

GCEC

Global
Communication
Education
Conclave

CALL FOR PAPERS



Global
Communication
Education Conclave
2021-22

**Media, Communication and Media
Education in Independent India:
75 years and beyond**

The Context

Seventy-five years in the life of a nation-state is an appropriate occasion to look back and introspect. It is also an apt occasion to take stock of what the future might look like.

The media sector and media and communication education in independent India have evolved and arguably kept pace with the social, political, cultural, technological, and economic imperatives.

The First Press Commission report of 1954 was the first-ever major initiative in new India to systematically gather information about the Press in Independent India. In 1952, according to the Press Commission Report, there were 330 daily newspapers in India with a combined circulation of over 25 lakhs. Forty-one of these newspapers were in English with a circulation close to 7 lakhs. There were 76 Hindi newspapers with a circulation of 3.8 lakhs, while 7 Bengali newspapers accounted for circulation of 2.4 lakhs. Interestingly there were 76 Urdu newspapers at that time with a circulation of 2.13 lakhs. The Press Commission report estimated that almost one-third of the expenditure on printing a newspaper those days were spent on newsprint, much of which was imported. The national average circulation was 5.4 papers for every 1000 people.

Seven decades later, in 2021, the Media and Entertainment sector in India is estimated to be worth Rs 1.7 lakh crores. There are over 392 news channels in India and over a thousand publications affiliated with the Indian Newspapers Society. The digital and online gaming sectors are growing the fastest. Most traditional media outlets also have their digital twins. US-based Big five — Apple, Google, Facebook, Amazon and



Microsoft — have heralded what is known as the Platform Society, and they dominate the Indian mediascape as well. This 'platformisation' has led to new forms of content aggregators and news producers. According to many scholars, one of the significant challenges facing journalism is ontological — informing, and gatekeeping is no longer the sole preserve of professional journalists. Data journalism is an essential addition to the repertoire of professional journalists and is often regarded as a necessary form of evidence-based journalism.

The Covid-19 pandemic has necessitated many more changes in journalistic

content and the format in which information is presented. More and more communicators are focusing on 'user experiences' while deciding on journalistic content and design. The use of Artificial Intelligence-based technology for generating news ideas and generating content from templates is another important development in media and communication. This technology makes it possible to identify newer audiences and also creative distribution strategies. In addition, the OTT platforms have led to more niche content targeted at different groups. These opportunities have also led to debates on misuse of technology especially concerning digital surveillance and dissemination of fake content.

If media was print dominated in the second half of the 20th century in India, it became decidedly television dominated in the first twenty years of this century, with cinema having pride of place being the land with the highest number of films produced globally (though less than 3% of the cinema revenues of Hollywood, which is the largest cinema economy of the world). However, with the onset of COVID induced social restrictions and digital upswing, the web is becoming the



dominant media platform, effectively a convergent medium with web entertainment, web journalism, and web-based branding and marketing coming up fast. As an example, since March 2020, the Netflix subscriptions in India have gone up eight times till August 2021. Television and radio have also consistently grown, and TV is the largest pie of the media economy for two decades now, with digital growing at the fastest pace and print media revenues falling the most.

On the brand communication front too, traditional print-TV-outdoor advertising led branding is being expanded to digital branding, new media public relations, digital and blended events, branded content et al. Both advertiser-marketer-sponsor generated revenue, and viewer-listener-reader generated revenue (i.e., income from both the secondary and primary audiences of media) has been on the rise over the last one decade, more so in recent times. It is a different thing that with the decline in economic growth, there has also been a fall in the growth of the media and entertainment sector in absolute terms, though the rate at which media economy has grown has been constantly higher than the rate at which the economy has grown each year since 2000, according to the FICCI Frames reports of all these years.

Media and Communication Education in India has also come a long way. From a handful of universities offering post-graduate diplomas and degrees in the 50s to hundreds of universities, institutes and colleges with diverse pedagogies, curriculum and curriculum-delivery mechanisms, these institutes traverse the entire spectrum from training programmes to critical and interpretive approaches, and in diverse areas of media, communication and entertainment encompassing journalism, entertainment and brand communication.

Global Communication Education Conclave

The Global Communication Education Conclave, a unique 75-day event involving Indian and global academics and professionals, intends to celebrate this diversity with scholarly contributions from varied perspectives. Scholars from the field of Media and Communication and related fields are invited to submit abstracts for presentation at the online conclave starting from October 21, 2021, and ending on April 10, 2022.

We invite you to submit a 250-word abstract mentioning the central premise, methods and significant implications along with 5-7 keywords. Try to avoid overly broad keywords. The abstract should be precise, informative and serve as a standalone piece. The abstract should not contain unexplained abbreviations or acronyms. The work should not be published previously nor be under review in another publication/conference. All abstracts will be peer reviewed. One author can make only one submission as a principal author. The GMEC Review Board will send their decisions on abstracts following peer review by **October 15, 2021**. The authors of the accepted abstracts will be invited to make short presentations on a specified date at the 75-day long online conclave to be held from October 25, 2021, to April 10, 2022. The date and time of presentation will be specified in the acceptance emails sent to authors of the accepted abstracts.

Authors of accepted abstracts will be required to send a full paper by **November 30, 2021**. The full paper may be in the form of commentary, review or article. The maximum word count for full papers will be 2000 (including



references).

These accepted papers will be published in edited books (with ISBN). We intend to publish three different edited books as part of the Global Communication Education Conclave. These edited books will be organised thematically.

We will follow the APA Style (7th Edition) for these edited books. Authors of accepted papers, will have to follow the APA Style (7th edition) for text formatting, references, in-text citation and text indents.

We urge authors to kindly follow the Committee on Publication Ethics (COPE) Guidelines on Good Publication Practice. The COPE guidelines define Plagiarism as: *'It ranges from the unreferenced use of others' published and unpublished ideas, including research grant applications to submission under "new" authorship of a complete paper, sometimes in a different language. It may occur at any stage of planning, research, writing, or publication: it applies to print and electronic versions'*.

It suggests: *'All sources should be disclosed, and if large amounts of other people's written or illustrative material are to be used, permission must be sought.'*

Research Areas

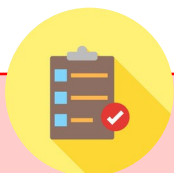
The following is an indicative list of topics for the conclave, broadly to be referred for themes for the papers.

- 👉 Journalism in post-Independent India
- 👉 Journalism Pedagogies
- 👉 Indian Journalism and Freedom Movement
- 👉 Media and Cyber Laws
- 👉 Media Sociology
- 👉 Media Anthropology
- 👉 Critical Communication Perspectives
- 👉 Visual Communication
- 👉 Artificial Intelligence and Journalism
- 👉 Block Chain Technology and Journalism
- 👉 Computational Methods in Communication
- 👉 Media and Public Sphere
- 👉 Social Network Analysis
- 👉 Humanistic approaches in Media Studies
- 👉 Media, Emotions and Politics
- 👉 Media Production Analysis
- 👉 Instructional Communication
- 👉 Health Communication
- 👉 Trends in Media and Communication Research
- 👉 Media and Technological Determinism
- 👉 Role of Media in National Development
- 👉 Community Media
- 👉 Alternative Media
- 👉 Media and Gender
- 👉 Feminist Media Studies
- 👉 Communication for Social Change
- 👉 Social Media
- 👉 Digital Media
- 👉 Digital Branding
- 👉 Public Relations Today
- 👉 Events as a Tool of Communication
- 👉 Media Credibility
- 👉 Media Economics
- 👉 Fake News and Fact Checking
- 👉 Media and Deliberative Democracy
- 👉 Communication Technologies of the future
- 👉 Film Studies in India
- 👉 Integrated Brand & Social Communication in India
- 👉 Political Communication in India
- 👉 Development Communication in India
- 👉 Global Media Ethics
- 👉 Film Exhibition in India
- 👉 Media and CSR



Abstract, Full Paper Deadlines

Important Dates:



**Abstract Submission
begins:**

September 1, 2021



**Final Date for Abstract
Submission:**

September 30, 2021



**Decision on
Abstract:**

By October 15, 2021



**Full Paper
Submission**

November 30, 2021



Conclave Dates:
October 25, 2021 to
April 10, 2022
(75 specific dates)



**Publication of
Accepted Papers:**

By August 15, 2022

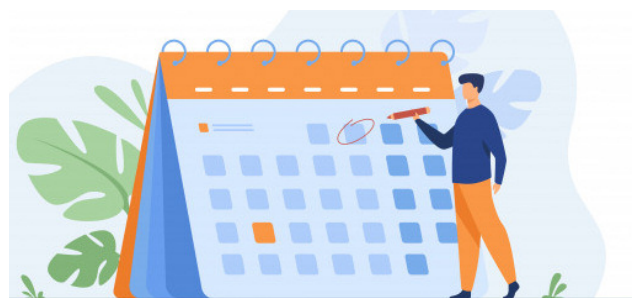
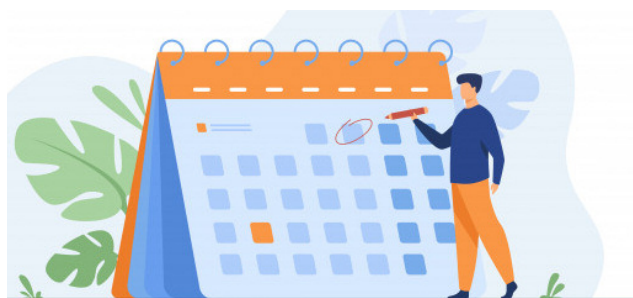
Kindly send the abstract to **gmecsub@gmail.com** as an attachment (either a word document or a pdf file) by September 30, 2021.

The abstract should include the title of the paper. The body text of the abstract should be in Times New Roman, 12-point font. Align text to the left with one-inch margins. Use double spacing.

Type Keywords: (italicized) and then list your keywords after the last line of the abstract.

Write your name followed by abstract in the subject line of the email. (For example, if your name is Nirmala Simons, the subject will be '**Nirmala Simons Abstract**')

Also write your name, designation, institution, email id and Phone Number in the abstract document.



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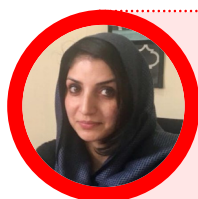

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Global Media Education Council (GMEC)

What?

A global professional body of media educators and practitioners, and media institutes and departments of universities, committed to the cause of nurturing talent for the media and entertainment professional careers of their mentees.

The body contributes to the learning approaches, tools and techniques, and also in selecting the best entry-level talent in media educational institutes.

The Council shall work as a bridge among the three stakeholders: media educators (institutes), learners (trainees) and the industry (recruiters).



Who?

Anyone who is a media and entertainment teacher/educator in a college or university can be Council general member. Executive body is initially nominated, and gradually will be elected. There will be a body of mentors too. And for every major initiative, there will be a Working Committee. Edinbox.in, educational portal from India, has mooted the idea and backing it up initially, and will have two members in the Council executive body for all times. The portal and its management will have an integral role in nurturing this Council.

Where?

The Council is being established in India, first through a non-profit organization by Indian law. Gradually it will have national chapters, apart from a global body.



Why?

1

There is a wide-spread belief that much of the media, communication and entertainment education in India and elsewhere is not adequate for making the learners working professionals in the industry. And there is the need for standardization of syllabi which must balance theory and practice, and the quality of the incoming learners and outgoing trained professionals. The Council will, from time to time, contribute its suggested syllabi on various niche media domains for consideration of institutes.

2

It shall also conduct standardized tests for entry level learners, and later exit level professionals, after their courses are over. There shall be counselling sessions for entry level media learners to help them make an informed choice, along with psychometric test to judge their suitability for the profession.



3

The COVID pandemic has brought in the role of the web led media to the forefront whereas our education of this domain is still steeped in past methods, approaches and tools. There is an urgent need to upgrade these to suit post pandemic web led scenario, whether in journalism, entertainment or brand communication. Hence, newer domains of media and communication learning will have to be identified and nurtured. The Council shall identify and suggest niche areas of learning within media and communication, draft suggested content for the same, and also prepare a list of experts (academic and professional) who can mentor those areas for institutes to contact and engage directly.

4

There is a lot to learn from the best practices of various institutes, universities and L&D departments of media organizations, from different nations and backgrounds. The Council will prepare content on best practices and place on its portal for members to take advantage of on their campuses.



5

The Council will also sensitize media learners and wannabe learners on Media Literacy and Media Convergence focusing on false content busting, understanding good cinema, understanding false advertising, basics of cyber security, understanding the integration of online, offline, on air and on ground media. For this seminars, posters, short courses etc shall be conducted from time to time, and content shall be there in our news-letter too.

6

There is also an urgent need to bring together institutes/ universities and media organizations to mutually support one another: fresh talent from the educational organizations, whereas master classes and practical exposure from the corporates. The Council shall organize seminars, Media Olympiad, conferences, faculty development programs, train-the-trainers programs, et al, to assist the media and communication learning process better.





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