

ST. MARY'S COLLEGE

(AN ISO 9001: 2015 CERTIFIED INSTITUTION)

Run by the Congregation of the Sons of the Immaculate Conception (CFIC)

(AFFILIATED TO UNIVERSITY OF CALICUT)

P.O. Puthanangadi - 679321, Malappuram Dt., Kerala, India



**Media,
Society &
Culture -
Emerging Trends**

TWO DAY INTERNATIONAL WEBINAR

30th & 31st August 2022



 **9961556583, 8943214488**

 www.smcp.ac.in



ABOUT US

St. Mary's College, Puthanangadi, Angadippuram, Malappuram, (Dist), Kerala, is managed by the Sons of Immaculate Conception of India. St. Mary's College strives to be an embodiment of excellence by effectively providing students high standards of education and rigorous training. Our focus is to build up the next generation with core values such as faith in God and authenticity of heart, which be the hallmark of every success in life and profession. The college has a team of dedicated individuals on its Management and Staff who always been responsive to the growing needs of students. Community in a fast changing world.

ABOUT THE WEBINAR

Media as a potential social system performs a significant role in fabricating an individual's sense of reality. It proved to be persuasive on the belief that in its wider cultural sense the media largely fortified those values and norms which had already achieved a wide consensual foundation. The complimentary and independent media are the most fundamental prerequisites for the exuberance and vitality of democracy. Culture is learned and transmitted from generation to generation and is manifested at different layers of depth. The third party that brings in the processes of cultural diffusion and acculturation is media. The political and persuasive power new media possess and the political propaganda, advertising and the supposed multicoloured power of this system by which it can manipulate whole societies are long established sources of debate and concern. Media has an influential impact on our social behaviours which are part of culture and it has an undeniable cardinal role in promulgating cultural practices and productions. Media has been definitely widening people's choices and increasing cultural expression with the current of information. Values of divergent cultures determine mass media messages in a highly globalised world when producers of media content have entrenched interests in specific social goals.

This international conference is intended to create a space for an interdisciplinary dialogue over the trending dynamics among mass media, culture and society which is prevalent in the 21st century.



"Society not only continues to exist by transmission, by communication., but it may fairly be said to exist in transmission, in communication"

- John Dewey



INTER DISCIPLINARY

Experts and students of social science, management, languages, mass communication, media studies, cultural studies can participate

The Sub themes are based on effects of media in aesthetics, cultur, social, civic, political and economic outlook of people.

Sub themes are listed out as follows :

- Media and democracy
- Media and social issues
- Women and Media
- Emerging media culture
- Environmental crisis and Media
- Media and human rights
- Media and child rights
- Safeguard legislations for protection of people against media
- Depiction of violence by media
- Youth and media
- Consumerism and media
- Media stereotyping
- Impact of social media
- Language and media
- Media as taste makers
- Popular culture and media
- Politicization of media

GUIDELINES FOR PAPER SUBMISSION:

Paper should be original, unpublished and not exceeding eight pages. The selected peer reviewed papers will be published in journal and publication fees will be intimated later. Registration fee and Publication Fee are to be paid separately.

IMPORTANT DATES

Abstract Submission	: 15/08/2022
Acceptance Notification	: 18/08/2022
Full Paper Submission	: 21/08/2022
Author's Registration along with fee	: 24/08/2022
Conference Date	: 30/08/2022 31/08/2022



CONFERENCE FEE STRUCTURE

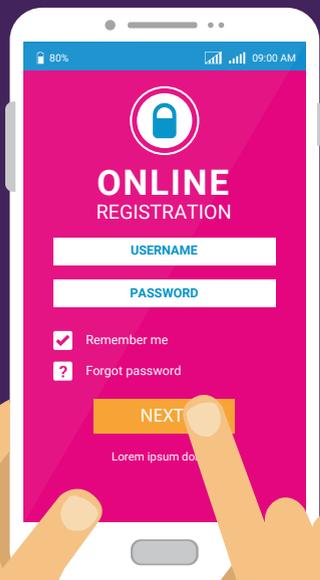
PG Students	Rs. 200/-per author
Research Scholars & Academicians	Rs. 300/- per author
Corporate or industry Experts	Rs. 500/- per author

BANK DETAILS:

A/c Name	: SONS OF THE IMMACULATE CONCEPTION OF INDIA
Account Type	: Savings
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ONLINE REGISTRATION



Google Form Link:

<https://docs.google.com/forms/d/e/1FAIpQLSeYrPd-k1Oy53KszQW-w9DoP68lSeTbxS6fjbWuOjSOYrdjJMmA/viewform?pli=1>



SUBMIT YOUR ARTICLE TO:

conference@stmaryscollege.info

CONFERENCE PLATFORM:



The conference will be held in Zoom platform and the link with meeting ID and password will be communicated to the ZOOM registered participants via E-mail.

CHIEF PATRON:

Fr. Denny Cholappallil CFIC
Principal,
St. Mary's College.

Fr. Chacko Kochuparambil CFIC
Vice Principal,
St. Mary's College

PATRONS:

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HOD Dept. of Commerce &
Management studies

Mr. Muhammed Rafi
HOD, Dept. of Political Science

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