



Delhi Metropolitan Education

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PRESS RELEASE

#conference4change

Ref no: 003/ICAN3/20

Date:- June 21, 2020

Top academicians and media personalities initiated discussion of community issues on inaugural day of ICAN3

The first day of ICAN3- World's first 10-day digital live international conference organised by DME Media School, saw top-notch academicians and media personalities from across the world, sharing an opinion on community issues, agenda and news. On the inaugural day, six books of the conference- featuring 141 research papers were also unveiled. The conference is being organized in association with Deakin University, Melbourne, Australia, Adamas University, Kolkata, and KR Mangalam University, Gurugram, Public Relations Society of India (PRSI) Delhi Chapter as its knowledge partner and The Policy Times, New Delhi as the media partner.

While Dr Susmita Bala, Convenor, ICAN³, initiated the session, Dr Ambrish Saxena, Organising Secretary, ICAN³ shed light on organising a conference of such a magnitude amid global pandemic.

Dr Susmita Bala, Convenor, ICAN³, initiated the session on a welcome note. Dr Ambrish Saxena, Organising Secretary, ICAN³ shed light on organising a conference of such a magnitude amid global pandemic.

Prof. Ujjwal K Chowdhury, Pro-Vice-Chancellor and Dean School of Media Communication & Fashion, Adamas University, delivered the keynote address which laid the foundation for the conference. He spoke on various facets and perceptions of the media and how media

arbitrate social change. “Despite this pandemic, there is still a lot of scope of academic learning”, he said. He spoke about various facets and perceptions of the media.

Mr Satish Nambudiripad, Additional Director General of IIMC quoting a famous Chinese proverb- ‘May you live in interesting times’ said, “ It can be both a wish and a curse, interesting times can be troubles times. The art of adapting to the challenges is important and the ICAN3 is one such example.”

While Dr Ajit Pathak, National President of the Public Relations Society of India (PRSI) showcased his thoughts on media and community issues via small presentation and a poem, Prof. Aditya Malik, Vice-Chancellor, KR Mangalam University said, “Inequality in the society has to be removed at any cost”.

Dr Nitin Malik, Registrar, Ambedkar University Delhi said, “There is need of having a proper curriculum for students to make journalism more impactful”, Mr Akram Hoque, Founder Editor, The Policy Times told, “Community and media are always oppositely connected. Equal representation in media is important”.

Dr Vikrant Kishore, Course Director – Film, Television & Animation, School of Communications and Creative Arts, Faculty of Arts and Education, Deakin University, emphasized on the strength of digital media and the inevitability of change and the need for adaptation amid changing world scenario.

Mr Aman Sahni, Vice Chairman and Justice Bhanwar Singh, Director General, Delhi Metropolitan Education, Noida expressed their words of wisdom and showed happiness over the amalgamation of technology and knowledge for ICAN³.

Going in the same line of thought, Prof. Dr Ravikant Swami, Director DME said, “The COVID challenge drove us to adopt new methods of organising and event”.

The session concluded with the enchanting performances by stalwarts like Ms Parul Mishra, Ms Subhoshree Ghosh, and Ms Divyani Raghav. The graceful choreography weaving with the peaceful beats of classical music left everyone bewitched. The electrifying Bhangra

performance by the students of DME Media School further lifted the mood and mesmerised everyone.

Important links for more content

Links

Inaugural Session

<https://www.youtube.com/watch?v=uSmnt7r2WB8>

Technical Session-1 Live

<https://www.facebook.com/watch/?v=269657374375301>

ICAN3 FACEBOOK: <https://www.facebook.com/ican.dme/>

ICAN3 INSTAGRAM: <https://www.instagram.com/ican.dme/>

ICAN3 LINKEDIN: <https://www.linkedin.com/in/ican3-international-conference/>

ICAN3 YOUTUBE:

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

ICAN3 WEB:

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