



**St. Philomena's College (Autonomous) Mysuru**

**The Postgraduate Department of Journalism and Mass Communication**

**A Two-Day International Conference on**

# **Reimagining Communication in the 21<sup>st</sup> Century: Sociological, Political, and Economic Perspectives**

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**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 21<sup>st</sup> 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



**Dr. Arpan Yagnik**

Associate Professor  
Penn State Behrend  
USA



**Prof. Mohan Dutta**

Dean and Chair,  
School of Communication  
Massey University, NZ

# Let's Meet on One Platform to Rethink Communication in the 21<sup>st</sup> Century

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



**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

# 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 21<sup>st</sup> 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 21<sup>st</sup> 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
<b>Indian Participants</b>		
Research Scholars	₹1500	₹2000
Faculty/Industry	₹2000	₹2500
Students	₹500	₹700
<b>Asian Participants</b>		
Research Scholars	\$25	\$30
Faculty/Industry	\$30	\$35
<b>Non-Asian Participants</b>		
Research Scholars	\$40	\$45
Faculty/Industry	\$50	\$55

## 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 article 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

### Email:

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### Conveners:

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### Phone:

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### Co- Conveners:

Mr. Raviraj I V, Assistant Professor  
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

Immerse yourself in an enchanting cultural experience as we celebrate diverse traditions. The evening promises to connect hearts and cultures, offering a glimpse into the rich heritage of India and beyond.



## 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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