



**International Conference on Media & Communication**

**New Media Studies: Re-examining Articulations of Theory, Practice and Context  
at Symbiosis Institute of Media and Communication (SIMC), Pune, India.**

**September 21-22, 2018.**

**Conference Presentation Schedule**

TRACK 1- Theories, Practices and Sociology of New Media

TRACK 2- Business, Entrepreneurship and Innovation

TRACK 3- Consumers, Prosumers and Brands in Digital Ecosystem: the New Mediascape

TRACK 4- The Practice of Journalism in Digital Age

**TRACK 1 - THEME- Digital Engagement- Theoretical Perspectives**

**(21/9/18; 2:30PM) (Classroom- 2)**

<b>Digital Engagement- Theoretical Perspectives</b>	Social Responsibility of Social Media: A Myth or Reality. Raj Kishore Patra, Assistant Professor & Prof. Arpita Saha, Lecturer , Xavier School of Communications
	Decoding Campaigns on Social Media: A Snapshot of Recent Literature Deepti Ganapathy, Assistant Professor, School of Business Management, Bangalore
	Spiral of Silence and Political Blogs Dr. Pradeep Thomas J.A., Assistant Professor, Christ (Deemed To Be University)
	Trends in Social Media Usage in An Indian Scenario Bhavana Desai, Executive - Communication & Information, SIU
	Theorizing Group Dynamics in the Wake Of New Media Technologies: A Case Study of Mob Violence At Dokmoka in Assam Kapou Malakar, Assistant Professor
	Are Research Methodologies Used In New Media authentic? Shakuntala Soratur, Guest Lecturer, Karnatak University, Dharwad

**TRACK 1- THEME- The Moving Image and its Aesthetics**

**(21/9/18; 2:30PM) (Classroom 3)**

	<b>Control Society and its Film Aesthetics"</b> Jenson Joseph, Assistant Professor, Symbiosis Centre for Media & Communication, Pune
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<b>The Moving Image And Its Aesthetics</b>	Digital Sensory Engagement in an 'Open Space New Media Documentary' Sonali Sharma, PhD Scholar & Assistant Professor, A.J.K MCRC, Jamia Millia Islamia, New Delhi
	Portrayal of Mental Illness in the Indian Cinema: A Distorted Medium of Mental Health Awareness Sanjay B Kadam, Asst. Professor, Symbiosis Institute of Media & Communication
	Social Media and Mobilization: A study on #bansterlite movement R Akilah Lakshmi ,Research Scholar & Dr J Balasubramaniam Assistant Professor Madurai Kamaraj University Madurai

### TRACK 1 - THEME- Internet of Things

(21/9/18; 2:30PM) (Classroom 4)

<b>Internet of Things</b>	User Perspective On Data Misconduct In Social Media Platforms: A Case Study On Facebook-Cambridge Analytica Data Breach G.Nikita, Assistant Professor, Symbiosis School Of Media And Communication, Bengaluru
	The Seven Cs Of Social Media : A Perfect Recipe To Social Media Success Sonica Rautela, Asst. Professor , Symbiosis Centre For Management Studies, Viman Nagar , Pune.
	Use Of Social Media By Selected Indian Private Sector Banks Dr. Arti Chandani, Associate Professor; Brig. (Dr.) Rajiv Divekar, Professor And Director; Ms. Shilpi Kaushik, Post Graduate Student; Dr. Mita Mehta, Associate Professor Symbiosis Institute Of Management Studies, Siu
	The Internet Of Theories: Internet Studies For Digital Society & Cultures Swapnil Kamble, Research Scholar, School Of Media & Cultural Studies (SMCS), Tata Institute Of Social Sciences, Mumbai
	Hegemonic Readings Or New Articulations? Cross-Cultural Audience Reception After Youtube: The Case Of Youtube Reaction Videos On Media Content From India Girija Shankar Semuwal, Assistant Professor, Symbiosis Institute of Media and Communication, Pune

## TRACK 2- THEME- Technology and Innovation

**(21/9/18; 2:30PM) (Classroom 6A)**

<b>Technology and Innovation</b>	Virtual Education in the Digital Era Sharmila Divatia, Partner, Bringle Excellence Llp
	Artificial Intelligence: A Bane or Bliss in Indian Transport System Dr. Nandini Lakshmikantha, Professor, School Of Communication, Manipal Academy Of Higher Education
	Adoption of 3D Printing Technology: An Innovation Diffusion Theory Perspective Ashish Kumar Tiwari, Research Scholar SIU; Zericho R. Marak, Research Scholar SIU; And Dr. Shalini Pathak Tiwari Associate Professor, National Insurance Academy, Pune
	A Review of AR and VR Interventions in Retail Industry Dr Ashwani Kumar Upadhyay , Associate Professor And Indrani Sen Adjunct Faculty, SIMC, Pune
	Exploring Interactivity Through Virtual Reality in Indian Media Dr. Sushobhan Patankar & Mudita Mishra, Assistant Professor, SIMC Pune
	Why Blogging Is Still A Profitable Venture: A Study Shakuntala Soratur, Guest Lecturer, Karnatak University, Dharwad, KARNATAKA
	Twittering for talent by linking social media to employer branding in talent management Dr. Deepika Pandita, Asst. Professor SIBM Pune

## TRACK 1 - THEME- Reconfiguring Gendered identities in social media space

**(21/9/18; 4:30PM) (Classroom 6B)**

	Feminist Might Unlocked : A Comparative Corpus Analysis of #Metoo Campaign News by World News Media and Indian News Media on Google News Prof. Umesh Arya, Professor, GJUST Hisar
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<b>Reconfiguring Gendered Identities in Social Media Space</b>	# Fitness and Instagram: A Study on Female Body Ornamentation and Fitness Posts Benson Rajan, Assistant Professor, Christ (Deemed To Be University), Bengaluru
	Conceptualizing Critical Pedagogical Practices Over Digital Space: Reflections From an Institute Social Responsibility Project Facilitated at A Government School in Bengaluru, Karnataka, India Aanchal Sharma, Professor; Neelkanth Pandit, Student MBA (CM) & Nimish Aage, Student MBA (CM), SSMC, Bengaluru
	'Bordering on Over-Compensation' – How Millennials Decode Gender Representations on Fictional Content on Streaming Platforms Dr Ruchi Jaggi, Associate Professor & Director, SIMC, Pune

### **TRACK 3 - THEME- New Media, Society and Politics**

**(21/9/18; 4:30PM) (Classroom 5)**

<b>New Media, Society and Politics</b>	Digital Advocacy Vs Media Advocacy: An Indian Perspective Varsha Pillai, SIU PhD Research Scholar
	Cinema/Citizen; Fan/Voter: Intermedial Existence of The Star Politician Hariprasad Athanickal, Associate Professor, Department of Film Studies, EFL University
	Millennial, New Media And Leisure: A Changing Perspective Barnali Ray and Dr Madhupa Bakshi, Assistant Professor, The Heritage Academy
	Analyzing the News Consumption Pattern Among Young Audiences Online Dr. Munmun Ghosh, Assistant Professor & Deputy Director, SIMC
	Determining Customer Perceptions for A Product: An Empirical Study Using Sentiment Analysis on Twitter for an FMCG Product "Maggi" In India Semila Fernandes, Assistant Professor; Aarti Mehta Sharma, Assistant Professor; A. Vidyasagar, Professor; Srijani Chaudhuri, Research Assistant; Ashish Haran, Student ; Symbiosis Institute of Business Management, Bengaluru;

## TRACK 4 - THEME- Changing Practices of Journalism in the Digital Age

(21/9/18; 4:30PM) (Classroom 4)

<b>Changing Practices of Journalism in the Digital Age</b>	Journalism in the Digital Age : Progress and Challenges Dr. N Rathi Chithra, Assistant Professor, Department of Electronic Media, M.O.P Vaishnav College for Women, Chennai
	The Need for Truthfulness and Verification of News In Online Media Venkatesh Aravindh R, Doctoral Research Scholar, Department of Journalism and Mass Communication, Periyar University
	Digital Challenges To Mainstream Media: The Problem of Fake News Kunal Varma, Research Scholar and Dr. Shalini Saxena, Amity University
	News Dissemination Over Facebook, A Practitioners' Perspective on Changing of Distribution of News. Dr. Sushobhan Patankar, Asst Professor, Symbiosis Institute of Media and Communication, Pune
	Networked Journalism: The End of Fortress Journalism Dr. Sanjay Mohan Johri, Director, Asco-Amity University; Sagar Saxena, Academic Coordinator, Abs-Amity University & Kashif Hasan, Research Scholar, Asco-Amity University
	What's Up on Whatsapp? An introspection of the fake rumors on Social Media, subsequent mob lynching and the aftermath Dr. Shirin Abbas, Associate professor, Symbiosis Centre for Media and Communication, Symbiosis International (Deemed University), Pune

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**DAY 2-**

**22<sup>nd</sup> September 2018**

**TRACK 3- THEME- New Media and Young Audiences (22/9/2018; 9AM) (Classroom 2)**

<b>New media and Young Audiences</b>	<p>'Living in a Digital World, and I'm a Digital Child' – Children As Active Participants, Content Creators and Media Influencers in the Digital Age Sashank Kini; Research Assistant, MICA</p>
	<p>"Indian Super Hero Chhota Bheem Legacy Reviewed: A Study on Character Branding, Licensing &amp; Merchandising." A C Balaji, Research Scholar &amp; Dr Nandini Lakshmikantha, Professor, School of Communication, Manipal Academy of Higher Education, Manipal</p>
	<p>Shift In Viewing Habits of Indian Millennials From Television Viewing to Video Content Viewing on OTT Platforms and its Implications For Future of Video Advertising in India Indrani Sen Adjunct Professor, SIMC &amp; Arzan Darayus Bhadha, Student MBA (CM) SIMC</p>
	<p>Multiscreening Behavior Among Indian Millennials – Does Living with the Family Versus Community Living Make a Difference. Pooja Valecha, Assistant Professor, SIMC</p>
	<p>'Front Runners in Binge Watching: Decoding Indians' insatiable appetite for Over the Top entertainment content'. Mudita Mishra, Asst. Professor, SIMC</p>
	<p>Understanding adoption factors of Over-The-Top video services among millennial consumers Dr. Sabyasachi Dasgupta, Assistant Professor OP Jindal Global University, Sonapat &amp; Dr. Priya Grover; Associate Professor, Symbiosis Institute of Media and Communication,</p>

**TRACK 4 - THEME- Digital Journalism & Marginalised Identities**

**(22/9/18; 9AM) (Classroom 3)**

<b>Digital Journalism &amp; Marginalised Identities</b>	Framing the Debate: Did Women Journalists' Shape the Discourse of The #Metoo Movement? Deepti Ganapathy, Assistant Professor, School of Business Management, Nmims, Bangalore
	Understanding the Media Coverage of the Military Confrontation Between India and Pakistan In the Context of The 2016 'Surgical Strike' Shantharaju S, Assistant Professor, Christ University
	Caste and New Media: In Search of an Inclusive Newsroom Dr. Nirmala M N, Assistant Professor, Christ Deemed to be University
	Problems of Construction Labours: A Study in Digital Space Sneha Samaddar, Teaching Associate, Simc & Mithunchandra Chaudhari Assistant Professor, SIMC
	Trends in Social Media Usage in an Indian Scenario Natasha Das, SIMC Alumni

**TRACK 1-THEME- Emerging Discourses of Gender and Sexuality  
(22/9/18; 11AM) (Classroom 4)**

<b>Emerging Discourses Of Gender And Sexuality</b>	Content Development, An Andragogy Approach: For A Three-Hour Workshop On Mobile Photography And Its Propagation in Social Media for Kargil Students. Keyur S. Sahasrabudhe, Dr. Vijay Shah, Dr. Pranita Ranade, Symbiosis Institute Of Design, Symbiosis International (Deemed University), Pune
	Gender Identity and Sexual Orientation In Manju Kapur's A Married Woman and Deepa Mehta's Fire Sapna Sharma, Research Scholar, K R Mangalm University
	Role of New Media in changing gender norms and sexual orientation with reference to LGBT community. Dr. Raju C. John and Ishita Das, HOD / Assistant Professor (Mass Communication Deptt.) Prestige Institute of Management and Research, Indore
	The Inclusion of Women in Information Society :An Impact Study of Internet Saathi, Nisha Pawar, Head of The Department Shivaji University



	70 Years of Partition- A Self-Reflection of Gender And Trauma Sneha Samaddar, Teaching Associate, SIMC
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**TRACK 1 - THEME- Social Media and Political Discourse**

**(22/9/18; 11AM) (Classroom 6A)**

<b>Social Media and Political Discourse</b>	Changing Journalistic Practices, Impact of Fake News on Reportage and Media Credibility: A Study Rasu Chatrapathi Yadav, Assistant Professor, Department Of Journalism And Mass Communication, Osmania University
	Impact of New Media on Online Radicalization in India Dr. M. Neelamalar, Assistant Professor, Anna University
	A Study on The Coverage of UP Election 2017 through MOJO Kavita Nagasampige, Faculty in School of Communication, Manipal & Pragya Singh Student School of Communication Manipal
	Social Media as a Tool for Self-Expression and Freedom of Speech Sneha Subhedar, Assistant Professor, SIMC, SIU
	Democratization Of Global Culture On Social Media: Using Social Media As A De-Colonisation Developmental Tool by Exchanging Various Cultural Codes and Beliefs Dr. Gagan Prakash, Assistant Professor, SIMC, Pune
	Online Civic Engagement: A Uses and Gratifications Perspective Dr. Hemdeep Kaur, Assistant Professor, Chandigarh University, Mohali

## TRACK 2- THEME- Digital Media and Consumer Experiences

(22/9/18; 11AM) (Classroom 6B)

<b>Digital Media and Consumer Experiences</b>	Influence of digital technology on the working of Advertising Agency: A case study Pranav Shrikrishna Joshi, Assistant Professor, Manipal Institute of Technology
	Study of Internet Service Quality and Recovery Quality of Online Retailers in India Sandeep Prabhu, Symbiosis Institute of Telecom Management, Pune
	Movies not for the Big Screen! 'Netflix Originals': A Study on Movie Screening in Digital Age! Dr. Rashmi Dyondi & Prof. Shishir K Jha, Doctorate from IIT Bombay
	BhaDiPa: a critical study of entrepreneurship in the sphere of digital regional niche content Dr.Nilesh Gokhale, Associate Professor SIMC & Sneha Gore Mehendale , Assistant Professor, SIMC, Pune
	Role of Community Organizations in Empowering Women: Case Study of Mobile Phone Related Intervention Kapou Malakar, Assistant Professor

## TRACK 3 - THEME- New Media and Buying Behavior

(22/9/18; 11AM) (Classroom 4)

<b>New Media And Buying Behavior</b>	Understanding Of Television Viewership And Revenue Share: A Comparative Study On Kannada News Channels Venugopal Gowda M K, Research Scholar, Manasa Gangotri, University Of Mysore, Mysore, Karnataka
	The Impact Of Social Media Communication On Indian Consumers Travel Decisions Dr. Jay Trivedi, Associate Professor & Ms. Mitali Rozia Research Associate, MICA, Ahmedabad
	Online Content And Post Purchase Behavior-A Study Of Millennials Dr. Nilesh P. Gokhale, Associate Professor, SIMC, Lavale, Pune
	Media Planning In The Age Of Artificial Intelligence Dr. Ashwani Kumar Upadhyay Associate Professor, SIMC, Pune And Komal Khandelwal, Assistant Professor, CMS Business School, Jain University, Bangaluru

	It's not funny if it affects your brand: Effect of Negative Parody Advertisement on the Parodied Brand Dr. Preetha Menon, Head- Symbiosis Centre for Behavioural Studies
	Effect of Computer Animation on Users Performance : A Review of Literature Virendra Singh, Research Scholar, Manav Rachna International Institute Of Research And Studies, Faridabad

#### **TRACK 4 - THEME- Emerging Practices in New Media Journalism**

**(22/9/18; 1:30PM) (Classroom 2)**

<b>Emerging Practices In New Media Journalism</b>	The Dialectics Of 'Citizen Journalism' In The Age Of Social Media: A Critical Study Arpita Saha, Lecturer, Xavier School Of Communications, Xavier University Bhubaneswar
	Podcasting: An Emerging Format Of Digital Journalism Sneha Gore Mehendale, Assistant Professor, Symbiosis Institute Of Media And Communication, Pune
	Pre-Legislative Consultation & Policy-Making Int The Times Of Social Media In India – What Has Changed?: A Study Of Telecom Sector's Pre-Legislative E-Consultation Efforts In The Social Media Environment Sangita Thakur Varma, Phd Scholar, ASCO, Amity University; Dr Mamta Mahapatra, Associate Professor Centre Head for Organisational Psychology, Amity University Uttar Pradesh
	Rise Of Citizen Journalism In Rural India: A Case Study Of CGNET Swara Santosh Kumar Biswal, Assistant Professor, SIMC, Pune
	Citizen Journalism In The Digital Age: The Dynamics Of Information And Opinion Dr. Reetamoni Das, Assistant Professor, Amity University, Mumbai
	Influence of Digital Media on Regional Media Houses: A Case Study on <a href="http://www.daijiworld.com">www.daijiworld.com</a> Nithesh Kumar K S, Assistant professor, Manipal Institute of Technology
	How development is reported in print media? - Case study of Pune Smart City Project Yogesh S. Borate , Tushar Rupanavar; Assistant Professor, Department of Communication and Journalism, Savitribai Phule Pune University, Ranade Institute Campus, Deccan

**INTEGRATED THEME TRACK- ( 22/09/ 2018; 1:30 PM) (Classroom 3)**

<b>Integrated theme</b>	Bringing in innovative metrics towards measuring video advertising effectiveness using the cutting-edge technology of eye-tracking Josraj Arakkal, Adjunct Faculty, SIMC & Dr. Preetha Menon, Head, SCBS, SIU
	A Case Study on effectiveness of social media in facilitating women entrepreneurship: PULA Facebook Group Dr. Madhura Bedarkar, Assistant Professor; Dr. Mahima Mishra, Assistant Professor, Symbiosis Institute of Business Management Pune
	Influence of consumers's perceived personality on car buying decision Dr. Pushkar Phadtare, Adjunct Professor, SIMC, Pune