

ADVISORY COMMITTEE

- Mr. P. C. Patanjali : Ex Vice-Chancellor of Purvanchal University
- Mr. M. S. Parmar : Vice-Chancellor of Kushabhau Thakre University of JMC, Raipur
- Mr. R. B. Solanki : Vice-Chancellor of Ch Ranbir Singh University (CRSU)
- Mr. Jagdish Upasane : Ex Vice-Chancellor, (MCRPSV)
- Mr. K. G. Suresh : Director General, Indian Institute of Mass Communication, New Delhi
- Mr. Hitesh Shankar : Editor, Panchjanya
- Mr. Supriya Prasad : News Director Aajtak, India Today, Tez and Delhi Aajtak
- Mr. Aniruddha Bahel : Founder and editor-in-chief of Cobra Post
- Prof Arun Bhagat : Professor (MCRPSV)
- Prof Bijendra Singh : Professor, Bhim Rao Ambedkar College, DU
- Mr. Sayeed Ansari : Deputy Editor and Anchor, Aajtak
- Mr. Ashok Srivastava : Television Journalist, DD News

ORGANIZING COMMITTEE

Patrons

- Dr. Atul Krishna : Founder, SVSU
- Dr. N.K Ahuja : Vice Chancellor, SVSU
- Dr. Shailya Raj : CEO, SVSU
- Mr. P.K Garg : Registrar, SVSU

Conference Convener

- Dr. Neeraj Karan Singh (Principal, GSVSCJMC) +91 9639010408

Conference Co-Convener

- Mrs. Gunjan Sharma (Assistant Professor) +91 8171338719
- Mr. Mudasir Sultan Zarger (Assistant Professor) +91 9639010464

Organizing Team

Faculty Members

- Prof Ashok Tyagi
- Mr. Yasir Arfat
- Ms. Preeti Singh
- Mrs. Beenum Yadav

Students

- Sidhanth Bedi
- Rohit Chaudhary
- Jaya Kumari
- Pooja
- Mahima Chaudhary
- Sakshi Kakkur

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GANESH SHANKAR VIDYARTHI
SUBHARTI COLLEGE OF JOURNALISM & MASS COMMUNICATION

organizes

Two Days National Conference on “CREDIBILITY OF MEDIA”

May 3rd - 4th, 2019



SWAMI VIVEKANAND SUBHARTI UNIVERSITY

NH-58, DELHI- HARIDWAR, BYPASS ROAD, PARTAPUR, MEERUT-250103, UTTAR PRADESH, INDIA

ABOUT THE UNIVERSITY

Swami Vivekanand Subharti University (SVSU) is a NAAC 'A' Grade private university set up under section 2 (f) of University Grant Commission Act, 1956. The main campus of the university is in the National Capital Region and spread over 250 acres of land. The university has several constituent colleges which provide higher education in almost all discipline like Medical, Dental, Nursing, Pharmacy, Naturopathy, Yogic Science, Engineering, Management, Journalism and Mass Communication, Law, etc. are engaged in creating academic and technical professionals.

ABOUT THE COLLEGE

Ganesh Shankar Vidarthi Subharti College of Journalism & Mass Communication, determine to meet the ever-growing demands of young journalists and mass communicators, which is the pride of the University. Its priority is to develop a new breed of journalists, with a sensitive heart, technical skills, broad knowledge and moreover a dream of a beautiful society. With the philosophy 'learning by doing' the courses of this Institute creates the young journalists with a critical and analytical mind that enables the young journalists to keep up with the demands of the dynamic world of journalism and mass communication and the changing world.

THEME OF THE CONFERENCE

To maintain the credibility of media lots of efforts have been done in past through recommendation, Acts, laws and forming media centric organization. But still in present scenario media in India is facing a crisis to maintain its credibility because of the strong attraction towards the New Media. This conference will also investigate the major line of the Media Credibility is "Hostile media perception" which takes place when involved people with opposing opinions on the issue perceive the very same, seemingly objective coverage as biased against their respective point of view. This conference will also examine the various factor underlying audience credibility perception and their consequences for various social phenomena. The Supreme court has, time and again, accepted Ambedkar's vision of right of media, including free speech under article 19(a). This proposition is uncontroversial to define the credibility of Media. But it is very unfortunate that the credibility of media is being ruined by the sake of some personal and political interests, even court is not absolute to confer any right to media so that its credibility could have been maintained. The principle objective of the conference is to know the factors responsible for the lack of credibility of media.

PUBLICATION OF THE PROCEEDINGS

We welcome original papers (preferably research and impact based) from teachers of various disciplines, teacher educators, researchers, student, NGO's/Government officials. All the accepted papers will be published as a Conference Proceedings with ISBN number.

THEME

"CREDIBILITY OF MEDIA"

The Organizing Committee of the upcoming National Conference **Credibility of Media** invites research papers from Academicians, Experts and Industry Professionals on following themes:

☛ Credibility of Media

- Past - Present Scenario
- Print Media - Electronic Media
- New Media - Traditional Media

☛ Credibility of Journalism

- Mission to Commission
- Authentic v/s Fake
- Bias v/s Unbias

☛ Credibility of Social Media

- Press Freedom
- Media Rights
- Ethical aspects of Media

☛ Credibility of Advertising / PR

- Corporate PR v/s Political PR
- Traditional Advertising v/s Social Media Advertising
- Ethical aspects of Advertising / PR

☛ Credibility and Contemporary Issues

- Cast, Religion, Cultural and Political Issues
- Information Flow Controversy and consequences
- Media and International Relations

IMPORTANT DATES

Conference date	: May 3 rd - 4 th , 2019
Last date for registration without late fee	: April 30 th , 2019
Last date of submission of Abstract	: March 17 th , 2019
Last date of submission of Full Paper	: April 1 st , 2019
Notification of Acceptance	: April 3 rd , 2019

The abstract should not be more than 250 words in Times New Roman - 12 Pts font for English and Krutidev11 - 12 Pts for Hindi.

Paper shall be sent on e-mail : seminar.subhartijournalism@gmail.com

FULL PAPER SUBMISSION

TITLE: Times New Roman - Size 18 Bold; Krutidev11 - Size 18 Bold

TEXT: It should include Abstract, Introduction, Methodology, Conclusion, Reference (According to APA format).

REGISTRATION FEE

PARTICIPATION	MAY 2019	REGISTRATION WITH LATE FEES
STUDENT	400	600
RESEARCH SCHOLAR	600	800
DELEGATES/ACADEMICIAN	800	1000

Registration fee covers Conference Kit, Certificate and other hospitalities (accommodation is available on request).

Mode of Payment: Cash / Paytm No. : 8171338719