

International Conference on

Diversity and Plurality In Media

Reflections of Society

Dec. 27th Tuesday - 28th Wednesday, 2011

Conference Organization

Prof. Brij Kishore Kuthiala, Vice-Chancellor,	- Chairman & Patron
Prof. Devesh Kishore,	- Director of Conference
Prof. N.K. Trikha	- Member
Prof. Ramji Tripathi	- Member
Prof. Ashok Tandon	- Member
Prof. C. P. Agrawal	- Member
Prof. B.S. Nigam	- Member
Prof. Amitabh Bhatnagar	- Member
Prof. Ashish Joshi	- Member
Shri. Sanjay Dwivedi	- Member
Dr. Pavitra Shrivastava	- Member
Dr. P. Sasikala	- Member
Dr. Chandar Sonane, Registrar,	- Secretary

Venue • Bhopal, M.P. India

the 'City of Lakes' ...

State Capital of Madhya Pradesh ...

one of the greenest cities in India...

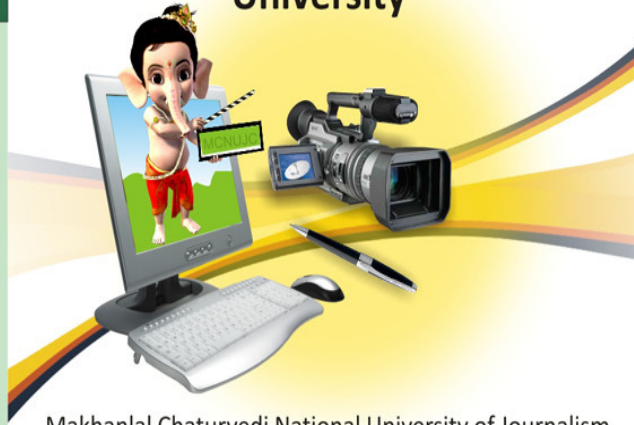


How to reach Bhopal

Bhopal the 'City of Lakes' is the capital of Madhya Pradesh and is one of the greenest cities in India. The city has immense archaeological, historical and political importance. It is a great tourist destination. Sitting on the fringe of the Malwa Plateau, the city has an amphitheatre-like quality, with a fair sprinkling of landscaped gardens and lakes. Explore the heart of Incredible India Madhya Pradesh. Hindustan ka Dil! Weather in Bhopal during December will be chilly. To know more about the city visit: <http://www.mptourism.com/> ; <http://en.wikipedia.org/wiki/Bhopal>.

The venue is well connected by air, road and railways with every part of the country. Bhopal Airport, also known as Raja Bhoj Airport, is 15 km away from the heart of the city and the venue and is well connected to Mumbai, Indore and Delhi. Bhopal Railway Junction and Habibganj Railway Station which are 5 kms from the venue are major railheads having connecting trains from all major cities in India. Daily Shatabdi expresses shuttle between Bhopal and Delhi. Lots of bus facilities, public and private, are available in Bhopal. All cities in the state are connected to Bhopal by bus services. Taxi Cabs and Autos are available with nominal charges for local visits.

About the University



Makhanlal Chaturvedi National University of Journalism and Communication is the first University of Journalism and Communication in Asia, set up by Act of the Legislative Assembly of Madhya Pradesh. It is a tribute on behalf of the people of India to the significant role played by the media in attaining freedom for the nation from foreign regime. It is named after Makhanlal Chaturvedi, a renowned editor and freedom fighter. In its twenty years of existence, MCU has not only educated and trained multitude of Media persons for various tasks but it has also contributed significantly to research and documentation.

A project in which the University has its pride, is the post independent history of Journalism of various parts of the country. The University propagates value-based journalism and socially relevant media content. Recently, the University has entered into a new era of media education namely: Media Management, Entertainment Communication, Animation, Multimedia, Science and Technology Communication, Spiritual Communication and Yogic Health Management. University also proposes alternate structures for media, especially relevant for developing societies. For further details please visit us at <http://www.mcu.ac.in/>

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Organized by



**MAKHANLAL CHATURVEDI
NATIONAL UNIVERSITY OF
JOURNALISM AND COMMUNICATION**

B-38, Vikas Bhawan, Opposite, Dak Bhawan,
Press Complex, Zone-1, M.P. Nagar, Bhopal-462011, MP



Overview

The foundation of ancient Bhartiya (Indian) civilization is based upon the eternal concept of unity in diversity. To be diverse is the law of nature but there is an element of commonality in every creation. Integral Humanism is a social philosophy that explains the intricacies of human relationships within and the outside world. Communication as an essentiality of human behaviour and media as its extension has to be diverse in nature and scope.

But the organized media is structured in such a manner that it is conditioned to ignore the spectrum of the diversity and project certain activities, events, thoughts and ideologies more than the others. This does not result in media being a true representative of the society nor does it have the capacity to be objective. Do we live with these aberrations? Or else scholars and media persons should look for alternate structural options?

The International Conference on 'Diversity & Plurality in Media - Reflections of Society' is organized by Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, and will take place in Bhopal, Madhya Pradesh, India, on December 27th and 28th, 2011. The conference focus on the issues related to Diversity and Plurality from an Asian perspective. The Conference will serve as good platform for media community to meet with each other and to exchange ideas.

Proposed Themes

- Unity in Diversity: Concept and Manifestation
- Dynamics of Diversity in Media Structures
- Democracy and Diverse Media Content
- Ethnic Groups and Diversity in Media
- New Media: Reality and Virtuality
- Measuring Diversity and Plurality in Media
- Training for Diversity and Plurality in Media content
- Social Exclusion and Media
- Strategic Communication and Managing Change
- Defining Role & Function of Media in terms of Integral Humanism
- Caste & Class in Media Structure & Content
- Media and Politics of Minoritism
- Societal Diversity and its Reflections in Media
- Ethics in Diversified Communication

Abstract and full paper will be accepted in English or Hindi.

Registration Fee

The registration Fee for the international/national delegates and students are as follows:

	Till 30 th Nov. 2011	After 30 th Nov. 2011
Foreign delegates	US\$ 500	US\$ 600
Indian delegates	Rs. 4000	Rs. 5000
Students — with boarding & lodging	Rs. 2000	Rs. 2500
Students — without boarding & lodging	Rs. 1000	Rs. 1500
Spot registration: Rs. 500 / US\$ 50 extra on the above rates.		

Accommodation in Hotels and Guest Houses is available in Bhopal at moderate rates on advance payment basis (See Travel and Accommodation)

Payment shall be made in the form of :

- Demand Draft (in favour of Registrar, MCRPVV payable at Bhopal) or
- Online money transfer through bank (Central Bank of India, a/c No. 1240585362, IFSC CODE: CBIN0282728, Shahpura Branch, Shahpura, Bhopal-462016) or
- Cash at our counter.

Fill up the Registration Form and Submit it.

Travel and Accommodation

Faculty, Post Doctoral fellows and Research Scholars may avail different kinds of travel grants/ fellowships under various exchange programs to attend the conference. Many Institutions abroad and in India as well, offer travel grants for the purpose of research, presenting papers or to attend conferences overseas. We wish to welcome all concerned to avail such opportunity to attend the conference. Over 50 international and 150 national delegates will be accommodated in the Conference. Hence we would like to invite the enthusiastic scholars, having such grants to visit India and present papers, to submit their abstracts early and fill up the registration fees (both online).

Accommodation : Moderate accommodation will be arranged on request in the local hotels or guest houses on payment basis. Limited accommodation may be available in the hostel. Accommodation shall be provided to the outstation registered participants.

Submission of abstracts and full papers

Send the abstract and full papers to Prof. Devesh Kishore. All the abstracts will be peer reviewed by the experts committee in the respective fields. Only abstracts accepted for presentation would be notified for submitting the final and full papers. Accepted papers will be published in the Conference proceedings.

Deadline for submission of abstracts 15 October, 2011

Deadline for Registration 30 November, 2011

Deadline for submission of full paper.....30 November, 2011

Conference.....27 & 28 December, 2011

The people behind...

Director of International Conference:

Prof. Dr. Devesh Kishore, Professor Research,
Mob. 09871448931
e-mail: deveshkishore@hotmail.com,
deveshkishoreus2000us@yahoo.co.in

Submission of Abstracts and Full Papers:

Prof. Dr. Devesh Kishore, Director of Conference,
Mob. 09871448931
e-mail: deveshkishore@hotmail.com

Registration and Details of Programme:

Dr. Pavitra Shrivastava, Makhanlal Chaturvedi National University of Journalism and Communication,
B-38, Vikas Bhawan, Opposite, Dak Bhawan, Press Complex,
Zone-1, M.P. Nagar, Bhopal - 462011 Mob. 09827258572,
e-mail: mcuconference@gmail.com

Travel and Accommodation:

Dr. Chandar Sonane, Registrar, Makhanlal Chaturvedi National University of Journalism and Communication,
B-38, Vikas Bhawan, Opposite, Dak Bhawan, Press Complex,
Zone-1, M.P. Nagar, Bhopal - 462011 Mob.09425092626
e-mail: registrar@mcu.ac.in