

INTERNATIONAL CONFERENCE ON EMERGING MEDIA PARADIGMS



➤ ABOUT THE CONFERENCE

For long, media professionals, leaders and luminaries, have been predicting the epochal change in the history of media. The implied sense of it is that within a period of a single human generation, access to information has evolved from relative paucity to profusion. Billions of individuals a generation ago who accessed daily information relying on a few locally-distributed newspapers, television channels, and radio stations, can in contemporary times, virtually access global information sitting in a corner of their house. The economic, historical, and societal implication of this epochal transformation in media is far more intense than Gutenberg's creation of moveable type, Tesla's and Marconi's origination of broadcasting, or any other preceding development in media.

Set against the milieu of a rapidly changing mediascape, driven by unprecedented technological advancement, ICEMP2020 will set the stage for critical academia industry engagement on Alternative Narratives.

The deliberations in the conference will open a plethora of opinions and perspectives, setting the stage for a discourse on Intermediality, Prosumer Culture, Futuristic Media, Narratology and Technoculture in context of changing media paradigms.

The two day ICEMP conference on 9th and 10th of January, 2020, will bring together an eclectic mix of thinkers, innovators, and leaders from academia and industry to discuss, debate, and reflect upon the complex tapestry of narratives that explores the rapidly changing media paradigm. The conference aims to highlight the alternate, often divergent, methods employed by contemporary media practice and businesses that facilitate critical academic engagement. In doing so it seeks to devise an application based pedagogy for media education of the future.

➤ ABOUT AMITY UNIVERSITY

Amity is leading education group of India with more than 1.5 lac students studying in its 250 plus programs at its 11 overseas campuses, with 4500 faculty and scientists. The university is one of India's leading research and innovation driven private university and has been ranked amongst the top 3% Universities globally.

THE AMITY SCHOOL OF COMMUNICATION (ASCO), NOIDA

Amity School of Communication (ASCO), Noida, is a premier Media Studies institute in India. Nurturing over 1600+ students enrolled in a plethora of industry specific courses, ASCO is the largest media school in the country providing holistic development to the budding media professionals.

Established in 1999, (ASCO) is reputed for its excellent academics and industry engagements. The institute is equipped with state of the art infrastructure, and is led by a team of highly qualified, dynamic faculty and staff.

THE AMITY SCHOOL OF FILM AND DRAMA (ASFD)

Amity School of Film and Drama (ASFD) aims to nurture brilliant creative professionals for the media and performing arts industries. The School is one of the fastest growing film and drama schools in India, with a vibrant community of faculty, students, and technical support staff who are committed towards pursuing and attaining excellence in all fields of films and theatre.

ASFD offers globally benchmarked training in Acting, Script Writing, Film Production, Film Direction, Cinematography, Video Editing, Theatre, Stage Craft and Stage Direction.

➤ WHO SHOULD ATTEND?

- Faculty Members, Research scholars and Students from various domains (including Media Studies, Film Studies, Journalism & Mass Communication)
- Members of creative industries including Journalists, Film Makers, Thought Leaders and Entrepreneurs
- NGOs, Consulting Agencies and other interested people representatives of Government Agencies and Departments

➤ OBJECTIVES OF THE ICEMP CONFERENCE

1. To further original and emergent knowledge in the field of media practice and education in the world and offer a mega platform to foster collaboration between academia and industry.
2. To create a platform for knowledge generated with an interdisciplinary approach, and explore the interstitial space of media & entertainment, technology with respect to emerging trends.
3. To appraise the interlinked and contemporary themes of Intermediality, Prosumer Culture, Futuristic Media, Narratology and Technoculture in context of changing media paradigms.
4. To establish/reinvent benchmarks of excellence in academic research in consonance with current sociocultural and economic landscape.

➤ CALL FOR PAPERS

Authors are invited to submit abstracts on any of the 5 broad themes of the conference. Full papers can be submitted only after the abstracts are accepted. Abstract and Full text papers (doc) will be accepted through Electronic Mail. All submitted papers must be original, previously unpublished research results, experimental or theoretical. It should meet the ICEMP criteria and must not be under consideration for publication elsewhere.

NARRATOLOGY	INTERMEDIALITY	PROSUMER CULTURE	FUTURISTIC MEDIA	TECHNOCULTURE
<ul style="list-style-type: none"> • Episodic video content & social storytelling • Evolution of narrative techniques in mainstream cinema • Identity, Ideology and Narrative Fiction • Transcultural and e and neo-narrativeMulticultu ral representation • Transmedia storytelling • Avante Gard 	<ul style="list-style-type: none"> • Intertextuality in Film and Performance • Intermediality in video and film • Intermedial strategies and aesthetics • Interactivity and Hybridization • Transnationalism, Multiculturalism in Intermedial Space • Adaptation, Semiotics and Liminality 	<ul style="list-style-type: none"> • Social production and creative commons • Prosumption of News • Trends in Experience Economy • Means and meanings of prosumption • Fake news, memes and satirical comedy 	<ul style="list-style-type: none"> • Emerging trends in social media marketing • Augmented Reality (AR) and Virtual Reality (VR) in Media & Entertainment • Blockchain for advertising & journalism • Data journalism and Visualization 	<ul style="list-style-type: none"> • Interactions of identity, groups and media • Technologies and mediations in culture and film • Cultural material in technological contexts • Negotiating Audioscapes and temporality • Affect in Emergent Performative Spaces

Abstracts/Papers should be sent to the following email address with a cover note: icemp@amity.edu

www.amity.edu/icemp

> IMPORTANT DATES

Conference Dates	January 9-10, 2020
Abstract submission deadline	Nov 10, 2019
Early-bird Registration	Nov 5-15, 2019
Full paper submission deadline	Dec 5, 2019
Last date of Registration	Dec 10, 2019

➤ REGISTRATION FEE

APPLICANTS CATEGORY	TYPE	PAPER PRESENTATION FEE		DELEGATE/PARTICIPANT FEE	
		Indian	Foreign	Indian	Foreign
Industry Professional/Corporate	Early Bird	4000/- INR	\$200	3200/- INR	\$120
	Regular	5500/- INR	\$250	4000/- INR	\$150
Academician	Early Bird	4000/- INR	\$150	2400/- INR	\$96
	Regular	4500/- INR	\$200	3000/- INR	\$120
Amity University Faculty	Flat Rate	1500/- INR	-	1500/- INR	-
Research Scholar	Early Bird	1600/- INR	\$65	800/- INR	\$48
	Regular	2000/- INR	\$80	1000/- INR	\$60
Student	Early Bird	1000/- INR	\$40	400/- INR	\$32
	Regular	1500/- INR	\$50	500/- INR	\$40

- Author(s) with multiple papers must register separately for each paper.
- Registration fee once paid will not be refunded under any circumstances.
- The registration fee includes lunch, tea and conference kit and provides access to all sessions/events.
- Presenters can also present in absentia via Skype.
- Accommodation assistance will be provided.

www.amity.edu/icemp



➤ CORRESPONDENCE



All communication must be addressed to:

**ICEMP Conference Secretariat
Amity School of Communication,
J1 Block, Amity University Uttar Pradesh,
Sector 125, NOIDA, 201303**

Conference email: icemp@amity.edu

Website: www.amity.edu/icemp

CONTACT

- Dr. Ruhi Lal, Mob: 9958632243, Email: rlal@amity.edu
- Mr. Rubaid Ashfaq, Mob: 9877079568, Email: rashfaq@amity.edu

EXTERNAL ADVISORY COMMITTEE



Prof. Kate Williams

Deputy Dean-Faculty of Arts,
Science and Technology,
University of Northampton, UK



Dr. Vikrant Kishore

Course Director- Film Television
and Animation,
Deakin University, Australia;
Director, National Institute for
Chhau & Folk Dances, India



Dr. P.N. Vasanti

Director General, Centre for Media
Studies (CMS) and CMS Vatavaran,
New Delhi



Dr. Shikha Jhingan

Associate Professor, School of Arts
and Aesthetics,
Jawaharlal Nehru University (JNU),
New Delhi



Prof. Biswajit Das

Founding Director, Centre for Culture
Media and Governance (CCMG),
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Dr. Sean P. Holmes

Vice Dean, International College of
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Dr. Sarunas Paunksnis

Associate Professor, Digital Culture,
Communication and Media Research Group,
Kaunas University of Technology, Lithuania

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➤ ICEMP ORGANISING COMMITTEE

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ORGANIZING SECRETARY	Prof. (Dr.) Asim Chowdhury , ASCO