



International Conference

on

Mass Communication, Multimedia, Myths, Archetypes, Film Studies, Visual Culture: Principles and Practices (Mass-Comm. -2019)

Organized by

“Krishi Sanskriti Publications”

On

4th May 2019

Venue:

Jawaharlal Nehru University, New Delhi

CALL FOR PAPERS AND CONFERENCE THEMES:

Mass-Comm. - 2019 warmly welcomes each one of the individuals and supporters from worldwide to attend our inaugural edition of International Conference on **Mass Communication, Multimedia, Myths, Archetypes, Film Studies, Visual Culture: Principles and Practices (Mass-Comm. -2019)**, on 4th May 2019 held in JNU, New Delhi. This conference will provide valuable teaching and networking, but choosing which to attend can be overwhelming, from digital media to editing to data journalism, there are options around globe. Being a Pioneer we have been continuously producing high-quality conferences, meetings, workshops and symposia in all major fields of science, technology, Management, Humanities and medicine.

Topics of interest for submission include various subthemes, but are not limited to the conference aims. The aim of the **(Mass-Comm. - 2019)** conference is to provide a forum for laying the foundations of a new principled approach to Mass Communication, Journalism, Advertising, Broadcasting, Film Studies, Visual Culture, Information and Multimedia Technology. To this end, the Conference aims to attract participants with different backgrounds, to foster cross-pollination between different research fields, and to expose and discuss innovative theories, frameworks, methodologies, tools, and applications. All contribution should be of high quality, Original and not published elsewhere or submitted for publication. During the review period, Papers will be reviewed by eminent scholars in the respective areas. All Selected papers will be published in International Journal having ISSN No./ Conference proceeding/ As a chapter in edited book with ISBN No.

Themes:

Media and Mass Communication

- Communication and Culture
- Communication and Multi-Media Campaigns
- Communication Technology and Digital Media
- Media Industry Trends and Dynamics

- Media, Information and Communication Literacy
- Media and Democracy
- Media Ethics
- Media Law and Regulation
- Media Education Research
- Media Management
- New Technologies and Innovation
- Newspaper
- Radio, Television and Entertainment Studies
- Radio-TV Journalism
- Social Media
- Telecommunications
- Visual Arts & Visual Communication
- Web-based Journalism

Communication and Media Studies

- Media Cultures
- Cultural representation and power in media
- Politics of media and media in politics
- Censorship, affront and censoriousness in media
- Media Theory
- Psychology of media and communications
- The idea of the virtual
- Cybernetics
- Media discourses
- Media analytics
- Media Technologies and Processes
- Mass media and broadcast media: television, radio, newspapers, magazines
- Cinema and documentary
- Typographic media
- Internet and online media
- Social media
- Media Business
- Media management
- Intellectual property
- Globalization of media
- Advertising and marketing

- Media Literacies
- Media education
- Media training and workforce development
- The mass media
- The grammar of the visual
- The image as text
- The image as art
- Image techniques
- The cognitive science of perception
- Visualization
- Technologies and techniques of representation
- Visual arts practices
- Photography
- The moving image
- Aspects of vision: viewpoint, perspective, interest
- Digital capture and manipulation of images
- Archiving the image

Myths, Archetypes and Symbols

- From *The Age of Fable* to *The Golden Bough* and beyond
- The functions and cultural impact of myths, archetypes and symbols
- The locality and universality of myths, archetypes and symbols
- Monotheism, polytheism, pantheism
- Gods, demigods and heroes
- Myth, ritual and the sacred
- Holy books and early writings
- Myth-revision from antiquity to the 21st century
- Mythology and language
- Mythology and science
- Mythology and religion
- Mythology and visual arts
- Mythology and music
- Mass-media and myth creation
- Mythography and mythopesis
- Euhemerism – history and imagination
- Patterns, prototypes, stereotypes
- Ethos and eidos
- Jungian archetypes
- Archetypal characters in literature and film
- Archetypal symbolism
- Archetypal psychology
- Archetypal pedagogy
- Symbols – context and meaning
- Major themes, motifs and symbols
- The meaning and symbolism of colours
- The meaning and symbolism of numbers
- Signs, emblems and icons
- Semiotics and symbolism

Film Studies: "Identity, Projection and the Other"

- Visual Creation and Case Studies
- Advertising Film Studies
- Advertising Program Production
- Advertising Image Production
- Multimedia
- Radio & Television

- History of Broadcasting
- Communication Aesthetics
- Communication Theories
- Digital Communication and Cultural Studies
- Advanced Communication Theories
- Mass Communication Research

Information and Multimedia Technology

Web and Internet Systems and Tools

- Internet Search Technologies
- Optimization Techniques
- Protection and Security
- Privacy
- Parallel and Distributed Processing
- Java based Applications for Web
- Computer Vision

Multimedia Information Systems

- Operating System Support for Multimedia
- Multimedia Communication Systems
- Multimedia Networking
- IP based Networks

Data Management

- Multimedia Databases
- Digital Libraries
- Data Modelling
- Data Warehousing
- Data Mining
- Database Ontology

Computing Systems

- Communication and Information Theory
- Communication Systems and Networks
- Computer supported cooperative work
- Data communications
- Mobile Networks & Services
- Network Security
- Networking Algorithms and Performance Evaluation
- Networking Theory
- Neural Networks Applications
- Optical Communications and Networking
- Optical fiber communications
- Satellite Communication Systems
- Signal Processing for Communications
- Software architectures and design
- Software processes and workflows
- Software testing and analysis
- Web Engineering
- Wireless Communications and Networking
- Wireless Sensor Networks
- Artificial Intelligence and Expert Systems,
- Bioinformatics and Scientific Computing
- Cloud Computing
- Computer Graphics & Virtual Reality

Important Dates

Last date of Abstract Submission:

29th April 2019, Email: info.confernedelhi@gmail.com

Last date of Full Length Research Paper & Copyright Form submission:

30th May 2019, Email: info.confernecedelhi@gmail.com

Last date of Submission of Registration Details:

1st May 2019.

Accommodation

Free one day Accommodation will be available to the limited no. of out station non N.C.R. Delegates at JNU guest house and nearby other guest houses/hotels around conference venue.

The Tariff rate for next day and subsequent day accommodation is as follows: Double-bed Room @ Rs.900/- per person (Indian non N.C.R. delegates) and 35 USD for Foreign delegates on sharing basis per day (check out time noon to noon).

To and fro transportation facility from guest house to the conference Venue will be provided by the organizer.

NOTE: In case Research article is accepted by the editorial committee it will be published and released on the day of conference in case the delegates are not able to physically present their paper due to some or other reason his/her research paper will be published (in absentia) and published copy along with certificate will be dispatched to his/her correspondence address by post just after the conference at no extra cost. **All communication should be by e-mail/online only (no hard copy is required to be posted).**

Mandatory steps to be followed:-

1. Abstract should be maximum **300 words**, full length research paper should be maximum **6 pages**.
2. In case of multi authored research paper, at least one Registration is mandatory.

Registration

Registration Charges:

Categories	Indian Delegates	Rest of the countries
Academic faculty/Industrial Delegates	3000 INR	250 USD
Research Scholars(Ph.D.)	2500 INR	200 USD
Students(UG and PG)	2000 INR	150 USD
Printing of Additional Pages as chapter in edited book/proceeding /in Journals	400 INR	20 USD
Listener / Accompanying Member (only Indian Delegates)	1000 INR	**
Print copy of research article as chapter in edited book/ proceeding/ Journal & Certificate (additional copy) for Co-Authors (if required in absentia)	700 INR	30 USD
Only Print copy of research article as chapter in edited book/ proceeding /Journal (additional copy) for Co-Authors (if required in absentia)	400 INR	25 USD
Only Certificates (Co-Authors in absentia)	400 INR	20 USD
Additional Research paper for same authors	1000 INR	35 USD

****Foreign Participants as listener are not allowed, only authors from foreign country/countries will be allowed in this conference.**

For further information and Latest Updates

Visit our Website:

<http://www.krishisanskriti.org/mass4.html>

Email: info.confernecedelhi@gmail.com

3. In case other author/co-author wish to physically attend the conference they need to pay full Registration fees individually, separate Journal & Certificate along with the conference kit will be issued to them. Co- Authors are requested to fill & submit separate Registration forms in case they are physically attending the conference.
4. Charges for extra copy of Journal/ Certificate for other Co-author (if required) should be paid along with preliminary Registration by the corresponding author.
5. Co-Authors will not be considered as accompanying person. Listeners are not entitled for free accommodation (it will be on paid basis). However they will be issued conference kit and participation certificate.
6. All Selected papers will be available online after 15 to 20 days of conference date over.

The participants are requested to register by sending the duly filled Registration form through e-mail along with their research paper and registration fees (**through RTGS/ Wired Transfer or Online Transfer**)

Bank Details mentioned below for RTGS/ Wired Transfer or Online Transfer:

Beneficiary Name : Krishisanskriti Publications

Bank Name : Canara Bank

Bank Address : Jit Singh Marg, New Delhi

Account No. : 1484201003088

Account Type : Current

IFSC Code : CNRB0001484

Swift Code- : CNRBINBBID

Dr. Vikas Rai
Organizing Secretary

Dr. S. K. Yadav
Convener

Dr. G. C. Mishra
Conference Chair

Contact No. : +91-8527006560