



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)

Re-Accredited by NAAC with **A++** Grade in 3rd Cycle
College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University of Madras, Arumbakkam, Chennai – 600 106



PG Dept. of
Journalism &
Communication



**Indian
Communication
Congress**

2nd International Conference cum Conclave

Organised by
PG DEPARTMENT OF JOURNALISM & COMMUNICATION

In Association with

INDIAN COMMUNICATION CONGRESS



THEME: GENERATIONS, TECHNOLOGY, SOCIETY, SPACES & SCREENS

January 29 & 30, 2025

2nd International Conference cum Conclave

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✉ techclave.ddgdvc@gmail.com

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📘 DDGDVC Journalism

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ABOUT THE ORGANIZING INSTITUTION

Dwaraka Doss Goverdhan Doss Vaishnav College, a linguistic minority institution was established in the year 1964 with the sole purpose of imparting value-based education. His Holiness 108 Goswami Shri Maharajshri Mathureshwarji laid the foundation stone for the building on 13th November 1963 at "Gokul Bagh". The college offers 33 UG courses, 18 PG Courses and 6 Research programs. The curriculum is reviewed and upgraded periodically to cater to the special needs of the student community in tune with the changing trends in diverse disciplines of arts, commerce, science and technology.

ABOUT THE DEPARTMENT

The PG Department of Journalism & Communication has its inception in the year 2015. The Department works with an underlying vision to impart holistic education and mold undergraduates and postgraduates as confident and ethical journalism professionals and also instills the foundation of academic research and ignite social awareness and responsibility. The Mission of the department includes: Educating to critically analyze social, cultural, economic and geo-political scenarios of the contemporary era, develop skills to appreciate and analyze media text, cultivate conscience to function in accordance with media laws and ethics, inculcate knowledge and expertise to develop media content and grooming students to perform in a state-of-art media environment.

CONCEPT NOTE OF THE CONFERENCE

In the rapidly evolving landscape of the 21st century, the interplay between **GENERATIONS, TECHNOLOGY, SOCIETY, SPACES** and **SCREENS** has become increasingly complex and profound, as the spaces and societies in which we live are infused with media. With advancement in technology there has been tremendous upliftments across generations. Understanding generations is crucial for analyzing virtual spaces and societal changes, which includes shared experiences, cultural abilities and technological advancements that shape their collective identity and worldview. The rise of new technologies amalgamates the way people interact with digital media and information. From mass media to the information age, to digital transmedia, to generative AI, the world contemplates the dawn of the information society and the democratization of access to knowledge and information, the advent of citizen participation for all, or the potential of persistent virtual worlds (the "metaverse"), transhumanism and augmented reality.

As these technological advancements evolve, they challenge existing generations on how they visualise societal structures and norms, compelling citizens to reconsider the definitions of reality, identity and community. This seamless integration of these technological innovations into daily life presents

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both opportunities and dilemmas—enhancing productivity and creativity thereby pushing the boundaries of human capability and experience, merging the physical and digital worlds in unprecedented ways. However, these technologies offer the promise of enhanced cognitive and physical abilities, immersive educational experiences and innovative solutions.

As we navigate this transformative era, it becomes crucial to critically examine the implications of these technologies on our social fabric. How do they reshape our interactions, influence our perceptions, and alter the spaces we inhabit? What role do different generations play in adopting and adapting to these changes? How do we ensure that the evolution towards a more digitized society is inclusive, ethical, and beneficial for all?

The answers to the above-mentioned questions frame to foster a deeper understanding of the objectives of this International Conference, which involves the intricate dynamics of societies and generations, altogether, whether it has, or has not, been altered by advances in technologies and medias. Like for example, CAD helps create new modes of design in architecture, Urban data informs the management of cities, Spatial computing brings disruptive change to public engagement and the 'democratic process' and so on and so forth. Thus, technological innovations change screens and spaces by changing the way we interact in spatial settings and how it alleviated the well-being of an individual and society as a whole.

AIM & OBJECTIVES OF THIS CONFERENCE

Technological advances happen in every discipline, this conference aims in exploring the interconnected questions, alongside critiquing the society and spaces in which we live from this perspective, this conference is open to various questions and welcomes contributions from across spaces, times and disciplines: architecture, urbanism, heritage, sociology, transport, business, education, politics and more.

Conference Objectives

- To explore the dynamic relationships within society, generations and technology.
- To ascertain the social and psychological behaviors across generations pertaining to technological innovations.
- To examine how technological innovations are shaped by cultural, social, technological, and spatial transformations.
- To understand the way individuals interact in spatial settings pertained to alleviating the well-being of an individual.
- To analyze the impact of digital screens on the use and perception of public and private spaces.
- To highlight innovative approaches and the impact of technology on various disciplines.

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KEY THEMES OF THE CONFERENCE

- Technology and its impact on Generations.
- Digital spaces and its influence on Generations.
- Social norms and digital culture.
- The impact of social media on community and identity.
- Digital literacy and inclusivity.
- Intergenerational communication and learning.
- Youth culture and digital natives.
- Aging in the digital age.
- The transformation of public and private spaces through technology.
- Urban development and smart cities.
- Virtual reality and augmented spaces.
- Media consumption across generations.
- Screen time and its influence on health and life.

Abstracts on any topics related to Journalism, Media, and Communication are also welcome for submission

CALL FOR PAPERS

We invite academicians, professionals, scholars and students to submit their research abstracts and papers based on specified themes. Each abstract must include the central thrust of the paper, methodology, findings and keywords, and should not exceed 400 words. Please use **12-point Times New Roman** font with **1.5 line spacing**. The full paper should not exceed 7,000 words, including footnotes and references (APA Format). Paper should be original and Unpublished.

Submit abstracts to techclave.ddgdvc@gmail.com. Once selected, send the full paper (with the theme in the email subject) to the same email. Complete registration via the provided Google Form. Full papers must be submitted before the deadline.

An **abstract proceedings with ISBN** will be released at the inaugural ceremony.

IMPORTANT DATES

Last Date of Receiving Abstract – December 15, 2024

Acceptance Notification – December 20, 2024

Last Date of Registration – December 30, 2024

Last Date of Receiving Full Paper – January 15, 2024

IMPORTANT NOTE

- Individual registration for Author and Co-author.
- There is no refund policy for cancellation.
- The Conference registration includes conference kit and refreshments.
- Payment can be made online.

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REGISTRATION FEE

Category	Without Accommodation	With Accommodation
Students	₹ 300	₹ 3000
Research Scholars	₹ 500	₹ 3500
Academicians & Professionals	₹ 1000	₹ 4000
International Participants	₹ 1300	₹ 5000
Hybrid Mode Presentation	₹ 800	---

Participants are expected to manage their own travel expenses, as the Conference organizers will NOT be providing any financial assistance or support for travel-related costs.

SCAN THIS QR CODE FOR UPI PAYMENT



PAYMENT ACCOUNT DETAILS

Beneficiary Name: P RAJESH KUMAR

Account No: 110185089855

IFSC Code: CNRB0001040

Bank Name: Canara Bank

Branch Address: No.19, Poonamallee High Road, Koyambedu.

Mobile Number: +91 9150531367

SCAN HERE FOR REGISTRATION



<https://forms.gle/Zk36cbCfy5HclBHHA>

POST-CONFERENCE PUBLICATION

Selected Quality papers will be considered for publication in SCOPUS or UGC Care-listed journals after double-blind peer review process. The specific journal names and publication fees will be communicated after the conference. The publication process will strictly adhere to the norms of the selected journals, and a **separate publication fee** will be applicable.

3 PLENARY SESSIONS

The event will include three engaging plenary sessions featuring esteemed experts from both industry and academia. These sessions will comprehensively address a range of thematic areas, providing in-depth discussions and expert insights.

For any further inquiries, Kindly contact us: +91 999 409 4604, +91 701 276 1962

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