



Delhi Metropolitan Education

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PRESS RELEASE

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SUBJECT: *International Conference of Delhi Metropolitan Education (DME), Media School in collaboration with Deakin University, Australia*

Noida: With an aim to encourage understanding between Australia and India by developing in each country an appreciation of the quality, assorted variety and modernity of one another's film, a three day international conference is being organized by Delhi Metropolitan Education (DME), Media School at its campus in Noida on November 16, 17 &18, 2018. The international conference is being organized in collaboration with Deakin University, Melbourne, Australia.

Apart from the inaugural function that has been organised at Silver Oak Lawn, India Habitat Centre, New Delhi, eight technical sessions, four plenary sessions and two workshops on various aspects of mainstream cinema and parallel cinema have been organized at DME campus during the conference.

The main attraction of the conference will be Mr. **Vivek Vaswani** (Actor, Producer & Director) from Bollywood. Dr Mahesh Sharma, Minister of State for Culture and Tourism, Government of India is also likely to attend the inaugural function.

The conference will also look at various aspects of Brand Bollywood and how its reception and consumption, collaboration and distribution have changed over the years.

As large number of non-resident Indians, especially settled in countries like UK, USA, Canada and Australia, love to watch Indian Cinema because of its specific narrative style, plot-line, genre, use of music, song, dance and star system, the theme 'Indian Cinema & Alternate Network' has been taken up for the conference.

Key attraction for the two workshops during the conference will be, **Aditi Mehdiratta**, Associate writer of movies like 'Once Upon a Time in Mumbai' and 'Dirty Picture' and Dr **Vikrant Kishore**, Course Director – Film, Television & Animation, School of Communications and Creative Arts, Faculty of Arts and Education, Deakin University

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