



## SYMBIOSIS INSTITUTE OF MEDIA AND COMMUNICATION

### INTERNATIONAL CONFERENCE ON MEDIA AND COMMUNICATION (ICMAC) 2023

28–30 SEPTEMBER 2023

Venue: Sandipani Leadership Development Centre (SLDC),  
Symbiosis International (Deemed University), Pune, Maharashtra, India

### SCHEDULE

DAY I   28 SEPTEMBER 2023 (THURSDAY) SCRMCI PANEL DISCUSSION	
Sandipani Leadership Development Centre (SDLC)	
10.00 a.m. onwards Sandipani Hometel	Conference Registration
12:30 p.m. – 1:30 p.m. Sandipani Kitchen	Lunch
02:00 p.m. – 04:00 p.m. Sandipani SLDC Room No. 9	<p>SCRMCI Panel Discussion <b>Contemporary Cultures of Consumption: Perspectives and Reflections</b> Speakers: <b>Dr Aswin Punathambekar</b> (Annenberg School of Communication, USA) <b>Dr Nalin Mehta</b> (Author &amp; Academic; Dean, UPES) <b>Prof Anil Zankar</b> (Former Dean at FLAME, Whistling Woods and FTII) <b>Mr Mayank Shekhar</b> (Entertainment Head, <i>Mid-Day</i>) <b>Dr Smith Mehta</b> (University of Groningen, Germany) <b>Dr Sreya Mitra</b> (American University of Sharjah) <i>(Hosted by SCRMCI – Symbiosis Centre for Research in Media and Creative Industries)</i></p>
04:00 p.m. Sandipani Kitchen	High Tea

**DAY II | 29 SEPTEMBER 2023 (FRIDAY)**  
**INAUGURAL CEREMONY**

SIU Convention Centre Area

<b>09:00 a.m. – 10:00 a.m.</b> SIU Convention Centre Area	Conference Registration
<b>10:30 a.m. – 01:30 p.m.</b> SIU Convention Centre	<p><b>ICMAC 2023: Inaugural Ceremony</b>            Presided by  <b>Dr S. B. Mujumdar</b>, Chancellor, SIU  <b>Dr Vidya Yeravdekar</b>, Pro Chancellor, SIU  <b>Dr Rajani Gupte</b>, Vice Chancellor, SIU            Welcome Note:  <b>Dr Ruchi Kher Jaggi</b>, Director, SIMC &amp; Dean, FoMC</p>
	<p><b>Keynote Address by:</b>  <b>Dr Sahana Udupa</b>, Professor,            University of Munich (LMU), Germany  <b>Dr Aswin Punathambekar</b>, Professor, Annenberg School            for Communication, University of Pennsylvania</p>
<b>01:30 p.m. – 02:30 p.m.</b> Sandipani Kitchen	Lunch

**DAY II | 29 SEPTEMBER 2023 (FRIDAY)**  
**SESSION I**

02.30 p.m. – 04.00 p.m. | Sandipani Leadership Development Centre (SDLC)

<b>Epistemologies of Culture: Discussions on Changing Paradigms</b>		
<b>TRACK I: SLDC Room No. 5 (PARALLEL SESSION I)</b>	Digital, Dilemma and Preserving Cinema: Analysis of Moving Image Archiving in India	Ankit Vaishnav and Mahesh Kumar Meena
	(Re)ndering the Indian Film Heritage: A Study of the National Museum of Indian Cinema and its Discursive Curatorial Practices	Dhara Shah
	Voices of the Global Majority	Tanya Elder
	Humanizing Leadership: Transformational Learning and Higher Education	Josraj Arakkal and Swapna Gopinath

<b>Post-pandemic Cultural Negotiations: Cinema and Other Creative Spaces</b>		
<b>TRACK I: SLDC Room No. 6 (PARALLEL SESSION 2)</b>	Evaluating the Representation of Covid in Post Covid Malayalam Cinema: Spatiality & Novelty	Muhammed Swalih K and Sapna M S
	Malayalam Cinema Post-Pandemic: A New Perspective	Jain Mary Sajeev and Rajesh M
	Analysis of Adaptation of Detective Series, <i>Byomkesh Bakshi</i> for OTT Platform During Pre and Post Covid Era	Wrishav Roy and Sudarshan Yadav
	Deducing Spatial Reality through Memetic Ecology	Tehseen Afzal and Nookaraju Bendukurthi
<b>Streaming Cultures: Crafting Socio-cultural Narratives</b>		
<b>TRACK II: SLDC Room No. 9</b>	Digital Media for Development: Harnessing Online Platforms for Awareness and Empowerment	Swati Mishra, Divya Santhanam, Namita Wadhwa and Raghvesh Ranjan
	Captain Marvel and Setting of New Gender Equality Benchmarks	Arindam Basu
	<i>Clas\$</i> : Individual, Society, Identity, Caste	Supriti Malhotra
	Road to Digital Equality: Assessing the Digital Adoption of the Tribes of Jharkhand	Swetabh Pandey and Mun Mun Ghosh
	K mommy Vlogs: Creating Identities and ‘Soft Power’ Influencing through Everyday Narratives: A Case of Hamimommy and Haegreendal	Sudha Venkataswamy
<b>Journalism Praxis</b>		
<b>TRACK III: SLDC Room No. 4</b>	Environment, Wildlife, Gender: Spotting Trails in Niche Journalism in India	Neha Jindal
	Combating the Informational Warfare: Means and Approaches to Debunk the Political Misinformation and Disinformation in Kashmir, India	Imtiyaz Ahmad Pandow and Arif Nazir
	Loss of the Coveted Blue Tick: Impact of Paid-for Twitter Verification on Journalistic Practice in India	Kabir Upmanyu and Sneha Gore Mehendale
	Indian News Outlets and Instagram: Examining the Patterns and Elements Influencing News Dissemination	Sushobhan Patankar
	Photo Journalistic Coverage of COVID-19 in India: Strategic Use of Photographs in Supporting Disaster Capitalism	Puneet Gupta and Akashdeep Roy

<b>Brand Management: Representations and Practices</b>		
<b>TRACK IV: SLDC Room No. 2</b>	‘Men are Here for Business, Women to Wear Bikinis and Look Sexy’: Critically Analysing the Self-representation Practices of Indian Yoga Teachers on Instagram	Shamika Dixit
	Customer Relationship Management: “Is it a Myth or a Reality in Indian Consumer Context.”	Manish Hingorani
	“Saving the Planet One Bite at a Time”: An Analysis of QSR Brands' Digital Sustainability Communications in Post-Pandemic Times	Dishha Medhavi and Kulveen Trehan

## DAY II | 29 SEPTEMBER 2023 (FRIDAY)

### SESSION II

04:30 p.m.–06:00 p.m. | Sandipani Leadership Development Centre (SDLC)

<b>The Ideologies of Gender in Diverse Cultural Contexts</b>		
<b>TRACK I: SLDC Room No. 5</b>	Authenticity of the LGBTQIA+ Community's Engagement: A Case Study on Netflix	Prema Tressa Abraham and Ashwani Kumar Upadhyay
	What is in the foreground? Reorientation of Transnationalism, Digitality, and Queer desires in Korean BL Dramas	Sanskriti K
	Consent and Boundaries on a Film Set: Intimacy Coordinator in Indian Film Industry in the (post)pandemic Era	Nirmala M N and Pradeep Thomas
	Database Logics/Bodily Narratives: Indian Women Engaging with Cinema on Digital Platforms	Damini Kulkarni
	BL Desam: Studying Affect and Affection in Indian BL Fan Spaces	Lakshmi Menon
<b>Streaming Cultures: Understanding Audience Engagements</b>		
<b>TRACK II: SLDC Room No. 6</b>	Reaction Videos and Why Audiences Can't Stop Watching Them	Anirban Ghosh
	From Couch to Clicks: Exploring the Paradigm Shift in Media Consumption amid Digital Era in Kashmir	Aaquib Farooq Rangreze and Shahid Rasool
	Gifting Behaviour Among E-sport Streamers and Viewers	Shatabdi Nannaware
	Audience Engagement of Transmedia Storytelling in Short Formats: Reels and Memes on Instagram in India	Moumita Das and Sudha Ravishankar
	OTT (Over the Top) Services and Live Sports: The Game-changing Audience Viewership Dynamics in the Context of Free IPL 2023 Telecast in India	Josraj Arakkal and Preetha Menon

<b>Journalism Studies</b>		
<b>TRACK III:</b> SLDC Room No. 9	Revisiting Paulo Freire in Maharashtra: An Assessment of Nagar Radio at Ahmednagar	Sunil Belladi
	Influence of Sociolinguistic Behaviours of Broadcast News Personalities on Audience Perception and Viewership Motivations	Aditi Shekar
	Content Distribution Strategies of Digital News Media Start-ups and Comparison to Traditional Legacy Media	Kumari Pallavi and Priyanka Singh
	Digital Content Distribution Strategy: An Exploratory Study of News Start-ups in India	Sagar Gokhale
	Digital Politics: Analyzing Tweet Culture Among the Political Leaders in India	Ashwini Ramesh
<b>Content Creation: Values and Effects</b>		
<b>TRACK IV:</b> SLDC Room No. 5	What Happens to the Art World's Expression of Art, When Museums Go VanGO?	Obaid Bashir Wani and Nookaraju Bendukurthi
	Curate and be Curated: The Cultural Imperatives of Platform Capitalism	Panos Kompatsiaris
	Performative Subjectivities of Queer Content Creators in Transnational Spaces: Perspectives from India	Swapna Gopinath and Ruchi Kher Jaggi
	The Effect of Platform Governance on Creative Freedom of Content Creators	Kuldeep Brahmabhatt and Niharika Sagar
<b>07:30 p.m. Onwards</b> Sandipani Lawns/ Vashishth		<b>ICMAC 2023: Gala Dinner</b>

**DAY III | 30 SEPTEMBER 2023 (SATURDAY)****SESSION I**

09:30 a.m.–11:00 a.m. | Sandipani Leadership Development Centre (SDLC)

<b>Narratives and Personae: Tracing Trajectories in Indian Cinema</b>		
<b>TRACK I:</b> SLDC Room No. 5	The Cinematic Shift in Ayushman Khurana Films: Unravelling the Transformative Social Narratives in the New Era	Ravi Sehrawat and Sachin Bharti
	Dr Rajkumar and the Kannada Sub-Nationalism Project	Sreeram Gopalkrishnan
	The Changing Trends in the Language of Hindi Cinema	Dharmendra Chavan
	A Study on Creating a Selective Political Narrative in Mainstream Indian Cinema	Vidyabhushan Arya
	Dalit Filmmaker: Changing the Pattern of Dalit Representation in Indian Cinema in the Digital Era	Chandrakant Kamble

<b>Streaming Cultures: Decoding Platform Ecosystems</b>		
<b>TRACK II:</b> SLDC Room No. 6	Addressing Fake Information in India: A Multi-Faceted Framework Utilizing social media and Bunku Chatbot	Devika Mehta, Jolly Jose and Aman Chauhan
	Entertainment Customization on Netflix: Redefining Content and Production Approach Strategies post Covid	Rochak Saxena and Gyapti Jain
	<i>Gaines</i> and Social Media in the Post-Pandemic era	Rochelle Ann Lepcha and Sunil Kalai
	The Challenge of Foreign Investment in Mexico: An Analysis of Perception and Challenges Regarding FDI as a Source of Innovation	Manuel Alejandro Robles Acevedo and Veronica Ocadiz Amador
<b>AI and Digital Journalism</b>		
<b>TRACK III:</b> SLDC Room No. 9	Automation in PR and Journalism: A Paradigm Shift between Journalists and PR Professionals	Geetanjali Panda and Ashwani Kumar Upadhyay
	The Art of Winning the War on Social Media: A Ukraine-Russia Case Analysis	Ankit Alok Srivastava
	News in Posthuman Era: From Journalism to Journ-AI-lism	Geeta Kashyap and Shambhu Sahu
	Experimentation with Digital Tools for Local Journalism: Can AI Enable a Thriving Local News Industry?	Dipannita Das
	Digital Journalism and Documentary Digitalities in India: An Overview	Mithila Biniwale
<b>Creative Businesses: Models &amp; Strategies</b>		
<b>TRACK IV:</b> SLDC Room No. 5	Exploring the Effect of Event Attachment and Sports Involvement in the Success of Women's Professional Sports League	Sigma Soni and Parvinder Arora
	Striking a Chord in the Digital Era: A Study of Business Strategies of <i>SaReGaMa India</i> and <i>Tips Industries</i> in the Evolving Music Landscape in India	Sudarshan Kharat and Ajit Gagare
	Unpacking Micro Content Monetization: A Novel Strategy for Enhancing Content Creator Earnings	Madhan Karky, Vignesh R and Yashika Begwani
	The Rise of the Influencer Economy: Shifting Dynamics in the Creative Industry (Poster Presentation)	Ritika Prasad
	The Sarah Connor Dilemma (Poster Presentation)	Anshuman Mohanty & Chethan Kumar
11:00 a.m. – 11:30 a.m.		Tea Break

**DAY III | 30 SEPTEMBER 2023 (SATURDAY)**  
**SESSION II**

11:30 a.m. – 01:00 p.m. | Sandipani Leadership Development Centre (SDLC)

<b>Women in Cinema: Conversations on Representations</b>		
<b>TRACK I: SLDC Room No. 5 (PARALLEL SESSION 1)</b>	Love and Labour: Examining the Gendered Politics of Emotional Labour in Romantic Love and Commoditised Care in Neoliberal Hindi Cinema	Juhi Rajwani
	Exploring Digital Space: Mediatisation, Gender and Sexuality of the Urban	Swapnil Kamble
	Exploring Cultural Narratives around Marital Rape in India: Role of Popular Films and Media	Gunjan Sachdeva and Maithili Ganjoo
	Food Scraps and Affective Labour: The ‘Non-liveable’ Life of a Young Woman in the Malayalam Movie <i>The Great Indian Kitchen</i>	Thejaswini J C
<b>Negotiating from the Margins: Cultural and Creative Conversations</b>		
<b>TRACK I: SLDC Room No. 6 (PARALLEL SESSION 2)</b>	Narrativizing & Streaming Gastronomic Legacies: Netnographic Exploration of Village Cooking Channels on Instagram	Abhishek Roy and Pompy Paul
	The <i>Anonymous</i> Chapter: Precariat Representations in Documentaries	Mithunchandra Chaudhari
	Unravelling the Shift: Assessing Right-Wing Inroads into the Kerala Christian Community Amidst Manipur Violence and Changing Perceptions	Amal Sony
	From Identities to Representations: A Media Perspective on an Ethnolinguistic Group in Kashmir, India	Insha Rasheed and John Babu Koyye
<b>Streaming Cultures: Analysing Content Discourses</b>		
<b>TRACK II: SLDC Room No. 9</b>	Seeking More Reality: Rise of Episodic Non-Fiction on OTT during the Covid Pandemic in India	Deenaz Raisinghani and Madhavi Reddy
	Medical TV Dramas: A Gratifying Experience among Indian Youth?	Rebekah Julianne Jesudason and Sachin Benner Raj
	Mainstreaming Class Discontents: Class Constructions in Popular TV Series and Films	Yiannis Mylonas
	Problematics of eroticism in OTT Platforms: An analysis of Ekta Kapoor’s <i>X.X.X. Uncensored</i>	Astha Singh

User Experiences: Effectiveness and Economy		
TRACK IV: SLDC Room No. 5	What do Indian Millennials Believe about Advertising on OTT Platforms: Measuring Beliefs towards Advertising and Effectiveness through Structural Equation Modelling	Pooja Valecha
	Gamification and Rewards in Mobile E-commerce Apps and Indian User Experience	Rajat Bandopadhyay
	Streaming Videos, Bingeing Audiences: Creating the 'Experience' in Experience Economy	Mudita Mishra
<b>01:00 p.m. – 01:30 p.m.</b> SDLC Room No. 9		<b>ICMAC 2023: Valedictory Ceremony</b>
<b>01:30 p.m. Onwards</b> Sandipani Kitchen		Lunch

## NOTE:

We have a few important points/updates to share with you regarding your participation in the upcoming [ICMAC 2023](#):

- TRAVEL ADVISORY (FOR THOSE FROM OUTSIDE PUNE):** We want to apprise you of the upcoming festival procession in Pune, Maharashtra on 28th September 2023, due to which there may be a traffic situation which you need to factor in while planning your travel to the ICMAC venue. Just a few suggestions: (a) if possible, at your end, arrive a day early; or (b) plan your arrival at the venue early morning on 28th September.
- PRESENTATION GUIDELINES (FOR ALL THE PARTICIPANTS):** All participants have been allotted 15 minutes for the presentation and 05 minutes for the question-answer session. So, please adhere to the given time limit to help us stick to the schedule. You are advised to have a maximum of 8-10 slides including the title and the acknowledgement slides.
- FINAL PAPER SUBMISSION (FOR ALL THE PARTICIPANTS):** This is to clarify that you do not have to submit your full paper manuscript yet. We will let you know the date of submission for your final manuscript after the conference if there are any publication opportunities.