AMITY UNIVERSITY

ICEMP
INTERNATIONAL CONFERENCE ON
EMERGING MEDIA PARADIGMS

20th-21st MARCH
2025

Amity School *of* Communication

Organizes

INTERNATIONAL CONFERENCE ON

EMERGING MEDIA PARADIGMS (ICEMP 3.0)

Platform: **Hybrid**

Theme:

**Tech-Media Synergy:
Challenges, Innovations, the Road Ahead**

20th -21st MARCH 2025

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❯ CONCEPT NOTE

The media and communication landscape has changed significantly in the current period of rapid technological innovation, switching how people interact, consume, inform, and interrelate with material.

Real-time information distribution and personalized media experiences are now possible because of the advancements in artificial intelligence (AI), machine learning, big data, and other cutting-edge technologies that have upended conventional media models.

Politics, education, entertainment, business, interpersonal connections, international movements, and our relationship with the environment are just a few of the areas of society that are being impacted by these changes, which are occurring at a rate never seen before.

Technological Transformations in Media

The intersection of media and technology has led to the creation of new platforms that offer unparalleled opportunities for content creators and consumers alike. Social media platforms such as Twitter, Facebook, and Instagram, along with video-sharing platforms like YouTube and TikTok, have democratized content creation, allowing anyone with a smartphone to reach a global audience. Traditional gatekeepers like publishers and broadcasters no longer hold exclusive power over media distribution. This decentralization of content production and consumption has empowered individuals, offering them new avenues for expression, activism, and storytelling.

The emergence of AI-driven algorithms has further enhanced user engagement by curating personalized content feeds based on user behavior and preferences. Streaming platforms like Netflix, Spotify, and Amazon Prime use predictive algorithms to recommend content tailored to each individual, blurring the lines between traditional broadcast and on-demand entertainment.

These technologies enable media companies to cater to niche audiences with precision, expanding the range of available content and creating hyper-targeted communication strategies.

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Moreover, technologies like virtual reality (VR) and augmented reality (AR) are transforming the way users experience media. Immersive storytelling through VR, interactive advertising, and AR- based games are just a few examples of how media consumption is evolving. These innovations provide audiences with new ways to engage with narratives, allowing them to participate in virtual worlds and explore digital spaces in unprecedented ways.

Societal Impact of Media-Tech Integration

As media technologies continue to evolve, they are reshaping societal structures by influencing the way people communicate, form communities, and engage with information. Digital platforms have become the primary arena for public discourse, enabling instant communication across borders and amplifying diverse voices that were previously marginalized in traditional media. This has fostered the rise of citizen journalism, where individuals report and share news through social media, often challenging mainstream media narratives. Movements such as #MeToo and Black Lives Matter gained traction and global visibility through social media platforms, showcasing the power of digital media in mobilizing social change.

However, the societal impact of these technologies is not without its challenges. The increasing reliance on algorithms to curate content can lead to echo chambers and filter bubbles, where users are exposed only to information that reinforces their existing beliefs. This has contributed to the polarization of public discourse and the spread of misinformation and fake news, as false narratives are amplified by algorithms designed to prioritize engagement over accuracy. Platforms like Facebook and YouTube have faced criticism for their role in the dissemination of harmful content, raising questions about the ethical responsibilities of tech companies in shaping public opinion.

Another societal concern is the impact of data surveillance and privacy. Media platforms collect vast amounts of user data to enhance personalization, but this has led to growing fears about data security and privacy violations. Incidents like the Cambridge Analytica scandal, where personal data was used to influence political outcomes, have highlighted the risks associated with data harvesting and algorithmic manipulation.

As media platforms become more integrated into daily life, the balance between personalization and privacy becomes an increasingly pressing issue.

Ethical Challenges in the Digital World

The rapid development of media technologies has also brought ethical dilemmas to the forefront. The creation of deepfakes—synthetic media that use AI to manipulate video and audio content— presents a new challenge to the authenticity of information. Deepfakes have the potential to spread disinformation by fabricating the appearance of real events or statements, eroding public trust in media. In the political sphere, this can have grave consequences, leading to confusion, manipulation, and potential electoral interference.

Furthermore, the issue of algorithmic bias has emerged as a critical concern. AI systems are often trained on datasets that reflect historical biases, which can lead to discriminatory outcomes in media content delivery. For example, facial recognition algorithms have been shown to misidentify people of color at a disproportionately high rate, raising questions about the fairness and inclusivity of AI-driven technologies. These biases can perpetuate existing inequalities in media representation, limiting diversity and reinforcing harmful stereotypes.

Additionally, the rise of automation in journalism—where AI is used to write news articles, reports, or generate video content—raises questions about the future of human labor in media. As AI technologies become more capable of performing tasks traditionally carried out by journalists, content creators, and media professionals, there are concerns about job displacement and the role of human creativity in an increasingly automated media landscape.

The Future of Human Engagement in a Digital World

As technology continues to reshape the media ecosystem, it is essential to consider how these changes will affect human engagement in a digital world. On the one hand, media technologies offer opportunities for more inclusive and participatory forms of communication, giving individuals unprecedented control over the content they consume and create. On the other hand, the increasingly algorithmic nature of media platforms raises concerns about how individuals interact with information and how these interactions shape their understanding of the world.

The future of human engagement in media will likely be defined by a tension between empowerment and control. While technology enables new forms of expression and connection, it also creates environments where individuals are constantly monitored, influenced, and commodified.

The challenge for media companies, technologists, policymakers, and society at large is to ensure that the benefits of these advancements are realized without compromising ethical principles, privacy rights, or societal cohesion.

In conclusion, the intersection of media, technology, and society offers exciting possibilities for the future of communication, but it also necessitates careful reflection on the ethical, social, and cultural consequences of these innovations.

As we move further into the digital age, it is essential to develop frameworks that foster responsible media practices, protect individual rights, and ensure that media technologies contribute to a more equitable and inclusive society.

This conference, " Tech-Media Synergy: Challenges, Innovations, and the Road Ahead," seeks to explore the dynamic relationships between media technologies and their implications on societal structures, public discourse, cultural shifts, and individual behaviors.

By fostering interdisciplinary dialogue, the conference aims to bridge the gaps between academia, industry, policymakers, and society to understand the future trajectory of media and technology's role in shaping global societies.

The interface of scholars across the globe in this conference aims create a discourse that ask critical questions in the context of technical innovations and disruptions in the domain of media and communications.

CALL FOR PAPERS

Abstracts are invited for conference titled" **Tech-Media Synergy: Challenges, Innovations, and the Road Ahead."** This interdisciplinary conference seeks to explore the transformative impact of technological innovations on media, communication, and society, offering a platform for researchers, practitioners, and policymakers to engage in critical discussions around the evolving landscape of media technologies and their societal implications.

Email Id: **ascoconference2025@amity.edu**

Sub-Themes:

Journalism and Media

- Interactive Storytelling
- Immersive Media Experiences
- Global Media Policy Trends
- Women in Media and Technology
- Diversity and Inclusion in Media
- Health Communication
- Science Communication
- Media Representation
- Sustainability and Environmental Impact
- Visual Communication
- Films

Media and Technology

- Social Media, Algorithms, and Public Discourse
- AI and Machine Learning in Media
- Virtual and Augmented Reality in Media
- Cybersecurity in Media
- Digital Transformation in Media
- Digital Sustainability: Technology for Environmental Advocacy and Awareness
- Green Revolution in Media: Redefining Industry Practices for a Sustainable Future

Business of Media and Media Industry

- Business Models for Digital Media
- Media Entrepreneurship and Innovation
- Digital Literacy and Skills Development

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Ethics and Governance

➤ Media Regulation and Policy
➤ Net Neutrality and Open Internet
➤ Data Protection and Privacy
➤ Intellectual Property and Copyright

Best Paper Awards

➤ One best paper award for research scholars, academician's category
➤ One best paper award for student's category

REGISTRATION FEE:

Indian Delegates (INR)	Virtual Mode		Offline Mode	
	Regular	Early Bird	Regular	Early Bird
Students (UG, PG, M.Phil.)	800.00	800.00	800.00	500.00
Ph.D. Scholars	1500.00	1200.00	2000.00	1500.00
Academicians & Researchers	2500.00	2000.00	3000.00	2500.00

Foreign Delegates (USD)	Virtual Mode		Offline Mode	
	Regular	Early Bird	Regular	Early Bird
Students (UG, PG, M.Phil.)	15$	10$	15$	10$
Ph.D. Scholars	25$	20$	30$	25$
Academicians & Researchers	55$	45$	60$	50$

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Publication:

➤ Selected papers will be published in UGC care listed/Peer reviewed/ Scopus indexed Journals

➤ M.Phil./PG/UG Students work will be published as conference proceedings/book chapters

➤ Publication ready papers will have to be submitted by 21st April 2025

➤ Publication to be completed by June/July 2025

➤ **No Publication fee will be involved**

IMPORTANT DATES:

➤ **Conference Dates: 20th to 21st March 2025**

➤ Pre- conference workshop 19th March 2025 (offline mode)

➤ Deadline for Submission of Abstract: 15th January 2025.

➤ Confirmation: within 10 days of receiving the abstract

➤ Submission of Full paper: 10th February 2025

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➤ Registration: After Confirmation, participants can register. Registration will be open until 15 March 2025, 9 AM (IST). Participants are encouraged to register soon to avail themselves of the discount on the Early Bird Registration Fees.

➤ Early Bird ends: 28th February 2025

➤ Conference Dinner: 20th March 2025

➤ Delhi Heritage Tour: 21st March 2025

ORGANIZING TEAM:

Patron In Chief	Dr. Ashok K. Chauhan	Founder President, Ritnand Balved Education Foundation (RBEF)
Patron	Dr. Atul Chauhan	Chancellor, AUUP
Co-Patron	Prof. (Dr) Balvinder Shukla	Vice Chancellor, AUUP
Conf. Director	Prof. (Dr.) Gagan Prakash	Director, ASCO, AUUP, Noida
Convener	Dr. Janardhan Juvigunta	Assistant Professor III, ASCO
Co- Convener	Dr. Jolly Jose	Associate Professor, ASCO
	Dr. Rakesh Prakash	Associate Professor, ASCO
	Dr. Anshu Arora	Associate Professor, ASCO
	Dr. Piyashi Dutta	Assistant Professor III, ASCO

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CONTACT:

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About Amity School *of* Communication (ASCO), Noida

Amity School of Communication is a premier mass communication institute under the Amity Universe umbrella which offers professional courses at under-graduate and post graduate level. It has over 1700 students on its rolls. Supreme emphasis is laid in the institution on providing the most modern and sophisticated learning environment coupled with rich Indian heritage, value system and sanskars. Amity School of Communication is a place where passion meets conviction.

It is a place where a student attains theoretical and practical journalistic maturity develops intellectually and personally into an able individual having a broad world view. The guiding principle of amity is: "Where modernity blends with tradition". The teaching methodology is contemporary to keep the students and the staff abreast with the ever-changing scenario in the educational arena and media scenario, with a fine blend of traditional Indian ethics and value systems.

Tradition gives us ethics and valuesand Modernity gives us opportunity to apply those values to move ahead and make our mark. The academic and cultural activities at Amity backed by the latest infrastructure provide a platform where all students come together and explore individual and group talents and resources.

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The faculty and management possess a high degree of integrity and knowledge that help students develop into efficient and effective human beings. Hence we say: "We nurture talent"In today's competitive scenario, quality education has become a power that is a must for all institutions. Unparalleled performance, both in the field of academics and corporate engagements, defines Amity School of Communication (ASCO). Established in 1999, the School has witnessed rapid growth in terms of infrastructure, faculty, placement and performance. The institute can boast of an ultra-modern HD television studio and a community radio station run by the students.

The institute derives its inspiration from the philosophy of its Founder President Dr. Ashok K. Chauhan. It aims to imbibe among the neo-leadership of the Indian Media industry, a blended approach of western educational techniques in a most high tech campus with the indigenous traditions so as to meet successfully the challenges of the modern day communication scenario. The ASCO family boasts of a highly accomplished faculty. In addition to being strikingly erudite, the faculty is also greatly approachable.

The department's strong commitment to quality teaching and research has earned its faculty and graduate students numerous teaching awards and a ranking as one of the top communication programs in the nation. The students are able to go beyond classroom learning- they possess a high level of connection with each other and the faculty, which makes them different. Students gain practical knowledge and heighten their communicative skills.

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Amity School of Communication strives to prepare undergraduate and graduate students to be critically engaged citizens. Our program of study develops students' theoretical, technological, and rhetorical skills needed to achieve their professional and personal goals. Moreover, the interdisciplinary nature of our department reflects the complexity of a world facing challenges best addressed by skilled communicators. With the fast changing education scenario, when students prefer elite institutes, Amity School of Communication has been growing rapidly.

Giving a perfectly balanced learning environment, some of the popular programs of ASCO are Masters in Marketing and Advertising Management, Masters in Journalism and Mass Communication, Masters in Public Relations and Event Management and Masters in Business Administration (Media Management), Bachelors in Journalism and Mass Communication, Bachelors in Journalism & Mass Communication (3-continent), and Bachelors in Journalism & Mass Communication (International).

The studio of ASCO is unmatched, with state-of-art facilities where a student can exercise their creative freedom boundlessly, giving learning a new meaning. We explore communication in its many forms and contexts as a fundamentally social phenomenon. The department is ever bustling with a variety of events, guest lectures, workshops, seminars and debates.
The School has a good linkage with the Media world and a great number of the students work with the industry to gain on-job experience before joining the profession.

ASCO meets the needs of students to be wise consumers of media, managers of information and responsible producers of their ideas using the powerful multimedia tools of a global media culture. In nutshell, Amity School of Communication banks upon, "Education by Values and Values by Education." It strives to achieve excellence with greater impact through global orientation, creativity, innovation and collaboration techniques.

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