TWO-DAY NATIONAL CONFERENCE
(20th – 21st April, 2018)
on
MEDIA AND YOUTH ENGAGEMENT:
CHANGE, DEVELOPMENT, GOVERNANCE & PARTICIPATION

Organized by
Vivekananda School of Journalism & Mass Communication
Vivekananda Institute of Professional Studies
Accredited Grade “A” by NAAC & Recognized under Section 2(f) of UGC
Affiliated to Guru Gobind Singh Indraprastha University, Delhi
AU – Block (Outer Ring Road) Pitampura, Delhi-110034
Website: www.vips.edu

Sponsored by
NORTHERN REGIONAL CENTRE
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
Ministry of H.R.D., Govt. of India

Schedule for Conference
Conference Dates: 20th-21st April, 2018
Registration Dates: 15th February – 10th April, 2018
Abstract Submission: Till 25th March, 2018
Registration Fee & Full-Length Paper Submission: 10th April, 2018
Notification of Presentation Schedule: 15th April, 2018
Registration Form: https://goo.gl/forms/geidra8yH66v8xq1
Full length paper will be published in an “Conference Proceedings” with ISBN number

Contact Details
Conference Chair: Dr. Amit Channa, 9873571452
Conference Convener: Dr. Ramesh Kumar Sharma, 9868404104
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About the Institute
A pioneer institute in the arena of education, Vivekananda Institute of Professional Studies (VIPS) has catered to the society for more than a decade now. Accredited ‘A’ grade by the National Assessment and Accreditation Council (NAAC), Vivekananda Institute of Professional Studies is an ISO 9001:2015 Certified Institution, affiliated to Guru Gobind Singh Indraprastha University (GGSIPU), Dwarka, New Delhi that has been recognized by Bar Council of India and approved by AICTE. VIPS comprises of six prestigious schools and departments, namely, Vivekananda Law School, Vivekananda School of Information Technology, Vivekananda School of Journalism and Mass Communication, Vivekananda School of Business Studies, Vivekananda School of Economics and Delhi School of Business. VIPS caters to around 6000 students who are pursuing their Bachelors and Masters in the above mentioned disciplines.

About the Department
Vivekananda School of Journalism and Mass Communication (VSJMC) was established in the year 2002 with the primary objective of embarking on a journey of shaping up young and talented minds in the field of Journalism and Mass Communication. The department is equipped with the state of the art infrastructure as well as a proficient and well accomplished faculty whose hard work has enabled us to produce both industry leaders and university toppers. The department caters to a total of 900 students. VSJMC has always aimed at striking a balance between high academic standards as well as industry interface. It is the synthesis of brilliant ideas and excellent academic standards that makes VSJMC an academically rich school for personal as well as professional growth and development.

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Conference Chair
Dr. Amit Channa, Dean, VSJMC

Conference Convener
Dr. Ramesh Kumar Sharma, Associate Professor, VSJMC

Conference Co-Convener
Dr. Sunil Kumar Mishra, Assistant Professor, VSJMC
Mr. Namit Vikram Singh, Assistant Professor, VSJMC

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Ms. Shruti Nagpal, Assistant Professor, VSJMC
Dr. Aneela Tahilramani, Assistant Professor, VSJMC
Theme of the Conference
The process of development is a multi-faceted phenomenon. It is ever-changing and dynamically evolving within every stage of growth and evolution of the society. However, the process of development, from the holistic perspective cannot be addressed effectively without the appreciation of certain factors such as governance, social change, cultural change and many more. In terms of the Indian society, the process of growth and development has exhibited many interesting social processes pertaining to cultural integration and cross-cultural exchange as well as altering of existing social and political factors of engagement which allow for the inclusion of the excluded. As a result, the society does not reflect one particular path of development due to the degree of participation itself being highly dynamic.

Youth, as an agent for change, is highly pivotal for any developing society. Youth can be seen as an effective factor for cultural bridging and promotion of altered forms for effective communication and greater integration between tradition and modernity. With Indian demography blessed with a healthy youth population of more than 65%, it has immense potential to progress towards higher stages of development through active participation of the youth. Media can be seen here as an effective channel for not only sensitizing the youth about the various social, cultural, economic and political changes within the society but also providing them with the space for actively engaging with multi-dimensional aspects of society which can act as barriers for development.

Apart from that, it is vital to further understand how the notion of governance within the society is getting transformed with the changing socio-political settings through youth engagement. It is critical to engage with the aspects of accountability, transparency, responsiveness, morality etc. to arrive at a conclusion of sound development through sound governance. In addition to that, the emerging cultural forms and the evolving notions of gender and feminism through the perspective of media and its impact on youth is further an area for critical inspection and deliberations.

The principle objective of the conference, is, therefore, to understand how the aspects of social and cultural change, gender, and youth engagement are evolving within the society and how media is playing an effective role as a channel of communication and how the primary objectives of sound and holistic development can be reached through active participation and effective governance.

Conference Objectives
a) The conference is aimed at creating an opportunity for the media scholars and researchers to engage in various discussions revolving around the theme of youth engagement through media and the scope for governance, development and participation.

b) The conference is aimed at engaging in pivotal aspects pertaining to youth and society specifically youth culture, youth consumption and orientation influenced by media.

c) The conference will also set a benchmark for the future course of research opportunities that would exist in the domain of youth, media and engagement.

d) The conference would offer a multi-disciplinary research based approach for the mentioned theme and will also help in interconnecting various nodes which exist in youth engagement to develop a demographic map of processes which are relevant for the overall social understanding of the society.

Major Themes
- Youth, Society & Media Effects
- Media, Governance and Youth
- Media, Culture and Society
- Youth, Media and Gender
- Media and Development: Youth in Indian context
- Media and Minorities: Cultural Representation in India
- Media and Feminism: A Developmental Context
- Media and Communication: Development Paradigms
- News, Media and Society
- Youth, Media and Society: Challenges

* Any other topic related to the broad theme
CONFERENCE GUIDELINES

Papers are invited from academicians, social activists, research scholars, media persons and students on the above mentioned themes. A blind peer review committee will review the abstracts and full papers and convey the information regarding acceptance and rejection of the papers subsequently. Papers can be submitted/presented in either English or Hindi language.


**Abstract**

- Length: 300-500 words
- Title of Topic: 16pt, Times New Roman/Kruti Dev 010, Bold
- Name of Author and Co-author: 14pt, Bold, Times New Roman/Kruti Dev 010
- Abstract must include research design along and keywords (4-5): 12pt, Times New Roman/Kruti Dev 010 Bold, Justified
- Format: MS Word, Soft Copy Only.
- Submission Email Id: conferencevsjmc@gmail.com

**Full Paper**

- Word Count: 3000-5000 words (Times New Roman/Kruti Dev 010 Bold)

**Paper Format:**

- Title
- Author and Co-Author Details
- Introduction
- Review of Literature
- Research Methodology
- Analysis
- Findings and Conclusion
- References
- Style of Referencing: APA Style Citation
- Only soft copy in MS Word and PDF

**Paper Presentation**

- MS PowerPoint or Oral Presentation or Poster Presentation
- Each presenter will be allotted approx. 15-20 minutes
- The presentation should include: a) Introduction; b) Objectives; c) Research Methodology; d) Findings and Conclusion.
- The PPT should not exceed more than 15 slides.

**Registration Fee**

- Research Scholar /Student: Rs. 500/-
- Faculty: Rs. 1000/-
- Corporate/Industry Delegate: Rs 1500/-
- Joint Paper (Joint Author has to pay separately): 1st Author (Rs 1000/-)
  2nd Author (Rs 500/-)

**Mode of Payment:** Demand Draft in Favor of “Vivekananda Institute of Professional Studies” payable at New Delhi

**NEFT Details**: Account Name - Vivekananda Institute of Professional Studies
- Account Number - 914030036749976
- Bank - Axis Bank Ltd
- Branch - Lok Vihar, New Delhi
- IFSC Code - UTIB0000588

Hospitality (Tea and Lunch) for 2-days at the Conference Venue.
10 best selected papers will be awarded honorarium and travel allowance.