

1. Amity University Madhya Pradesh and Amity University, Dubai holds an International Conference on Media Practices



Over 450 academics, researchers, practitioners, industry experts, teaching professionals and students from around the region came together for a three-day from (17th to 19th June 2019) International Media Conference organised by Amity University Dubai in collaboration with Amity University Madhya Pradesh, Gwalior. The conference, titled Conference on Practices and Future Trends of Mass Communication (CPFTMC) 2019, focused on the current practices and future trends in media communication to share dynamic and interactive research papers that are topical, technical, commercial and strategic. Mohammad Abdullah, Managing Director of Dubai Knowledge Park and Dubai International Academic City and President of Dubai Institute of Innovation and Design, joined Dr Vajahat Hussain, Amity University Dubai CEO, for the inauguration of the CPFTMC 2019 and the unveiling of an ISBN-listed book, Current Practices and Future Trends in Media Communication and Bi-annual SCOPUS indexed journal named Journal of Content Community and Communication.

Conference knowledge partners Nikon School, Media Cast and Oasis Enterprises set up a range of activities designed to give university and school students a glimpse into life within the media industry. A popup photo studio, broad casting desk and camera were set up to teach students more about life as a photographer, radio jockey and TV anchor.

The interactive workshops also taught students more about life behind the camera, handling video shoots and blogging. The CPFTMC 2019 covered a range of interesting panel discussions and technical sessions, the future of media education in the age of digital disruption being one of them. Although seeming to have a negative connotation, digital disruption within the field of media and education can benefit to students and provide more access to learning. With the UAE Vision 2021 National Agenda emphasising on transforming teaching methods, virtual learning, flipped classes, online courses etc. have become popular within the region, with an increasing number of schools and universities investing in virtual reality and bringing remote learning to life.

Amity University CEO, Dr Vajahat Hussain said: “The objective of CPFTMC 2019 was to create a platform that encourages collaboration and dialogue within the media industry.

The social and digital media phenomena continues to grow at a rapid rate, with constant changes to practices and trends, both in the Middle East and world-wide. The conference is a great opportunity not just for attendees to network and collaborate, but also for school and university students to understand the industry and the different opportunities available to them.” The objective of CPFTMC 2019 was to create a platform that encourages collaboration and dialogue within the media industry.

Dr Sumit Narula, Conference Chair, CPFMTTC 2019 said: “ It was a path-breaking conference in the field of media. He further added with a smart device in hand and Wi-Fi connection, the technology has enabled every individual to become a potential broadcaster. The social media platforms which defy time and space, offer unmatched access to post, forward and recycle content (text, images, video) at electrifying speed and fidelity. In this infinite media-scape, there is no legislation to safeguard the principles of ethical and professional practice. No wonder, we are dealing today with an alarming increase in the spread of fake news, creation of alternative truths, running trolling and propaganda machines.”



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