



# Journalism@DME



July 2021 Fortnight 2 • 32 Pages • Volume 6 Issue 14

Special Edition on ICAN<sup>4</sup> - World's First 10-Day Digital Live International Conference - Second Edition 2021



#CommunicationRedefined

1<sup>st</sup> - 10<sup>th</sup> July, 2021

## WHAT'S IN THIS ISSUE?

Cultural Evening	2
Special Sessions	3-5
Master Classes	6-10
Panel Discussions	11-16
Workshops	17
Technical Sessions	18-21
Glimpse of Technical Sessions	22
Valedictory Ceremony	23-24
Valedictory Cultural Evening	24
Major Highlights	25
People Behind ICAN4	26-27
Media Coverage	28

**Media academicians and experts congregate to deliberate on artificial networks**

**Mohd. Kamil and Sukriti Arora**

The much-awaited ICAN4 – second edition of World’s First 10-day Digital Live International Conference was inaugurated on July 1 in the presence of highly acclaimed media educators, scholars, researchers and professionals from across the globe who had gathered to deliberate on the theme – Information, Communication and Artificial Networks. The conference was organised by DME Media School, Delhi Metropolitan Education, Noida in collaboration with School of Communications and Creative Arts, Deakin University, Melbourne, Australia and supported by the Indian Council of Social Science Research (ICSSR). At the outset, Dr Ambrish

Saxena, Convener of the conference said, “Organisations like UNESCO, India Today Education and IIMC have been supporting us in organising various editions of the conference.” In every edition, we have received more than 100 abstracts, which always motivates us, added the senior professor. Dr Susmita Bala, Chief Associate Convener, welcomed the dignitaries and said, “ICAN started as a three-day international conference but evolved to become a ten-day affair.” Prof (Dr) Shahid Rasool, Dean, School of Media Studies, Director, Media and Public Relations Centre, Director Tulmulla Campus, Central University of Kashmir delivered the keynote address.



He remarked, “In the age of acceleration, communication has modified our ways of living”. He mooted the concept of understanding, approach and action.

Addressing the gathering, Dr Usha Raman Professor, Department of Communication, Hyderabad University and Vice President of the International Association for Media and Communication Research (IAMCR) spoke about the changed pattern of information consumption. “In the past 15 months, the manner in which we receive information has changed. Newer forms of information are evolving but their credibility becomes doubtful,” she said.

Both Prof. KG Suresh, Vice-Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication and Prof. Ujjwal K. Chowdhury, Pro Vice Chancellor and Dean, School of Media, Communication & Fashion Adamas University, Kolkata stressed on the need for alternate and smart content for which AI would be indispensable.

Dr Jatin Srivastava, Associate Professor E. W. Scripps School of Journalism, Ohio University, said that changing technological paradigms are not resonating well with academia. “As a result, there is a disconnect among innovation, society, and academia, and hopefully, with the diversity of content ICAN will be able to bridge that gap.”

Collaborating partner, Dr Vikrant Kishore, Course Director School of Communication and Creative Arts, Deakin University, said, “I have had a fruitful journey with DME. It is really good to see these researchers and professionals two times a year once in ICAN and then in CIFFI film festival.”

## Inaugural Cultural Ceremony of ICAN4 showcases pan-India folk art forms

**Drishya Madhur**

The inaugural session of ICAN4, that brought together various academic minds from across the world, was followed by a cultural ceremony that celebrated the spirit of unity in diversity with an ensemble of various art forms representing India and the world. The cultural evening was hosted by second-year students of DME Media School, Kshitij Sharma and Ayushi Verma. Starting with a classical dance performance on Ganesha Vandana by Geetanjali Yadav, a 3rd year student of DME Media School, the audience witnessed many other cultural performances. Ashmita Kar, a student of Adamas University, Kolkata presented a Bangla folk song leaving the viewers in awe of her voice. M.S Divyasri, a 1st year student of DME Media school astonished the participants with her demonstration of Kalaripayattu- a martial art form. Students of DME Media School, Vinayak Mishra, Mihir Singh, Priya Mishra, Suhani Singh, Meghna Bakshi, and Shubham Gupta also showcased their remarkable talents with songs, dances and instrumental performances.

Several other dignitaries graced the occasion including Dr Ankuran Dutta, Head, Department of Communication and Journalism Gauhati University, Dr Nakul Parashar, Director, Vigyan Prasar, Department of Science and Technology, Government of India, Dr Sheikh Shafiul Islam, Head, Department of Journalism and Mass Communication, Daffodil International University, Bangladesh, Ms Kathryn Lancioni, Author and Eminent PR Professional from USA, Dr Pallavi Majumdar, Joint Acting Head-Amity School of Communication, Amity University, Noida, Dr Anand Pradhan, Professor, Indian Institute of Mass Communication, New Delhi, Prof (Dr) Manukonda Rabinranath, Chairperson, Centre for Media Studies, Jawaharlal Nehru University (JNU).

Justice Bhanwar Singh, Director General DME, Noida, eloquently presented a comparison between the current age of Artificial Intelligence and the past and how the human mind is so easily getting attuned to this new culture of AI. Mr Aman Sahni Vice Chairman DME opined that ICAN 4 holds immense importance academically.

Dr Ravi Kant Swami, Director DME said, “Crisis is the mother of innovation. This conference indicates the paradigm shift taking place in the current scenario.”

The star-studded ceremony started with a welcome note by Ms Manmeet Kaur, Associate Convener of ICAN while Dr Manasvi Maheshwari, another Associate Convener of the conference, extended a vote of thanks. The inaugural ceremony was followed by cultural festivities.



Manaskam Kakati, a drummer from Assam entertained the audience with a unique and creative percussion live looping performance playing multiple percussion instruments. Radio Intersect, the radio society of DME, delivered a taste of Indian culture by presenting Indian dishes and briefed the audience about the essence of food in India. The team from Department of Journalism and Mass Communication, Gauhati University too made a presentation showcasing various folk dance forms of Assam.

Dr Ambrish Saxena, Professor and Dean DME Media School appreciated the performances and congratulated the participants. “It was refreshing after such a hectic schedule and I enjoyed every bit of it.” said Dr Saxena.

Dr Susmita Bala, HOD, DME Media School praised the participants saying “It was great to see such hidden talent amongst our students.”. The session concluded with a vote of thanks given by Dr Tinam Borah, Assistant Professor DME, Media School.



## Special Session 1: Health over material possessions, says Prof. Umesh Arya at pre-inaugural reflexology workshop



Khushi Nagpal

A special pre-inaugural reflexology therapy workshop was held on July 1 to prepare and strengthen the minds and bodies of the participants for the ten-day conference. The workshop was conducted by Prof Umesh Arya, Dean, Guru Jambheshwar University of Science and Technology, Hisar and a certified yoga teacher.

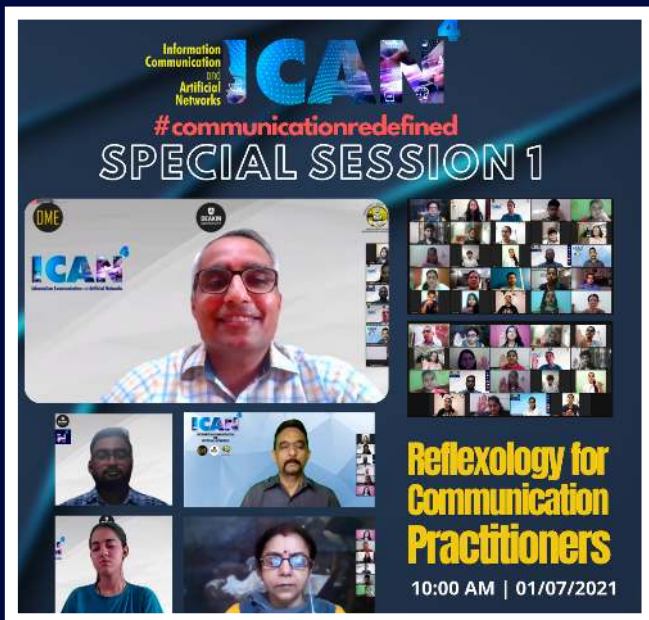
Commencing the session, Dr Ambrish Saxena, Professor and Dean, DME Media School addressed the gathering and said, “It’s a very important session for all of us in order to keep our minds and bodies fresh and recharged during the 10 upcoming hectic days.”

Prof. Arya then asked everyone to close their eyes and calm their minds as he played a piece of serene music in the background. The session became quite interactive as he asked the participants to follow his instructions for a few brief activities that would help calm the senses.

The audience was also educated about the various chakras of a human body and how one can balance them.

In his address, Prof. Arya emphasized the importance of maintaining a healthy lifestyle and also described the adverse consequences of a bad lifestyle one may have to face. Topics such as social acknowledgement, peer support and family support were also touched upon. Discussing the impact of information overload and digital fatigue, Prof. Arya remarked, “Technology is in a competition with our senses and can obstruct our way to infinity in any field.”

The next segment of the workshop was a question-and-answer round moderated by Mr Mohd. Kamil, Assistant Professor, DME Media School, followed by a brief address by Dr Susmita Bala, Head, DME Media School. She thanked Prof. Arya for enlightening the students and thanked the participants for their presence. “We need to conduct more such sessions and adopt such practices to lead a healthy life,” she concluded.



# Special Session 2: Prof. Jaishri Jethwaney decodes New Labour Codes for Working Journalists at ICAN4

**Kalidas J Sreenivas**

Day 2 of the International Conference ICAN4 began with a special session on the subject “What the New Labour Codes have for the working journalists in India: An empirical perspective” with Prof. (Dr) Jaishri Jethwaney, Senior ICSSR Research Fellow, ISID, New Delhi as an expert. The session began with opening remarks of Dr Ambrish Saxena, Dean, DME Media School. He welcomed the guest and said, “Today’s media students will be tomorrow’s journalists.”

In her address, Prof. Jethwaney highlighted the concept of New Labour Codes which now include journalists from the electronic and the digital media, as opposed to print media alone. She mentioned that labour comprises almost 70% of India’s total population. “Labour is a concurrent subject and at times it’s complex and contradictory,” she said.

The senior media academician further shed light on the laws and statutes that have governed the field of journalism in India including the Working Journalists Act. Prof. Jethwaney discussed the drawbacks for journalists caused by a change in the employment status from permanent to contract basis. She suggested that the profession of media should be treated differently and not clubbed together with authors and other writers like NSSO has done. “If media professionals are not considered employees, how will they get social security?” she questioned.

She quoted John Elliot, “All meaning comes to an interpretation” to sum up her views that the impact of New Labour Codes on journalists will be determined as per their construal by the authorities.

This was followed by an interactive Q&A round. Prof. Dr Susmita Bala, Head DME Media School thanked Prof. Jethwaney for her insights on the subject and concluded the session.





## Special Session 3: PR influences all communication functions, says Kathryn Lancioni at book unveiling



Shreya Jha

The third special session of ICAN4 held on July 3 bore witness to the unveiling of the much-awaited book 'The Practice of Public Relations' authored by Ms Kathryn Lancioni, author and eminent PR professional from the USA.

Unveiling the book formally Dr Ambrish Saxena, Professor and Dean, DME Media School, applauded the efforts of the author in bringing such a valued book on PR. He said, "The practice of PR throws light on what PR is and the execution and organisation of strategies that professionals of the field apply. It has some interesting insights for all the stakeholders," he stated.

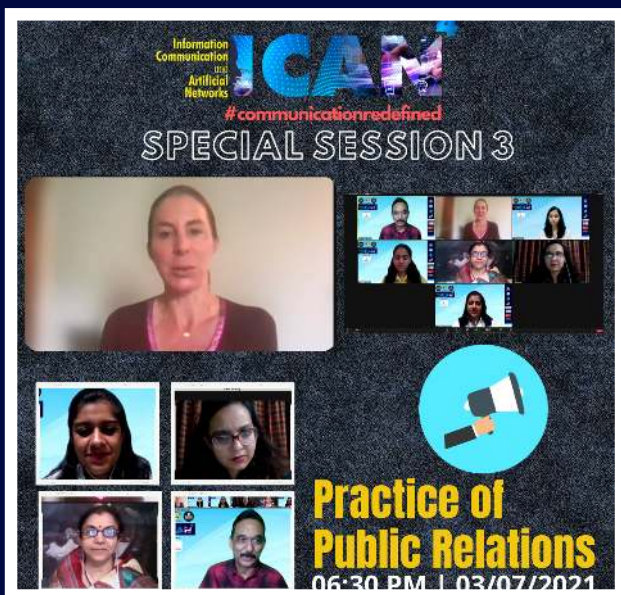
Sharing her experiences, Ms Lancioni talked about the instances that gave her the nudge to write on this subject. She said, "This book is the result of two decades of working in the field. PR influences every area of the company where communication takes place, that was the inspiration for writing the book,

and it is an honour to get the book unveiled here at ICAN."

Followed by a brief description of the book given by Ms Mudita Raj, Assistant Professor, DME Media School, a presentation was made by Ms Lancioni discussing the prevalent practices of the public relations industry. She covered various aspects such as the traditional viewpoints, the fundamentals of the PPR Model and much more. She stated, "Strategy and initiatives set by the PR department drive the actions of other communication-based functions."

Ms Mudita Raj and Dr Manasvi Maheshwari, Associate Professor DME Media School, moderated the session and the question-and-answer round wherein students and other attendees satiated their curiosities as Ms Lancioni gave enlightening and perspicuous answers.

Dr Susmita Bala, Head, DME Media School congratulated the author and thanked her for enlightening the gathering. "I'm sure the book will benefit the teachers as well as our students," she concluded.



## Master Classes @ ICAN4

### Master Class 1: Documentary Filmmaking

Ananya Verma

The first master class of ICAN4 conducted on July 2 discussed the subject of Documentary Filmmaking with Mr Vijay S. Jodha, writer, filmmaker, and a self-taught photographer based in Gurgaon, as the expert.



Mr Jodha talked about the need for any film to tell a different story or the same story differently. To elucidate his point, he played various short films on different issues and discussed their treatment. He said, "It's essential to understand and appreciate that there are all kinds of films that are made serving all kinds of purposes. Even a film made for an NGO has a particular audience and resource allocation that results in serving the purpose of making it".

Mr Jodha further talked about making one's projects reach the masses. "We are competing with a lot of films. In such a scenario, it's very crucial to make not just a cinematic but an engaging product," he recommended.

Prof. Ambrish Saxena, Convener of ICAN4, initiated the discussion by emphasising on the importance of non-fiction films, while Prof. Susmita Bala, Chief Associate Convener of ICAN4, made the concluding remarks.

### Master Class 2: Fact-checking

Shreya Jha

In the times of an overreaching infodemic, Mr Pankaj Jain, founder and owner of SMHoaxSlayer, Delhi, steered the second master class of ICAN4 highlighting the importance of debunking fake news and fact-checking on July 3.

He was welcomed by Dr Ambrish Saxena, Professor and Dean, DME Media School who defined fake news and briefed the audience about its consequences. "Fake news is a big problem and as media aspirants students should be trained to identify and deal with it," he added.

Mr Pankaj Jain elaborated on the types of fake news, saying, "Fake News is a vague term that has come up recently. Two parts of fake news are misinformation and disinformation." He also shed light on how one could discourage its spread.

This was followed by an insightful demonstration on fact-checking by Mr Jain where he showed the use of

Reverse Google Image and other methods of identifying fake news through headlines.

The final segment of the master class was a question-and-answer session moderated by Mr Mohit Kishore Vatsa,

Assistant Professor, DME Media School and a vote of thanks given by Dr Susmita Bala, Professor and Head, DME Media School. "We indeed have to be cautious. Trust and faith are important but as media persons, we need to cross-check every information," she concluded.





## Master Class 3: Artificial Intelligence in Journalism

Yashika Aggarwal

The third master class of ICAN4 on July 3 focussed on the use and relevance of artificial intelligence in journalism with Dr Uma Shankar Pandey, Associate Professor and Head, Surendranath College for Women, Calcutta University and IAMCR Ambassador India leading the session.

Dr Pandey emphasized on the role of artificial intelligence and the natural language of processing. He addressed the speculations of such technologies taking over future jobs in journalism and said, “There have been talks about artificial intelligence being a threat to jobs but looking at its benefits, it can be seen that based on a minimum amount of input, artificial intelligence can do wonders by creating poems from a single word, enabling us to draw automatically and find adequate images.”

Adding to the same thoughts, Dr Ambrish Saxena, Professor and Dean, DME Media School recalled the time when people were reluctant to use computers. “People were scared that there would be no jobs after the introduction of computers but the story is different now. So, it is important to have deliberations on futuristic technologies,” he added.

The session also had an insightful Q&A round where Dr Pandey answered several questions put forth by the curious participants. Dr Susmita Bala, Professor and Head, DME Media School, proposed the vote of thanks.



## Master Class 4: Rumours and Public Perceptions of COVID-19 Vaccine - Role of Media

Twinkle Gupta

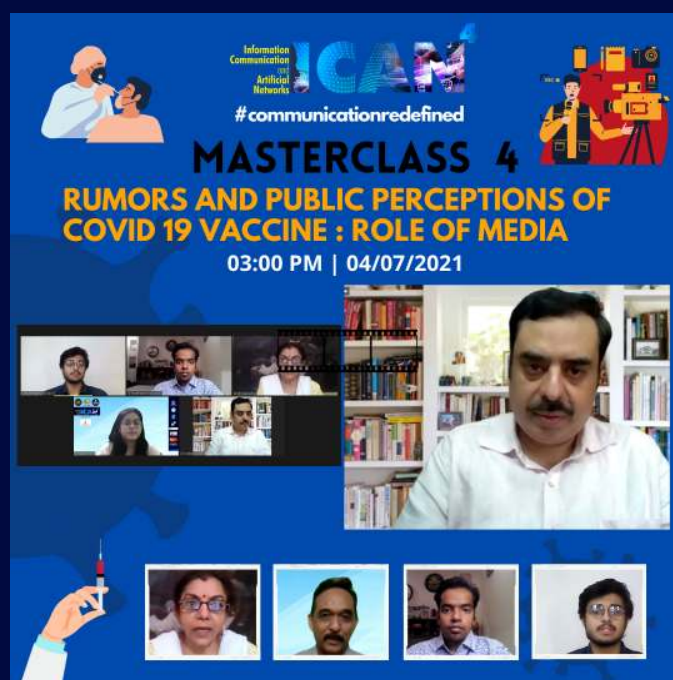
ICAN4 witnessed its fourth master class with Mr Nimish Kapoor, Senior Scientist and Science Communicator, Vigyan Prasar, Department of Science and Technology, Government of India, who talked about the crucial role of media in shaping public perception about COVID-19 vaccines on July 4.

Citing examples from across the world, Mr Kapoor explained the issues of miscommunication surrounding the vaccines against coronavirus and particularly in the Indian context.

He shed light on several contemporary jargons such as headline laundering, zombie content and use of uncertainty tactics by the media. The role of visuals in news and data deficits were also discussed.

“Science is nothing but systematic knowledge. When you’re communicating it to the masses, always try to think that you’re explaining to a young student and try to explain like a story in simple words,” suggested the senior scientist. He also insisted that as a journalist, it is vital to understand scientific facts before communicating any information to the audience.

After his insightful talk, Mr Mohit Kishore Vatsa, Assistant Professor, DME Media School moderated the Q&A round between the expert and the audience. Concluding the session, Dr Susmita Bala, Head, DME Media School thanked Mr Kapoor and remarked that more awareness regarding vaccines should be created by the media.



## Master Class 5: Practices of Archiving Visual Media: A Case Study from Northeast India

**Khushi Nagpal**

On July 5, an esteemed panel of experts comprising of Dr Ankuran Dutta Associate Professor and Head, Department of Communication and Journalism, Gauhati University, Dr Aparna Sharma, Associate Professor, World Arts and Cultures/ Dance, University of California Los Angeles, USA and Mr Raja Das, Programme Officer, Dr Anamika Ray Memorial Trust, Guwahati conducted Master Class 5 on the topic 'Practices of Archiving Visual Media: A Case Study from Northeast India'.

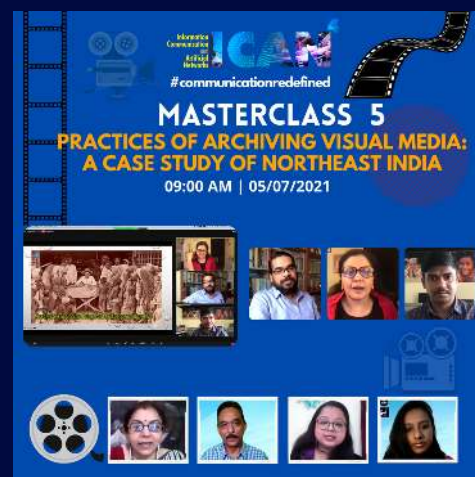
Dr Ambrish Saxena, Professor and Dean, DME Media School in his opening remarks said that the work being done by researchers for the preservation of Indian arts, culture and heritage is commendable. "There is a need to give impetus to such researches," he added.

Dr Sharma talked about the modern and endangered archive programme run by the University of California Los Angeles (UCLA). "UCLA programme is to preserve archival material mainly of the non-western world especially of the 20th century," she said. "When you work with a photographer from the 1970s you also work through a history of photographs and technicality," she added further.

Citing a survey, Mr Raja talked about the inventory of the photographic collection. He talked about the steps of how to create an inventory and also discussed the issues of copyright, "It is important to know about the laws so that you can use archived photographs for your work without getting trapped into legal implications."

Dr Dutta emphasised on the subject- 'Visual Histories of North-East at The Crossroads'. He said, "In terms of archiving, we have to be very careful in ensuring the validity or accuracy of the content. We need to understand the context of the photographs and make sure there's no misrepresentation of the larger context."

Dr Tinam Borah, Assistant Professor, DME Media School moderated the queries raised by the participants while Dr Susmita Bala, Head and Professor, DME Media School concluded the session with appreciation for the guests.



## Master Class 6: Executing Blended Learning in Media and Communication

**Sufia Mirza**

Prof Ujjwal K. Chowdhury, Pro Vice Chancellor, Adamas University, Kolkata, unfolded the future relationship between teachers and students as that of mentors and learners in a blended world at the 6th master class of ICAN4 on July 6.

While welcoming him, Dr Ambrish Saxena, Professor and Dean, DME Media School raised questions related to online education post the pandemic. He said that during the pandemic online education became the new normal but what's going to come next?

Prof. Chowdhury responded, "Teacher of today is dead. Welcome the mentor of tomorrow. A mentor is a friend, guide and a motivator. He is somebody who need not know everything. Rather he should be aware of everything. He is high on emotional intelligence and human touch."

He further insisted that education has to be content driven and technology based to engage the learner. "The learner has to be engaged experientially, innovatively, creatively and evaluated similarly. Let the learner earn his evaluation. The future is individual learning based on organic structure of learning," he said.

Dr Susmita Bala, Head, DME Media School, concluded the session by stating that at DME too we have become mentors from teachers and are gearing up to face the future challenges.





## Master Class 7: PR in the time of COVID-19

Vanshika Bali

The focus of 7th master class of ICAN4 conducted on July 5, was on the public relations industry and how it has adapted itself during the pandemic in different parts of the world. Discussing the subject were two experts – Ms Kathryn Lancioni, eminent author and PR professional from New Jersey, USA, and Dr Pooja Arora, senior PR professional from India.

Dr Arora talked about the skillset being sought by the employers and said, “Senior PR experts are looking for youngsters who understand the world of social media and are good communicators, particularly those who can connect through their stories to reach out to the corners of the world, making the job dynamic and opening new horizons.”

Ms Lancioni shared her views on various tools and strategies used by different PR agencies. She said, “Tools used to boost a business or organisation may vary according to multiple factors. Every platform is not suitable and available for every organisation and the country it is based in. For instance, TikTok plays a huge role for musicians in the US to blow up their new upcoming songs. Meanwhile, the platform is not available in India. Therefore, the musicians there have

different approach to use diverse platforms of social media to fulfil the same purpose.”

The session started with the opening remarks by Dr Ambrish Saxena, Professor and Dean, DME Media School. Q&A round was conducted in the end in which Ms Lancioni answered several questions asked by the participants and concluded with the vote of thanks extended by Dr Susmita Bala, Head, DME Media School.

“The after effects of the pandemic on the PR industry have been intensive but the future looks positive. The aspirants of the industry must adapt to the forthcoming platforms and tools for building a brand,” remarked Dr Bala.



## Master Class 8: Digitalization and Broadcast Media

Kirti Mathur

The changes witnessed by broadcast media in a digitized world became the point of discussion at the eighth master class of ICAN4 on July 6 with Mr R K Singh, ICT and Broadcast Media Consultant and Former Engineer-in-Chief, Doordarshan, New Delhi.

Mr Singh very interestingly explained the concept of binary digits 0 and 1. “We can represent all elements of broadcast media by using only these two magical characters to put it on digital media,” he remarked. He also stated, “The field of media has been revolutionized with the advent of technology which may ultimately decide the upcoming path of the broadcasting media.”

Explaining the conversion of traditional analogue signals to the present-day digital signal, Mr Singh

Said, “Everything including numbers, alphabets, voice and videos can be digitalized using a unique combination of two digital numbers 0 and 1.” Mr Singh answered several questions raised by the curious participants followed by the vote of thanks extended by Dr Sushmita Bala, Professor and Head, DME Media School.

She said, “Learning about broadcasting by digitization is a difficult and challenging task but understanding the technical terms and the process involved with utmost simplicity and accuracy may yield benefits.”



## Master Class 9: Changing dynamics of journalism and its impact on society in the wake of COVID-19

Yuvraj Kakar

Prof K G Suresh, Vice Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal graced the seventh day of ICAN4 with a master class to discuss the ways in which the field of journalism has taken a new shape during the pandemic and its effects on the society.

Talking about the recently emerging trends, Prof. Suresh commented, "It feels like we are going back to the ground, and the rural areas have started haggling the attention of media. Owing to changes in the practice of rural journalism, our priorities have changed as well." He went on to explain in detail the evidence-based reporting and investigative journalism with anecdotes from his professional life.

Prof. Suresh further discussed artificial intelligence in all aspects of mediated communication. He said, "People are now looking for customized content based

on their tastes and needs, that is where artificial intelligence takes over."

The expert also touched upon multiple aspects of present-day journalism, mainly focusing on the need for journalists to evolve and fit into the requirements of the changing times.

In closing remarks, Dr Saxena mentioned, "What makes an impact on journalism will surely impact the society as well" and thanked Prof. Suresh for his insights.

While Ms Krishna Pandey, Assistant Professor, DME Media School, moderated the session, Nandini Srivastav, a first-year student, anchored it.



## Master Class 10: Communication technologies for effective transmission of media messages

Nikita Taneja

The merger of technology and journalism became the focal point of discourse for the 10th master class of ICAN4 conducted on July 7 with Prof. Ranjit Verma, Director, Delhi Technical Campus, GGSIP University, as the expert.

Prof. Verma began explained how the mix of technology and journalism has come to exist in its present form and how the idea of merging the two in media education will be beneficial in the long run. "Communication started thousands of years ago. Although the process and the means have evolved, the basis remains the same," he stated.

He emphasised on the power of AI and technology in all areas of lives and remarked, "Artificial Intelligence is sure to change the way we communicate from the ground up in the near future. In terms of privacy issues in the context of AI taking over our lives, Prof. Varma suggested that one must learn to use technology safely and wisely.

Dr Susmita Bala concluded the session with a vote of thanks and stated that Prof. Varma's lecture provided all those detail about technology, particularly Artificial Intelligence that normally are not covered in the classrooms. She asserted that the session was quite helpful for media students.





## Panel Discussions @ ICAN4

### Panel Discussion 1: Social repercussions of online learning analysed by panel moderated by Dr Jatin Srivastava

Vaishnavi Nair

The first panel discussion of ICAN4 conducted on July 2 was focused on the topic 'People on Zoom: Social Repercussions of Online Learning'. The session was moderated by Dr Jatin Srivastava, Associate Professor Ohio University, and Director, Institute for International Journalism E.W. Scripps School of Journalism, Ohio University, USA.

The panel comprising Dr Anand Pradhan, Professor, Indian Institute of Mass Communication, New Delhi, Mr Zakaria Tonko Musah, Lecturer/Legal Practitioner, Ghana Institute of Journalism, Ghana and Dr Sharon Wilson, Assistant Professor, University Tunku Abdul Rahman, Malaysia, discussed challenges of online teaching, with each panellist describing his/her own experience with the same. The discussion also revolved around how the mentor and mentee relationship has changed.

Dr Ambrish Saxena, Professor and Dean, DME Media School initiated the session by saying, "This is a topic, everyone present here can identify with.

We in India have been facing multiple challenges in online teaching. But we have learnt to adjust and adopted the latest technological innovations to facilitate and make our teaching better."

Appreciating the efforts put in by students in online learning, Dr Srivastava said, "It is good to see students working so hard." Talking about the new world he added "In this new world, there is no other way to form relationships as the usual way is gone. These new relationships are being formed through media platforms and these platforms are new to us."

Dr Pradhan added his take on the discussion remarking, "It was a life changing experience when the pandemic hit. Somehow we have managed through digital tools. The students find it difficult to communicate in the online mode. We are still unable to understand, or plan something innovative which is completely digital and online and suitable to this mode of teaching".

Adding to the conversation Dr Wilson said, "E- learning has become the password. Our roles have changed to the point that it's not just academic; I find myself being a technician as well as a counsellor. But whatever the case, I need to guide my students. I have learnt as much as they have."

Mr Zakaria pointed out the role of online education. "We have to come up with the policy that would recognise online learning. We must start thinking of providing students with transparent skills to become champions of the change."

Following the discussion and a brief Q and A moderated by Ms Manmeet Kaur, Dr Susmita Bala, Head, DME Media School concluded saying that she agreed to most of the panellists' views that these are difficult times, and we have to make most of whatever is available to us.



## Panel Discussion 2: Roundtable Discussion on Asian Celebrities led by Prof. Sean Redmond

**Kalidas J Sreenivas**

In the second panel discussion of the conference, a scholastic discussion on the topic 'Asian Celebrities Today' took place on July 6, initiating discussion on celebrity cultures and their impact.

The panel was chaired by Prof. Sean Redmond, Deakin University, Melbourne, Australia. The eminent panellists included Ms Rio Katayama, University of Southern California East Asian Languages and Cultures, Los Angeles, USA, Dr Vikrant Kishore, Senior Lecturer, Screen and Design, Deakin University, Melbourne, Australia, Dr Sojeong Park, Assistant Research Professor, Department of Communication, Seoul National University, South Korea and Dr Jian Xu, Senior Lecturer, Communication and co-convenor of the Asian Media and Cultural Studies Network of Deakin University, Melbourne, Australia.

Introducing the discussion, Dr Ambrish Saxena, Dean, Professor and Dean, DME Media School said, "Cinema is the reflection of the society and this panel discussion with experts from different parts of the world is definitely going to throw light on the status enjoyed by films and celebrities in different societies.

Leading the panel discussion, Professor Redmond spoke at length on the role of films in different parts of societies and the role of governments in controlling celebrities.

Dr Jian Xu in his address elucidated on the topic 'Governing Entertainment Celebrity in China' and talked about the practices, policies and politics in the entertainment industry in China. He also talked about associations and laws related to the film industry and advertising in China.

Ms Rio while talking about the Japanese celebrity culture and Asian Cinema said, "Earlier the west was the cultivating ground for celebrity culture and fame, but in the present times the focus has shifted to Asia too."

She discussed various other aspects of Japanese Cinema. "The government and big corporations generally shy away from involving celebrities in their businesses," she pointed out.

Dr Sojeong while talking about 'Policing 'K' in K-pop stardom' said, "Stars help in creating such a society where there is no discrimination, they import social values in the society." On the use of the letter 'K' and its significance, Dr Sojeong said that the letter 'K' need not necessarily stand for Korea.

It speaks about the multiculturalism and multi ethnicities of K pop thus appealing to the global audience and global market.

Dr Vikrant summed up the discussion by quoting Bollywood as the panacea of stardom. The devotion of an Indian fan to Bollywood is unparalleled. For an Indian fan, a superstar is like a God and sometimes even above the Gods and Goddesses," he said. "The Indian fandom and celebrity culture is a subject understudied," he added.

Dr Susmita Bala, Head, DME Media School thanked everyone for presenting their views on Asian Cinema and unfolding the magic of it. While Mr Sachin Nair, Assistant Professor, DME Media School moderated the session, Ishika Wadhwa, a first-year student anchored it.





## Panel Discussion 3: Future of Media Education in the face of Technological Innovation discussed by experts

Medha Singh

The third panel discussion of ICAN4 conducted on July 6 focused on the topic 'Technological innovations and the future of media education' with Dr Jatin Srivastava, Associate Professor Ohio University & Director, Institute for International Journalism, E.W. Scripps School of Journalism, Ohio University, USA, moderating the session.

The panel included eminent academicians like Dr Deb Aikat, Associate Professor, University of North Carolina Chapel Hill, USA, Dr Sundeep Muppidi, Professor, University of Hartford, USA, Dr Sunetra Sen Narayan, Professor, Indian Institute of Mass Communication New Delhi, and Dr Uma Shankar Pandey, Associate Professor and Head, Surendranath College for Women, Calcutta University & IAMCR Ambassador India.

Introducing the session, Dr Ambrish Saxena, Professor and Dean, DME Media School said "We are talking about media education in the light of technological advancements and innovations. I am sure the discussion will help in setting up new precedents in media education and use of technology."

Dr Jatin Srivastava opened the discussion by exploring the salient features of media teaching in the past and future and the relevance of technology. "Media is a multidisciplinary field. People join media education from different streams. It is a crossroad of diverse cultures," he said.

Dr Deb Aikat stated that one doesn't need a degree to be a journalist. "Gandhi Ji never went to a journalism school. Yet he was one of the greatest communicators in the world," he said. "The field of media is transforming with PR and Research being more favourable with the students". Dr Aikat opined.

Dr Sundeep Muppidi, stated that media has a primary responsibility to harness the potential of every individual. "Media education should aim at promoting creative, conscious and critical thinking among the students," he said.

Dr Uma Shankar Pandey maintained that the thrust has always been on treating media education as a training program. "The New Education Policy will dismantle the boundaries between curricular and extra-curricular, between profession and vocation. We still have not harnessed the potential of digital technology." He commented.

Dr Sunetra Sen Narayan spoke about the relevance of vernacular journalism. "The line dividing media education and mass communication education is thin but we do differentiate between journalism and media education," Dr Narayan pointed out.

Dr Jatin summed up the discussion by saying that convergence is the future. "Technology is relevant but the need of the hour is in understanding the role and responsibility of the use of technology. Idea plays a critical role." He said.

The discussion concluded with Dr Susmita Bala, Head, DME Media School pointing out that there is a need for developing an integrated technology which can gel with media education.



## Panel Discussion 4: Dr Vikrant Kishore leads discussion on Indian Cinema in Australia

**Rishabh Patel**

The fourth panel discussion of ICAN4 was held on the theme 'Production, Reception and Distribution of Indian Cinema in Australia' on July 8, led by Dr Vikrant Kishore, Senior Lecturer in Screen and Design, Deakin University, Melbourne, Australia, as moderator of the session.

The panel included Ms Achala Datar, Head, Film Distribution Operations, Zee Studios, Australia, Mr Anupam Sharma, film maker, Australia, Ms Julie Marlow, Producer, Script Editor/Writer, Australia, Mr Kartik Mohandas and Mr Pritesh Raniga, Film distributors, Forum Films, Australia.

Dr Vikrant Kishore started the discussion by paying homage to thespian Dilip Kumar. "Indian cinema in Australia is at the threshold," said Dr Kishore. He invited the panel to explain the nuances of the various facets of the business of Indian cinema in Australia.

Ms Achala Datar began by saying that Indian cinema has grown leaps and bounds in Australia. "As the Indian population is growing in Australia, so is their demand for Indian films. Hindi films are more popular at the box office but it is the regional cinema especially Punjabi and Tamil that are ruling the roost." She commented.

Ms Datar also highlighted the fact that there is a growing demand from the distributors

for Hindi and regional cinema in smaller cities and towns of Australia.

Mr Kartik Mohandas was of the view that those who finance the films control the narratives. He spoke about the power of soft diplomacy and the role and relevance of content and narratives in the process. "It is a golden era of production. The problem is we have too much content. The real content which catches the imagination of the audience is rare," he pointed out.

Mr Anupam Sharma expressed that Indian films are seen as "item numbers" on international platforms. The Australian market is highly deregulated. "The hallmark is that Indo-Australian origin film-makers are concentrating on making films on Indian themes. Very soon we may see 'Kuch Kuch Hota hai' types of films being produced from Melbourne," he said.

Mr Pritesh Raniga spoke about his journey in film distribution from Fiji to Australia. "Earlier we focused on the Punjabi language and Punjabi culture Hindi films. Baahubali proved to be a turning point for the distribution of Indian cinema in Australia", he said. "Market has changed with Covid. Content is supreme. Distributors, now, look for the right content for the right people," he maintained.

Ms Julie Marlow spoke at length from the perspective of Indo-Australian collaboration in cinema. "There is a need for synergy between Indian and Australian filmmakers. It is a long process and needs patience. We need to wait," she said. Pointing out the growing popularity of OTT platforms, particularly Netflix and Amazon Prime, Julia Marlow said that OTT has raised the bar to explore new areas and subjects in cinema.

Dr Kishore and all the panellists emphasized that Indian cinema is growing day by day and there is a necessity to try some innovative ideas and stories.

Concluding the session Dr Susmita Bala, Head, DME Media School said that there is no dearth of good content in Indian cinema. It needs to be explored by the international audience.





## Panel Discussion 5: Dr Gauri Chakraborty leads discussion on dynamics of storytelling and content creation

Kirti Mathur

In the fifth panel discussion of the conference, an insightful discussion on the topic 'Episodic Storytelling & Short Format Dyad: The Indian Spectator' took place on July 8.

The panel was curated by Dr Gauri Chakraborty, Joint Acting Head and Associate Professor, Amity School of Communication, Amity University, Noida. The panel comprised Ms Piyali Dasgupta, playwright, dramaturgist and director and founder, Hijibiji Collective, Mr Pankaj Rakesh, veteran filmmaker and film educator, Mr Murtaza Ali Khan, renowned film critic and Mr Himanshu Dubey, a cinematographer trained at NYA.

Initiating the session, Dr Ambrish Saxena, Professor and Dean, DME Media School and Convenor of ICAN4 elaborated on the evolving aspect of storytelling and said, "Cinema and television came to the fore in every entertainment medium possible. The reformation in cinema, daily soaps and web series is fascinating and provides an edge to learn further."

Taking the discussion forward Dr Chakraborty said, "The entertainment experience today is more immersive than ever before. Social taboos are getting busted and every choice is respected which results in good content being portrayed. Now, storytelling consists of a totally different manner which keeps involvement of spectators as a priority."

Mr Pankaj Rakesh explained diverse structures of storytelling. He said, "Storytelling structures relevant today include three act structure and eight quarter story structure. They provide a unique outlook and approach to the form of storytelling."

Ms Piyali Dasgupta while discussing the current situation of pandemic quoted, "The stories after the pandemic have changed the consumption pattern of the people. With the advent of YouTube, Gen Z and millennials are looking for stories that are much authentic and adapted from their lives."

Mr Murtaza Ali Khan gave his views on how these days the content of storytelling has become mainstream and there's a need to change the format to stand out. He said, "Ray web series has raised the bars by using a different way of presenting simple stories by the intermingling of ideas. Similarly Ertugrul, a Turkish drama used the concept of relevant content that has gained popularity across the nation."

At the end, Mr Himanshu Dubey added his views to the discussion and stated, "A story when presented in the correct order keeps the audience hooked. One has to pre-visualise the storyline and the camera movements depicting past to present timelines."

The session concluded with a vote of thanks extended by Dr Susmita Bala, Head, DME Media School.

Information Communication Artificial Networks  
#communicationredefined

Panel Discussion 5  
03 : 30 PM | 08/07/2021

EPISODIC STORYTELLING & SHORT FORMAT DYAD:  
THE INDIAN SPECTATOR

## Panel Discussion 6: Prof. Kiran Bala and panel explore role of Artificial Intelligence in Media

Swastika Mishra

In the sixth panel discussion of ICAN 4 held on July 9, a panel led by Prof. Kiran Bala, Dean, School of Journalism and Mass Communication, K.R. Mangalam University, Gurugram explored the topic 'Artificial Intelligence: Transforming Media Industry Landscape'.

The panellists included Dr Maithili Ganjoo, Dean, FMEH, Manav Rachna International Institute of Research and Studies, Haryana, Dr Navneet Anand, Founder & Director, Grey Matters Communication and Dr Kulveen Trehan, Assistant Professor, GGSIPU, Delhi. Prof. P. Prakash, Vice Chancellor, K.R. Mangalam University was the special guest in this session.

Opening the session, Dr Ambrish Saxena, Professor and Dean, DME Media School said, "The usage of technology is increasing in the current scenario as people have made their lives revolve around it. There have been many changes brought up by Artificial Intelligence (AI) in the media industry."

In his address, Prof. Prakash said, "AI is playing a crucial role in our lives, but bandwidth is still an issue. Journalism and Social Media are pushing limits to educate people. It has all the power to reach the unreached."

Moderating the session, Prof. Kiran Bala talked about various facets of AI. She said, "Human communication has travelled a long journey from writing letters to doing everything digitally sitting at home. Artificial intelligence is evolving in various sectors like engineering. New channels are using various algorithms in the media industry. From face recognition to LinkedIn suggestions, Amazon recommendations, AI is playing a massive role in media."

Talking about the use and impact of AI in Media Studies Dr Kulveen Trehan said, "Various media are being used in education with technological advancement. Machines that are following algorithms are deeply affecting the lives of researchers and scholars. The role of Artificial intelligence gives constant support in the teaching sector. For instance-Smart Classes."

Dr Navneet Anand in his address talked about AI in PR. He said, "Social media came and we all in the PR sector embraced it. PR industry adopted the changes happening around. AI has a limited role in PR. But yes, it plays a role in media tracking which is very much required in PR. Artificial Intelligence helps in tracking down various pages and clients. PR has evolved in 3 decades. There are only specific areas AI can take up and it can't sway away PR."

Dr Maithili Ganjoo focused on the advertising aspect of AI and informed, "Advertising industry is a very robust and growing industry. Only 45% of digital space is there in advertising. And that 55% cannot be tapped. The current generation is paving a way for Artificial intelligence in advertising."

The session ended with a vote of thanks by Dr Susmita Bala, Head, DME Media School. She appreciated the efforts of all the panellists in bringing out the unfolded aspects of AI.





## Panel Discussion 7: Global Practitioners discuss diverse Public Relations practices

**Yashika Aggarwal**

The seventh and final panel discussion of the conference held on July 9 revolved around the topic 'International PR Practices'. It was moderated by Ms Kathryn Lencioni, Author and Eminent PR Professional, New Jersey, USA.

The panel consisted of experts from multiple countries of the PR industry including Ms Florence Jouve, Communication Consultant, France, Ms Christine Perkett, Communication Consultant, USA, Ms Alejandra Leglise, Senior PR Professional, Mexico, Ms Ramya Chandrasekaran, PR Expert, Singapore, Ms Paola Chiasserni, Senior Business Manager and Head of Food and Nutrition Area of Omnicom PR Group, Italy and Dr Pooja Arora, Senior PR Professional, Noida.

Commencing the session, Dr Ambrish Saxena, Professor and Dean, DME Media School emphasised the reciprocated adaptation by every country due to the global pandemic in the field of Public Relations. "Amidst the pandemic, today's panel can play a crucial role in highlighting the global outlook of the PR industry and provide a unique perspective," he said.

Ms Lencioni initiated the discussion by introducing the importance of the panel to reconcile the similarities and dissimilarities between PR practices of different countries. "In the era of going global, PR remains an industry where glocalization is a relevant term keeping in phase the dealing with cultural diversity," said Ms Lencioni.

Ms Jouve began by saying that International PR is conveying messages and information to different parts of the world, targeting culturally diverse audiences. She said, "As PR practitioners we face numerous challenges including cultural barriers in customizing the information passed along." Talking about breaking a story to the press, she said that it is essential to host events and interviews rather than mere dependence on press releases.

Highlighting the importance of press releases, Ms Perkett elaborated on the use of press releases as a list of facts that can be referred by the audience as well as the brand in the time of crisis. She also mentioned the advent of multiple platforms and the derivation of brands on these platforms. "Every business needs to know about their audience before jumping to a social media platform. It's not just a strategy but a tool," she said.

Ms Leglise threw light on the skillset required for a career in the PR industry. She described the role of PR as a medium that pitches stories as well as all that a brand deals in. "In my experience, you must have a basic knowledge of journalism to offer press releases, testimonials and different angles of a story to pitch," she said.

Ms Chiasserni expressed her concern for the reformed PR industry during the pandemic. "Due to the digital shift, we could not meet journalists and feed them stories, naturally. This relationship with media is evident but due to the confines it becomes challenging," she said.

Ms Chandrasekaran provided insights into the importance of digital skills in the PR industry. She said, "It is essential to have digital skills and adequate knowledge of SEO, marketing trends, and analytical skills to survive in the industry."

Ms Arora explained the evolving nature of the industry and described the changing nature of the pitching process among PR practitioners. "Earlier mass emailing was prominent but the current scenario demands focused pitching. Earlier having platform-specific campaigns worked but now there is a need for an integrated approach of digital and social media strategy," she said.

Following a brief Q and A moderated by Ms Mudita Raj, Assistant Professor, DME Media School, the session was concluded with a vote of thanks by Dr Susmita Bala, Head, DME Media School.



## Workshops @ ICAN4

### Workshop 1: Information overload the best template for fake news mongers, says Prof. Umesh Arya

**Nikita Taneja**

The first workshop of ICAN4, held on July 4, focused on debunking misinformation with Prof. Umesh Arya as the expert. A media teacher, life coach, healer and a corporate trainer, he is also the Dean, Faculty of Media Studies at Guru Jambheshwar University of Science & Technology, Hisar.

Dr Ambrish Saxena, Professor and Dean, DME Media School introduced the session saying that it will highlight the magnitude of misinformation problem and also provide solutions to it.

The session started off with a small question and answer session by Prof. Arya, where he asked the participants various questions related to misinformation and unverified news being shared amongst the public.

This brief exercise showed that everyone is suffering from information overload these days.

Prof. Arya went on to explain what misinformation spread, like false context, fabricated and misleading content, parodies, etc.

The insightful session ended with a round of queries from participants, moderated by Mr Mohd. Kamil, Assistant Professor, DME Media School. Prof. Susmita Bala, Head, DME Media School, extended the vote of thanks.



### Workshop 2: Dr Aaron Atkins unravels secrets of 360 Degree Storytelling

**Twinkle Gupta**

The second workshop of the conference, focused on “Emerging Technology in Journalism: 360-degree Virtual Reality Storytelling - practical and approachable” with Dr Aaron Atkins, Assistant Professor, Weber State University, USA, was conducted over two sessions on July 7 and 8.

In this two-day workshop, Dr Atkins, highlighted how immersive media is changing everything including how we work, play, and connect. He discussed the 360 degree VR opportunities that can be used as an effective storytelling mechanism which includes - Augmented reality (AR), Mixed Reality (MR), Virtual Reality (VR), 360-degree virtual reality. He also talked about the 360-degree video for head-mounted displays, 360 VR- Key conceptualizations of the user experience like Immersion, Spatial Presence, Social Presence, Interactivity and control, Spatial Environment.

He said, “Today when we look at the evolution of 360 Virtual Reality, we find that subjects tell stories themselves. The feeling of the psychological presence and the feeling of the real world around us gives a different kind of experience in mediated communication.”

Dr Ambrish Saxena, Professor and Dean, DME Media School commented that, “This workshop will make a huge contribution to our students in understanding the technology associated with journalism.”

Dr Susmita Bala, Head, DME Media School, in her concluding remarks, thanked Dr Atkins for the interesting session and said that it must have indeed helped most students to gain some perspective into the matter.





## TECHNICAL SESSIONS @ ICAN4

### Technical Session 1: Communication and Media Resistance in Socio-Political Context

**Nikita Taneja**

The first technical session of ICAN4, on the theme 'Communication and Media resistance in socio-political context' was held on July 2.

The session was chaired by Dr Monisa Qadri, Former Head, Journalism and Mass Communication (DJMC) and Head, University Social Media and PR Consultant, Islamic University of Science and Technology, Avantipora, Pulwama. The session was co-chaired by Ms Krishna Pandey, Assistant Professor, DME Media School.

The research papers of the day encompassed various subjects such as social media emerging as an agenda-setting tool, self-presentation of urban youth on Facebook, new IT rules for social media, application of sedition law against journalists and much more.

The paper titled 'E-Governance in Socio –Political Context: A Study based on Sewa Kendras of Punjab' by Kirti Loomba, Department of Journalism and Mass Communication IKG Punjab Technical University, Kapurthala, Punjab was awarded the best paper for the session.

### Technical Session 2: Communication through Cinema and Social Transformation

**Anjali Pathak**

The second technical session of ICAN4 themed around 'Communication through Cinema and Social Transformation' was held on July 3.

The session was chaired by Dr Anita Parihar, an expert in TV production, direction, and scripting; and visiting faculty at Universities and Colleges in Mumbai and Pune. The session was co-chaired by Ms Manmeet Kaur, Assistant Professor, DME Media School.

The session focused on research topics like Indian New Wave Cinema, Freedom of Expression: Issues and Trends in Hindi Cinema, Cinema and Social Transformation and Centre Acquiring Revisionary Powers on Films with CBFC Certificate and much more.

The paper titled '*Freedom of Expression: Issues and Trends in Hindi Cinema*' by Sakshi Grover Arya from Indira Gandhi National Open University was awarded the best paper for the session.

### Technical Session 3: Women Emancipation, Gender Issues and LGBTQ Rights

**Vaishnavi Nair**

The third technical session of ICAN4 was conducted on the topic 'Women Emancipation, Gender Issues and LGBTQ Rights' on July 4. The discussion focused on the rights and role of different genders.

The session was chaired by Dr Kiran Bala, Dean, School of Journalism and Mass Communication, K.R. Mangalam University, Gurugram and co-chaired by Ms Sukriti Arora, Assistant Professor, DME Media School.

The session included papers on topics like Role of Gender in Healthcare Communication and The Impact of Displacement of Domestic Help During COVID-19 on Working Women in India.

Dr Sunayan Bhattacharjee from Adamas University, Kolkata was declared the best paper presenter for his paper '*Feminist Messages in Guru Dutt's 'Pyasa' (1957): A Distinctive Case Study*'.

## Technical Session 4: Education in the age of Digital Media and Artificial Intelligence

**Medha Singh**

Taking the topic 'Education in the age of digital media and Artificial Intelligence' into consideration, the fourth technical session of the conference was held on July 5. It was chaired by Dr Nisha Pawar, Head, Department of Journalism, Mass Communication and Coordinator of Mass Communication, Shivaji University, Kolhapur.

The session was co-chaired by Dr Sheelpa Sweety, Assistant Professor, School of Humanities, K.R. Mangalam University, Gurugram and Mr Pramod Pandey, Assistant Professor, DME Media School.

The session focused on research topics like Role of Gender in Healthcare Communication, Delineation of Women in Media Coverage through Newspaper and Analysis of The Emerging Third Gender Hero in Popular Hindi Cinema.

The paper titled 'Parental Mediation of Smartphone usage amongst students of Bangalore' by Patricia Michelle Mathias, NISCORT Media College, Meerut was declared as the best paper of the session.

## Technical Session 5: OTT Platforms & Web Series in the phase of COVID-19 pandemic & lockdown

**Swastika Mishra**

With the focus on the ever-growing market of OTT platforms, the fifth technical session of ICAN4 witnessed several comprehensive kinds of research on the theme 'OTT Platforms and web series in the phase of COVID-19 pandemic and lockdown' on July 6.

The session was chaired by Dr Asha Singh, faculty in Gender Studies, Centre for Studies in Social Sciences Calcutta (CSSSC), Kolkata and co-chaired by Ms Mudita Raj, Assistant Professor, DME Media School.

Research papers in the session included topics like Binge-watching on OTT platforms and Digital Narratives of Sexuality in Indian Web Series.

The best paper presenter award went to Sruthi VS, Assistant Professor, DME Media School for her work on '*Impact of Mediatized Popular Culture on Tourism: Understanding the Game of Thrones Phenomenon*'.

## Technical Session 6: Integrated Marketing Communication in the era of Social Media and AI

**Sufia Mirza**

The sixth technical session of ICAN4 held on July 7 was on the theme 'Integrated Marketing Communication in the era of Social Media & Artificial Intelligence'. The session was chaired by Dr Sapna, M.S., Professor, Department of Journalism and Coordinator of Community Radio MANASA, University of Mysore and co-chaired by Dr Tinam Borah, Assistant Professor, DME Media School.

Research papers on topics like Impact of AI on Intelligent Advertising, Advertising Promotion in

Artificial Intelligence-based Social Media and Communication and Representational Trends in Condom Television Commercials were presented during the session.

The best paper presenter for this technical session was awarded to Jyotirmay Deb, Department of Humanities and Social Sciences, Techno India University, Kolkata for his work on '*The Effectiveness of Story Narrative in Television Advertising with reference of psychographics in viewers of Kolkata*'.



## Technical session 7: Fake news and Discriminatory content during COVID-19 Pandemic

**Ananya Verma**

The seventh technical session of the conference on the theme 'Fake News and Discriminatory Content during COVID-19 Pandemic' was held on July 8. It focused on the concept of fake news or misinformation, its effects and solutions.

The session was chaired by Dr Simran Sidhu, Head, PG Department of Journalism and Mass Communication, Jalandhar and co-chaired by Ms Sruthi VS, Assistant Professor, DME Media School. Research

papers on topics like Rise in Fake News during COVID-19 on Social Media Reviewing the Fake News Conundrum and issues related to disinformation were presented during the session.

Mohd Kamil from DME Media School, emerged the best paper presenter of the session for his work on '*A comparative analysis of Prime Time news of four Hindi News Channels during first Wave of COVID-19 pandemic*'.

## Technical Session 8: Media narratives and Role of Social Media in the phase of COVID-19

**Shreya Jha**

Highlighting the repercussions of Covid-19 leading to the changes in media, the eighth technical session of ICAN4 commenced with discussions on 'Media Narratives and Role of Social Media in the phase of COVID-19' on July 9.

The session was chaired by Dr Tabeenah Anjum, senior journalist with experience in print journalism and multimedia journalism, media educator and internationally acclaimed visual storyteller, Jaipur and co-chaired by Dr Manasvi Maheshwari, Associate Professor, DME Media School.

Focusing on the consequences of Covid-19, various papers were presented in the session such as, Impact of Covid-19 nationwide lockdown, on the Life and Earnings of Street Vendors, Effect of Media Narratives on Public Perception during COVID-19, and others.

The best paper award went to Ankit Kumar Singh, School of Journalism and Mass Communication, K.R. Mangalam University, Gurugram for his paper on 'Corona Kaal mein Bihar Vidhan Sabha Chunaav avam chunav prachar'.

## Technical Session 9: Impact of Digitalization on content, Block chain and events

**Nikita Taneja**

The ninth technical Session of the conference on the theme 'Impact of Digitalization on content, Block chain and events' was held on July 10.

The session was chaired by Prof. Padma Rani, Director and Professor, Manipal Institute of Communication Coordinator- Media Research Centre, Manipal Academy of Higher Education, Manipal and co-chaired by Ms Shikha Sharma, Assistant Professor, K.R. Mangalam University, Gurugram.

Research papers included topics like 'A Study of Football Viewers Perceptions regarding Digital Streaming of Popular Football Tournaments' and 'Relevance of Augmented Reality in Television and News and Future of Short Video Publishing – Challenges and Opportunities'.

The research paper titled '*Online Events: Redefining Event Industry*' by Lakshita Kandpal, School of Journalism and Mass Communication, K.R. Mangalam University, Gurugram was awarded the best paper presentation of the session.

# Technical Sessions at a Glance

Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 1



**COMMUNICATION AND MEDIA RESISTANCE IN SOCIO-POLITICAL CONTEXT**  
11:30 AM | 02/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 2



**COMMUNICATION THROUGH CINEMA & SOCIAL TRANSFORMATION**  
11:30 AM | 03/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 3



**WOMEN EMANCIPATION, GENDER ISSUES AND LGBTQ RIGHTS**  
11:30 AM | 04/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 4



**EDUCATION IN THE AGE OF DIGITAL MEDIA & ARTIFICIAL INTELLIGENCE**  
11:30 AM | 05/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 5



**OTT AND WEB SERIES IN THE FACE OF COVID**  
11:30 AM | 06/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 6



**INTEGRATED MARKETING COMMUNICATION IN THE ERA SOCIAL MEDIA AND AI**  
11:30 AM | 07/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 7



**FAKE NEWS & DISCRIMINATORY CONTENT DURING COVID-19 PANDEMIC**  
11:30 AM | 08/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 8



**MEDIA NARRATIVES AND ROLE OF SOCIAL MEDIA DURING COVID-19**  
11:30 AM | 09/07/2021



Information Communication & Digital Networks  
**ICAN**  
#communicationredefined

## TECHNICAL SESSION 9



**IMPACT OF DIGITALIZATION ON CONTENT, BLOCKCHAIN AND EVENTS**  
11:30 AM | 10/07/2021





## With a promise of rejuvenation, ICAN4 concludes

Yashika Aggarwal and Shreya Jha

The concluding day of the world's first 10-day digital live international conference-ICAN4 organised by DME Media School, Delhi Metropolitan Education in collaboration with School of Communications and Creative Arts, Deakin University, Melbourne, Australia saw a galaxy of prominent academics and industry professionals to sum-up the lavish event in the valedictory ceremony on July 10 after productive deliberation and talks.

Dr Susmita Bala, Professor and Head, DME Media School congratulated the participants and members of ICAN4 for its success. "In the last ten days, ICAN4 was the only word that echoed all around. We will hear about ICAN5 from tomorrow. The success of ICAN4 brings us great joy and I would like to congratulate everyone on behalf of Delhi Metropolitan Education for this accomplishment", said Dr Bala.

Dr Ambrish Saxena, Professor and Dean, DME Media School further remarked "DME Media School has worked day and night for the execution of ICAN4. The credit for its success goes to institutions which partnered with us and the professionals who joined hands from different parts of the world for this academic extravaganza".

Dr Vikrant Kishore, Course Director, Film, Television & Animation, School of Communications and Creative Arts, Faculty of Arts and Education, Deakin University, Melbourne, Australia commented, "I'm excited to see the participation of more and more scholars in successive editions of ICAN. Here, the students want to explore research and collaborate in a creative manner which is really encouraging".

Emphasizing the evolving field of research, Prof. Ujjwal K. Chawdhury, Pro Vice Chancellor (PR & Media) and Dean, School of Media, Communication & Fashion, Adamas University, Kolkata, said, "These conferences and collaborations ensure enthusiasm among researchers and scholars. Engagement in applied research that can reform content and lead to evolution of multimedia presentations is extremely fruitful."

Dr Ankuran Dutta, Associate Professor and Head, Department of Communication and Journalism, Gauhati University suggested changes in the current syllabus of media studies in India. "I have noticed that some of the curriculum is very old and we need to change it on a regular basis. If we are going for research on academics, the attitude must be different."

Dr Kiran Bala, Professor and Dean, School of Journalism and Mass Communication, K.R. Mangalam University, Gurugram described the journey of the conference as fulfilling. "We got great insights on technology and media which we need to learn and adapt." she said.

Prof. K G Suresh, Vice Chancellor, Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal expressed his gratitude to DME Media School and said, "I am very delighted and fortunate to represent my University in this edition of ICAN and IIMC in the earlier editions of this conference, and the credit goes to the entire management team of DME Media School."

Redefining the impact of the conference, Dr Ruhi Lal Thakur, Head, PhD Programme, Amity School of Communication, Amity University, Noida said, "ICAN4 has indeed created a history in the industry of media. Indeed, it was a global intellectual programme."



Talking of the reformation due to the pandemic, Prof. P N Vasanti, Director General, Centre for Media Studies, New Delhi highlighted the zeal and enthusiasm of the participants saying “Though covid has reformed the happening drastically, it couldn't impact the role this conference played in bringing people together.” Mr Akram Hoque, Founder and Editor, The Policy Times said “I really want to thank Dr. Saxena for making us your media partner for an event like this. ICAN is a brand now. I urge you to teach Journalism to the children as a mission and passion and not as a career, because it is the backbone of society.”

Dr Jatin Shrivastava, Director, Institute for International Journalism, E.W Scripps School of Journalism, Ohio University, USA, addressed the enthusiasm carried by the team and said, “I appreciate the fact that the conference involved students in most aspects of the event; this brought a great deal of energy and enthusiasm to the proceedings.”

Several other dignitaries like Dr Sapna M S, Professor, Department of Journalism and Coordinator of Community Radio MANASA, University of Mysore, Dr Monisa Qadri, Senior Faculty & Former Head, Department of Journalism & Mass Communication Head, University Social Media and PR Consultant and Proctor, Islamic University of Science & Technology, Awantipora, Pulwama, Dr Anita Parihar, Trained in TV Direction from UK and Video and scripting expert, Pune, Dr Simran Sidhu, Head, PG Department of Journalism and Mass Communication, Doaba College.

,Jalandhar, Dr Tabeenah Anjum, Senior journalist with experience in print and multimedia, journalism and internationally acclaimed visual storyteller, Jaipur, Dr Padma Rani, Professor and Director, Manipal Institute of Communication, Coordinator, Media Research Centre, Manipal Academy of Higher Education, Manipal, Dr Aaron Atkins, Assistant Professor, Weber State University, Ogden, USA and Ms Kathryn Lancioni, Author and Senior PR Professional from USA also graced the event with their presence.

In his address Dr Ravikant Swami, Director, DME said “For me, this time ICAN does not stand for Information Communication and Artificial Networks, instead it stands for International Cross Cultural Adaptation Nostalgia.”

Mr Aman Sahni, Vice Chairman, Delhi Metropolitan Education said “We as a team have turned our long seen vision of this virtual event into reality with smooth and insightful sessions by various representatives on diverse topics of interest.”

Justice Bhanwar Singh, Director General DME, wished the team for the future endeavours and said, "Organising the world's first ten day long digital conference would not have been possible without the untiring determination of the team.”

The valedictory session concluded with a vote of thanks delivered by Dr Manasvi Maheshwari, Associate Professor, DME Media School.

## ICAN4 wraps up with beats of diverse art forms

The valedictory session was followed by a cultural evening showcasing performances ranging from classical dance and vocal performances by some acclaimed artists, art and poetry presentations by award-winning performers, and performances put together by students of DME and K.R. Mangalam University, one of the partner institutes.

Capturing the audience in awe, Gayatri Mahanta, an ex-student of Tezpur University, Assam performed a Durga Vandana, Shubham Modi, a classical vocalist and AIR artist, New Delhi sang a devotional song, Sneha Roy, award winning poet and student of JNU, Delhi performed slam poetry, Medha Aich, a theatre artist and Bharatnatyam dancer performed ‘Aangik Abhinaya’ on classic poetries, Ram Lohani, a vocal artist and music trainer, Uttarakhand sang a Pahari song and Runal Rajbongshi, artist from Assam presented a performance of speed painting.

Apart from these guest performances, students of DME- Ananya Verma, Malvika Bhatt, Sommya Saxena, Suchi Pathak, Anushka Saxena and Suhani Sareen, gave splendid cultural performances, whereas Yashoda, a student of K.R. Mangalam University performed a Rajasthani folk dance.

Dr Ambrish Saxena, Professor and Dean, and Dr Susmita Bala, Head, DME Media School appreciated the performances and said that there could have been no better way of closing the ten-day event. In closing, Dr Tinam Borah, Assistant Professor, DME Media School and coordinator of the event extended the vote of thanks .





## **Major Highlights**

**World's First 10-Day Digital Live International  
Conference – Second Edition 2021  
ICAN4 – Information Communication and Artificial  
Networks  
July 1-10, 2021  
#CommunicationRedefined**

**Supported by Indian Council of Social Science  
Research (ICSSR)**

**10 Master Classes | 9 Technical Sessions | 7 Panel  
Discussions | 3 Special Sessions | 3 Workshops**

**36 Live Sessions on YouTube and Facebook**

**Participants from 11 Countries across 5 Continents**

**60 Paper Presentations**

**60+ Eminent Media Personalities from India and Abroad**

## Guests @ ICAN4



**Ms Kathryn Lancioni**  
USA



**Prof. P Prakash**  
India



**Dr Vikrant Kishore**  
Australia



**Prof Shahid Rasool**  
India



**Prof Usha Raman**  
India



**Dr Pallavi Majumdar**  
India



**Dr Sheikh Shafiul Islam**  
Bangladesh



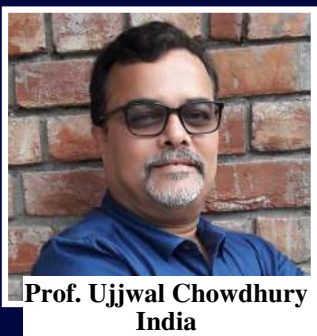
**Dr Jatin Srivastava**  
India



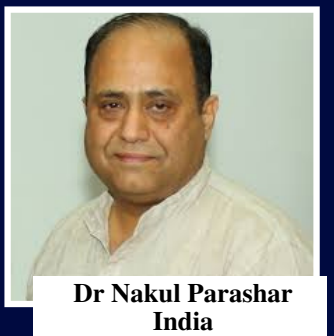
**Prof. K G Suresh**  
India



**Dr Ruhi Lal**  
India



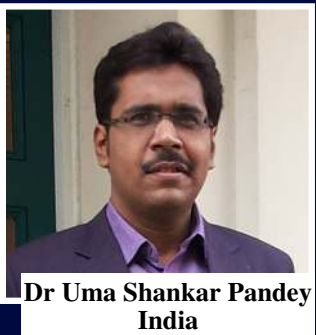
**Prof. Ujjwal Chowdhury**  
India



**Dr Nakul Parashar**  
India



**Dr Manukonda  
Rabindranath, India**



**Dr Uma Shankar Pandey**  
India



**Dr Ankuran Dutta**  
India



**Prof. Jaishri Jethwaney**  
India



**Dr Monisa Quadri**  
India



**Prof. Umesh Arya**  
India



**Dr Tabeenah Anjum**  
India



**Dr Sapna M S**  
India



## Guests @ ICAN4



**Dr Simran Sidhu**  
India



**Dr Nisha Pawar**  
India



**Dr Asha Singh**  
India



**Dr Anita Parihar**  
India



**Dr Anand Pradhan**  
India



**Dr Sojeong Park**  
South Korea



**Ms Rio Katayama**  
USA



**Ms Piyali Dasgupta**  
India



**Dr Jian Xu**  
Australia



**Dr Pooja Arora**  
India



**Florence Jouve**  
France



**Ms Ramya Chandrasekaran,**  
Singapore



**Alejandra Leglisse**  
Mexico



**Ms Christine Perrett**  
USA



**Mr Vijay S Jodha**  
India



**Dr Deb Aikat**  
USA



**Dr Sunetra Sen Narayan,**  
India



**Dr Sundeep Muppidi**  
USA



**Dr Sean Redmond**  
Australia



**Mr Zakaria Tanko -**  
Musah , Ghana



**Ms Achala Datar**  
Australia



**Mr Anupam Sharma**  
Australia



**Mr Pritish Raniga**  
Australia



**Mr Nimish Kapoor**  
India

## Guests @ ICAN4



**Mr Pankaj Jain**  
India



**Dr Navneet Anand**  
India



**Dr Maithili Ganjoo**  
India



**Dr Kulveen Trehan**  
India



**Dr Kiran Bala**  
India



**Mr Raja Das**  
India



**Dr Aparna Sharma**  
India



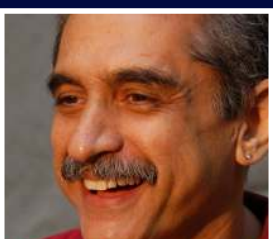
**Dr Ranjit Varma**  
India



**Dr Aaron Atkins**  
USA



**Dr Gauri D  
Chakraborty, India**



**Mr Pankaj Rakesh**  
India



**Mr Himanshu Dubey**  
India



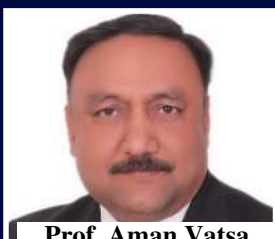
**Mr Mutaza Ali Khan**  
India



**Dr Padma Rani**  
India



**Paola Chiasserni**  
Italy



**Prof. Aman Vatsa**  
India



**Mr Akram Hoque**  
India



**Prof. Pavitra  
Srivastava, India**



**Prof. P N Vasanti**  
India



**Dr Sharon Wilson**  
Malaysia



**Mr R K Singh**  
India



**Mr Kartik Mohandas**  
Australia



**Ms Julia Marlow**  
Australia



**Dr Sharmila Kayal**  
India



# PEOPLE BEHIND ICAN4

## Faculty Team



**Dr Amrish Saxena**

**Convenor**



**Dr Susmita Bala**

**Chief Associate  
Convenor**



**Dr Manasvi  
Maheshwari**



**Ms Manmeet Kaur**



**Mr Promod  
Kumar Pandey**



**Ms Krishna  
Pandey**

**Associate Convenors**

**Additional Convenors**



**Mr Ritwik Ghosh**

**Joint Convenor**



**Mr Mohd Kamil**



**Mr Mohit  
Kishore Vatsa**

**Co - Convenors**



**Mr Sumantra  
Sarathi Das**



**Ms Sanchita  
Chakraborty**



**Mr Sachin Nair**



**Dr Tinam Borah**



**Ms Sukriti Arora**

**Assistant Convenors**



**Ms Sruthi V S**



**Ms Mudita Raj**



**Mr Yogesh Sharma**

**Deputy Convenors**



# Student Team





# MEDIA COVERAGE OF ICAN4

## डीएमई में अंतरराष्ट्रीय कांफ्रेंस कल से

नोएडा। डी.एम.ई मीडिया स्कूल द्वारा आयोजित आईकैन4 –दुनिया की पहली 10-दिवसीय डिजिटल लाइव अंतर्राष्ट्रीय कांफ्रेंस-2021, 1 जुलाई से 10 जुलाई 2021 तक आयोजित की जाएगी। इस संस्करण में चर्चा के मुख्य विषय- सूचना, संचार और कृत्रिम नेटवर्क हैं। मुख्य रूप से इस कांफ्रेंस में विभिन्न मुद्दों, अवधारणाओं और विचारों पर चर्चा परिचर्चा और विश्लेषण किया जाएगा। यह चौथी बार है जब डी.एम.ई मीडिया स्कूल अंतर्राष्ट्रीय मीडिया कांफ्रेंस का आयोजन कर रहा है। कोविड महामारी के बीच यह कार्यक्रम ऑनलाइन किया जाएगा। आईकैन-4 का आयोजन डीएमई मीडिया स्कूल, नोएडा और डीकिन यूनिवर्सिटी, मेलबर्न, ऑस्ट्रेलिया के द्वारा सम्मिलित

## पत्रकारों को कैसे मिलेगी सामाजिक सुरक्षा

डीएमई मीडिया स्कूल के अंतरराष्ट्रीय सम्मेलन आईकैन4 में विचार मंथन पर्यायन्त्र समाचार सेवा। नोएडा।

अगर मीडिया कर्मियों को पेशवर कर्मचारी का दर्जा नहीं मिलेगा तो उनको सामाजिक सुरक्षा कैसे मिलेगी। यह बात डीएमई मीडिया स्कूल द्वारा आयोजित अंतरराष्ट्रीय सम्मेलन आईकैन4 के दूसरे दिन प्रो. डॉ जयश्री जेटवानी ने कही।

सत्र का शुभारंभ डीएमई मीडिया स्कूल के डीन और आईकैन4 के संयोजक डॉ अम्बरीष खन्सेना के उद्घाटन भाषण से

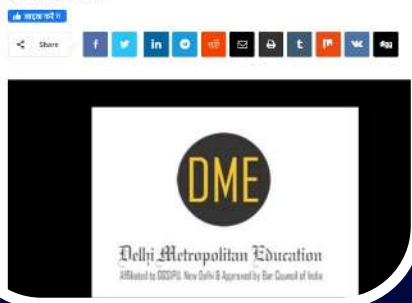


कोड की अवधारणा पर प्रकाश डाला। उन्होंने बताया कि न्यू लेबर कोड के दायरे में प्रिंट के बाद अब इलेक्ट्रॉनिक और डिजिटल मीडिया के पत्रकार आते हैं। उन्होंने अनुबंध पर नौकरी देने पर कदा कि मीडिया सुरक्षा कैसे मिलेगी। डॉ. सुभिता बाला प्रोफेसर एवं विभागाध्यक्ष ने सत्र का समापन किया। सत्र का संचालन मुदित राज सहायक प्रोफेसर ने किया। तकनीकी सत्र-1 में सामाजिक

### DME Media School all set to host World's First 10-day Digital Live International Conference in a row

The conference is sponsored by Knowledge partners - Adamas University, KJ Somaiya University, Clungnam, Mahanadi, Jharkhand, National University of Journalism and Communication, Sharda, and Vigyan Prasar, Government of India

By TPT Bureau - July 03, 2021



### AI creates both challenges and options: Speakers at Delhi conference

Press release  
3rd July, 2021 12:35:26 AM



### Researcher Jaishri Jethwaney, Academician Monisha Qadri and filmmaker Vijay S Jodha engage on Day 2 of ICAN 4



### वापसी के वायदे के साथ ICAN4 का भव्य समापन

Recent News • लखनऊ  
written by Jaihind | July 11, 2021 | 240 views



Google के दिखाए जा रहे विज्ञापन  
प्रीलवेक गेजे यह विज्ञापन क्यों?

### Day 2 of Int'l conference of ICAN, speakers profession of media should be treated differen

SO NEWS DESK

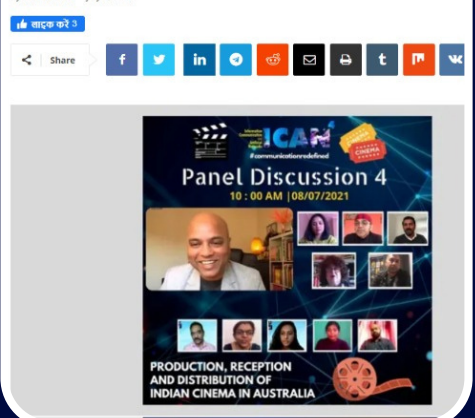
JDA - Day 2 of the International Conference ICAN 4 organized by IG Media School began with Special Session 2 on the subject "What's New Labour Codes have for the aging journalists in India: An essential perspective" with Prof. (Dr) Shri Jethwaney, Senior ICSSR research Fellow, JNU, New Delhi as a guest. The session opened with a remarks of Dr Ambrish Saxena, an DME Media School and Convener of ICAN 4. He welcomed the guests and said, "Today's media students are tomorrow's journalists." In her address, Prof. Jethwaney highlighted the concept of New Labour Codes, which applies journalists from the electronic and digital as well, as opposed to print alone. She mentioned that our comprises almost 70% of India's total population. "Labour is a sacred subject and at times it's neglect and discriminatory, she said while explaining the thought behind new codes. The senior media academicians shed light on the laws and states that have governed journalists in India, including the Working Journalists Act and Wage Boards. Prof. Jethwaney discussed the setbacks for journalists caused a change in the employment status from a permanent to contract basis. She suggested that the profession of media should be treated differently. "If media professionals are not considered employees, how can they get social security?" she questioned. She quoted John Elliot, "All waking comes to an interpretation", to sum up her views that the part of New Labour Codes on media will be determined as per consent by the authorities. Prof. Sumita Bala, Professor and



### Australian filmmakers discuss the status of Indian Cinema in Australia ICAN-4

The only difference is that this panel will touch upon every aspect of the Indian cinema in Australia.

By TPT Bureau - July 9, 2021







# Delhi Metropolitan Education

Affiliated to GGSIPU, New Delhi & Approved by Bar Council of India



DME Law School



DME Media School



DME Management School

Delhi Metropolitan Education is a premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. At DME, we provide first rate infrastructure with strong academic facilities to render a dynamic grounding for success.

The Schools and Academic programmes here are:

- DME Law School: BA.LLB & BBA.LLB [Integrated programmes]
- DME Management School: BBA [Bachelors in Business Administration]
- DME Media School: BA JMC [Bachelors in Journalism & Mass Communication]

## State of the Art Infrastructure



Seminar Hall



Computer Lab



Amphitheatre



Auditorium

**Patron-in-Chief:** Mr Vipin Sahni, **Patron:** Mr Aman Sahni, Justice Bhanwar Singh, Dr Ravikant Swami, **Consulting Editor:** Dr Ambrish Saxena, **Editor:** Dr Susmita Bala, **Associate Editors (Content):** Dr Tinam Borah, Ms Sukriti Arora, **Associate Editors (Production):** Mr Mohd Kamil (e-Newsletter), Ms Mudita Raj (Creative) **Assistant Editors (students):** Yashika Aggarwal, Shreya Jha, Khushi Nagpal & **Layout:** Anmol Mehta **Mailing and Distribution:** Mr Ritwik Ghosh, **Photography & Visual Effects:** DME Frames, DME TV Some material has been reproduced for the educational purpose.

Printed & Published by Delhi Metropolitan Education  
Address- B-12 Sec-62, Noida, Uttar Pradesh-201301  
Phone No.: 7042667951



@dmenoida /



@dmenoida /



@studio62.noida



@studio62.noida



@DME TV