

ALGORITHM & AESTHETICS OF AI:

Reimagining society, communication and media in

Viksit Bharat @2047

IN HYBRID MODE

V NATIONAL MEDIA CONCLAVE 2026

VIKSIT
Bharat
@2047

V NATIONAL MEDIA CONCLAVE

24-26 SEPTEMBER 2026

Hybrid Mode • In-person + Online

VENUE

Sister Nivedita University

Kolkata • Virtual participation facility

Organised by the Department of Journalism & Mass Communication

Sister Nivedita University • in association with IQAC, SNU

A Satyam Roychowdhury Initiative

AI FOR INCLUSIVE GROWTH • ETHICAL MEDIA

A DIGITALLY EMPOWERED FUTURE

Why this Conclave?

AI, media and the road to Viksit Bharat @2047

Artificial Intelligence is redefining the media landscape, transforming content creation, distribution and consumption while raising critical questions about authorship, ethics, bias and cultural representation. The Conclave brings scholars, practitioners, policymakers and industry leaders together to examine whether AI fosters democratisation or drives cultural homogenisation, and how responsible media ecosystems can support inclusive growth, ethical governance and a digitally empowered future.

VIKSIT BHARAT @2047

The Conclave situates AI and media discourse within India's national development vision: inclusive growth, technological self-reliance, good governance and a digitally empowered citizenry.

GUIDING SUB-THEME

Reimagining India: Viksit Bharat @2047
AI for Inclusive Growth, Ethical Media
& A Digitally Empowered Future.

OBJECTIVES

- Examine AI's impact on journalism, media production and public discourse in India's national development context.
- Provide a platform to deliberate on ethical, cultural and regulatory dimensions of AI in media.
- Generate research and policy-relevant scholarship aligned with Viksit Bharat @2047.
- Disseminate quality research through peer-reviewed publication and an ISBN conference volume.
- Strengthen academia-industry-government dialogue on responsible AI governance.

Who may participate?

Students • Research Scholars • Academicians • Professors • Media & Communication Professionals • Industry Practitioners
• Independent Researchers • National & International Participants

Key dates & participation format

ABSTRACT

25 AUG 2026

Hybrid mode

FINAL PAPER

9 SEP 2026

Hybrid mode

ACCEPTANCE

10 SEP 2026

Hybrid mode

CONCLAVE

24-26 SEP 2026

Hybrid mode

Six thematic sub-tracks

A multidisciplinary map of AI's intersection with journalism, media, culture, society and communication.

01

Journalism & News Media

- AI in news production: automation, accuracy and ethics
- Algorithmic gatekeeping and editorial judgment
- Fake news, deepfakes and verification
- Data journalism and predictive storytelling
- AI and press freedom: surveillance vs. transparency

02

Media & Digital Ecosystems

- Platformisation and algorithmic culture
- Audience analytics and personalisation
- Memetics, virality and machine learning
- Digital inequality and AI access
- Regulation and governance of AI in media

03

Cinema & Audio-Visual Culture

- AI in filmmaking: scriptwriting, editing and visual effects
- Synthetic actors and the future of performance
- Streaming platforms, algorithms and taste cultures
- Ethics of deepfake cinema and virtual production
- AI-driven heritage archiving and restoration

04

Literature, Culture & Society

- AI as author: creativity, originality and ownership
- Narrative, memory and machine learning
- Cultural representation and algorithmic bias
- Language, translation and AI-mediated literature
- Digital humanities and computational storytelling

05

Advertising, PR & Marketing Communication

- AI in brand storytelling and consumer engagement
- Hyper-personalisation vs. privacy concerns
- Influencer culture, bots and authenticity
- Predictive analytics and consumer behaviour
- Crisis communication and reputation management

06

Society, Ethics & Cultural Politics

- AI and identity: race, gender and representation
- Cultural homogenisation vs. localisation
- Ethics of AI-generated content
- AI and labour in creative industries
- Public policy, governance and global AI inequalities

Submit • Participate • Publish

Submission guidelines

- Abstract: no more than 300 words, with keywords.
- Full paper format: Name; Designation; University/College/Organisation; Introduction; Scope/Literature Review; Research Methodology/Subject Analysis; Discussion/Conclusion; Reference; Bibliography (optional).
- Formatting: APA format, Times New Roman, 12 points, with proper in-text citation.
- Integrity: paper/article should be accompanied by a plagiarism report.

ABSTRACT SUBMISSION

Scan to submit

forms.gle/vbLn5SyxRbXebXeW6



REGISTRATION FEES*

Students	₹750
Research Scholars	₹1,200
Academicians / Professors	₹2,000
Professionals / Independent Researchers	₹2,000

*To be paid only on acceptance of paper

BANK DETAILS

ACCOUNT NAME

SISTER NIVEDITA UNIVERSITY
BANK NAME

STATE BANK OF INDIA
BRANCH

H.A.-I, Sector-III, Saltlake, Kolkata –
700097
ACCOUNT NO.

37649815742
IFSC CODE

SBIN00076862

Publication outcomes

PEER-REVIEWED JOURNAL

Selected papers presented at the Conclave will be published in a peer-reviewed journal bearing an ISSN number.

SNU PRESS • CONFERENCE BOOK

The remaining accepted papers will be compiled and published as a Conference Book by SNU Press, bearing an ISBN number.

CALL FOR QUERIES

Mr. Saikat Majumdar: 98309 07753

Mr. Arindam Basu: 98303 88835

Mr. Souvik Sur: 79801 65889

V NATIONAL MEDIA CONCLAVE • HYBRID MODE