

ICMC-IV

(International Conference of Media and Communication)

Organised by School of Media and Communication, Adamas University

INTERNATIONAL CONFERENCE

On
Gender, Power and Media: Global
Perspectives on Representation and Resistance

Dates: 20.04.2026 - 21.04.2026 (Monday - Tuesday)

Mode: Hybrid | Venue: Adamas University

Organised By
School of Media and Communication

in collaboration with

Research and Development Cell and Internal Quality Assurance Cell, Adamas University

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Conference Overview

Media mediate cultures where as a catalyst, media outlets are shaping the perception of reality in our society. As an acting agent media represent, transmit and transform societal norms, beliefs systems, values and practices. The whole exercise of this mediated culture i.e. Mediatization where mass media platforms and entertainment outlets reflect existing norms and ideologies in this information age of 21st century. Media representations of gender affect how people think about identity, authority, resistance, and agency in all types of media, from movies and TV shows to digital platforms and social mediated communication. Historically, mainstream media industries globally have perpetuated patriarchal structures, reinforcing stereotypes regarding women, marginalized genders, and queer communities. But media has also become a powerful tool for people to fight back against dominant narratives and make their own voices heard. In the last few decades, big changes in the world's media ecosystems have changed how representation works in the contemporary world.

The growth of digital media, streaming services, and participatory culture has made it easier for stories about different genders to cross borders. The #MeToo movement, feminist media activism, and campaigns for queer visibility have all shown how media can both reflect and change how gender politics work. At the same time, media industries still have problems with inequality, such as unequal representation, gendered labour hierarchies, and the fact that voices from the Global South are often pushed to the side. The purpose of the international conference "Gender, Power and Media: Global Perspectives on Representation and Resistance" is to bring all scholars, researchers, media professionals, filmmakers, activists, and student together to critically express how media shapes, negotiates, and questions gendered power relationships. The conference's goal is to investigate the complicated link between gender representation and power structures in today's mediated cultures by encouraging conversation between people from different fields, such as media studies, gender studies, cultural studies, communication studies, sociology, and film studies.

Objectives of the Conference

The conference focuses on how gender identities and power structures are shaped, reinforced, and challenged by media portrayals to critically investigate the link between gender, power, and media in modern global contexts. It aims to bring academics, researchers, media professionals, and activists together for multidisciplinary conversations about how gender narratives are constructed and societal views are influenced by film, television, journalism, and digital media. By examining how gender interacts with class, race, caste, ethnicity, and other social identities in media representation and production, the conference also seeks to promote feminist, queer, and intersectional viewpoints in media studies. It also aims to investigate contemporary media activism, resistance, and alternative narratives that subvert prevailing gender ideas while promoting scholarly cooperation, critical discourse, and the creation of fresh avenues for gender and media studies study.



Conference Themes and Subthemes

Gender Representation in Film and Visual Culture

- Changing portrayals of femininity and masculinity in global cinema
- Gender stereotypes and narrative tropes in popular films
- Representation of women filmmakers and authorship in cinema
- Visual politics of the female body and gaze in films and music videos

Queer Visibility and LGBTQ+ Representation in Media

- Queer identities in films, television, and digital storytelling
- Politics of visibility and invisibility in media representation
- Transgender narratives and media discourse
- Queer cinema and alternative storytelling practices
- Underrepresentation and misrepresentation of marginalised

Media Industries, Labour, and Gender Inequality

- Gendered labour divisions in media industries
- Women in leadership roles in film, journalism, and broadcasting
- Workplace discrimination and the politics of representation
- Creative labour, authorship, and gender dynamics in media production
- Objectification and commodification on OTT Platforms

Digital Media, Social Media, and Gender Activism

- Feminist activism and digital campaigns
- Digital/Virtual harassment, cyber misogyny, and gendered violence
- Hashtag movements and digital resistance
- Influencer culture and gender politics on social media

- Women Portrayal in Advertisements
- Democratization of Media representation of women

Intersectionality in Media Representation

- Gender, caste, class, and race in media narratives
- Representation of marginalized and indigenous communities
- Disability, gender, and media visibility
- Intersectional feminism in contemporary media discourse

Gender, Politics, and News Media

- Representation of women and gender minorities in political journalism
- Media framing of gender-based violence
- Gender bias in news production and reporting
- Women political leaders and media narratives
- Celebrity culture and gender performance

Alternative Media and Narratives of Resistance

- Independent cinema and feminist storytelling
- Community media and grassroots communication
- Documentary films as sites of resistance
- Media as a tool for social justice and empowerment
- Gender advocacy media and social changes

Gender, Identity, and Representation in Animation

- Representation of gender roles and identities in animated films and series
- Feminist perspectives in animation storytelling and character design
- Queer and non-binary identities in contemporary animation
- Gender politics in anime, children's animation, and global animated media
- Eastern and western representation of gender in cartoons programmes, animation movies and series



Call for papers

Prospective authors are invited to participate, submit and present their original research articles/ papers at the conference. The two days of the conference will host multiple sessions from keynote speakers, seasoned academicians, delegates from industry, panel members, doctoral scholars, faculty members from the School of Media and communication, and participants across the globe. The contributors would engage on various critical points that will be dedicated in a plenary session.

Research Ethics (APA's ethics Code) If applicable

- Discuss intellectual property frankly
- Be conscious of multiple roles
- Follow informed-consent rules
- Maintain confidentiality and privacy

Who can participate?

- Academicians
- Research Scholars
- Media Industry professionals
- Media Activists
- Students (UG/PG)

Publication opportunities

- Abstract Book will be published with ISBN (Conference Proceedings)
- Selected full paper will be published with ISBN
- Submit your abstract within 250 - 400 words and upload to this form before 10th of April 2026.

The abstract is required in the following order:

- Title of the Paper- Bold -faced and centered in upper/lower case
- Name (s) of the author(s)-
- Affiliation(s) of the author(s)
- Address(es) of the author(s)
- Research Obejectives, Conceptual Framwork, Methodological Framework, Key Findings
- Formating : Times Roman, Font Size 12, Spacing 1.5 (Justified)

Important dates

Abstract submission (250 - 400 words, 6 - 8 keywords)	10 th April, 2026
Notification of Acceptance	13 th April, 2026
Dates of the conference	20.04.2026 - 21.04.2026
Full paper submission (5000 - 8000 words)	05 th May, 2026
Intimation of acceptance	11 th May, 2026

Best paper award

Memento will be awarded to the best three research papers/ articles, along with a certificate of merit.

Link for Registration

Link: <https://forms.gle/1QU2uynWaESpuSev9>

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for Registration



Fee details

Type of participation	Participation and Paper/ Article Presentation		Only participation	
	Indian participants	Foreign participants	Indian participants	Foreign participants
Academicians	₹ 1050	\$ 25	₹ 500	\$ 15
Research Scholars	₹ 750	\$ 20	₹ 350	\$ 10
PG/UG students	₹ 450	\$ 10	₹ 200	\$ 6
Industry Professionals	₹ 1,250	\$ 30	₹ 600	\$ 20

All conference payments are inclusive of 18% GST.

Bank Account Details

Account Name: Adamas University
Account No: 415620110000043

IFSC Code: BKID0004156
Bank Name: Bank of India

Branch: AIT Campus, Barasat, Kolkata: 700126

Conference Team

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Prof. (Dr.) Samit Ray
Chancellor, AU

Patron



Prof. Suranjan Das
Vice Chancellor, AU

(Co-Patrons)



Prof. (Dr.) Radha Tamal Goswami
Pro Vice Chancellor, AU



Prof. (Dr.) Moumita Mukerjee
Dean, Research and Development Cell, AU



Prof. Snehamanju Basu
Director of the Internal Quality Assurance Cell (IQAC)

Conference Convenors



Dr. Noveena Chakravorty
Associate Professor, SoMC, AU



Dr. Swati Agarwal
Assistant Professor, HoD, SoMC, AU



Dr. Kuldeep Siwach
Professor, Associate Dean, SoMC, AU

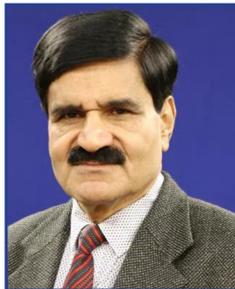
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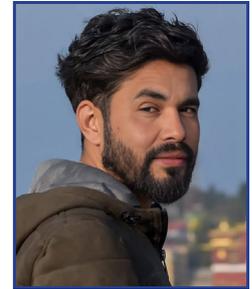
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Lab Manager in Animation,
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Mr. Subhajit Dalal.
Lab Manager in Animation,
SoMC, AU

ICMC Legacy

International Conference on Media and Communication (ICMC), organized by the School of Media and Communication, has steadily built a meaningful legacy over the past consistent three years. What began as an academic gathering has evolved into a dynamic platform that bridges theory and practice within the media landscape. By bringing together academicians, researchers, industry professionals, and scholars, the conference fosters an environment of intellectual exchange and collaborative growth. ICMC stands out for its commitment to exploring the evolving role of media in society. Each edition has contributed to deeper insights into media's influence on culture, communication, and education, while also addressing emerging challenges in the digital age. The event not only highlights innovative research but also encourages dialogue between academia and industry, ensuring that ideas remain relevant and impactful. Its growing reputation reflects its success in nurturing critical thinking and advancing media studies as a discipline. As it continues to expand, ICMC is shaping a legacy of academic excellence, interdisciplinary engagement, and meaningful contributions to the development of the media industry and its societal impact.

International Conference on Media and Communication Publication Legacy

	<p>Book Title: Artificial Intelligence: Media Diversity with Sociocultural Impact ISBN No: 978-81-971801-5-6 Editors: Dr. Sharmila Kayal. Dr. Noveena Chakravorty. Dr. Swati Agarwal. Dr. Akashdeep Muni Book Type: Conference Proceedings ICMC-III</p>		<p>Book Title: Proceedings of International Conference of Media and Communication (ICMC-III) ISBN No: 978-81-971801-8-7 Editors: Dr. Sharmila Kayal. Dr. Noveena Chakravorty. Dr. Swati Agarwal. Dr. Akashdeep Muni Book Type: Abstract Book ICMC III</p>
	<p>Book Title: Sustainable Development Goals: A Handbook Based on Media Perspectives ISBN No: 978-81-963402-9-2 Editors: Dr. Sharmila Kayal. Dr. Noveena Chakravorty Dr. Sayak Pal Book Type: Conference Proceedings ICMC-II</p>		<p>Book Title: New Media Landscape and Dimensions: An Indian Perspective ISBN No: 978-81-963402-1-6 Editors: Dr. Sharmila Kayal. Dr. Sayak Pal Dr. Noveena Chakravorty Book Type: Conference Proceedings ICMC-I</p>



About the University

Adamas University, with a sprawling green campus extending over 100 acres, nestled in Barasat (13 km away from the Subash Chandra Bose International Airport Kolkata). The University has many international initiatives collaborating with industries and educational institutes to facilitate projects, research, and student exchange programs. The University has been established with the vision of providing quality education to students to help them become professionally competent socially responsible as well as academically knowledgeable under the 10 Schools of Studies.

School of Media and Communication

Adamas University (AU) School of Media and Communication (SOMC) provides convergent, multimedia-driven and futuristic courses in Journalism, Film and Television and Animation and Graphic. The school currently conducts industry-ready, technology-oriented, field-based, research-centric and applied courses that strive to create efficient professionals in the areas of Journalism, and Mass Communication, Graphics and Animation. All the programmes are so designed so as to create conscientious and ethical professionals for the Media and Entertainment (M&E) industry. The school that has devised its complete curriculum on the basis of convergence and multimediality. Platform-agnostic storytelling is the basis of all programmes, offered by the school. It also has a strong tie-up with the industry. The instructional method followed at the school is threefold: (i) classroom lectures conducted by trained and experienced faculty members; (ii) workshops and seminars conducted by industry honchos; and (iii) fieldwork and internships to make the students understand the professional demands. Recently, the school was ranked the best private media school in

West Bengal and the seventh best private media school in India by the prestigious Outlook-ICARE rankings.

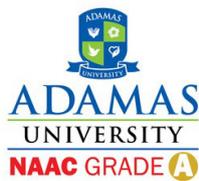
Vision

To be an internationally-acclaimed centre of excellence committed towards creating an ethical, socially-conscious, and responsible fourth estate for the nation by producing entrepreneurs and leaders in media, communications, and entertainment space by providing a future-proof, innovation-led, research-backed, value-based, ethical, and entrepreneurial educational ecosystem, which is powered by the latest technology.

Mission

- Make media leadership as well as media entrepreneurship the fundamental curricular aspect of all the offered programmes.
- Provide outcome-based education, powered by design thinking approach, enabling life-long learning.
- Produce industry-ready professionals and entrepreneurs with a convergent, technology-driven multi-media approach to media, communication and entertainment education.
- Inculcate research as an intrinsic culture in the teaching-learning process.
- Partner with international institutions as well as industry to create future-ready professionals and entrepreneurs in media, communication and entertainment space.
- Develop an innovation-led interdisciplinary approach in dealing with contemporary issues that have a significant bearing on humanity.





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DIGITAL MEDIA PARTNER



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