J. C. Bose University of Science and Technology YMCA, Faridabad, Haryana (India)

(A Haryana State Government University)

Accredited 'A+' Grade By NAAC

TWO DAYS
NATIONAL CONFERENCE

ON

Media, Society and Public Discourse in the Digital Age

17-18th March, 2026

Organized By

DEPARTMENT OF COMMUNICATION AND MEDIA TECHNOLOGY

About the University

J. C. Bose University of Science and Technology, YMCA, Faridabad (formerly YMCA University of Science and Technology) was established in 2009 by Haryana State Legislative Act No. 21 of 2009 and Haryana Government Gazette Notification No. 29 of 2009, dated 16.9.2009.

Before the University came into existence, it had a humble beginning in 1969 as YMCA Institute of Engineering with an intake of 120 students. It was an Indo-German Project – a Joint Venture of the State Government (erstwhile Punjab) and National Council of YMCAs of India with active assistance from overseas Agencies of West Germany. The Institute was started with the aim to impart technical education to a developing India on German pattern and to produce highly practical oriented personnel in specialized fields of engineering to meet specific technical manpower requirements of industries.

During its formative years, the land of 20 acres to YMCAIE was provided by the State Government for the construction of teaching block, hostels and residential campus. The labs and workshops were set up with the assistance of German expertise. The State Govt started funding 100% grant-in-aid to YMCAIE from the year 1994 onwards, and subsequently took over the management and the resources in the year 1998. The YMCAIE was upgraded to the University by the Legislative Act 21 of 2009. The UGC granted the 12(B) status to the University in the Year 2012 enabling it to receive grants from UGC. The University accredited by NAAC with 'A+' Grade in the first circle of accreditation in the year 2016. In 2017, it got the status to grant affiliation to the Engineering Colleges situated in district Palwal and Faridabad. In 2018, the University was named after the great scientist Jagadish Chandra Bose by the State Government vide a notification dated 11.10.2018 (Haryana Legislative Act No. 29 of 2018).

The salient features of German education have been retained by the University and as such the University stands apart from other Universities of Haryana.

About the Department

The Department of Communication and Media Technology offers competitive programs for Undergraduate and Postgraduate students seeking interdisciplinary degrees in Journalism & Mass Communication, Social Work and Visual Communication & Multimedia. The Department which was earlier integrated with Sciences, started **Master degree in Journalism and Mass Communication** in the year 2016. In 2018, the department was re-established as the Department of Humanities. **B. A. (Journalism and Mass Communication)** was introduced in the year 2019. In the year 2021, the department was renamed as Department of Communication and Media Technology (CMT) and with this achieved new milestones by introducing a **Bachelor in Social Work (BSW)** and **Ph.D. Programme in Journalism & Mass Communication**, In the year 2023, the department introduced a cutting - edge **Bachelor of Science (B.Sc.) program in Visual Communication and Multimedia Technology**. The same year two minor degree programme were introduced; Fashion Communication and Acting & Film Making. The year 2024 added another milestone for the department by introducing the Master of Social Work programme. The department is dedicated to nurturing creative minds and empowering students to become skilled professionals in the dynamic world of visual communication and multimedia technology. The department integrates theory and practical aspects of Communication and allied fields. From time to time the department keeps organizing events, seminars, conferences, workshops and expert lectures by eminent media personalities/Industry experts. Educational visits and tours are an essential part of the department's curriculum. The department also organizes extracurricular activities like debates, photography, film making, and content-creating competitions to encourage students. In a short span, the department has taken the initiative in imparting quality education in the field of Journalism and Communication, Visual Communication, Multimedia and Social work.

About the Conference

The two days National Conference on "Media, Society and Public Discourse in the Digital Age" aims to explore the rapidly evolving relationship between media technologies, social structures, and the nature of public communication. In an era shaped by social media, artificial intelligence, digital news ecosystems, and global connectivity, public discourse has undergone deep transformation—affecting politics, culture, identity, and everyday life.

This conference brings together academicians, media professionals, policymakers, researchers, students, and civil-society organizations to critically examine how digital platforms influence information flows, shape public opinion, and redefine the roles and responsibilities of media in democratic societies. It provides a multidisciplinary forum to discuss challenges such as misinformation, polarization, privacy, digital rights, and ethical journalism, while also highlighting emerging opportunities for innovation, community building, and participatory communication.

Through keynote sessions, panel discussions, paper presentations, and interactive dialogues, the conference seeks to generate meaningful insights and foster collaboration among scholars and practitioners. By addressing both the promises and perils of digital media, the event contributes to developing informed, inclusive, and responsible media practices that strengthen public discourse in the digital era.

Conference Tracks

Media Influence on Society

- Media and Public Opinion
- Media and Culture
- Digital and Social Media Impact
- Media Technology and Society
- Media and Politics
- Media Ethics

Media and Social Justice

- Representation and Identity in Media
- Media Power, Ownership, and Inequality
- Activism, Advocacy, and Social Movements
- Media Literacy and Critical Consciousness
- Digital Rights, Equity, and Access
- Media, Policy, and Social Change
- Community media and participatory storytelling

Conference Tracks

Public Discourse in the Digital Age

- Transformation of Communication Spaces
- Impact of Social Media on Public Dialogue
- Quality and Tone of Public Discourse
- Misinformation, Disinformation, and Information Integrity
- Digital Participation and Civic Engagement
- Governance, Regulation, and Platform Responsibility
- Identity, Representation, and Visibility
- Media Literacy and Public Understanding

Media, Politics and Governance

- Media's Role in Political Communication
- Media and Democratic Processes
- Government, Policy, and Media Regulation
- Digital Media and Political Participation
- Misinformation, Disinformation, and Political Manipulation
- Media Ownership, Power, and Governance
- Public Opinion, Trust, and Political Culture
- Global Media and International Governance

Ethics, Responsibility and Misinformation

- Ethical Use of Information and Technology
- Digital Citizenship and Online Responsibility
- Identifying and Managing Misinformation
- Media Literacy and Critical Evaluation
- Ethical Use of AI and Automation
- Digital Responsibility, Media Literacy & Critical Thinking
- Social & Cultural Impacts of Misinformation

Technology, AI and Public Communication

- Evolution of Communication Technologies
- AI in Media and Communication
- Public Engagement and Digital Interaction
- Risks, Bias, and Ethical Concerns
- Technology, Trust, and Public Perception
- Digital Literacy and AI Literacy
- Future Trends in AI and Public Communication

Media Literacy and Public Engagement

- Understanding Media Content
- Media Narratives and Underlying Agendas
- Digital Literacy and Online Participation
- Civic Engagement through Media
- Media, Influence, and Public Opinion
- Ethical and Responsible Media Practices
- Media Literacy Education and Skills Development

Future Trends in Media and Public Sphere

- Digital Transformation and Convergence
- Artificial Intelligence and Automation in Media
- Social Media Evolution and Networked Publicity
- Maintaining credibility and Trust in Media Institutions
- Misinformation, Disinformation, and Trust in Media
- Participatory Media and Citizen Journalism
- Media Policy, Governance, and Regulation
- Cultural and Societal Impacts of Future Media

Abstract may be submitted beyond the above tracks as well. Such Abstract will be screened on the basis of their relevance with the topic of the conference.

Guidelines for Authors

Title Page: The title page must contain the title of the paper, the author's name, email address, mobile number and institutional affiliation

Abstract: An abstract of about 250-300 words must include the research topic, methodology, findings and keywords (maximum 5).

Manuscript: The manuscript must be of 3000-4000 words (A-4 size page, 1.5 line spacing, and 12-point Times New Roman font). The authors must submit their original work only. There should not be any infringement of existing copyrights or indulgence of plagiarism.

Table and Figures: The tables and figures must be placed in the appropriate location in the paper. Format and size of all tables should be same and be numbered consecutively.

References: References must be complete in all respects in APA 7th Edition.

Abstract must be submitted (in MS Word) on the below email
conference_cmt@jcboseust.ac.in

Important Dates

Date of Conference: **17 – 18th March, 2026**

Abstract Submission: **30th January, 2026**

Information about the status of Abstract Submission: **15th February, 2026**

Full Paper Submission: **10th March, 2026**

Start of Registration: **16th February, 2026**

Registration Fee

Category	Amount (in Rs.)
Student	500/-
Research Scholar	750/-
Academician	1000/-
Industry Professional	2000/-

All participant must register separately

Upon acceptance of Abstract, the participant will be required to fill the registration form and pay the registration fee. Registration link and Mode of payment will be informed in the confirmation mail.

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