



**INTERNATIONAL CONFERENCE  
ON DIGITAL MEDIA AND SOCIETY: NAVIGATING  
CONNECTIVITY, CULTURE AND CHANGE IN THE  
DIGITAL AGE**

**06 – 07 FEBRUARY 2025  
IN HYBRID MODE**



*Scan for  
Conference Website*

Organised by  
**Department of Mass Communication**  
**Assam Don Bosco University**  
Tapesia Gardens, Kamarkuchi Village, Sonapur, Assam



## ABOUT THE CONFERENCE

The rise of digital media has transformed almost all aspects of human life, including the societal and cultural dynamics across the globe. Especially since Web 2.0, digital media has evolved from a mere communication tool to an omnipresent force that affects all aspects of human life. According to Manuel Castells (2009) the emergence of Network Society or The Information Age, marks the transition from an industrial society to a network society, where networks of digital communication have become the organizing structures of human activity. This shift not only has major implications for how people connect and talk, but also reflects on the way we participate in culture, politics and economics. Hence, this conference seeks to examine the interrelationship between digital media, culture and societal transformation.

## SCOPE AND OBJECTIVE

This conference will provide a critical examination of the intersection of digital media and society from several perspectives. The following are the central issues that will be explored:

**Connectivity and Social Interaction:** How have digital media transformed the way people connect and reshaped the way they interact with one another? If any, what are the wider implications of this transformation? In today's world, where people are surrounded by social media platforms such as Facebook, Instagram, and X (Twitter), the way people relate to these platforms has also been transformed. However, to what extent is the nature of human social interaction authentic (Turkle, 2011)? While the increasing growth of digital technologies might imply that people are ever connected, it makes people feel more isolated, distant and without-self, as people increasingly use screens to engage with the world.

**Digital Cultures and Practices:** The cultural practices surrounding digital media are as diverse as the technologies themselves. From the rise of influencers to the democratization of content creation on platforms like YouTube and Instagram, digital media has opened up new avenues for cultural expression and participation. Yet, it also raises concerns about the commercialization of culture, the role of algorithms in shaping cultural tastes, and the consolidation of power in the hands of a few digital giants.

**Political Economy of Digital Media:** Digital media has had far-reaching effects on politics, governance, and economics. The conference will explore how digital platforms have enabled new forms of political participation, such as online activism, while also examining the darker aspects of digital surveillance, algorithmic control, and the spread of misinformation.

**Digital Media and Social Change:** Digital platforms have been instrumental in movements such as the Arab Spring, Black Lives Matter, and #MeToo, enabling marginalized voices to be heard on a global scale. However, digital media is also implicated in the spread of hate speech, radicalization, and the erosion of democratic values. The conference will explore both the positive and negative dimensions of the impact of digital media on social change, as well as the ethical challenges that arise in the process.

**The Future of Digital Media and Society:** As the digital landscape continues to evolve with the rise of artificial intelligence, virtual reality, and the metaverse, this conference will offer a space for inquiry into the future of digital media. What are the potential consequences of these emerging technologies for society, and how can we navigate the challenges they present in a way that promotes inclusivity, equity, and justice?

*Participants are encouraged to submit original research that engages with the theme of the conference from diverse disciplinary perspectives, including media studies, cultural studies, sociology, political science, and economics.*

## SUB-THEMES

- Influence of Social Media on Human Interaction and Relationships
- Identity Construction and Self-Representation in Digital Spaces
- Digital Influencers and the Shaping of Online Cultural Narratives
- Digital Surveillance, Privacy, and the Ethics of Connectivity
- Role of Digital Media in Political Participation and Online Activism
- Misinformation and Its Impact on Democracy
- Role of Digital Platforms in Amplifying Social Movements
- Influence of Digital Media on Marginalized Communities and Social Justice
- Artificial Intelligence, Virtual Reality, and the Future of Digital Society

We invite original research papers from academicians, research scholars, industry professionals, media practitioners, PG students and experts on themes as mentioned above.

## MODE OF CONFERENCE

Hybrid. Papers shall be presented online or in-person. However, in-absentia presentation is not allowed.

## ABOUT THE UNIVERSITY

Assam Don Bosco University (ADBU), established in 2008 by the Assam Don Bosco University Act, is a state-recognized, non-profit co-educational university in Guwahati, Assam. Founded by the Salesians of Don Bosco (SDB), it holds University Grant Commission (UGC) 2(f) and 12B status and is accredited with an 'A' grade by National Assessment and Accreditation Council (NAAC). The university is committed to providing quality higher education through various programmes.

## ABOUT THE DEPARTMENT

The Department of Mass Communication, Assam Don Bosco University, was established with a broad objective to provide students with practical hands-on training in the field of media and communication studies. The department started on the 1st August 2014 with a PG and a PhD programme and later expanded to the UG programme on the 18th August 2017. The department seeks to be a centre of excellence in teaching, learning and research committed to mould ethical and socially responsible media professionals and entrepreneurs who can deliver professional content for diverse media platforms.

## IMPORTANT DATES

<b>Last date of Abstract submission</b>	<b>: 18 January 2025</b>
<b>Notification of abstract acceptance</b>	<b>: 21 January 2025</b>
<b>Last date for Full Paper Submission</b>	<b>: 03 February 2025</b>
<b>Last date of Registration</b>	<b>: 03 February 2025</b>
<b>Conference Date</b>	<b>: 06 and 07 February 2025</b>

## ABSTRACT SUBMISSION GUIDELINES

- Abstracts should be between 250–300 words.
- The submission should be in MS Word format, using Times New Roman, Font size 12, justified alignment, and 1.5 line spacing. The abstract should include 4–5 keywords.
- Abstracts must be sent to the Conference organizing committee on the email id: [adbu.media@dbuniversity.ac.in](mailto:adbu.media@dbuniversity.ac.in)
- The abstract must clearly mention the *title of the paper, name of author(s), designation, professional affiliations, email ID and phone number.*

## FULL PAPER SUBMISSION GUIDELINES

- The length of full paper should be between 3000-5000 words.
- Full paper should follow the same formatting guidelines: MS Word format, Times New Roman, Font size 12, Justified alignment, and 1.5 line spacing.
- Full Paper should be uploaded using the conference registration link only. **DO NOT email the full paper.**
- Bibliography/References: APA style (7th Edition).
- All work should be free of plagiarism.

## REGISTRATION INSTRUCTION

- All participants must complete the payment process to secure their registration.
- If your paper has multiple authors, each author must register individually and pay the applicable fee.
- Keep a screenshot or a photograph of the successful payment transaction. This will be required during the registration process.
- Scan the QR code provided below to access the registration form. Alternatively, you can click on the registration button. This will redirect you to the online registration form.
- **Registration form link will be activated from 10 January 2025.**

### Bank Account Details

Bank A/C Name	ASSAM DON BOSCO UNIVERSITY
A/C Number	922010012834978
IFSC Code Bank	UTIB0001297
Bank Name	AXIS BANK
Branch Name	KHANAPARA

## REGISTRATION FEES

- **Research Scholars/Students** : INR 800
- **Academicians/Industry Professional** : INR 1500
- **Foreign nationals and scholars** : USD 100



Scan for Registration Form  
(to be activated from 10 January 2025)

**No Spot Registration  
during Conference Day**

[For Registration click here](#)



## COMMITTEE MEMBERS

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- Dr. Alpana Choudhury, Head, Department of Mass Communication, ADBU
- Kaushik Bhuyan, Assistant Professor, Dept. of Mass Communication, ADBU
- Rupam Kr. Das, Assistant Professor, Dept. of Mass Communication, ADBU

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- L Swital Singha, Assistant Professor, Dept. of Mass Communication, ADBU
- Dolly Banerjee, Research Scholar, Dept. of Mass Communication, ADBU
- Gautam Gogoi, Librarian, Central Library, ADBU

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## HOW TO REACH US

### Campus Address

**Assam Don Bosco University, Tapesia Gardens, Kamarkuchi Village, Sonapur,  
Assam – 782402 (India)**

- **By Air:** LGB International Airport at Guwahati city is 45 KM away from the university campus (Tapesia Campus).
- **By Train:** The nearest railway station is Guwahati Railway Station which is about 25 KM away from the university campus (Tapesia Campus).
- **By Bus:** The Inter-State Bus Terminal (ISBT) is 24 KM away from the university campus (Tapesia Campus).

LIMITED ACCOMMODATION IS AVAILABLE FOR OUT STATION CANDIDATES ON PAID BASIS



**FOR ANY QUERIES CONTACT FACULTY COORDINATORS**

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