



**National Conference  
on  
Social Transformation and Media :  
Realities and Challenges**

**2-3 October, 2015.**

**Organized by**

**The Departments of Sociology and  
Journalism & Mass Communication**



**THE IIS UNIVERSITY**  
INNOVATION INSPIRATION SYNERGY

deemed to be a university under section 3 of UGC Act., 1956

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## DEAR COLLEAGUES

It is our immense pleasure to invite you to the National Conference on 'Social Transformation and Media : Realities and Challenges' which is being held at The IIS University, Jaipur, on 2-3 October, 2015.

In the present era of globalization, which gives importance to free flow of information, media acquires an important role. It has played a decisive role in making this world a global village. There is a close relationship between media and society. They share a complex, bidirectional, dynamic and evolving relationship. The extensive use of social, print and electronic media indicates the increasing popularity of media in society. All these media channels have influenced the social and cultural fabric of our society. They have also altered our ideas about social problems, gender, politics and other vital social issues. Media is powerful because of our need for entertainment and updation of knowledge and information. The dominating roles of media, technology and knowledge, the constituent units of socio-economic development in 21st century will determine effectively the future dynamics of human civilization. This process has outlined new roles and responsibilities for media. The current debate which is being raised in contemporary society is whether media is reflecting or affecting society and whether media is simply sensational and recreational or sensitive and responsible? There are fundamental differences between media representations and ground realities which create identity crisis among individuals. Moreover, there are vital social issues like sustainable development, social exclusion, gender discrimination, social and economic inequalities regionalism, communalism etc which need urgent attention of media so that appropriate interventional strategies can be made. This conference has been planned to achieve the following objectives:

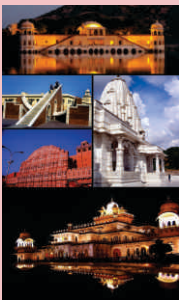
- To analyze the role of media in forming public opinion
  - To debate whether media is reinforcing the gender stereotypes
  - To understand the impact of social media on society
  - To discuss the moral responsibility of media and the possibility of enforcement of ethics on media
- This conference intends to provide a platform to social scientists, media professionals, activists and academicians for in depth discussion on these issues. The deliberations of this conference are expected to culminate into recommendations for policy formulations which will be a step towards an egalitarian society.

## SUB THEMES

- Socio-Economic and Environmental Issues and Media
- Gender Issues and Media
- Role of Media in Shaping Public Opinion
- Media as a Facilitator in Social Transformation
- Role of Social Media in Everyday Life
- Media and Ethics

## ABOUT JAIPUR

Jaipur, the Pink City of India, is the starting point for the visitors of Rajasthan. The Capital of Rajasthan, Jaipur, casts an unusual spell on the traveler with its royal palaces, forts and monuments, revealing a historic past of chivalrous warriors, aristocratic royal ladies, art & craft, literature and science. Handicrafts like miniature paintings, textiles, blue pottery and jewellery make it a shopper's paradise as well.



## ABOUT THE IIS UNIVERSITY

The IIS University is a deemed- to-be-a-university (placed in category 1 by MHRD, Government of India) under the section 3 of the UGC Act, 1956. Established in 1995, as the International College for Girls, was declared a deemed-to-be a- university by the ministry of Human Resource Development(MHRD) in the year 2009 leading to the establishment of The IIS University. The new university took off with a commitment to promoting quality education, research and innovation. With over 4500 students and 215 staff members, The IIS University offers a wide array of Semester-based undergraduate, postgraduate and research programmes which make for a robust academic environment. Apart from the regular courses of study, the University offers a wide range of career-oriented subjects like Tourism Business, Advertising & Brand Management, International Business, Human Resource Management, Visual Arts, Fashion Designing to name a few. The University has also taken a lead in introducing courses aimed at developing skills and competencies which would enable the students to keep pace with the times. Our motto is the three Es: Efficiency, Excellence and Effectiveness. The Review Committee constituted by the MHRD placed The IIS University among the first 38 'Deemed-to-be-Universities' under Category '1', according to the young, vibrant university the status it deserved.



## SUBMISSION OF ABSTRACTS

An abstract of about 300-500 words including the title, author (s), and address typed in MS Word in single spacing should be submitted by 15th August, 2015.

- Title MS Word in Times New Roman (Size 16 Points) in single spacing
- Affiliation MS Word in Times New Roman (Size 12 Points)
- Authors MS Word in Times New Roman (Size 14 points)
- Abstract MS Word in Times New Roman (Size 12 points) in single spacing

The abstract should include the title of sub theme at the bottom of the page. The abstract should include a brief note about: Statement of Problem, Methodology, Analysis & Findings. Paper presentation in the conference will be permitted only when the participant has registered for the conference and has submitted the full paper. No abstract will be taken into consideration for pre-conference publication without registration fee. On spot papers will not be accepted. A hard copy of the abstract should be submitted along with a CD or through e-mail at [stam@iisuniv.ac.in](mailto:stam@iisuniv.ac.in).

## ORAL PRESENTATION

- Ten minutes time will be given to each speaker.
- Presentation to be prepared in MS Power Point and to be brought on a CD or USB memory stick.
- LCD projector facility will be provided for making presentations.

## REGISTRATION DETAILS

	Registration up to 15 September 2015	On the Spot Registration
• Students and Research Scholars	800/-	1000/-
• Other Participants	1200/-	1400/-
• Outstation Participants With Accompanying Person	2600/- 5000/-	2800/- 5200/-



- A request for Registration, in the prescribed form along with the registration fee, may be sent to The IIS University by 15 September 2015.
- The Registration Fee is payable either by DD in favour of "The IIS University, Jaipur" or in cash or online. No Cheques or money order will be accepted.

### For online payment consider the following details:

You can directly transfer the fund in our account. The details are as follows:

- **A/c Holder** The IIS University
- **Branch** SFS, ICG Campus, Mansarovar, Jaipur
- **A/c No.** 09871450000152
- **IFSC** HDFC0000987
- Registration fee includes: For local participants : Delegate kit, Lunch and High Tea. For outstation participants : Delegate Kit, Breakfast, Lunch, High Tea, Dinner and Accommodation.
- Accommodation will be provided from 1st October, 2015, 12:00 noon onwards till 4th October, 2015, 12:00 noon.
- Photocopy of the Registration Form may be used.
- The Registration Form can also be downloaded from the University websites [www.iisuniv.ac.in](http://www.iisuniv.ac.in) and [www.stam.iisuniv.ac.in](http://www.stam.iisuniv.ac.in).
- Acceptance of form is subject to remittance of registration fee.

## IMPORTANT DATES

- Last date for abstract submission 15th August 2015
- Last date for Registration 15th September 2015
- Submission of full papers by 15th September 2015



## VENUE

Vinayak (AV) Hall,  
The IIS University Campus, Gurukul  
Marg, Mansarovar,  
Jaipur-302020





### **CONFERENCE PATRON**

**Dr. Ashok Gupta**

Vice Chancellor

The IIS University, Jaipur

### **ADVISORY COMMITTEE**

Prof. Raakhi Gupta, Prof K.S. Sharma, Prof. Subhash Garg, Prof. Prof. N.K. Jain, M.K.Sharma, Prof. Pradeep Bhatnagar, Prof. Rajiv Gupta, Prof. Sanjeev Bhanawat, Dr. Sudhir Soni

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**SOCIETY  
&  
MEDIA**