Deakin School of Communication and Creative Arts

The School of Communication and Creative Arts (SCCA) opens the door to a dynamic and diverse curriculum in the artistic and communicative fields. The students discover creative programs in the visual and performing arts, communication, film and digital media, journalism and public relations, media, writing and literature that synthesise industry experience, research and innovation. With 15 specialised teaching disciplines, the students of School of Communication and Creative Arts express their individuality, challenge the norm and create without limitations.

Our research is both blue sky and translational, and we partner with a range of arts bodies, major festivals, libraries and schools, community groups, industries, and government at all levels to deliver leading traditional and non-traditional research outcomes.

High-impact researchers in SCCA work across four main fields: communication, writing and literature, art and performance, and screen and design. Our research is focused on the cutting edge of critical, creative and practice-based interventions into real-world problems. Our researchers include award winning artists, writers and performers, leading scholars, and emerging talent across our fields of concern.

Deakin's communication and creative arts students have access to professional standard equipment and facilities at both the Melbourne Burwood and Geelong Waterfront campuses.

Technology and expert guidance come together to provide our students with the best possible environment to inspire creativity.

Deakin University

Deakin University is a public university in Victoria, Australia. Established in 1974 with the passage of the Deakin University Act 1974, the university was named after the second Prime Minister of Australia, Alfred Deakin. Its main campuses are in Melbourne's Burwood suburb, Geelong Waurn Ponds, Geelong Waterfront and Warrnambool, as well as the online Cloud Campus. Deakin also has learning centres in Dandenong, Craigieburn and Werribee, all in the state of Victoria. Deakin is one of Australia's fastest growing research universities. 89% of Deakin's research is rated at or above world class. Its combined research funding increased from A\$4.5 million in 1997 to A\$47.2 million in 2015. The University has four research institutes. Along with them, there are 13 strategic research courses. They are ranked 5 stars for world-class facilities, research and teaching, as well as employability, innovation and inclusiveness.

The University collaborates with other education providers, industry, governments, communities and professional associations across Australia and internationally. Through its key divisional areas, the Global Engagement portfolio supports and promotes Deakin to local and international future students, partners, communities and visitors.

Deakin fosters an environment in which teaching and research excellence is recognised and celebrated. We regularly do well in the Australian Awards for University Teaching, and our researchers are recognised nationally and internationally for their innovative work.

The First Edition of ICAN 2018

The first edition of ICAN 2018 was conducted successfully on March 9, 10 and 11, 2018. The highlights of the same follow.

- 172 Abstracts, out of which 123 approved for inclusion in conference proceedings
- Presentation of 74 papers in 12 technical sessions during 3 days
- Papers from most of the states in India and also from the across the continents, Asia, Europe, America and Australia
- Papers not only by academicians and researchers but also from industry professionals
- 30 sub-themes which included nationalism, secularism and ethics in news, development news, paid news, fake news, positive and negative news
- 2 Plenary Sessions in addition to the Master Class by Dr. Nirmala Mani Adhikary from Kathmandu University, Nepal, on 'Theory Building through Research'
- 4 books with 118 conference papers published and released in the conference
 - Nationalism, Ethnnicity and Media Ethics
 - Liberty, Dignity and Change in Journalism
 - Fake News, Paid News and Media Trial
 - Badalte Daur Ki Patrakarita (Journalism in Changing Era)
- Galaxy of media educators, researchers and professionals in the conference
 - Prof. Devesh Kishore, Professor Emeritus
 - Prof. K. G. Suresh, DG, IIMC
 - Prof. Subhash Dhuliya, Dean, Sharda University
 - Prof. Pradeep Mathur, senior media educator
 - Prof. Gita Bamezai, Professor, IIMC
 - Prof. Biswajit Das, Director, Jamia Millia Islamia
 - Mr. Anirban Sarma, National Program Officer, UNSECO
 - Dr. O.P. Dewal, Indira Gandhi National Open University
 - Dr. Dhruba Jyoti Pati, Dean, India Today Media Institute
 - Dr. Sukhnandan Singh, Dean, Dev Sanskriti Vishwavidyalaya
 - Dr. Namrata Joshi, Head, GNDU, Jalandhar

DME Media School

DME Media School is recognized as a school which is focused on the growth of the faculty and the students through academic and co-curricular activities. Some of the activities undertaken during 2017-2018 are highlighted here:

- International Media Conference ICAN 2018 with participants from the USA, UK, Nepal and Bangladesh
- B.G. Verghese Lecture Series with eminent journalists like Mr. N.K. Singh, Mr. Prashant Tandon, Mr. Prabhat Shunglu and IIMC DG Mr. K.G. Suresh
- Symposium on issues of women and children with participation of the member of National Human Rights Commission Ms. Jyotika Kalra
- Media Faculty Development Programme (MFDP) with former Director of IIMC Prof. J.S. Yadav and former News Director of AajTak Mr. Qamar Waheed Naqvi
- Newsletter publication every month by the team of students under supervision of faculty members having coverage of activities of the School
- Photo Exhibition with photographs taken by students
 Radio Workshop by industry experts with focus on anchoring and voice modulation
- Filmmaking Workshop with production of documentaries and short films by students
- Film Festival with entries from different institutions for showcasing the student work

Delhi Metropolitan Education

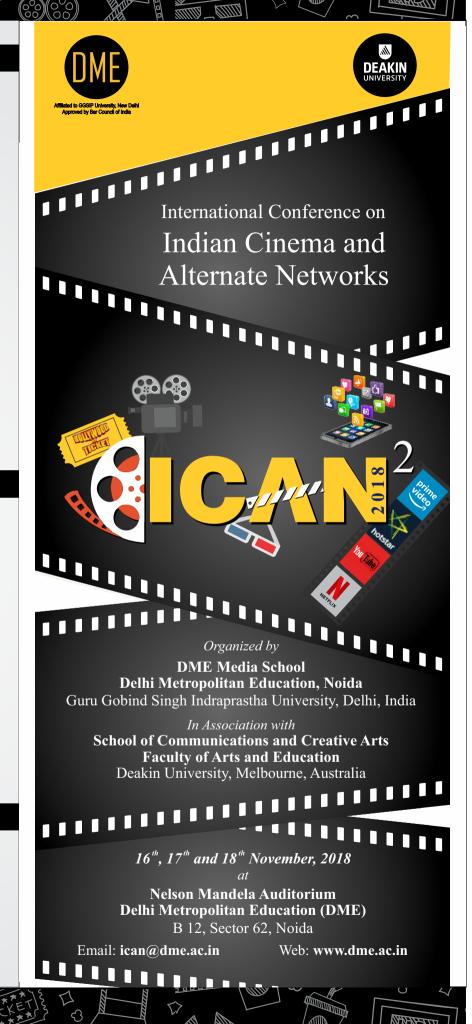
Delhi Metropolitan Education is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi and approved by Bar Council of India. The institute offers state of the art physical and academic infrastructure to provide a dynamic and clinical grounding for success. The Institute offers BBA, BALLB & BBALLB (with BCI approval) and BA (JMC) programmes.

The institute is located in Sector-62, NOIDA, adjacent to NH-24 at 5-7 min driving distance from Delhi border and in proximity of NOIDA, NOIDA Extension, Vaishali, Indirapuram, Mayur Vihar, Laxmi Nagar, Kaushambi, Crossing Republic, Ghaziabad etc. The state of the art campus has a regal British styled building with many modern facilities including the impressive Nelson Mandela Auditorium, Rabindranath Tagore Library, exquisite audio and video studios, a moot court, a legal aid centre, computer labs, conference rooms, cafeteria etc.

It is promoted by the founders of Mayoor School, Noida (in collaboration with GC MAYO College, Ajmer) and Delhi Public World School, Noida Extension. Delhi Technical Campus is the technical education arm of the institute, running AICTE and COA approved technical education programs viz., B. Tech., B. Arch. and MBA.

GGSIP University

Guru Gobind Singh Indraprastha University is a public professional university located in Delhi, founded in 1998. It is a teaching-cum-affiliating university which has been graded 'A' by NAAC. The University has received the Platinum Technology Award for quality and excellence in the field of education in Geneva, Switzerland. Guru Gobind Singh Indraprastha University is a member of the Association of Commonwealth Universities, Association of Indian Universities, and Medical Council of India. This University has 106 Affiliated Colleges in Delhi & NCR including 17 Engineering Colleges.



About the Conference

The mainstream commercial Indian cinema is now popularly referred as Bollywood worldwide. Of course there is a longstanding debate on how the Bollywood specifically refers to Mumbai - based Hindi cinema. No doubt, regional cinema in India - Tamil, Telugu, Kannad, Malyalam, Marathi, Bhojpuri. Assamese, Manipuri and Bengali cinema – has its own identity which in many cases is very distinct, and is not considered less appealing than Bollywood. Nevertheless, Hindi films are in the mainstream and unarguably, the term Bollywood is being used as a brand name for Indian commercial cinema.

Since 1990s, driven by the demand of the non-resident Indians, especially settled in the West, Bollywood cinema has gained grounds in countries such as UK, USA, Canada and Australia. Hindi cinema has always been popular in the African, Eastern and Mid-eastern countries, from Nigeria, Egypt, Morocco, Dubai, to Malaysia and Russia.

Bollywood cinema with its own specific narrative style, plot-line, genre, technique, use of music, song and dance and star system, works in a very different manner than Hollywood or any other Western film industry. Indian cinema is now more than 100 years old and its popularity seems to be growing each day. No wonder Bollywood has helped India's soft power grow very strong and is today one of the biggest exports, through its multiplatform links of film, music, song, dance, promotional/advertising films

This conference will look at various aspects of Brand Bollywood and how its reception and consumption, collaboration and distribution have changed over the years, especially post 2000s. Every possible aspects of Bollywood will be researched, analyzed and discussed by scholars and filmmakers in various sessions of the conference.

With changing technology, the distribution of content and viewing habits have changed. Having passed through the stage of theatres to cable TV and satellite TV, we have entered in internet regime. We are now using the alternative networks of Amazon Prime and Netflix which are providing services of video on demand. The news and entertainment industry has also moved to Over-the-top (OTT) system where content providers distribute streaming media as a standalone product directly to consumers over the internet bypassing telecommunications, multichannel television and broadcast television. The conference will also cover such alternative networks.

Objectives of the Conference

- 1. Connect Indian Cinema researchers, scholars and filmmakers
- 2. Increase understanding of the use of music, song and dance in Indian Cinema
- 3. Encourage understanding between Australia and India by developing in each country an appreciation of the quality, diversity and sophistication of each other's cinema
- 4. Increase awareness and understanding of Australia in India and/or of India in Australia, amongst people and institutions who have the capacity
- 5. Demonstrate the quality of the growing interest of Indian and Australian scholars and academics in Indian cinema research and development

Sub Themes of the Conference

- Bollywood's reception, consumption and distribution in globalized era
- Various aspects of Indian Cinema
- Genres of Indian Cinema
- Bollywood Cinema and its collaborations local or international
- Regional Cinema in India
- Distribution of films in India and overseas
- Multiplex oriented Indian Cinema
- Indian Cinema and overseas market
- Satellite rights of films
- Exhibition of films on movie based TV channels
- 11. Indian Cinema in the age of internet
- 12. Bollywood and online platforms
- 13. Video on demand and viewers' choice
- 14. Films and entertainment contents on Netflix/Amazon Prime
- 15. Alternate networks and Over-the-top system
- Bollywood song and dance reception in the West
- Indian Music, Song and Dance in the Performative Spaces
- Bollywood and Cricket connecting India and the West with what effect?
- 19. Bollywood in Australia
- 20. Bollywood and international funding
- 21. Bollywood Gangster films
- 22. Alternate cinema of India
- 23. Hinglish films in India
- Representation of women in Indian Cinema
- Representation of downtrodden community/classes in Indian films
- Issues of censorship and regulation of Indian Cinema
- 27. Central Board of Film Certification (CBFC) and certification of Indian films
- 28. Certification of foreign films in India
- 29. Bollywood and Indian Culture
- Bollywood and social transformation
- Bollywood and women liberation
- Bollywood and human rights
- Films based on contemporary contents and news developments
- 34. Women centric films of Bollywood
- 35. Latest trends and varied themes in Indian films

This is not an exhaustive list of sub themes. The scholars/researchers may choose sub themes relevant to the main theme/objectives of the conference.

Special Attraction:

- Publication of Conference papers with ISBN
- Release of published books in Conference only

Outstation delegates:

- Lodging facility near the venue of the conference with no charges
- Visit of historical monuments in Delhi subject to choice of delegates

REGISTRATION FEE INCLUDES:

- 1. Meals, Refreshment and Lodging
- 2. Conference Proceedings (Publication of Abstracts)
- 3. Seminar kit, Brochure and related material

Call for Papers

Academicians, researchers, students, media professionals and filmmakers are invited to submit papers on their original unpublished work.

Format of Abstract:

Key words: Mention 4 to 5 key words Length of Abstract: 250 - 300 words

Authors: Brief introduction of Author/Co-author (Max. 100 words)

Format of the Full Paper:

Length of paper: 3000 – 5000 words

First page: First page should contain title along with full names of author/authors with designations

Title of paper: Times New Roman 14 bold caps

After one space: Author, Affiliation, e-mail in font 12 italics. Leave one space. Then Abstract title in 12 bold: Abstract in Times New Roman font 12 iustified

Main text of paper: Titles in Times New Roman 12 bold caps; Text in Times

New Roman 12 justified

Subheadings: Times New Roman 12 bold italics

Spacing: 1.5 between lines

Margins: 2.5 cm.

Paging: Page numbers at the right bottom of the page Figures: Title should be at the bottom of figure

Tables: Title to be at top of table References: APA format

Submission of Abstract and Paper:

Submit the Abstract and the Full Paper by email

Conference Email: ican@dme.ac.in

Registration Fee

Academicians/Professionals/Filmakers [Paper presenter]	Paper in English	Rs 2,000/-
Academicians/Professionals/Filmmakers [Paper presenter]	Paper in Hindi	Rs 1,750/-
Academicians/Professionals/Filmmakers [Participation only]	Paper in English	Rs 1,750/-
Academicians/Professionals/Filmmakers [Participation only]	Paper in Hindi	Rs 1,500/-
Research Scholars [Paper presenter]	Paper in English	Rs 1,500/-
Research Scholars [Paper presenter]	Paper in Hindi	Rs 1,250/-
Research Scholars [Participation only]	Paper in English	Rs 1,000/-
Research Scholars [Participation only]	Paper in Hindi	Rs 750/-
Students [Presentation/Participation]	Any language	Rs 500/-

MODE OF PAYMENT

For Online transfer through NEFT/RTGS:

Delhi Metropolitan Education

Bank: HDFC Bank Ltd. Branch: Sector 18, Noida Account No: 50100187447560 IFSC Code: HDFC0001592

For Demand Draft:

DELHI METROPOLITAN EDUCATION, Payable at Noida

Deadlines for Submission

Conference unveiled for academia	August 9, 2018
Deadline for submission of Abstracts	September 20, 2018
Notification of Abstract	September 25, 2018
Deadline for Registration	September 30, 2018
Deadline for Submission of Full Paper	October 7, 2018
Deadline for publication of Volumes	October 15, 2018
Conference Dates	November 16, 17 and 18, 2018

Chief Patrons

Mr. Vipin Sahni Chairman

Ms. Kiran Sahni Chairperson

Patron

Mr. Aman Sahni

Vice-Chairman

Chief Advisor

Hon'ble Justice Bhanwar Singh

(Former Judge, Allahabad High Court) Director General, Delhi Metropolitan Education

Conference Advisor Prof. (Dr.) Ambrish Saxena

Conference Convener

Prof. (Dr.) Susmita Bala

Head, DME Media School Delhi Metropolitan Education, Noida Guru Gobind Singh Indraprastha University, Delhi

Dr. Vikrant Kishore

Course Director – Film, Television & Animation School of Communications and Creative Arts Deakin University, Australia

Conference Co-Conveners

Dr. Parul Mehra Dr. Atul Arora (9810609062) Ms. Divya Rastogi (9899566095) Ms. Sanchita Chakraborty

Ms. Manmeet Kaur (9999885825) Mr. Pramod Kumar Pandey Ms. Neelam Nanda (9911417976) Mr. Mohammad Kamil

Institutional Advisory Committee

Dr. Maniula Batra Dean, DME Law School Dr. Ravikant Swami Director, DME

Organizing Committee

Ms. Deepika Dhawan Mr. Harjeet Singh Kukreja Mr. Sumantra Sarathi Das

Ms. Kritika Sati Ms. Tulika Arora

Mr. Rahul Joshi

