain contexts such as, the digital divide, teachers training and ethical considerations.

Keywords: AI based storytelling, Education, Narrative

Soft Power and Media Influence: Examining the use of Media Narratives in Modern Diplomacy.

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Abstract- In the contemporary international system, the strategic use of soft power has become indispensable for states seeking to influence global audiences without relying on coercive means. Central to this evolving landscape is the media—both traditional and digital—which functions as a powerful instrument for shaping perceptions, constructing national images, and guiding diplomatic outcomes. This conference paper examines how media narratives are employed in modern diplomacy to project soft power, manage international opinion, and negotiate global influence. Drawing on theoretical frameworks from soft power studies, public diplomacy, and media communication, the analysis identifies three primary ways in which media narratives operate: image construction, agenda framing, and emotional persuasion.

First, states increasingly curate positive national narratives through global media platforms to enhance cultural appeal, political credibility, and economic attractiveness. These narratives often highlight values such as innovation, stability, or humanitarian commitment, thereby strengthening soft power reservoirs. Second, agenda framing allows states to influence how international events, conflicts, and policies are interpreted by foreign publics. By shaping the tone, context, and emphasis of media coverage, governments can subtly direct diplomatic conversations, justify foreign policy actions, and counter unfavourable portrayals. Third, emotional persuasion—intensified by social media algorithms—enables rapid dissemination of compelling narratives designed to foster empathy, solidarity, or moral alignment with national interests.

The paper argues that while media-driven soft power offers new diplomatic opportunities, it also presents challenges, including the rise of disinformation, polarized media ecosystems, and contested narratives that undermine trust. The study concludes that effective modern diplomacy requires sophisticated media literacy, robust narrative strategies, and ethical communication practices to maintain credibility and foster constructive international engagement. Understanding the interplay between soft power and media influence is therefore essential for navigating diplomacy in an increasingly interconnected and competitive global communication environment.

Keywords: Soft power; media narratives; modern diplomacy; public diplomacy; strategic communication; disinformation; international relations; global influence.

Digital Platforms as Political Tools: A Study of Communication Strategies in Indian Elections (2014–2024) — A Case Study of NCR Delhi Elections

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Abstract- Between 2014 and 2024, political campaigning in India witnessed a paradigm shift due to the explosive growth of digital platforms and mobile connectivity. Digital media evolved from a complementary tool to the very core of political communication, changing the way political messages are being framed, delivered, and received. This research explores the ways in which political parties in India—specifically in the technologically sophisticated and politically engaged National Capital Region (NCR) of Delhi—utilized digital platforms like Facebook, Twitter (X), WhatsApp, Instagram, and YouTube to mobilize voters, build stories, and shape electoral outcomes. In a qualitative case study design, this study examines the development of communication strategies during three pivotal election cycles in terms of content formats, audience targeting, influencer outreach, and real-time engagement mechanisms. The research also investigates the implications of the strategies on democratic participation, voting behavior, and the threats of digital echo chambers and misinformation. By projecting digital strategies onto electoral success and popular opinion in NCR Delhi, this article adds to the subtle understanding of how the Indian polity has been remade in the last ten years by digital media.

Keywords: *Digital Campaigning, Political Communication, Social Media Strategy, Indian Elections*

FROM MARGINS TO MAINSTREAM: POSITIVE MEDIA NARRATIVES SUPPORTING HEALTHY AGEING FOR WOMEN IN INSTITUTIONAL CARE

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Abstract- Media plays a powerful role in shaping how society views ageing and how care systems treat elderly women, especially those living in old age homes. In India, older women often become socially invisible because of lifelong gender inequalities, widowhood, financial dependence and limited representation in public spaces. This study explores how positive and inclusive media stories- in news, films, documentaries and online campaigns can help in improving the lives and well being of elderly women in care homes. Drawing on qualitative interviews with women residents and caregivers in Jaipur's old age homes along with media analysis and on-site observations, the research shows that positive portrayals can help in breaking down the stereotypes, build empathy and draw more attention to the needs of older women. Examples like “#RespectYourElders”, “#WalkInMyShoes or #MeriNazarSeDekho”, “Expert Senior Care, Apno Jaisi and Fun Is Ageless” campaign, community storytelling videos, and media coverage of intergenerational activities at few Old Age Homes demonstrate how such narratives have already brought real improvements.

The findings show that when elderly women receive positive media visibility, their dignity, social engagement, emotional health and sense of belonging increase. This study proposes a media based model for improving elder care that focuses on better representation, stronger advocacy and encouraging communities to share the voices and stories of ageing women.

Keywords- Widowhood, Qualitative Interviews, Portrayals, Advocacy

THE ROLE OF MEDIA IN SHAPING GLOBAL ENVIRONMENTAL AWARENESS

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Abstract- Global environmental awareness has emerged as a critical socio-political issue in the twenty-first century amid worsening climate change, biodiversity loss, pollution, and resource depletion.

Media traditional, digital, and social plays a central role in shaping public understanding, framing discourse, influencing attitudes, and mobilizing collective action. This paper critically examines how media contributes to global environmental awareness through agenda-setting, framing, and cultivation effects. Drawing upon theoretical perspectives, empirical studies, and global case examples, the paper analyzes the changing dynamics of environmental communication in the digital age. It highlights the media's role in disseminating scientific knowledge, constructing risk perception, promoting sustainable practices, and influencing policy discourses. However, the paper also identifies challenges such as misinformation, eco-fatigue, political polarization, corporate greenwashing, and unequal access. The study concludes that despite limitations, media remains an indispensable catalyst for environmental consciousness, shaping environmental citizenship and global environmental governance.

Keywords- *Environmental communication, media studies, climate change, digital media, global awareness, sustainability, agenda-setting, environmental journalism.*

Nigerian Newspaper Coverage of Rural Areas in the Digital Era: Issues, Challenges and Prospects.

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Nigeria**

Abstract- The paper is focused on the value and usefulness of information received through print media like newspaper as it affects rural communities' development and the need for it to be managed effectively in this digital era through adequate coverage, adequate accessibility and adequate utilization. It is not all about having information at rural areas; it is still boiling down to capacity to utilize the information optimally if received. By examining issues, challenges and prospects associated with Nigerian newspapers' coverage of rural areas in this digital era, the study took a holistic look at problems of low coverage of rural areas by the print media journalist, low patronage by rural dwellers to newspapers business, low accessibility to newspapers information by rural dwellers and low utilization of newspapers information by rural communities and possible remedies to this ugly trend so as to accelerate national development in line with the present renewed hope agenda of the government of the day. Indeed, Nigerian rural dwellers need to be among global players in knowledge-based economy if we are serious with our development prospects.

Key Words: Newspaper Coverage, Rural Reporting, Digital Era, Renewed Hope, Nigeria

Role of Media in a Transforming Global World – A Study

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Abstract- The 21st century has changed media from a one-way source of information into a highly interactive global system that connects people, cultures, markets, and governments. The growth of digital platforms, artificial intelligence, social media, and citizen journalism has made communication faster and more influential than ever before. Today, media not only reports events—it shapes public opinion, political decisions, cultural identity, and economic activities across nations. This research paper examines the changing role of media in a transforming global world. Using a qualitative and interdisciplinary approach, the study reviews scholarly literature, international reports, and real-world case studies to understand the social, political, economic, and technological impact of modern media. The findings show that digital media promotes transparency, encourages public participation, supports global awareness, and strengthens democratic processes. It also boosts the global economy through online marketing, digital trade, and instant information exchange.

However, the rapid transformation of media has also brought challenges. Issues such as misinformation, political polarization, data misuse, online harassment, and unequal digital access threaten the reliability and ethical foundations of media systems. The growing influence of surveillance-based technologies raises further concerns about privacy and trust. The study concludes that the future of global communication depends on building media systems that are ethical, inclusive, transparent, and accountable. Strengthening digital literacy, improving regulatory frameworks, and promoting responsible use of technology are essential to ensure that media continues to support democracy, social progress, and global cooperation.

Keywords: *Global Media, Digital Transformation, AI in Media, Citizen Journalism, Misinformation, Media Ethics, Digital Inequality, Global Communication.*

COMMUNICATIVE MISREPRESENTATION AND DIAGNOSTIC ERRORS: EMERGING CHALLENGES IN NIGERIAN UNIVERSITIES' HEALTH-SEEKING BEHAVIOR

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Abstract- Diagnoses are crucial in healthcare; however, errors occur across the globe. The National Academies of Sciences, Engineering, and Medicine (2015) say that clinical communication, information flow, and patient participation are all ethical and system-level challenges that can happen when data is collected, interpreted, and communicated poorly. Chronic resource limitations, heavy workloads for clinicians, and weak referral networks with low completion rates affect diagnostic safety in sub-Saharan Africa. Less than half of basic institutions have working laboratories. These limits cause people to wait longer for treatment, lose faith, and hurt their health by misdiagnosing common infectious and non-communicable diseases. Biomedical advice, online information, and peer pressure are some of the particular problems that Nigerian college students encounter. Nigerian students are not always confident in university health services, but they do use informal networks and unreliable web sources. These exchanges lead to "communicative misrepresentation", which is when symptoms and health facts are distorted, left out, or framed incorrectly. These variables can make it harder for doctors to explain, diagnose, and respond. International and African studies show that communication challenges can make it take longer to get a diagnosis during quick visits, when there isn't much documentation, and when there aren't many confirmatory tests. We use student, provider, and system misunderstandings to examine communicative error distortion, diagnostic safety, and health-seeking behaviour. Nigeria requires improved health systems at universities, evidence-based diagnostics, and health communication tailored to the needs of young people.

Keywords: *Communicative misrepresentation; Diagnostic errors; Health-seeking behaviour; Communication distortions; Disinformation; Nigerian universities; Healthcare crisis*

Touching the Human Emotions Through Animated Movies: The Future of Animated Movies

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ABSTRACT- An animated film is a form of cinema where individual frames are created by artists, using either hand-drawing, computer graphics, or other types of animation techniques. Unlike live-action films that capture real-life actors and settings, animated films rely on sequential images to create motion and tell a story. Animation, as a dynamic and contemporary infotainment medium, integrates multiple artistic forms and has become an important component of modern cultural communication and entertainment systems. The present study explores the importance of animated movies in today's digital world. Animated movies can show deep messages, strong emotions, and futuristic ideas in a creative way that real-life movies sometimes cannot, which has been proven by the stardom these movies have received. The purpose of this study is to understand how filmmakers can learn from the stories and themes of animated films. It also tries to find out whether people want real-life movies made on the same topics shown in animation. By exploring these facts the study aims to show how animated movies can guide the future of filmmaking and help create more creative and meaningful cinema. To understand the intricacies of the animated movie's storytelling style, a pilot study has been conducted where the audience was contacted through a survey. The study also tries to establish the importance and relevance of animated movies in the contemporary virtual world where AI is ruling, by exploring the perception of the youth and their expectations so that the futuristic approach of cinema could be established.

Keywords: *Animation, emotional impact, psychology, Young audience, future ,real life movies*

Shaping Conversations: A Look Back at Our Activities

jointly organized by

Communication Today
(Media Quarterly Bilingual Journal)

&

Writers Reservoir India

Global Scholars and Media Leaders Unite at International Conference on “Digital Dynamics: Global Trends and Challenges”

The Two-Day Online International Conference on “Digital Dynamics: Global Trends and Challenges”, organized by Writers Reservoir in collaboration with Communication Today, brought together distinguished scholars, media professionals, and researchers from across the globe to reflect on the transformative impact of digital technology on media, communication, education, and policy. The inaugural session opened with a warm welcome by Dr. Aastha Saxena, followed by a devotional Saraswati Vandana by Dr. Ruchi Goswami, who also virtually felicitated dignitaries. Chief Patron Prof. (Dr.) Sanjeev Bhanawat set the tone with an insightful theme presentation on the rapid evolution of media landscapes. Guest of Honour addresses by Mr. Rehan Abbas, Consultant Executive Producer at Aaj Tak, and Prof. (Dr.) Smita Mishra of Delhi University offered compelling perspectives on the challenges and opportunities of journalism in the digital era. The keynote address by Prof. Ujjwal Anu Chowdhury, Director General at MSEED, Bharatiya Vidya Bhavan, Mumbai, emphasized the role of digital narratives and education in shaping responsible communicators for the future. The session also witnessed the launch of the conference Abstract Booklet by Dr. Aditi Pareek, two books—Cinematic Narratives of Concern by Dr. Ruchi Goswami and Advertising Reimagined: Clicks, Stories, and Beyond by Dr. Aastha Saxena—and the latest edition of the bilingual media journal Communication Today. In his Presidential Address, Prof. K.G. Suresh, Director, India Habitat Centre, New Delhi, stressed the urgency of ethical journalism, the integration of technology into traditional media education, and the crucial role of communicators in safeguarding democracy.

The conference’s second day featured a high-powered panel discussion that brought together eminent academics and media leaders to deliberate on the future of media and communication education in the digital age. Moderated by Prof. Sheel Nidhi Tripathi of Bharati Vidyapeeth’s Institute of Computer Applications & Management, the discussion featured insights from Prof. Harish Kumar (Maharshi Dayanand University, Rohtak), Prof. Rakesh Goswami (IIMC, New Delhi), Prof. D.J. Pati (Senior Media & Communication Consultant), and Prof. Manish Verma (Bahrain Polytechnic). Panelists examined curriculum reforms, the integration of emerging technologies, the importance of digital literacy, AI-driven content creation, and the ethical responsibilities of journalists in an era dominated by rapid information flows and global connectivity.

Over the course of two days, the conference became a vibrant platform for scholarly exchange, with participants from India and abroad presenting cutting-edge research and diverse perspectives on digital transformation, media convergence, experiential storytelling, innovations in education and entrepreneurship, policy frameworks, sustainability, and global collaboration. Discussions spanned topics such as AI in media, interactive content formats, gender empowerment, cross-cultural digital narratives, and the balance between innovation and ethics. The event concluded with heartfelt acknowledgments from session coordinators, reflecting a shared commitment to fostering interdisciplinary dialogue, promoting responsible media practices, and advancing global scholarship in the dynamic digital era.

Prof. Ruchi Goswami

AI in Research – Redefining Methodology, Empowering Analysis

The first workshop, “AI in Research: Redefining Methodology, Empowering Analysis,” was held from 16 to 20 June 2025, with Dr. Manvinder Singh Pahwa, Professor, Department of Commerce, Dr. Harisingh Gour Central University, Sagar, serving as the sole resource person. The program saw the participation of 120 attendees from diverse academic disciplines, including international representation from Burkina Faso. The inaugural session, moderated by Dr. Aastha Saxena, began with a welcome address by Dr. Aditi Pareek, highlighting AI’s growing relevance in research. Prof. Sanjeev Bhanawat, Patron of the workshop, emphasized the ethical application and critical engagement with AI tools. The keynote address by Prof. Anil Mehta from Banasthali Vidyapith captured AI’s transformative potential, underscoring the idea that “Researchers using AI will replace those who don’t.”

Dr. Pahwa guided participants through a comprehensive learning journey, beginning with research fundamentals, distinctions between scientific and social science paradigms, and AI’s role in literature reviews, research design, and data interpretation. Participants explored AI subfields such as Machine Learning, Natural Language Processing, and Computer Vision—illustrated through relatable examples like Alexa, Netflix, and Google Translate. Ethical concerns—bias, privacy, and accountability—were integrated into all discussions.

Advanced sessions covered prompt engineering techniques, including role assignment, zero-shot prompting, and prompt chaining, applied to thesis drafting, literature review automation, and APA formatting. Demonstrations on Python, R, ChatGPT, Jupyter Notebook, Tableau, and Power BI illustrated statistical applications such as frequency tables, chi-square tests, correlation, regression, and ANOVA. Sessions on hypothesis testing, parametric and non-parametric methods, and interpretation of statistical outputs further strengthened participants’ analytical skills. Interactive discussions encouraged queries on AI’s application in behavioral and longitudinal studies, the limits of AI-generated outputs, and the importance of triangulation. The valedictory session featured participant feedback praising the workshop’s inclusivity, relevance, and practical value—highlighting increased confidence in ethically integrating AI into research.

The workshop witnessed vibrant participation from across India, with attendees from Haryana, Karnataka, Uttar Pradesh, Rajasthan, Madhya Pradesh, West Bengal, Uttarakhand, Maharashtra, Gujarat, Delhi, Odisha, Tamil Nadu, Telangana, Assam, Manipur, Tripura, Jharkhand, Punjab, Kerala, and the National Capital Territory of Delhi. The international presence from Burkina Faso further enriched discussions, making the program truly global and inclusive. Notably, participants such as GS Baba, Neil Kusum, Tanushri Mukherjee, Dr. Raghavendra, Soumya Jha, Anjali Gurung, Jigyasa Goswami, and Jyoti Singh actively engaged with topics ranging from AI for crisis communication, ethical online data collection, enhancing digital PR for state universities, and applying AI in literature review and methodology. Discussions also addressed AI’s capacity to determine appropriate tools, select qualitative and quantitative methods, channel information effectively, support creativity, and assess the societal impact of research outcomes.

Dr. Aastha Saxena

Social Media – Understanding Platforms, Audiences, and Content Types

The second workshop, “Social Media: Understanding Platforms, Audiences, and Content Types,” was conducted from 21 to 25 July 2025, led by Mr. Amit Sharma, State Head Video, Dainik Bhaskar App, and an experienced digital storyteller. The program attracted participants from multiple regions, including educators, students, and digital content professionals.

Sessions offered an in-depth understanding of major platforms—Facebook, Instagram, Twitter, and YouTube—focusing on platform-specific strategies, audience behavior, and the influence of algorithms on content visibility. Participants learned to create high-quality, original, platform-tailored content, track engagement metrics effectively, and apply mobile-based tools for video composition, camera techniques, and live streaming.

Content creation was addressed as an end-to-end process—from ideation and scripting to filming, editing, and publishing. Participants were introduced to storyboard design, visual optimization, monetization policy alignment, and mobile editing tools. Canva was highlighted for thumbnail and design creation, alongside SEO practices, hashtag strategies, and audience targeting.

A special segment showcased AI-driven tools for media professionals, including applications for script generation, voiceovers, auto-editing, news curation, and creative design using Canva AI and Adobe Firefly. Ethical considerations, copyright compliance, and responsible AI use in journalism were emphasized.

Branding and analytics were core focuses, covering strategies for building audience connections through exclusive content, effective keyword use, and regional language integration. The workshop also encouraged the use of podcasts, AI-generated reports, and tailored content planning to expand reach.

Interactive Q&A sessions, hands-on exercises, and case-based discussions ensured that theoretical learning was reinforced with practical application. Diverse participation enriched the sessions through cross-cultural exchanges on digital communication practices.

The workshops attracted participants from across India, including Rajasthan Uttar Pradesh, Chhattisgarh, Himachal Pradesh, Maharashtra, Gujarat, Haryana, Tamil Nadu, Uttarakhand, Madhya Pradesh, Telangana and Panjab —reflecting their wide reach and popularity.

Dr. Aditi Pareek

One-Week Online Workshop on Research Refined: Tools, Techniques and Thinking

A one-week online workshop on "Research Refined: Tools, Techniques & Thinking" was jointly organized by Communication Today Media Journal and Writers' Reservoir India, in association with Dev Bhoomi Uttarakhand University, Dehradun. The programme aimed to equip participants with comprehensive insights into the research process, including methodology, literature review, research design, data collection, data analysis, interpretation, and ethics.

The inaugural session featured eminent academicians. Prof. Subhash Dhuliya, Former Vice Chancellor, Uttarakhand Open University, delivered the Keynote Address, emphasizing the importance of research in academia. Prof. (Dr.) Ritika Mehra, Pro Vice Chancellor, Dev Bhoomi Uttarakhand University, Dehradun, graced the occasion as Guest of Honour. Prof. Sajeew Bhanwat, Retired Professor, Centre for Mass Communication, University of Rajasthan, and Founder & Editor, Communication Today, presented a thematic address on the vision and objectives of the workshop. Two edited books—Navigating Digital Futures: A Global Outlook and The Digital Shift: Stories of Influence, Identity, and Innovation—were released along with the July–September 2025 issue of Communication Today (Vol. 29, No. 3).

The workshop sessions were conducted over five days, each led by distinguished resource persons and moderators. Day 1, focusing on Research Foundations, featured Dr. Shweta Kastiya, Associate Professor and Head, Department of Management, IIS (Deemed to be University), Jaipur, and was moderated by Dr. Aastha Saxena, Associate Professor and Head, Department of Journalism and Mass Communication, Poornima University, Jaipur. Day 2 centred on Literature Review and Problem Identification, with Dr. Smita Sharma, Associate Professor, TAPMI School of Business, Manipal University, Jaipur, as the resource person, and Dr. Babita Sharma, Assistant Professor, Department of Management, IIS (Deemed to be University), Jaipur, as moderator. Day 3 addressed Research Design and Data Collection, led by Prof. G. Soral, Former Dean, University College of Commerce and Management Studies, and Officiating Vice Chancellor, Mohanlal Sukhadia University, Udaipur, and moderated by Dr. Deepshikha Parashar, Assistant Professor (Selection Grade), Department of Political Science, IIS (Deemed to be University), Jaipur. Day 4 focused on Data Analysis and Interpretation, conducted by Dr. Uma Shankar Pandey, Associate Professor and Head, Department of Journalism and Mass Communication, Surendranath College for Women, University of Calcutta, and Editor-in-Chief of Media Watch (Sage), with moderation by Dr. Aditi Pareek, Senior Assistant Professor, Department of Journalism and Mass Communication, IIS (Deemed to be University), Jaipur. The concluding Day 5, dedicated to Writing, Presentation, and Ethics in Research, was delivered by Dr. Anil Mehta, Professor of Management, Department of Legal Studies, Banasthali Vidyapith, Newai, Rajasthan.

The workshop witnessed enthusiastic participation from 89 registered scholars across India and Abroad.

Dr. Deepshikha Parashar

