

Report on Participation in the 31st AMIC Annual Conference

Organized by: Asian Media Information and Communication Centre (AMIC)

Host Institution: SNDT Women's University, Mumbai

Dates: October 9–11, 2025

The Department of Journalism and Mass Communication, St. Philomena's College (Autonomous), Mysuru, had the privilege of participating in the 31st Annual Conference of the Asian Media Information and Communication Centre (AMIC), held from October 9 to 11, 2025, at SNDT Women's University, Mumbai. The AMIC Annual Conference is recognized as one of Asia's most prestigious academic events in the fields of journalism, mass communication, and digital transformation. It brings together communication scholars, media educators, professionals, and researchers from across the globe to exchange ideas and discuss emerging trends in the ever-evolving media landscape.

For the 2025 edition, the conference received an overwhelming 629 abstract submissions from scholars across Asia and beyond. Out of these, 220 research papers were selected for presentation after a rigorous blind peer-review process conducted by 59 international reviewers. The accepted papers were presented across 17 parallel sessions, covering diverse themes such as digital transformation, AI in media, strategic communication, media literacy, and the redefinition of communication competencies in the digital era.

Day 1 – Thursday, October 9, 2025

The conference commenced with the Opening Ceremony, which began with the SNDT Hymn and the AMIC Hymn, followed by a vibrant cultural presentation by the host institution. The traditional lighting of the lamp ceremony symbolized the inauguration of the event.

The welcome messages were delivered by Prof. Jose Maria G. Carlos, Chairperson of the AMIC Board of Management; Prof. (Dr.) Ujwala Chakradeo, Honorable Vice Chancellor of SNDT Women's University; and Dr. Crispin C. Maslog, Chairperson of the AMIC Board of Directors.

The Keynote Addresses were delivered by two eminent global leaders: Dr. Bambang Brodjonegoro, Dean and CEO of the Asian Development Bank Institute, and Mr. Guilherme Canela de Souza Godoi, Director, UNESCO Division for Digital Inclusion and Digital Transformation. Both speakers emphasized the importance of ethical and inclusive communication in the age of artificial intelligence and digital convergence.

This was followed by a conference overview presented by Mr. Ramon R. Tuazon, AMIC Secretary-General, and Dr. Marco M. Polo, AMIC Vice Chairperson.

The first plenary session, titled "Creative and Innovative Strategic Communication, PR and Advertising Strategies with Digital Transformation," featured distinguished panelists including Ron Jabal, Chairman and CEO of PAGEONE Group; Mr. Krishnan Subramanian, Disruption Consultant; and Mr. Bharatendu Kabi, Executive Vice President & Group Head of Media and Communications, JSW Group. The session was moderated by Dr. Sunitha Chitrapu, an independent researcher from Mumbai.

A Presidential Address was then delivered by Prof. (Dr.) Ujwala Chakradeo, followed by the Conferment of the 2025 AMIC Asia Communication Awards, where outstanding communication professionals were recognized for their contributions to the field.

After the lunch break, the second plenary session titled “UNESCO Emeritus Dialogue: Policy Options and Challenges in Navigating Digital Transformation in Asia” was conducted in partnership with UNESCO’s Internet for Trust Knowledge Network. Experts including Dr. Christophe Gauthier, Dr. Chandrabhanu Pattanayak, and Dr. Wijayanto shared their insights, with Ms. Ma’aly Hazzaz, Advisor for Communication and Information for South Asia (UNESCO New Delhi), moderating the discussion.

In the afternoon, parallel sessions began, covering topics such as harnessing digital transformation for innovative campaigns, ethical issues in going digital, media literacy, and managing digital transformation in media organizations.

The day concluded with Master Classes by eminent scholars. Notably, Dr. Kamolrat Intaratat and Dr. Hussaporn Thongdeang from Thailand conducted a session on “Artificial Intelligence for International Publication,” while Ron Jabal led a session titled “Reputation 5.0: Building Trust in the Age of Digital Transformation.” These sessions provided participants with valuable insights into advanced research and professional practices.

Day 2 – Friday, October 10, 2025

The second day began with Plenary Session 3, titled “Redefining Communication Competencies in Today’s Digital Ecosystem: Rewriting the Communication Curricula.” Distinguished speakers included Dr. Karlyga Myssayeva (al-Farabi Kazakh National University), Prof. Pascal Guenee (Paris Dauphine-PSL Journalism School), Dr. Ma. Diosa Labiste (University of the Philippines), and Dr. Nozima Muratova (University of Uzbekistan). The session was moderated by Prof. Mira K. Desai, Senior Professor and Head, University Department of Extension and Communication, SNDT Women’s University.

Subsequently, parallel paper presentation sessions were held under various themes such as media and digital literacy, evolution of journalism practices, AI-driven PR and advertising, and redefining communication curricula.

During these sessions, postgraduate students from St. Philomena’s College under the mentorship of Dr. Venugopal Gowda M.K presented their research papers. Out of six student papers accepted for presentation, four students Prajwal, Sristi Chakma, V. Kiran, and Vaishnavi S. Patil presented their work in person, while Dr. Venugopal Gowda presented on behalf of Lhakpa Dolma and Razia Mahdis, who were unable to attend due to urgent personal reasons.

The papers presented by the department covered contemporary and socially relevant themes such as representation of homosexuality in OTT content, digital media and Afghan women’s perceptions, the influence of social media on body image, food influencer culture, and youth activism in the digital era. These presentations were well-received, and several attendees expressed appreciation for the department’s research quality and thematic relevance.

The afternoon session, titled “India–China Communication Dialogue,” was an important academic exchange featuring scholars from both countries. It included distinguished speakers

such as Prof. Biplab Loho-Choudhury, Prof. K.G. Suresh, Dr. Padma Rani, Dr. Peixin Cao, and Prof. Wang Xiangwei. The dialogue was moderated by Dr. Kalinga Seneviratne and focused on fostering mutual understanding through media and communication research collaborations.

The day concluded with master classes on “Indices in Measuring Quality of Academic Journals” by Dr. Danilo A. Arao (University of the Philippines), and “Revisiting the Art of Storytelling in the Digital Era” by Ms. Shalini Raghaviah, an award-winning filmmaker and communication coach.

Day 3 – Saturday, October 11, 2025

The final day began with Plenary Session 5, titled “The Digital Newsroom: Exploring Policies, Practices, and Innovative Tools.” The session featured experts such as Ms. Urvashi Kapoor (Jagran New Media), Dr. Jessada Salathong (Chulalongkorn University), Dr. V. Vijay Kumar (XIM University), and Dr. Danilo A. Arao. It was moderated by Mr. Laxman Datt Pant, Executive Director of Media Action Nepal.

Further parallel sessions were held in the morning, including special sessions on multi-language abstracts and digital transformation and social change (Digital Maddham Aani Samaj Parivartan).

The afternoon was devoted to a Book Launch for AMIC members, followed by the AMIC General Assembly, where future initiatives and collaborations were discussed.

The Closing Ceremony was graced by Prof. Ruby Ojha, Pro Vice Chancellor of SNDT Women’s University, and Prof. Jose Maria G. Carlos, Chairperson of the AMIC Board of Management. During the closing remarks, participants were commended for their contributions, and a conference declaration was adopted. The event concluded with a group photo session capturing the AMIC community’s diverse representation.

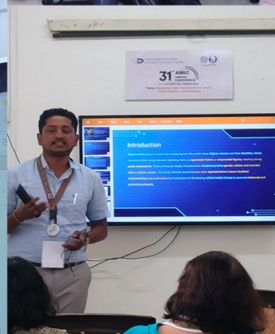
Presentation Summary: Dr. Venugopal Gowda M K and Students’ Research Contributions

At the 31st AMIC Annual Conference held at SNDT Women’s University, Mumbai, Dr. Venugopal Gowda M K, Head and Assistant Professor, Department of Journalism and Mass Communication, St. Philomena’s College (Autonomous), Mysuru, participated as both a researcher and faculty mentor. He co-authored and guided six research papers presented by postgraduate students from the department, representing the institution’s growing engagement in international academic forums.

Under his guidance and co-authorship, the following postgraduate students presented their research papers in various parallel sessions of the conference:

1. Prajwal & Dr. Venugopal Gowda M K ;“Digital Storytelling and Youth Engagement: A Study on Interactive Media Narratives.”

This paper explored how interactive storytelling on digital platforms enhances audience participation and emotional connection among young viewers. It emphasized narrative innovation as a key tool in youth engagement strategies.



2. Sristi Chakma & Dr. Venugopal Gowda M K ; “Portrayal of Women in Regional Cinema: A Comparative Analysis of Kannada and North-Eastern Films.”

The research analyzed gender representation in regional films, highlighting how socio-cultural contexts influence cinematic narratives and audience interpretations of women’s roles in Indian cinema.

3. V. Kiran & Dr. Venugopal Gowda M K ; “Social Media as a Platform for Political Communication: Examining Youth Participation in the Digital Age.”

The study investigated the growing use of social media for political expression and civic engagement among youth, with a focus on how digital platforms shape democratic participation.

4. Vaishnavi S. Patil & Dr. Venugopal Gowda M K ; “Media Literacy among College Students: Understanding News Credibility and Misinformation.”

Based on a quantitative survey of college students, the study assessed media literacy levels and examined strategies to counter misinformation in the digital information ecosystem.

5. Lhakpa Dolma & Dr. Venugopal Gowda M K ; “Cultural Identity and Communication among Tibetan Youth in Diaspora.”

This paper examined how Tibetan youth in exile negotiate cultural identity through communication practices, social media use, and transnational cultural exchange.

6. Razia Mahdis & Dr. Venugopal Gowda M K — “Representation of Afghan Women in Global News Media.”

The research critically analysed global media portrayals of Afghan women, exploring themes of victimization, empowerment, and cultural framing in international journalism.

While four students Prajwal, Sristi Chakma, V. Kiran, and Vaishnavi S. Patil personally presented their co-authored papers at the conference, Dr. Venugopal Gowda M K presented on behalf of Lhakpa Dolma and Razia Mahdis, who were unable to attend due to personal reasons.

The co-authored works reflected the department’s strong research culture and interdisciplinary orientation, addressing issues of media transformation, identity politics, and ethical communication in the digital age. The participation not only strengthened the research visibility of St. Philomena’s College but also provided valuable international exposure to young scholars under the mentorship of Dr. Venugopal Gowda M K.

Below are the details of student participation:

Sl. No.	Name of the Student	Title of the Paper	Mode of Presentation
1	Lhakpa Dolma	<i>Exploring the Representation of Homosexual Love in Movies and Series Available in Amazon Prime and Netflix Over the Last One Year: A Comparative Study among Western and Indian OTT Contents</i>	Presented by Dr. Venugopal Gowda on behalf of the student
2	Prajwal	<i>Role of Cinema and OTT Content’s in Fostering Cultural Hybridization in Language Efficiency in the Digital Age: A Study among</i>	Presented by the student and Dr. Venugopal Gowda on

		<i>Youths</i>	behalf of the student
3	Razia Mahdis	<i>Digital Media and the Perception of Afghan Women: Exploring the Influence of Media Narratives on Students</i>	Presented by Dr. Venugopal Gowda on behalf of the student
4	Sristi Chakma	<i>The Influence of Social Media on Gen Z's Perception and Adoption of Skincare Products: A Positive Approach to Body Image and Self-Care</i>	Presented by the student and Dr. Venugopal Gowda on behalf of the student
5	V. Kiran	<i>The Role of Instagram Food Influencers in Shaping Eating Habits and Food Cultural Exploration</i>	Presented by the student and Dr. Venugopal Gowda on behalf of the student
6	Vaishnavi S. Patil	<i>The Role of Social Media in Shaping Youth Activism in the Digital Transformation Era: A Comparative Study on Genders</i>	Presented by the student and Dr. Venugopal Gowda on behalf of the student

Department's Contribution and Outcome

The participation of St. Philomena's College, Mysuru, was highly significant, with multiple papers accepted and presented at an international platform. It demonstrated the department's commitment to academic excellence, research innovation, and student mentorship. The engagement also provided a valuable opportunity for the students to gain international exposure and interact with scholars from renowned global institutions.

Dr. Venugopal Gowda M.K, as faculty mentor and representative, ensured that the department's research work was effectively presented and recognized. The participation enhanced the department's visibility and academic reputation in international forums.

The 31st AMIC Annual Conference 2025 proved to be a profoundly enriching academic experience for the Department of Journalism and Mass Communication, St. Philomena's College. The conference offered a global platform for learning, collaboration, and exchange of ideas, aligning perfectly with the department's vision of nurturing research-oriented, globally aware communication professionals.

The department expresses its sincere gratitude to Rev. Father Rector and Principal for granting permission and financial support for participation, and to the college management for their continuous encouragement of academic and research endeavours.

All presentation certificates for Dr. Venugopal Gowda M K and the student presenters have been attached to this report as supporting documentation.

Submitted by:

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Date: 17 October 2025