

# III NATIONAL MEDIA CONCLAVE

## DAY 1—September 26

**11 to 11.05 am:** Roopsha Ganguly introduces the conclave.

**11.05 am:** Emcee Ms Rituparna Sarkar and Mr Saikat Majumdar talks about the III National Media Conclave

**11.10 am:** Keynote Address by Hon'ble Chancellor Sri Satyam Roychowdhury

**11.15 am:** Inaugural Speech Hon'ble Vice-Chancellor Prof. (Dr.) Dhrubajyoti Chattopadhyay

**11.20 am:** Speech by Registrar of SNU Prof Suman Chatterjee

**11.25 am:** Speech by Group CEO TIG Shanku Bose

**11.30 am:** President's Speech Prof. (Dr.) Minal Pareek

**11.35 am:** Convenor's Speech by Asst. Prof. Arindam Basu.

**11.40 am:** Felicitation of the guests of Plenary Session

**Watering of Plant by all dignitaries** (including other guests & Deans)

**Launch of Conclave II Book**

**11.50 am:** Short speech by Dr Sujit Paul, CEO, Zota Health Care

**11.55 am:** Introduction to the Plenary Session by Prof. Jhumur Dutta Gupta, HOD (J & MC)

**12 noon Plenary Session:** Is Media Democracy a sustainable truth any longer! (Each Speaker 10 + 3 minutes)

1. Dr. Surbhi Dahiya
2. Mr. Yashwant Rana
3. Dr. Snehasish Sur

## LUNCH BREAK

### Seminar Hall Session I: 1.30 am

**Session Chair Dr Snehasish Sur**

1. Media: The Knight During COVID-19 Pandemic in India - Ishani Das, Adamas University
2. Censorship and Media: A Reality Check – Kaushik Kumar Ghosh, Samprikta Bagchi, Techno India Main Saltlake
3. Traversing Roles of Climate Crisis: A Visual Social Semiotic Study on Climate Change Advocacy on Instagram - Jennifer Shaheen Hussain, Brainware University
4. Comparative Analysis of Sadharanikaran Model and Schramm's Model of communication: A Focus on the Field of Experience in Communication - Samata

Chakraborty, Tanushree Galui, Dr. Kanailal Bhattacharyya College, Ramsaday college

5. #JusticeforRGKar and #hokkolorob: A Sociological Reading of the Importance of Social Media in the Restructuring of the Public Sphere through New Trends in the Political Mobilization of the Youth in the Context of Protest Movements - Rishita Banerjee, Jadavpur University
6. Understanding the importance of peace journalism in the context of Bangladesh quota movement - Kuntala Sarkar, Indira Gandhi Open University
7. Integrating Culture and Intercultural Communication in French Language Instruction - Parikshit Sarkar, The Newtown School
8. Communication, Media and Cultural influence in the realm of Modern Indian Art. - Dr. Nandini Ghosh, Sister Nivedita University
9. Therapeutic Thea-dia—Chhando Bani Dutta, Visiting Faculty, Sister Nivedita University

### **Parallel Session I—Moderator Prachi Chatterjee**

#### **Board Room - 12 noon:**

#### **Session Chair Dr. Mahul Brahma (All Sessions Online) - (Each Speaker 10 mins + Q&A)**

1. Empowering rural women: The Impact of Khabar Lahariya on healthcare awareness in Uttar Pradesh, India – (Online) Feba Marry Varghese, MIT ADT University
2. Hindi Political Biopics: A Cinematic Lens on India's Political Landscape (online) - Dr. Pranjal Medhi, University of Technology and Applied Sciences
3. The Role of Media in Reviving Field Hockey in India (Online) - Pranav Khandale, MIT ISBJ
4. " Deconstructing Digital Deception: An Exploration of Potter's Model in Evaluating Media Literacy and Fake News Recognition among Youth" (Online) - Sankaranarayanan K, Kadeswaran S, PSG College of Arts and Science College, Coimbatore
5. The Semiotics of Oppression: Analyzing Visual and Symbolic Representations in Tamil Movie Maamannan (Online) - L Sugantha Kumar, Dr. S. Nelsonmandela, Jain (Deemed-to-be-University)
6. The Odyssey of Heroes: From victims of despicable acts to underdogs in Hindi Web Series (Online) - Dr. Smriti Rai, Dr. Pooja Basnett, St. Joseph's College, Darjeeling
7. Stigmatisation: An exploratory study of emotions towards Transgenders in popular Indian cinema. (Online) - Saswati Panda, Pankaj Garg, Chitkara University Punjab
8. The Role of Local Journalism in Supporting Democracy (Online)- Munmun Pal Bag, Berhampore Girls College.
9. A Critical Study on Leveraging Media Reporting and its Potential Impact on Mass Outrage over Societal Crimes (A Case Study of August 9, R. G. Kar Incident) – (Online) Ananya Sen, Surendranath College for Women

## **Parallel Session II—Moderator Megha Nath**

### **Placement Cell Boardroom Second Floor - 12 noon:**

#### **Session Chair Mr. Abhijit Dasgupta (Each Speaker 10 mins + Q&A)**

1. Looking at the politics of representation: A reading of Jafar Panahi's Three Faces (2018) and Taxi (2015) - Monikinkini Basu, Sister Nivedita University
2. Unravelling Restricted Narratives: The Dynamics of Media, Gender Onslaught and Censorship in India. - Deborshi Biswas, Indrani Naskar, Sister Nivedita University
3. The future of social media in political campaigns - Joydeep Mukherjee, Sister Nivedita University
4. The Integrity of Truth in Indian Mass Media: Examining the Impact of Government and Commercial Interests in Indian Mass Communication - Sinjini Das, Rupankar Saha, Sister Nivedita University
5. Role of New Media to Aware the mass to fight against social injustice - Deepanwita Sil, and Annwasha Chanda, Sister Nivedita University
6. Dance: Mental Health (Dance is one of the Best Medicines for Maintaining Good Mental Health) - Farjana Yasmin, Sister Nivedita University
7. Gatekeeping and agenda setting for the Indian audience through mass media-case study: Pre-Lok Sabha Election time in India 2024 - Banani Paul, Sister Nivedita University
8. The Cultural Trope: Portrayal of Durga Puja in Select Bengali and Hindi Movies - Sudesha Das, Sister Nivedita University
9. Shaping Perceptions: The Power of Media Literacy in Overcoming Gender Stereotyping- Sameera Bhoi, Dr. Rajesh Kumar, Central University of Jharkhand, Ranchi

**LUNCH BREAK**