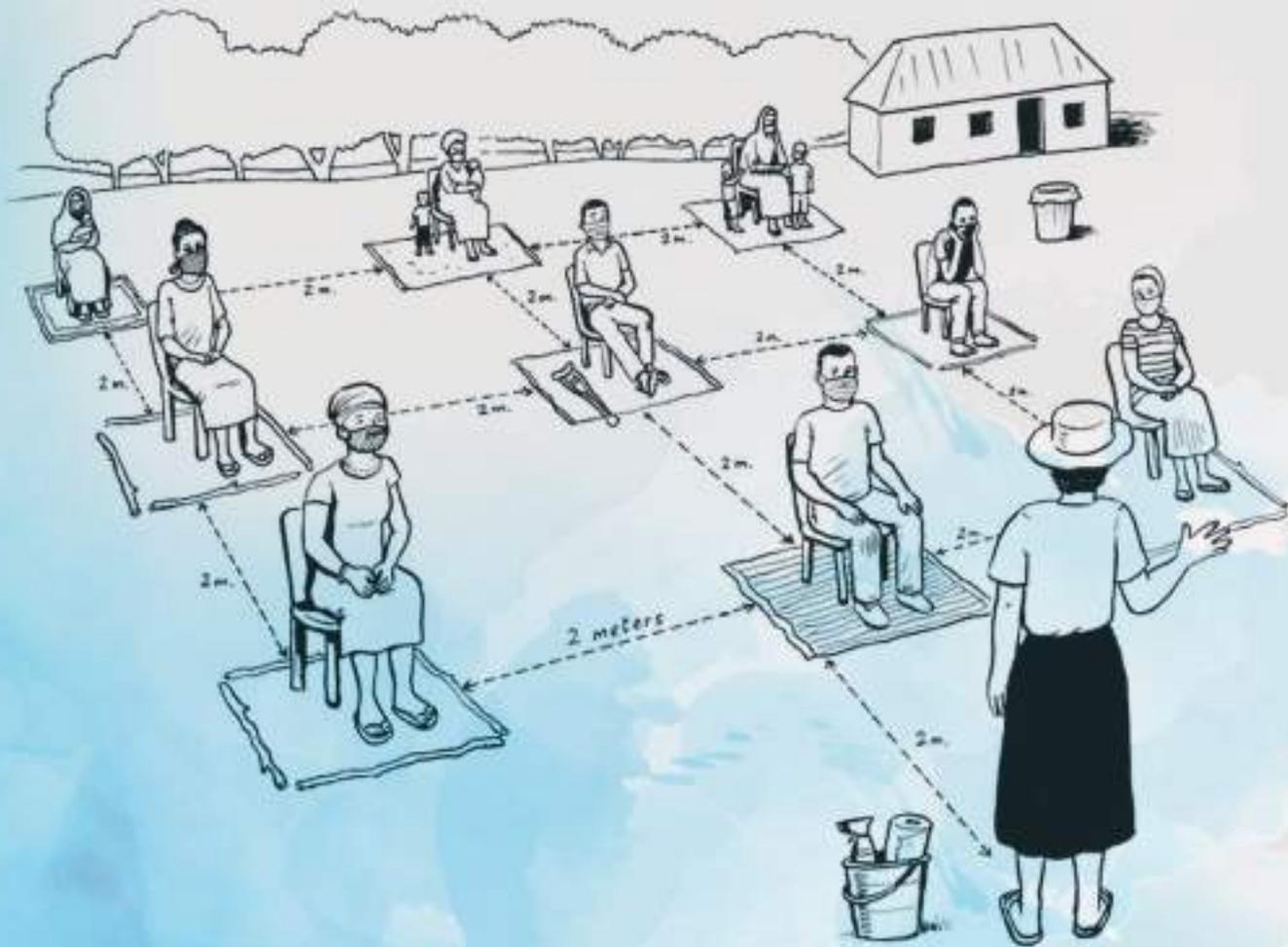


2<sup>nd</sup> International symposium

# ISMER 2023

*Communicating with Communities:  
Transcending Borders*



23 - 25 March 2023

**Concept Note**

**Convener**

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*International Symposium on Media Education & Research: Framing Future for Social Change*  
*Theme: Communicating with Communities: Transcending Borders*

Department of Visual Media and Communication, School of Arts, Humanities and Commerce, Amrita Vishwa Vidyapeetham- Kochi Campus welcomes you to 2nd International Symposium on Media Education & Research ISMER 2023 on the theme “Communicating with the communities: Transcending Borders” from 23rd- 25th March 2023. Mass media has played an imperative role in shaping the thoughts and views of the public over the years. Newspapers, Radios, and Televisions were the early communication tools that were mostly used to provide basic information about the latest happening globally. But with the advent of Technology, social media platforms took center stage and became widely popular. It allowed people to meet like-minded individuals through the internet and develop face-to-face contact with various communities.

Today, social media has become a source for people to voice their opinions on sensitive matters, influence decisions on trivial causes, and create awareness of different events and issues we often face as individuals and communities. Social Media also allows people to share stories, communicate and broadcast their ideas and thoughts despite cultural, social, and geographical boundaries. In a world where communication is vital, social media's instantaneous nature has empowered people to become part of communities and raise their voices for bigger causes.

This year's theme of ISMER 2023 is “Communicating with the communities: Transcending Borders”. The three-day hybrid event will unite renowned global media and communication experts and researchers, academicians, business leaders, subject matter experts, and industry partners on a single platform. The event shall discuss how we can use media to forge stronger bonds with communities around us and draw proper attention to issues or topics. Participants and presenters will be provided with certificates. To shape the conference into a valuable forum, we invite paper submissions from prospective academicians, researchers, authors, and industry experts.

## Sub Themes

*ICT in Communication*  
*Participatory Journalism*  
*Digital Literacy*  
*Challenges in Digitization*  
*Customer Experience*  
*Digital Economy & the Informal Sector*  
*Online Advertisement*  
*Online Marketing*  
*New Media Studies & Risks*  
*Digital Media*  
*Immersive Journalism*  
*Cross Culture Studies*  
*Cyber-Crime & Privacy*  
*Media Literacy*  
*Media & Sexism*  
*App Development & Social Responsibility*  
*Agriculture and Journalism*

*Feminism*  
*Film Community*  
*Sports and Media*  
*Cultural Diplomacy & Regional Studies*  
*International Relations*  
*Wildlife and Nature Communication*  
*Development Communication*  
*Advertisements & PR*  
*Media Marketing Strategies*  
*Web Designing*  
*Mass Media & Lifestyle Differentiation*  
*Media Literacy & Linguistics*  
*Food & Culture*  
*Health Communication*  
*IOT*  
*Indulging changes in film & advertisements*  
*Film Theory & Criticism*

*Social Media*  
*Gender Studies*  
*Audience Behavioral Studies*  
*Environmental Governance & Media*  
*Sustainable Development*  
*Media as Fourth Estate*  
*Media & Environmental Issues*  
*Media & Education*  
*Rural Development & Community Radio*  
*Globalization Studies*  
*Arts as Cultural Diplomacy*  
*Migration Studies*  
*Social Media and Rural Development*  
*Sustainable Goals and Environmental Communication*  
*Artificial Intelligence*  
*Crisis Communication*  
*Political Communication*

## Author Guidelines

The paper should be of an average length of 6000 words, neatly typed in MS word (.docx), with line space 2, with font size 12 in Times New Roman, justified alignment. The abstract of the paper shouldn't exceed 250-300 words and any abbreviation, paragraphs, and numbering in the abstract must be avoided. Both the abstract and the keywords are mandatory.

A margin of 1.5cm must be maintained on all four sides. The tables and figures in the text should be centered. Don't embed tables as pictures or objects. Number the tables in the order they appear, separately from the figures.

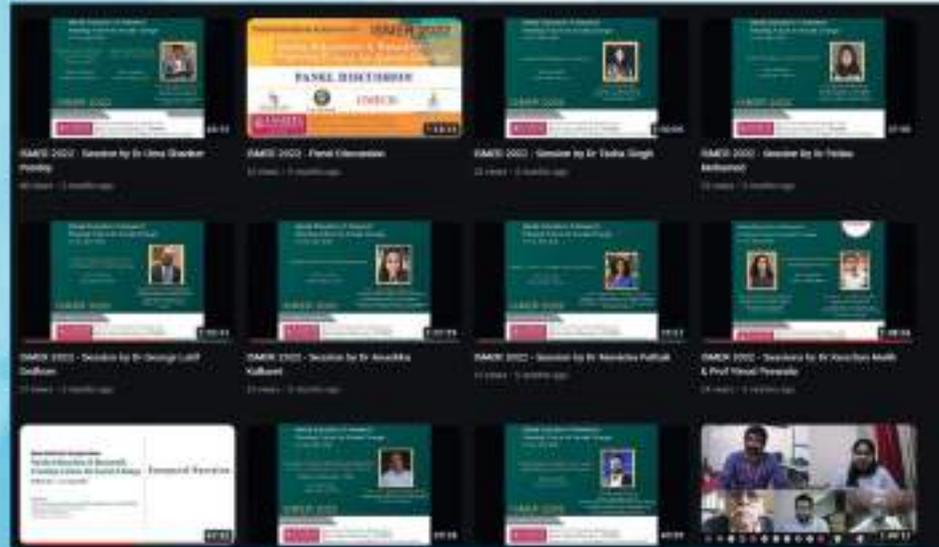
Endnotes: all notes should be indicated by serial numbers in the text and the detailed reference should be given as endnotes at the end of the document, following the corresponding numbers before the references and explanation. No footnote system is to be followed. Endnotes are optional. British English spelling and grammar are to be used throughout the paper.

References: the list of references should be placed after endnotes, and arranged in alphabetical order, on the basis of surnames. Only the works cited or referred to in the main text should be cited under the references. Intext citations and references should adhere to the sixth edition of the APA style.

A declaration should accompany every contribution that the article is original and has not been published nor submitted elsewhere for publication. Whenever copyrighted material is used, contributors should accurately reproduce, and obtain permission from the copyright holders, and the same should be acknowledged in the article.

The abstract adhering to be above guidelines should be uploaded in the link given in the registration form in the format of either a word document or a Pdf, labeled as (Fullname\_Abstract)

## Speakers - ISMER 2022



## Book Publication

Media Optimization: A key to Social Change, an outcome of a compilation of papers and articles presented by scholars and faculties during the 'Meet the Scholar' initiative.



## *Important Dates*

Abstract Submission: on or before 30th November 2022, 4.00 pm IST

Abstract Acceptance Notification: 6th December 2022

Paper Submission: on or before 15th February 2023, 4.00 pm IST (with payment)

Conference Date: 23rd -25th March 2023

## *Glimpses of ISMER 2022*

The three-day hybrid event ISMER 2022 – Media Education and Research: Inspiring the Vision for Social Change was scheduled from the 21st to 23rd of April 2022. Supported by GMEC, UNESCO MIL ALLIANCE, AI4MEDIA, IEDC, and PRCI, ISMER 2022 brought renowned media experts, industry professionals, researchers, academicians, and industry partners together to discuss and reflect on how the media industry can bring transformation to our societies. Media is defined as a “medium” or a source of communication through which people can disseminate information, express their views, entertain people or bring about cultural change in society.

ISMER 2022 focused on the rise of the media industry as a catalyst to social change and the importance of Media literacy in the current scenario when misinformation is at its peak. It offered a perfect platform for attendees to understand industry trends, challenges, and solutions and addressed how we can contribute to making media a social change instigator. Fourteen globally acclaimed Speakers participated in the event and pondered on the key challenges of the industry and the ways to mitigate them. Expert talks, paper presentations, and round table discussions focused on the suggestions, recommendations, and policy decisions on the media’s role in inspiring social change. The panels also reflected on why media education and research are crucial for understanding the latest trends and valuable insights into the industry, its increasing prominence, and the opportunities and challenges ahead. Interesting topics like social media, Online Advertisement, Digital Literacy, Media Literacy, Immersive Journalism, New Media Studies & risks took center stage. Upcoming research areas and prospective future research and media subjects that can bring about massive changes in our society were also unfolded during the event. ISMER 2022 successfully united like-minded people from all parts of the world for a common cause – ‘Inspiring Change.’

The session was inaugurated by the Guest of Honor, Shri. Viju B (Assistant Resident Editor, Times of India, Kerala), Dr. U KrishnaKumar (Dean and Director, Amrita School of Arts and Sciences, Kochi), Dr.S.Dinesh Babu (Head of the department-Visual Media and Communication, ASAS Kochi), and Swami Poornamritanda Puri (General Secretary, Mata Amritandamayi Math).

## Topics for Panel Discussion - ISMER 2023

- *Inclusiveness in Digital Literacy: Participatory approach in Communication*
- *Demystifying Communication Strategies toward SDGs*
- *Future Challenges for media on Gender Diversity and Inclusivity*
- *Aligning towards Changing Paradigms in Organizational Communication Strategies*
- *Transcending Borders: Reassessing the Media Sphere*
- *Foreseeing the challenges for future professionals in an ever-evolving media environment*

## Destinations in and around Kochi , Kerala



*Kumarakom*



*Alleppey*



*Thrissur*



*Athirapally*



*Edappally church*



*Munnar*



*Vagamon*



*Chinese fishing nets*



*Cherai Beach*

## ISMER 2022





5th

India University Rankings  
2022

16th

Overall Rankings 2022



601-800th

World University Rankings  
2020

141

BRICS Rankings 2021



01

Amrita, Ranked Among 1st  
in India

50

Top 50 in the World



A++ Grade

National Assessment and  
Accreditation Council  
(NAAC) 2021



801-1000th

World University Rankings  
2020

168th

BRICS University Rankings  
2019



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<https://sites.google.com/view/ismer2023/home>