



St. Philomena's College (Autonomous) Mysuru

The Postgraduate Department of Journalism and Mass Communication

A Two-Day International Conference on

Reimagining Communication in the 21st Century: Sociological, Political, and Economic Perspectives

20 - 21, March 2025

**Venue: St. Philomena's College
Mysuru, Karnataka, India**

Highlights of the Conference

**Interactive discussions with global
scholars and experts**

**Exploration of media's role in socio -
political transformation**

**Cross-cultural dialogue to promote
global connectivity and cooperation**

**Publication of selected research papers
in an ISBN-edited book**

Hybrid Mode: Online participation is allowed only for participants from abroad.



About the Conference

The 21st century is redefining communication, pushing the boundaries of media, politics, society, and economics. This international conference explores the sociological, political, and economic dimensions of communication in an increasingly interconnected and digitalized world. While challenges such as misinformation, media ethics, political polarization, and financial fraud pose significant risks, communication also holds transformative power, revolutionizing how societies interact, access information, and drive social change. The integration of legacy media, digital media, and artificial intelligence has democratized information access, fostering greater civic engagement, global connectivity, and economic opportunities. Social media platforms promises to empower marginalized voices, facilitate social movements, and increase public participation in governance. AI-driven innovations have enhanced data-driven decision-making, improved accessibility for differently-abled individuals and streamlined communication across industries.

By fostering cross-cultural exchanges and interdisciplinary dialogue, this conference will bridge local and global perspectives while laying the foundation for long-term collaborations in research and policymaking. Combining academic rigor with practical insights, it aims to generate actionable solutions and innovative strategies to address contemporary communication challenges. The conference will serve as a crucial platform for scholars, media professionals, and policymakers to tackle some of the most pressing global issues. Through an interdisciplinary approach, it fosters collaboration, innovation, and the development of strategies for a more informed, inclusive, and equitable digital society.



About St. Philomena's College

St. Philomena's College established on October 9, 1946, stands as a beacon of academic excellence and inclusivity. It was the first private First Grade College in the Mysore region, a visionary initiative of His Excellency Rt. Rev. Dr. Rene Feuga, the first Bishop of Mysore, supported by the royal Wodeyars. Affiliated with the University of Mysore, the college pioneered higher education with its Science Degree programs. Guided by the motto "Caritas in Scientia," the institution has flourished into a vibrant academic community, offering diverse undergraduate, postgraduate and Ph.D. programs. Recognized as a College of Excellence by the UGC in 2015 and accredited with an A+ grade by NAAC, the college combines tradition and innovation. St. Philomena's College attracts students from different cultural backgrounds across the globe and various parts of the country, fostering a dynamic and multicultural learning environment. With a rich heritage and state-of-the-art infrastructure, it aspires to evolve into a university, while continuing to nurture a global and inclusive student body.



About the Department

The Department of Journalism and Mass Communication at St. Philomena's College is a hub of academic and professional excellence. Established in 1996 with an undergraduate program, it has grown into a thriving centre for media education, launching its postgraduate program in 2013. Recognized as a research centre by the University of Mysore in 2019, the department emphasizes research-oriented and industry-driven learning. Through its undergraduate and postgraduate programs, it equips students with the skills and knowledge required to excel in the rapidly evolving media landscape. The department fosters critical thinking, innovation, and ethical practices, shaping future-ready media professionals and scholars who contribute meaningfully to society. In 2015, the department introduced the B.Voc in Media and Entertainment program, a specialized undergraduate course designed to align with current trends in the media industry and adapt to evolving communication technologies.





Prof. B.P. Sanjay

Senior Professor
Manipal Institute of
Communication, MAHE



Prof. Srinivas Melkote

Professor Emeritus
Bowling Green State University,
USA



Prof. Vinod Pavarala

Senior Professor
& UNESCO Chair on
Community Media, UOH



Prof. Sundeep R. Muppidi

Professor
University of Hartford
USA



Prof. N. Usharani

Former Professor & Director
University of Mysore

Let's Meet on One Platform to Rethink Communication in the 21st Century

Stay tuned for updates as we
announce more prominent
resource persons soon!



Dr. Arpan Yagnik

Associate Professor
Penn State Behrend
USA



Prof. Mohan Dutta

Dean and Chair,
School of Communication
Massey University, NZ



Prof. Mira K Desai

Professor and Head
SNDT Women's University
Mumbai



Prof. Usha Raman

Professor
Dept. of Communication
University of Hyderabad



Dr. Asha Krishnaswamy

Former Spl correspondent
Deccan Herald,
Independent Journalist,
Media Trainer



Prof. Biswajit Das
Rtd Prof. & Founding
Director of CCMG
Jamia Millia Islamia, New Delhi



Prof. Ujjwal K Chowdhury
Director-General,
MSEED, Mumbai,
Vice President, GMEC



Dr. Shashidhar Nanjundaiah
Professor & Dean
School of Digital Media &
Communication
Mahindra University, HYD

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Dr. Dhiman Chattopadhyay
Associate Professor
Shippensburg University, USA
Former Editor TOI & Mid-Day.com



Ms. Malavika Melkote
Director, AI & Analytics
Industry Expert
USA

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announce more prominent
resource persons soon!**



Dr. Vandana Pednekar-Magal
Professor
Institute of International Business
Georgia State University
USA



Prof. Niranjan Vanalli
Vice Chancellor
Bangalore North University



Dr. Satish Kolluri
Associate Professor
Dyson College of Arts and Sciences
Communication and Media Studies
New York, USA



Prof. A. S. Balasubramanya
Rtd. Professor, Dept of
Mass Communication & Journalism,
Karnatak University, Dharwad

Conference Tracks

Sociological Perspectives

- Role of legacy media in the era of digital media
- Cultural hybridization and communication trends
- Communication strategies for socio-economical change
- Legacy media's role in fighting fake news
- Cultural identity in a hybrid media ecosystem
- Role of new media in cultural hybridization
- Community building in the age of new media
- Social media and grassroots activism
- Gender dynamics in media representation
- Role of digital natives in 21st century
- Cultural narratives and gender equality
- Preserving trust in legacy media
- AI in propagation of misinformation
- The role of algorithms in shaping public opinion
- Cross-media collaboration against misinformation
- Deepfakes and synthetic media
- Effectiveness of convergence of digital media & AI in socio-political communication
- Need for rethinking communication flow in the global age
- Digital harassment and gender-based violence
- Portrayal of gender in 21st century media
- Interactive storytelling in the era of cross-media platforms
- Impact of user generative content on society
- Communication strategies in disaster management

Political Perspectives

- Role of social media in setting political agenda
- Media as a tool in nation-building
- Role of media in political polarization
- Media narratives in modern conflicts
- Communication in authoritarian and democratic regimes
- Cyber security and the politics in digital communication
- Fake News, propaganda, and electoral integrity

Economic Perspectives

- Digital inclusion and economic development
- Gig economy and communication platforms
- Effects of communication on consumer behaviour in a post-pandemic economy
- Communicating in a world of automation, remote work, and gig economies
- Culturally sensitive messaging in financial inclusion
- Empowering marginalized groups: Communication strategies in financial literacy
- Communication strategies in creating awareness about E- Fraud
- Social media in a tourism economy

Registration Fee

Category	Early bird	Late Registration
Indian Participants		
Research Scholars	₹1500	₹2000
Faculty/Industry	₹2000	₹2500
Students	₹500	₹700
Asian Participants		
Research Scholars	\$25	\$30
Faculty/Industry	\$30	\$35
Non-Asian Participants		
Research Scholars	\$40	\$45
Faculty/Industry	\$50	\$55
Participation	₹1000	₹500 (For Students)

Important Dates

Abstract Submission Deadline	February 23, 2025
Abstract Review Notification	February 24, 2025
Registration Deadline	February 25, 2025
Full Paper Submission	March 10, 2025

Abstract Submission



For Registration



Registration Details

Bank Name: South Indian Bank (India)
AC Holder Name: St. Philomena's PG College
AC Number: 05240530000012219
IFSC Code: SIBL0000524
Swift Code: SOININ55008
Branch: Bannimantap, Mysore, Karnataka, India

Publication Opportunity

All accepted research papers presented at the conference will be eligible for publishing in ISBN proceeding and selected full length research articles will publish in an edited book with an ISBN number. This provides a lasting academic contribution and an opportunity for participants to disseminate their research to a global audience.

Conference Committee

Conference Chief Patrons:

Rev. Dr. Lourdu Prasad Joseph, Rector

Dr. Ravi J.D. Saldanha, Principal

Contact Us

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Mr. Ravithej S P, Assistant Professor

Mr. Sanju T S, Assistant Professor

Dr. Yamuna , Assistant Professor

Join us on whatsapp



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Cultural Night

Experience an enchanting cultural night featuring the legendary classical music maestro Dr. Mysuru Manjunath & group and a mesmerizing Bharatanatya performance by the renowned Nandini Nrithyalaya director Vidwan R. Kannan



Accommodation

The registration fee does not include accommodation. However, affordable lodging options are available in & around the college premises. Feel free to contact us for specific lodging inquiries.

Mesmerising Mysuru



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