



Delhi Metropolitan Education

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ICAN³ witnesses extensive discussion on various facets of Digital Media on Day-4

#conference4change

PRESS RELEASE

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NOIDA: Taking deliberations further, day-4 of the ‘World’s first 10-day digital live international conference- ICAN³ organised by DME Media School began with a plenary session on the subject ‘Digital media as an Alternative to Conventional Media’ with Dr Jaya Srivastava, Department of PR & Advertising, Apeejay Institute of Mass Communication – AIMC, Joint Secretary, Public Relations Society of India (Delhi Chapter), Ms Sheetal Sharma, Secretary, PRSI, Delhi Chapter and Director, Supreme Consultant PR and Ms Yeshi Seli, Assistant Editor, Business India.

The session started with the opening remarks by Dr Ambrish Saxena, Dean, DME Media School and Organising Secretary of ICAN³ informing participants about the salient features of the conference. Dr Susmita Bala, Head, DME Media School and Convenor of ICAN³ welcomed the experts.

Ms Yeshi Seli debunked the fear around Newspapers because of the COVID pandemic. She said, “People in fear of contracting the virus via the physical newspaper suddenly stopped buying them. This led to a major dip in profits of already dying print industry”. She further added, “If the content is not objective, it has no point”.

Dr Jaya Srivastava, on the other hand, brilliantly describes the gradual transition of content from traditional media to the new media, while pointing out both the pros of cons of this shift.

Picking the same line of thought, Ms Sheetal Sharma, reiterated the growing indulgence of the audience on the new media and described, with various examples, the ways the market is forever growing.

Dr Ambrish Saxena further added to the discussion by remarking the unjustified media trials on various issues and its unsolicited impact on the several cases.

Ms Deepika Dhawan, Assistant Professor, moderated the Plenary session, Shinjini Tripathi, second-year BJMC student anchored the session.

The enriching plenary session was followed by a Technical Session on the topic “Web Series, Digital Streaming and New Technology”

The session was chaired by Prof. (Dr) Manoj Dayal, Department of Communication, Media and Technology, Guru Jambheshwar University of Science and Technology, Hisar, Haryana and co-chaired Mr Ritwik Ghosh, Assistant Professor, DME Media School. Muskan Bakshi, second-year BJMC student anchored the session.

Several papers were presented on topics including the rise of digital streaming services like *Hotstar and Amazon Prime* and the various effects of web series and streaming content on Indian youth. The Chair and Co-chair gave some suggestions, tips and understanding about research tools to the presenters.

Plenary Session-3

<https://www.youtube.com/watch?v=B2A7hfxq6zk&list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA&index=1>

Day-4 Sessions

<https://www.facebook.com/watch/?v=2518093531626621>

<https://www.facebook.com/watch/?v=299003701476298>

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ICAN3 YOUTUBE:

<https://www.youtube.com/playlist?list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA>

ICAN3 WEB:

<https://dme.ac.in/media-school/ican3-2020/>

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