



Founder & Chief Advisor, MATES
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Maharaja Agrasen University,
Baddi, HP



Maharaja Agrasen Institute of Management Studies

(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)

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Department of Journalism and Mass Communication

Under the Aegis of IQAC and MACS

In Association with PCJ School Management

Maharaja Agrasen University Baddi, HP
Organizes

7th International Conference' 2021

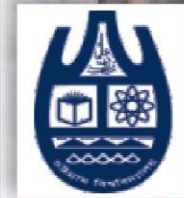
Reshaping the Landscape of Media During Crisis Situation

Makhanlal Chaturvedi National University of
Journalism and Communication, Bhopal



Academic Partners

University of Chittagong, Bangladesh



17 September, 2021
Friday

Registration Fee ₹500 (No Fees for MATES Faculty/Students)

Courses: BBA, BA(JMC), B.Com(H), BALLB, BBALLB, B.A. Eco (H)

Publication Partner: Media Mimansa and Indian Journal



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Dr. Nand Kishore Garg
Founder & Chief Advisor, MATES
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ABOUT MAIMS

MAIMS was established in 2003 by Maharaja Agrasen Technical Education Society. The institute has attained a distinct position in running BBA, B. Com(H), BA(H) Economics, BA(JMC), BALLB(Integrated), BBA LLB(Integrated) programs affiliated with Guru Gobind Singh Indraprastha University, Delhi. The Institute was granted ISO certification 9001:2015 after meeting the updated requirements of ISO certification. MAIMS has over the years grown into a premier center of excellence and has made its niche in the areas of teaching, research, consultancy, and corporate development.



INTRODUCTION TO THE CONFERENCE

Media is considered as the fourth pillar of democracy and has been entrusted with facilitating the freedom of speech and expression, helping in the smooth functioning of the democracy. It is the most notable source of communication among the executive, judiciary, and public and is charged with the crucial responsibility of playing the role of a watchdog for governmental functionaries. Not only does it carry the paramount power to reach every nook and corner of society, but it also has the hold to influence public opinion at large. According to Wilbur Schramm, "Media is Magic Multiplier"; and has the potential of changing the mindset of the masses. If it is used for the betterment of society, then the country is bound to grow in leaps and bounds. On the contrary, it could have catastrophic impact if compromised or acts as a barrier. Given its vital and vibrant role in society, the media has an array of social responsibilities that are pivotal for developing a country.

As communicators during a crisis, we and the media share the common goal: getting reliable, updated information first and reaching the maximum number of people. Regular news dissemination is a great way to draw public attention to the issue and provide key safety messages in real-time. The media's reporting must be such that it creates a positive environment while aiding participatory communication. Whilst reporting, this agent of social change must seek to report unbiased news pieces with a robust fact-checking mechanism devoid of traces of yellow journalism. Ethics in crisis communication is particularly important because crises often hold the ability to cause widespread damage, even injuries or deaths. Crises require ethical and effective communication. At last, media organizations must ensure to maintain the sanctity of the standards of journalism by avoiding sensationalist news stories that sell in the market. In this context, the emergence of a crisis causes a break: it requires the authorities to deploy new action logics and open broad fields to the media information. Crises turn on the fragile trust between political actors, authorities, and media. But it is built as an extension of the communication plans "non-crisis", which can contribute to logical vigilance.

OBJECTIVE OF THE CONFERENCE

The 7th MAIMS International Conference (JMICON) titled 'Reshaping the Landscape of Media during Crisis Situations' offers a premier international forum for stimulating researchers to explore, scrutinize, and introspect media's role during a crisis. This conference proffers a space to deliberate on the role of new media in polarizing opinion-making and understanding its functioning to catalyze sustainable development. It also provides an avenue for researchers to explore multi-media campaigns and examine the paradigm shift of mainstream media. The conference acts as a vital platform to analyze strategic communication in the field of News, Advertising, Brand Reputation, Marketing, Public Relations and social media in reshaping crisis management whilst evaluating the role of media in informing, educating and shaping public perception in crisis management.

Conference Governing Body

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THE LIST OF TOPICS FOR SUBMISSION INCLUDE, BUT ARE NOT LIMITED TO:

- News Coverage during Crisis: An International Perspective
- Crisis communication and the roll of stakeholder attributions
- Media hype in prolonged crisis coverage and organization's response
- Multi-Dimensional Crisis: A Theoretical Challenge
- Motivation of Public Participation during Crisis (PM Care Funds)
- Orchestrated Persuasive Communication practiced by the Government in Public Crisis
- Citizen Journalism during Crisis
- Social Media Monitoring during a Crisis Situation
- Crisis Communication- Related to Natural Disasters, Pandemic
- Crisis Communication- Related to Immigration, Mobility, Ethnicity and Racial Discrimination
- Rhetorical Communication and Mediatization of Conflict
- Narrative Creation in Media during Riots
- Infodemics V/s Real Pandemics
- Crisis Communication created by Bots, Trolls and Tool Kits
- Creating Narratives through Storytelling Mediums
- Importance of Digital Literacy During Crisis
- Effectiveness of Political communication
- Role of Visual communication

EXTENDED ABSTRACT/PAPER SUBMISSION GUIDELINES:

- The extended abstract should be submitted in a word document, not later than 27th August, 2021
- Authors must adhere to the following guidelines while sending the extended abstract:
 1. Word Limit: 1000
 2. Title
 3. Findings
 4. Purpose of the study
 5. Implications
 6. Research Design and Methodology
 7. Limitations
 8. Keywords
- The Extended abstract should be in word document format, font type- Times New Roman, font size- 12 point.
- Graphs and pictures should be in JPEG format or compatible with MS Office formats such as Excel or Word.
- Authors must ensure originality of the work submitted as MAIMS has a strict anti-plagiarism policy.





Prof. (Dr.) Vinita Gupta
HOD Journalism and Mass
Communication
(Co- Chair)



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REGISTRATION

Registration Link: <https://forms.gle/AD2VjKCXxcHd8bDE6>

Submission of abstract date: 25th August, 2021

Extended abstract date: 31st August, 2021

Last date of registration: 5th September, 2021



Registration Fee:

Academician: ₹500

(No Fee for MATES Faculty)

Industry Professionals and Experts: **₹1000**

Research Scholar/ Students: **₹300**

Foreign Delegates: **\$25**

Registration fee includes:

- An opportunity to present a paper at the conference
- Publication opportunity

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