

ICA REGIONAL HUB – MANIPAL 2023

PAPER PRESENTATION GROUPS AND SCHEDULE

Popular Media and Culture Division

Session Chair: Dr. Padmakumar K, Associate Professor & HOD, Corporate Communication, MIC

DATE: MAY 27TH 2023

TIME: 02:00PM – 04:00PM

VENUE: LECTURE HALL 4

1	Rahul Gadekar	Research Executive, MICA	Research on Gratifications of Instagram: A literature review
2	Dr. S. Shridevi	Assistant Professor, Department of Visual Communication, Vels Institute of Science Technology and Advance Studies.	Understanding self-perception of college students through social media lens
	Dr. P. Sri Jothi	Professor and Head, Department of Visual Communication, Vels Institute of Science Technology and Advance Studies.	
3	Udita Singhal	PG Student, Department of Media Studies, Christ University	People's perception of Instagram Advertising of the Cosmetic Sector (after the pandemic)
	Dr. Suparna Naresh	Associate Professor, Department of Media Studies, Christ University	
4	Blanche Fernandes	PG Student, Department of Media Studies, Christ University	The Impact of Instagram Influencer Marketing on Purchase Decisions of Consumers in Bangalore: An Empirical Study
	Dr. Alex P Joseph	Associate Professor, Department of Media Studies, Christ University	
5	Dr. Shirish Kashikar	Professor and Director, National Institute of Mass Communication and Journalism	Content Consumption Pattern of Mass Media in New Normal: A Study of Post Covid- Scenario in India
	Dr. Shashikant Bhagat	Associate Professor, National Institute of Mass Communication and Journalism	
6	Anjali Mukherjee	PG Student, Department of Media Studies, Christ University.	Myth and Mithya of Religious Shows on Indian Television: Evolution, Changing Portrayals & Characterisation, Et al.
	Dr. Kailash Koushik	Assistant Professor, Department of Media Studies, Christ University	
7	Aakansha Sethi	UG Student, Indraprastha College for Women, University of Delhi	The imitation theory: Advertising in India
	Yashika Tanwar		
	Serchen Chokyi		

Mass Communication Division

Session Chair: Dr. Naresh Rao A, Professor, Department of Media Studies, Christ University

DATE: MAY 27TH 2023

TIME: 02:00PM – 04:00PM

VENUE: LECTURE HALL 5

1	Robin Xavier	Assistant Professor and Vice Principal, DePaul Institute of Science and Technology	Evaluating Authenticity as a Variable in Malayalam Newspaper Industry of Kerala
2	Ujjwal Acharya	Managing Director, CMR Journalism Academy, Nepal	A Challenge to Authenticity of Mass Media Communication: A Case Study of Misinformation Landscape of Nepal
3	Syeda Saadia Azim	Research Scholar, Sister Nivedita University	The impact of hate speeches in cultivating authenticity and dismantling authenticity in India
4	L. Ramalakshmi	Assistant Professor, VIT School of Design, Vellore Institute of Technology	Perceived Authenticity of Discourses Produced in Everyday Life: Insights from Chettinad Ancestral Homes.
5	Harikrishnan Bhaskaran	Assistant Professor, Department of JMC, Central University of Himachal Pradesh	This is not real: the discursive construction of authenticity by fact-checkers in South Asian countries
	Aarti Srinath	PG Student, Department of JMC, Central University of Himachal Pradesh	
6	Rita Sapkota	PhD Scholar, Tribhuvan University	What are the interpretations of authenticity in the context of media and democracy?
7	Prof. G Bala Subramaniam Raja	Professor and Head, Department of Communication Manonmaniam Sundarnar University	Analysing the quest to reclaim Authenticity in the present-day Communication Process
	Dr Gnana D. Hans	Assistant Professor, Department of Communication, Manonmaniam Sundarnar University	
	Dr. S Nelson Mandela	Assistant Professor, Department of Animation and Virtual reality, Jain University	
8	Dr. Lokesh Sharma	Head, Department of Mass Communication, Banasthali University	Community Radio Broadcasting: Regaining the lost faith and authenticity of radio broadcasting in India.
9	Dr. Komal Vora Shah	Assistant Professor, Department of Communication and Journalism, Gujarat University	Mapping on use of Media and Need of Media literacy programs for school going children in Ahmedabad Gujarat, India

Visual and Political Communication Division

Session Chair: Dr. Chandana Kumar Vemana, Associate Professor, MIC

DATE: MAY 27TH 2023

TIME: 06:30PM – 07:30PM

VENUE: LECTURE HALL 4

1	Dr. Sunayan Bhattacharjee	Associate Professor, DLHS MAHE Bangalore	Reclaiming the Truth: Bengali Cinema and the LGBTQIA+ Narrative
	Dr. Amrita Chakraborty	Associate Professor, SLS Pandit Deendayal Energy University	
2	Dr. Padmini Jain	Assistant Professor, School of Journalism and New Media Studies, IGNOU	Erotic Content on Hindi OTT Platforms: Analyzing Female's Perspective
3	Dr. Sonali Sharma	Assistant Professor, AJK Mass Communication Research Center	Pursuit of Cinematic Authenticity-“city” in documentaries Cities of Sleep and All That Breathes
4	Ugyal Tshering Lama Yolmo	PhD Scholar, Department of Mass Communication, Sikkim University	Social as a source of political (mis)information: An exploratory study of the authenticity of information and fact-checking
5	Trishna Acharya	Chairperson, Center for Media Research Nepal	Does political communication through New Media influence News Media?
6	Akanksha Singh	PG Student, Department of Media Studies Christ University	Memes as an emerging Political Communication System in India
	Dr. S. Shantharaju	Professor, Department of Media Studies, Christ University	

Communication and Technology Division

Session Chair: Dr. Shubha H.S, Associate Professor & HOD Media Studies, MIC

DATE: MAY 28TH 2023

TIME: 02:00PM – 04:00PM

VENUE: LECTURE HALL 4

1	Prof Dr. Charu Lata Singh	Dean, Vivekananda School of Journalism and Mass Communication (GGSIPU)	Communication: Critical analysis of usage of AI and questions of authenticity
2	Anoushka Agnes Aristotle	PG Student, Department of Media Studies, Christ University	Effects of Instagram on perceptions of body image among college-going men: social comparison
3	Devang Chaturvedi	Assistant Professor, Vivekananda School of Journalism and Mass Communication (GGSIPU)	Social Media and Proliferation of Fake News: Tackling the other Pandemic
	Shubhang Chaturvedi	LLM Candidate, West Bengal National University of Juridical Sciences	
4	Tanushree Sharma	PhD Scholar, Department of Media Studies and Humanities, Manav Rachna International Institute of Research and Studies	Effect of technology driven environment on Indian Millennials: Examining its effect on Social Psychology and authentic self-representations
	Prof Dr. Maithili Ganjoo	Dean, Department of Media Studies and Humanities, Manav Rachna International Institute of Research and Studies	
5	Dr. Kulveen Trehan	Assistant Professor, University School of Mass Communication, GGSIPU	Awakening Youth with New Media Messages to Combat Plastic Pollution in Delhi: A Mixed Method Study
	Bhavana Bhardwaj	Research Scholar, University School of Mass Communication, GGSIPU	
6	Sneha Gore Mehendale	Assistant Professor, Symbiosis Institute of Media and Communication	'Hear' is the real me: Exploring the construction and enactment of authenticity in Indian podcasting
7	Deepti Singh Apte	PhD candidate, FOMC, Symbiosis Institute of Media and Communication	Mobile Image-sharing Practices in Everyday Interactions for Relationship Maintenance
8	Dr. Aahana B. Chopra	Assistant Professor Indraprastha College for Women University of Delhi	Authenticity in Children's Media: Devising a model of consumption of media content by children in India
9	Saloni Bhardwaj	Assistant Professor, Vivekananda School of Journalism and Mass Communication (GGSIPU)	The rise of ChatGPT: Challenges and Opportunities for Authenticity and Intellectual Property Rights in India
	Devang Chaturvedi		
10	Dr. Aahana B. Chopra	Assistant Professor, Indraprastha College for Women University of Delhi	Authenticity of real-life adaptation on OTT: A study of Indian shows
	Dhriti Jain	UG Student, Indraprastha College for Women University of Delhi	
	Ishika Ladda	UG Student, Indraprastha College for Women University of Delhi	

Journalism Studies Division

Session Chair: Dr. Manjushree G Naik, Assistant professor, MIC

DATE: MAY 28TH 2023

TIME: 02:00PM – 04:00PM

VENUE: LECTURE HALL 5

1	Dr. Bhanu Bhakta Acharya	Professor, Dept of Communication, University of Ottawa	State of Authenticity in Online Journalism: How Do Nepali Journalists Strive for Authenticity in Journalism on Digital Platform?
2	Dr. Nimmagadda Bhargav	Assistant Professor, MIC	Unpacking authenticity, authenticator, and authentication in the local journalistic field: Towards a sociology of newswork
3	Dr. Vagdevi H S	Assistant Professor, PG Department of Journalism and Mass Communication, St. Philomena's College	Authenticity in Prime-Time News and Debates: An Analysis
	Mr. Kiran T	PG Student, PG Department of Journalism and Mass Communication, St. Philomena's College	
4	Prof. N Usha Rani	Former Professor, DOS in Communication and Journalism, University of Mysore	An analytical study of authenticity in the discourses of 24x7 prime time TV news debates in India
	Dr. Ashwini Ramesh	ICSSR Post-Doctoral Fellow, Department of Mass Communication and Journalism, Bangalore City University	
5	Vamsi Krishna Pothuru	Junior Research Fellow, Department of Communication, University of Hyderabad	Fact-checking movement in India: Empowering ordinary citizens through digital media literacy
6	Dr. Samiksha Koirala	Assistant Professor, Journalism and Media, Department of Political Science and Sociology, North South University	Examining Digital Threats Against Marginalized Women Journalists: A case study of Bangladesh and Nepal
	Dr. Harisoor Rehman	Associate Professor, Journalism and Media, Department of Political Science and Sociology, North South University	
7	Arjun Chatterjee	PhD Scholar, Hongkong Baptist University	Authenticity in Conflict Reporting
8	Tanushree Sharma	Assistant Professor, Indraprastha College for Women, University of Delhi	Examining the Relationship between Trauma and Gender: A Case Study of Indian Journalists
	Dr. Mou Mukherjee Das	Faculty, Maulana Abdul Kalam University of Technology	
	Dr. Shilpa Kalan	Associate Professor, MAHE	
	Dr. S.K.Biswal	Associate Professor, Department of Journalism and Mass Communication, Rama Devi Women's University	
	Dr. Padmini Jain	Assistant Professor, School of Journalism and New Media Studies, IGNOU	
	Dr. Ravia Gupta	Assistant Professor, Department of Journalism and Media Studies, University of Jammu	
	Dr. Anshu Arora	Associate Professor, Amity University, Noida	
	Dr. Archana Kumari	Assistant Professor, Department of Journalism and Media Studies, University of Jammu	

Health Communication Division

Session Chair: Dr. Manjula Venkataraghavan, Associate Professor, MIC

DATE: MAY 29TH 2023

TIME: 02:00PM – 04:00PM

VENUE: LECTURE HALL 4

1	Arishmita Aditya	PG Student, Department of Media Studies, Christ University	Assessment of Breast Cancer awareness in Bangalore under the purview of Health Communication – An Empirical Study
	Dr. Aasita Bali	Associate Professor, Department of Media Studies, Christ University	
	Dr. Nayan Jyoti Nath	Assistant Professor, Department of Media Studies, Christ University	
2	Dr. Venugopal Gowda M. K.	Assistant Professor, PG Department of St. Philomena's College	Understanding of Media Authenticity in Covering COVID-19 Information: A Comparative Analysis of Urban and Rural
3	Aruna K C	Research Scholar, School of Journalism and New Media Studies, IGNOU	Digital Determinants of Health: A systematic review Among the Vulnerable Group of Developing Nations
4	Aman Dubey	Research Scholar, University School of Mass Communication, GGSIPU	Empowering CHWs and Health Beneficiaries with Digital tools: A study of select villages of Uttar Pradesh
	Dr. Sarvesh Dutt Tripathi	Assistant Professor, University School of Mass Communication, GGSIPU	
5	Parth Chandna	UG Student, MIC	The role of COVID Misinformation in creating mistrust between citizens and healthcare authorities
6	Kashish Singh	PG Student, AJK Mass Communication Research Center	Dance For Mental Wellbeing Of Adolescent Girls: A Therapeutic Participatory Communication Method For Authentic Community Engagement
	Dr. KS Kusuma	Associate Professor, AJK Mass Communication Research Center	
	Dr Pragati Paul	Senior Assistant Professor, AJK Mass Communication Research Center	

Media Industry Studies Division

Session Chair: Dr. P. Vigneswara Ilavarasan, Dept. of Management Studies, IIT Delhi

DATE: MAY 29TH 2023

TIME: 02:00PM – 04:00PM

VENUE: LECTURE HALL 5

1	Sargam Saxena	PG Student, Department of Media Studies, Christ University	The effect of Generation Z on Zomato advertising and marketing strategy
2	Iyer Aditya Umesh	PG Student, Department of Media Studies, Christ University	The Impacts and implications of advertising appeals and elements
3	Dr. Naresh Rao A	Professor, Department of Media Studies, Christ University	Rebuilding brand authenticity through the performance of the 'Bharat Jodo Yatra'
4	Dr. Manali Bhattacharya	Assistant Professor, Department of Mass Communication St. Xavier's University	Impact of advertising messages on consumer buying behaviour: A study on college students of Kolkata
5	Ashwini Jain	Assistant Professor, Department of Bvoc in Digital media and Film Making SDM College	Brand value: A study of perception of authenticity of messages associated with popular brands
	Dr. Melwin S. Pinto	Assistant Professor, Department of Journalism and Mass Communication, St. Aloysius College	