

Changing Media, Changing Audiences

Revitalizing Theories of Production, Promotion and Active Audience'

National Conference
Organized by
Department of Communication Studies
Savitribai Phule Pune University
26/02/2015

National Conference on 'Changing Media, Changing Audiences: Revitalizing Theories of Production, Promotion and Active Audience' (CMCA-2015) Organized by Department of Communication Studies Savitribai Phule Pune University.

Conference Schedule

Day One: February 26, Thursday 2015

Time	Program	Details
10:30 AM		Registration
11:00 AM	Opening Remarks	Mr. Ajit Gagare Conference Coordinator Dept. of Communication Studies
11:15 AM	Inaugural Remarks	Dr. Madhavi Reddy Head Dept. of Communication Studies
11:30 AM	Keynote Address	Mr. Pranesh Prakash Centre for Internet Society, Bangalore
01:00 PM		<i>Lunch Break</i>
02:20 PM	<u>Session I: Media and Audience Transformations</u>	<u>Chairperson:</u> <u>Dr. Keval J. Kumar</u>
02:30 PM	Dr. Chandrani Chatterjee	The 'Reader' in Italo Calvino's If on a Winter's Night a Traveller
02:50 PM	Ms. Archana Joshi	Catastrophe Reportage and the Hypnotized Spectator
03:10 PM	Ms. Parivash Niazzadeh	Visual Rhetoric / Visual Literacy in The World New Order: Moving from Passive to Active Viewing
03:30 PM	Ms. Deepti Ganapathy & Dr. M. S. Sapna	Content Analysis of Tweets by Indian Politicians
03:50 PM	Mr. Shardul Kadam, Ms. Neha Mulay, Ms. Pooja Peshwa	#ButFirstLetMeTakeASelfie- an exploratory study of Selfies amongst the Pune youth.
04:10 PM		<i>Tea Break</i>
04:30 PM	<u>Session II: Public Sphere and Media Values</u>	<u>Chairperson:</u> <u>Ms. Ruchi Jaggi</u>
04:40 PM	Mr. Mochish K.S.	Public Sphere and Media Values: Case of Land Reforms in Kerala
05:00 PM	Dr. Mohanmeet Khosla	E-Activism: The Citizen in Cyber Space
05:20 PM	Mr. Ramesh Aroli	Lankesh Patrike: As an Alternative Kannada Public Sphere

Conference Schedule

Day Two: February 27, Friday 2015

Time	Program	Details
10:00 AM	<u>Session III: Typology of audiences</u>	<u>Chairperson:</u> <u>Dr. Mohanmeet Khosla</u>
10:10 AM	Ms. Deenaz Raisinghani & Ms. Sharanmeet Garcha	Culture Shock: A Tale of Student Sojourn in India
10:30 AM	Ms. Ruchi Jaggi	Children's Narratives of Gender Identity in Popular Indian Television Cartoon Shows – A Discourse Analysis
10:50 AM	Dr. Ramaa Golwalkar	Comparative analysis of news consumption patterns of late adolescent news consumers in Pune with specific reference to Print and Electronic media vis-à-vis New media.
11:10 AM	<i>Tea Break</i>	
11:30 AM	Ms. Pooja Valecha	Similarities between the Duplication Patterns of Television Content Consumption & Social Media following of youth-oriented TV Shows and Channels by the Young Indian Audience
11:50 PM	Ms. Radhika Ingale	Use and impact of special theatrical techniques for Child audiences, to create better understanding, beyond text.-A study using the Grips play “Goshta simple pillachi” as a case study
12:10 PM	Mr. Hemant Shirsath	Perception of Cinematic Images
12:30 PM	<i>Lunch Break</i>	
02:00 PM	Plenary Address	Dr. G. Ravindran Madras University, Chennai
03:30 PM	<i>Tea Break</i>	
03:50 PM	<u>Session IV: Networked Audiences</u>	<u>Chairperson:</u> <u>Dr. Chandrani Chatterjee</u>
04:00 PM	Mr. Swapnil Kamble	Users: The Mobile Media Audiences
04:20 PM	Mr. Shushobhan Patankar	A study usage of social media by of Indian Public Service Broadcasters
04:40 PM	Mr. Sandip Babanrao Girhe	Tracking WhatsApp usage amongst youth
05:00 PM	Mr. Rajeev Ghode	Changing role of educators as active Media Audiences, Media Producers and Media Publishers
05:20 PM	Ms. Nikita Bhatewara, Ms. Pranita Panchmukhe, Ms. Shweta Bharne	'Sab Kuch Bikta Hai': A study of usage patterns and perception of OLX website and app, among online shoppers in Pune.

Conference Schedule

Day Three: February 28, Saturday 2015

Time	Program	Details
10:00 AM	<u>Session V:</u> <u>Theorizing</u> <u>Audiences</u>	<u>Chairperson:</u> <u>Deepti Ganapathy</u>
10:10 AM	Mr. Bhushan Ram Linge	Can New Media and Networked Audiences Lead to Convergence of Ideas and Homogenization of the Audiences?
10:30 AM	Mr. Nipun Ansal	The Amorphousness Of The Exposure Sphere
10:50 AM		Open Forum
11:10 AM		
11:30 AM		<i>Tea Break</i>
12:00 PM	<i>Valedictory Address:</i>	Dr. Keval J. Kumar Founder-Director, RECMER, Pune
01:30 PM		Lunch