



# Delhi Metropolitan Education

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## PRESS RELEASE

### ICAN<sup>3</sup>: Panel Discussion Explores the Power of Participatory Approaches

**#conference4change**

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NOIDA: Day-5 of the International Conference ICAN<sup>3</sup> organised by DME Media School observed a scholastic discussion on the topic “Desi Flows: Social Media Storytelling across Ethnoscapes Expressing the In-Between of Indian Diasporas”. This was the first Panel Discussion of the ‘World’s First 10-Day Digital Live International Conference’ wherein a broadening outlook towards storytelling as a means of community building by the Indian diaspora was presented and discussed.

Curate by Dr Vikrant Kishore, Course Director – Film, Television & Animation, School of Communications and Creative Arts, Faculty of Arts and Education, Deakin University, Australia, the session also had Dr Martin Potter from School of Communications and Creative Arts, Faculty of Arts and Education, Deakin University, Australia and Dr Ambrish Saxena, Dean, DME Media School and Organising Secretary of ICAN<sup>3</sup> as panelists and expert of the session. Dr Susmita Bala, Head, DME Media School and Convenor of ICAN<sup>3</sup> welcomed all guests from Australia with an assertion that the partnership of Deakin University and DME would continue in future endeavor. Prof. (Dr) Ravikant Swami, Director, DME also graced the session with his presence.

Dr Potter, introduced his project, BigStories and elaborated on the role of different storytelling techniques in bridging the gaps between communities. He remarked, “The stories are not just for the people, but also by the people.” He emphasized that storytelling in diasporic communities starts from the micro-level, not macro, and gradually leads to a change in how other communities perceive them.

Dr Kishore shared his experiences and findings from the projects he has been working on in Australia and suggested ways to overcome some of the problematic areas he has come across. He said, “Diasporic expressions through online media have limited exposure and are hardly discussed.” He emphasised that while there are many stories in the community that need to be explored and told, there is a gap of sharing these stories in the media. He stressed on the need for exploring and promoting online storytelling in a participatory manner.

Dr Ambrish Saxena reiterated the requirement of community effort for the project and promised a fruitful collaboration to take this idea forward. He said, “All the stories which remain confined to Indian diaspora need to reach a broader audience. They need to be taken to the international level so the boundaries diminish and everyone becomes a global citizen.”

Ms Sukriti Arora, Assistant Professor, DME Media School, also the moderator of the session, inquired about the multiple connotations of the term ‘Desi’. Rahat Hussain, a second-year BA(JMC) student of DME, anchored the session.

The day also witnessed two technical sessions on diverse topics revolving around community enhancement. The first Technical session of the day focused on the topic “Public Health, Healthcare and Happiness” and was chaired by Dr Ankuran Dutta, Associate Professor and Head, Department of Communication and Journalism, Guwahati University, Assam and co-chaired by Mr Mohit Kishore Vatsa, Assistant Professor, DME Media School. Several eye-opening research studies were presented in this session. The presentations covered a variety of subjects including menstrual health management, subjective happiness of youth, mobile health applications and so on.

Second Technical session of the day touched upon the current hot topic of the Indian society, “Agenda setting, Issues of marginalized, Popular Culture and Youth” Chaired by Prof. (Dr) Manish Verma, Director, School of Media, Amity University, Gurugram, Haryana, and co-chaired by Ms Manmeet Kaur, Assistant Professor, DME Media School, Noida. This session too discovered several insightful findings from a diverse field of research. Anjali Chauhan, a second-year student at DME Media School anchored the technical session.

\*YouTube Link for Panel Discussion\*

[https://www.youtube.com/watch?v=D35ZHzT0\\_xY&list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA&index=1](https://www.youtube.com/watch?v=D35ZHzT0_xY&list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA&index=1)

\*YouTube Link for Technical Session 07: Public Health, Healthcare and Happiness\*

<https://www.youtube.com/watch?v=ATuBXFjn2fM&list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA&index=1>

\*YouTube Link for Technical Session 08: Agenda setting, Issues of marginalized, Popular Culture and Youth\*

<https://www.youtube.com/watch?v=eC2GPI3Ig4M&list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA&index=1>

**\*For more content\***

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