

ONLINE-INTERNATIONAL CONFERENCE

on



Mass Communication, Journalism, Advertising, Broadcasting, Film Studies, Visual Culture, Information and Multimedia Technology: Issues and Challenges (Mass-Comm. -2021)

Organized by:

"Krishi Sanskriti Publications"

on

18th July, 2021

- All the sessions will be conducted in "Online Mode".
- All the participants will be provided a web link for joining with detailed schedule before the Conference.
- E Certificates and online publication links will be sent to the participants through emails.

CALL FOR PAPERS AND CONFERENCE THEMES:

Mass-Comm. - 2021 warmly welcomes each one of the individuals and supporters from worldwide to attend our inaugural edition of *online-International Conference on Mass Communication, Journalism, Advertising, Broadcasting, Film Studies, Visual Culture, Information and Multimedia Technology: Issues and Challenges*. This conference will provide valuable teaching and networking, but choosing which to attend can be overwhelming, from digital media to editing to data journalism, there are options around globe. Being a Pioneer we have been continuously producing high-quality conferences, meetings, workshops and symposia in all major fields of science, technology, Management, Humanities and medicine. Topics of interest for submission include various subthemes, but are not limited to the conference aims. The aim of the **(Mass-Comm. - 2021)** conference is to provide a forum for laying the foundations of a new principled approach to Mass Communication, Journalism, Advertising, Broadcasting, Film Studies, Visual Culture, Information and Multimedia Technology. To this end, the Conference aims to attract participants with different backgrounds, to foster cross-pollination between different research fields, and to expose and discuss innovative theories, frameworks, methodologies, tools, and applications. All contribution should be of high quality, Original and not published elsewhere or submitted for publication. During the review period, Papers will be reviewed by eminent scholars in the respective areas. All Selected papers will be published in International Journal having ISSN No./ Conference proceeding/ As a chapter in edited book with ISBN No. All selected papers will be published in International Journal having ISSN No. in online version and that will be released on the day of conference.

THEMES:

Media and Mass Communication

- Advertising

- Alternative and Community Media
- Asian Perspectives on Communication
- Communication and Culture
- Communication and Multi-Media Campaigns
- Communication Policy and Regulation
- Communication Technology and Digital Media
- Communication Theory and Methodology
- Communications
- Critical and Cultural Studies, Youth, Gender and Communication
- International Communication
- Political Communication and Media
- Health Communication
- Communication Of Prevention
- Public Communication
- Crisis Communication
- Disaster Coverage in the Media
- Documentary Production
- Interdisciplinary Journalism
- Journalism Research and Education
- Law and Policy
- Magazine
- Media Industry Trends and Dynamics
- Media & Journalism
- Media Theory & Practices
- Media & Different Cultures
- Media as a Global Business
- Media, Information and Communication Literacy
- Media Technologies and Processes
- Media, Climate Change and Environmental Studies
- Media and Democracy
- Media Ethics
- Media and Migrants
- Media Law and Regulation

- Media and Globalization
- Media and Sport (also, Olympics Coverage)
- Media Education Research
- Media Management
- Media Management and Economics
- New Technologies and Innovation
- Newspaper
- Public Relations
- Radio, Television and Entertainment Studies
- Radio-TV Journalism
- Risk, Stigma and Health Communication
- Scholastic Journalism
- Social Media
- Telecommunications
- Visual Arts & Visual Communication
- Web-based Journalism
- Mass Communication, History and Society
- Mass Communication, Society and Globalization

Film Studies: "Identity, Projection and the Other"

- Post-colonial discourses in the cinema
- Representations of femininity and masculinity
- Nationalism and multiculturalism
- Inclusiveness and belonging
- Orientalism vs globalization
- Cinematic representation of the exotic
- Horror films and depiction of the supernatural
- Portrayal of homelessness and poverty
- Depicting environmental otherness
- Film Director
- Aesthetics of Video Art
- Advertising Aesthetics
- Television Program and Aesthetics
- Media Advertising
- Video Advertising Design
- Advertising & Film
- Advertising & Television
- Advertising Documentary
- Advertising Media Management
- Visual Creation and Case Studies
- Advertising Film Studies
- Advertising Program Production
- Advertising Image Production
- Advertising Service
- Advertising Planning and Writing
- Advertising Internet Communications
- Multimedia
- Media Studies
- Media Video Production
- Media & Culture
- Multimedia Design & Animation
- Radio Program Production
- Radio & Television
- Telecommunications Policy

- Broadcasting-Related Laws
- Broadcasting Television
- Broadcasting & Media
- Broadcasting Studies
- History of Broadcasting
- Broadcasting Theories
- Telemetrics and Informatics
- Communication Research Methods
- Communication Aesthetics
- Communication and Gender
- Communication Theories
- Digital Communication and Cultural Studies
- Advanced Communication Theories
- History of Mass Communication
- International Communication Studies
- Mass Communication Research
- Communication Studies
- Communication Networks
- Communication & New Media
- Communication Practice
- Communication Arts
- Cultural policies
- Film industry. Film festivals
- Painting and sculpture exhibitions
- Auction houses. Agents and agencies
- Local and international trade
- Digital distribution platforms. Streaming
- Self-publishing and self-promotion. Youtubes
- Digital devices: smartphones, tablets, augmented reality
- Media and education: Edumedia
- New business models and new processes
- Copyright and intellectual property
- Graphic design tools
- Interactive multimedia content
- Video games

Information and Multimedia Technology

Web and Internet Systems and Tools

- Internet Architectures
- Web and Internet Tools
- Web Design
- Internet Search Technologies
- Optimization Techniques
- Protection and Security
- Privacy
- Fault Tolerance
- Internet Computing
- Parallel and Distributed Processing
- Java based Applications for Web
- Software Agents
- Expert Systems
- Knowledge-based Systems
- Computer Vision

Networked Multiplayer Games

- Multimedia Technologies and Games
- Game Architecture and Development
- Graphics and Virtual Worlds
- Internet-based Multiplayer Games

Multimedia Information Systems

- Multimedia Tools and Architectures
- Multimedia Broadcasting Systems on the Web
- Operating System Support for Multimedia
- Multimedia Communication Systems
- Multimedia Networking
- Distributed Multimedia Systems
- Content-based Multimedia Retrieval
- Multimedia Performance and Management
- Mobile Multimedia
- Video-on-Demand
- Digital Video Broadcasting
- IP based Networks
- ATM Networks
- Transport Protocols
- Routing Protocols
- Quality of Service
- Scheduling
- Resource Management

Data Management

- Database Management Systems
- Databases and the Web
- Intelligent Databases
- Multimedia Databases
- Digital Libraries
- Data Modelling
- Data Warehousing
- Data Mining
- Database Ontology
- Coding and Compression
- Digital Watermarking
- Video Storage Servers
- Information Retrieval

Collaborative Systems and Distance Learning

- Distance Learning
- Educational Multimedia
- Distributed Learning
- Collaborative Learning
- Collaborative Systems and Applications
- Virtual Reality
- Video Conferencing
- Computer Animation
- Human-Computer Interfaces
- Modelling and Simulation

Applications

- Electronic Commerce
- Mobile Commerce

- Internet Banking
- Business
- Medicine
- Engineering
- Education
- Entertainment

Computing Systems

- 3G & 4G Mobile Communication Services
- Ad Hoc Networks
- Coding Theory
- Cognitive Radio Networks
- Communication and Information Theory
- Communication Systems and Networks
- Computer supported cooperative work
- Data communications
- Data Warehousing, Ontologies and Databases
- Distributed Sensor Networks
- Distributed systems and internet working
- Distribution and parallelism
- Embedded and real-time software
- Grid software
- Information theory and error control techniques
- Internet and information systems development
- Internet Engineering and Applications
- Mobile and ubiquitous computing
- Mobile Networks & Services
- Network Security
- Networking Algorithms and Performance Evaluation
- Networking Theory
- Neural Networks Applications
- Optical Communications and Networking
- Optical fiber communications
- Protocols and Algorithms
- QoS Management
- Satellite Communication Systems
- Signal Processing for Communications
- Software architectures and design
- Software processes and workflows
- Software testing and analysis
- Web Engineering
- Wireless Communications and Networking
- Wireless Sensor Networks
- Artificial Intelligence and Expert Systems,
- Bioinformatics and Scientific Computing
- Cloud Computing
- Computer Graphics & Virtual Reality
- Data Structures & Algorithms
- Distributed Systems, DNA Computing
- Neural Networks, Fuzzy Systems
- Grid Computing
- High Performance Computing
- Mobile Computing
- Soft Computing

Communication Circuits & Systems

- Analog Circuits
- Analog Communication
- Audio and Video Processing
- Digital Circuits
- Digital Communications
- Digital Signal Processing
- Image Processing
- Internet of Things (IoT)

IMPORTANT DATES:

Abstract Submission:

Abstracts not exceeding 250-300 words on any of the aforesaid themes should be sent to the Organizing Secretary through email at

info.masscomconference@gmail.com on or before 10th July, 2021.

Submission of Full Length Research Paper & Copyright Form:

Full length research paper, maximum in 6 pages and copyright form should be submitted together as separate attachment latest by 12th July, 2021 through email at info.masscomconference@gmail.com

Submission of Registration Details:

Submission of Registration Form/Details: 16th July, 2021. Registration process can be initiated after receiving acceptance letter of full paper.

MANDATORY STEPS TO BE FOLLOWED:

1. Abstract should be maximum 300 words, full length research paper should be maximum 6 pages.
2. In case of multi authored research paper, at least one Registration is mandatory.
3. All Selected papers will be available online after 10 to 25 days of conference date over, in order to download the papers the authors need to go in the publication section of Krishi Sanskriti website.

Registration

The participants are requested to register by sending the duly filled Registration form through e-mail alongwith their research paper and registration fees (**through RTGS/Wire Transfer or Online Transfer**).

Bank Details mentioned below for **RTGS/Wire Transfer or Online Transfer**:

Beneficiary Name : Krishi Sanskriti Publications
Bank Name : Canara Bank
Bank Address : Jeet Singh Marg, New Delhi
Account No. : 1484201003088
Account Type : Current
IFSC Code : CNRB0001484
Swift Code : CNRBINBBID

Registration Charges:

Categories	Indian Delegates	Rest of the countries
Academic Faculty/Industrial Delegates	2000 INR	100 USD
Research Scholars (Ph.D.)	1500 INR	75 USD
Students (UG and PG)	1200 INR	50 USD
Additional Pages as chapter in edited book/proceeding /in Journals	300 INR	20 USD
Only Certificates	300 INR	20 USD
Additional Research paper for same authors	800 INR	35 USD

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<https://www.krishisanskriti.org/mass29.html>

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