

## SCHOOL OF COMMUNICATION STUDIES

The School of Communication Studies, Panjab University, Chandigarh, is organizing a **two-day National Seminar** on the theme: **‘CRISES IN MEDIA: AN EXISTENTIAL CONUNDRUM’**, in collaboration with the ICSSR-NWRC, Chandigarh on the **9 and 10 of March, 2019**.

Papers, based on empirical research, are invited in the broad thematic areas listed below:

### **1. Covering Crisis**

Papers pertaining to the coverage of crisis, disaster and other conflict situations by media:

- Institutional curbs on coverage
- Gate-keeping by media
- Embedded journalism
- Alt News and Post Truth
- News as Propaganda
- Ethics of coverage
- Human rights of journalists
- Physical and psychological effects of reporting conflict

### **2. Crisis of Usage**

Papers pertaining to the broad area of media effects:

- Need for Media Literacy
- Screen omnipresence
- Internet and Techno-addiction
- Privacy issues
- Manufacturing consent and dissent
- User as influencer
- Vigilantism, activism and slacktivism
- Social Contagion

### **3. Evolving Code, Content and Treatment**

Papers pertaining to developments in the manner of message formation and presentation:

- Priming, framing & indexing the message
- Meme as a message form
- The Visual as the Message
- Designing for Virality
- Robot (News Bots) Journalism
- Fringe Journalism
- Citizen Journalism
- Adequacy of Laws & Regulations

### **4. Managing Crisis through Advertising & Public Relations**

Papers pertaining to the role of Advertising & Public Relations in Crisis Management:

- Creating Crisis
- Crisis Communication
- Image management
- Brand re-building
- Role of Govt. PR
- Influence of Advertising & Public Relations on journalism
- Role of Lobbyists

**Note:** Please submit proposals by email on [chairperson.scs@gmail.com](mailto:chairperson.scs@gmail.com) or [scs@pu.ac.in](mailto:scs@pu.ac.in) latest by **1<sup>st</sup> March, 2019**. Submissions should include:

1. 250-word abstract
2. Brief bio
3. Contact details including email address

Acceptance is subject to peer review. Intimation of **acceptance will be sent by 5<sup>th</sup> March, 2019**.

**The full paper can be submitted on or before 9<sup>th</sup> March, 2019.**

**Registration fee: Rs.1000/-.** (Details regarding mode of payment will be communicated in the acceptance letter.)