



AMITY UNIVERSITY
— JAIPUR —

**INTERNATIONAL CONFERENCE ON
MEDIA AND
COMMUNICATION
STUDIES**

20th – 22nd November, 2015

Amity University Jaipur

**Changing Paradigm of
Media Landscape in the
Digital Age 2.0**

Organised by



**AMITY SCHOOL
of COMMUNICATION**

INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION STUDIES 2015

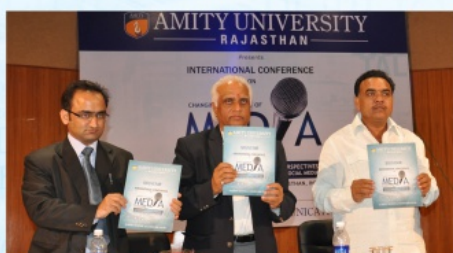
Changing Paradigm of Media Landscape in the Digital Age 2.0

The power of digital communication has seen a dramatic shift in the language craft, information access, consumer behaviour and communication patterns. Information travel has never been so fast and effective. Breaking the geographical boundaries and cultural enforcements; digital media has become an effective weapon for social change. It has redefined the power structure of socio-political space. These media reforms and restructuring have raised various challenges, concerns and opportunities at the same time.

Amity School of Communication is committed to contribute to wider aspects of media research and address these challenges. As a part of its commitment, the institute had organised International Conference on **"Changing Paradigms of Media Landscape in the Digital Age"** on 4th – 5th March, 2011. More than 200 delegates, academicians, experts, professionals, research scholars and students from all over India and abroad (US, Canada, Iran and UAE) shared their views on social media and its changing spheres. Continuing its research initiatives, Amity School of Communication will be organising International Conference on **"Changing Paradigm of Media Landscape in the Digital Age 2.0"** on 20th – 22nd November, 2015.

Original research work are invited addressing the following key broad themes:

- Citizenship Redefined
- Political Communication
- E-Governance and Policy Making
- Democratisation and Pluralisation of Media
- Digital Geography and Communities
- Laws and Ethics
- Media Activism and Social Change
- Social Media and Cultural Concerns
- Feminist Studies
- Cross Cultural Communication
- Social Inclusion and Financial Growth
- Marketing, Branding and Advertising
- Crisis Management
- Corporate Social Responsibility
- Policies, Censorship and Regulations
- Media Literacy
- Research Mechanisms for New Media
- Security and Privacy
- Info-edu-tainment
- Gaming, Designing and Graphics
- Mobile Journalism and Applications
- Traditional Media vs. Digital Media
- Contemporary Cinema



SUBMISSION GUIDELINES

- Submission of abstracts is to be done by e-mail to ICMCS2015@jpr.amity.edu
- Maximum length of abstracts to be restricted to 500 words
- Authors should follow APA formatting guidelines
- All papers should be submitted by e-mail as attached word document files to the Conference Chair at the above mentioned e-mail address
- Full paper submissions should be in English and should not exceed 15 pages including all exhibits and references
- All manuscripts will be reviewed blind. Please do not include any information identifying the author(s) beyond what has been provided on the title page
- All accepted papers and abstracts must have at least one author at the Conference to present the research
- Any accepted manuscript not presented at the Conference will not appear in the proceedings
- Submission should contain name of the author(s), title, affiliation with a short biographical sketch

DEADLINES

- Abstract Submission : **15th August, 2015**
- Notification of Acceptance : **31st August, 2015**
- Submission of Final Papers : **30th September, 2015**

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(The Foundation of Amity Institutions and the
sponsoring body of Amity Universities)
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Director, Amity School of Communication,
Amity University Jaipur

Email: mverma@jpr.amity.edu

Mob: +91-95717-25792; Landline: 00-91-1426-405641

REGISTRATION FEES

	Category	Early Bird Registration (Before 31st Sept., 2015)	Regular Registration (After 30th Sept. till 15th Nov. '15)	Late Registration (After 15th Nov. and on the spot)
International	Delegates, Full Time Research Scholars and Co-authors	US\$ 300	US\$ 350	US\$ 500
	Accompanying Person / UG / PG Scholars	US\$ 150	US\$ 175	US\$250
National	Delegates, Full Time Research Scholars and Co-authors	INR 4000	INR 5000	INR 6000
	Accompanying Person / UG / PG Scholars	INR 2000	INR 2500	INR 3000

The conference Registration Fee includes:

- One point pick up and dropping from Jaipur City and Campus by minibus
- Admission to all Technical & Plenary sessions and evening social event
- Three meals & Tea
- Delegate Kit
- Accommodation: Limited accommodation is available on the campus and will be given on first come first serve basis
- To download Registration Form/for Online Registration, please visit <https://goo.gl/MdSJHc>

PAYMENTS

All the payments must be made in favour of 'Amity University Rajasthan' through DD (payable at Jaipur) or Electronic Transfers

Name & address of the Institute/Payee	Amity University Rajasthan
Bank Name & Address	Axis Bank Ltd. O-15, Green House, Ashok Marg, C-Scheme, Jaipur-302001 (Raj.)
Branch Code	010
IFS Code	UTIB0000010
Swift Code	AXISINBBXXX
Account No.	010010100496797
MICR No.	302211002
Type of Account	Savings

It is mandatory to send the transfer reports by e-mail once the payment is made at ICMCS2015@jpr.amity.edu

IMPORTANT PHONE NUMBERS

Jaipur International Airport	+91141-255 0623
Jaipur Railway Station	+91141-2204536
Jaipur Bus Stand (Sindhi Camp)	+91141-2207906
Jaipur Metro Cabs	+91141-4244411
Jaipur My Cabs	+91141-5000000
Jaipur Meru Cabs	+91141-4422442
Jaipur Ola Cabs	+91141-33553355

CONTACT DETAILS

For any inquiry related to the conference, please e-mail to ICMCS2015@jpr.amity.edu

AMITY SCHOOL OF COMMUNICATION

ASCO - Amity School of Communication has been established to nurture qualified and professionally trained students for the industries of Television, Print, PR and Advertising. The objective of ASCO is to provide the students with a learning environment, which encourages them to think innovatively and translate those thoughts into productive actions. We also endeavour to enhance the professional skills of our students to never before levels.

INFRASTRUCTURE

Infrastructure at ASCO is globally benchmarked with spacious and air-conditioned classrooms, state-of-the-art studio, PCR, post-production setup, projection room and computer labs. The library and reading room lend an air of academic brilliance to the overall ambience.

AUDIO-VISUAL STUDIO AND PCR

ASCO has an outstanding audio and video studio comprising of multi-camera set up, teleprompter and chroma screen. It also has world-class non-linear editing systems besides high-end sound facilities for recording and post-production processes. The Studio is equipped with the advanced digital video cameras capable of swift operations like newsgathering as well as creative ventures like feature and ad filmmaking.

PLACEMENTS

ASCO provides its students with an excellent professional training and a regular industry interface. Each year students get placed in the renowned TV channels, Radio channels, Newspapers, Magazines, Advertising and PR agencies like News X, Zee Network, NDTV, Balaji, Sahara Samay, News 24, TheTimes of India and The Hindustan Times.

AMITY INDUSTRIAL INTERACTION SERIES

ASCO organises a wide range of events that are both academic and co-curricular. The academic activities are planned by the Faculty and include seminars, conferences, workshops and guest lectures. Besides this, the students are guided to make films, produce lab newspapers, stage nukkadnataks (street theatre), create advertisements, shoot photo features and volunteer in events like Jaipur Literary Festival, and as members of the audience at leading channels such as CNN-IBN, NDTV, AajTak, and Zee News as well as some of the leading FM radio stations such as RED FM and MY FM among others.

The co-curricular activities are organised by students under the guidance of Faculty members. These activities are organised under the aegis of five clubs run by students. The clubs are: Granth (Theatre), Shutterbug (Photography), 24 frames (Films), Geeks (Computer club) and Debate Club (Debates). These clubs organise a series of activities that are both competitive as well as informative.



AMITY UNIVERSITY JAIPUR


At Amity University Jaipur, there is no barrier to learning. Amity University Jaipur is built on a foundation which embodies all the qualities that have made Amity institutions world-class in the last two decades.

The University has instituted global standards in education, training and research with world-class infrastructure and the latest teaching methodologies. With the mission to train future leaders of the corporate world, Amity strives to blend modernity with tradition in each of its students.

HIGHLIGHTS OF THE CAMPUS

- 150 acre sprawling, hi-tech, residential campus
- 3,100 on-campus hostel seats
- 120 state-of-the-art labs
- Amphitheatre-style classrooms and AC auditoriums
- International standard sports complex with shooting range & tennis courts etc.
- Gym, yoga & aerobics centre
- Libraries equipped with over 1 lac books
- On-campus facilities like Café Coffee Day and multi-cuisine restaurants
- Bank & ATM
- 24x7 medical centre

AMITY UNIVERSITY JAIPUR HAS BEEN AWARDED

 <p>BEST PRIVATE UNIVERSITY AT digital LEARNING WORLD EDUCATION SUMMIT 2014</p>	<p>RANKED AMONGST THE TOP 5 PVT. UNIVERSITIES IN INDIA by THEWEEK Issue Dated: June 1, 2014</p>	 <p>BEST UNIVERSITY CAMPUS BY ASSOCHAM 2014</p>
 <p>EXCELLENCE IN EMPLOYABILITY AND PLACEMENT AT CAMPUS CONCLAVE ON DESTINATION RAJASTHAN IN 2013 by hindustantimes</p>	<p>TOP PVT. UNIVERSITY IN NORTH INDIA BY siliconindia IN 2013</p>	 <p>BEST PVT. UNIVERSITY IN NORTH INDIA AT EDUCATION EXCELLENCE SUMMIT 2013</p>

Also Ranked Amongst Top-30 B.Schools in India as per The Sentinel Educational Institutions' Ranking 2014

