



LOYOLA COLLEGE

(Autonomous), Chennai – 600 034.

The Departments of Visual Communication,
Media Arts & BMM Animation

PRESENT

COVID-19 LOCKDOWN: A VIRTUAL CONFERENCE

- GAME CHANGERS IN COMMUNICATION
AND MEDIA - DIMENSIONS AND IMPLICATIONS

MON, TUE
22, 23
JUNE 2020



ABOUT THE COLLEGE:

Loyola College, a Catholic Minority Institution, was founded by the Society of Jesus (Jesuits) in 1925, with the primary objective of providing University Education in a Christian atmosphere for deserving students, irrespective of caste and creed.

It started functioning in July 1925 with just 75 students, in three undergraduate programmes: Mathematics, History and Economics.

Loyola College, though affiliated to the University of Madras, became autonomous in July 1978. It is autonomous, in the sense that it is empowered to frame its own courses of study and adopt innovative methods in teaching and evaluation. The University will confer degrees to the students passing the examinations conducted by the college.

ABOUT THE DEPARTMENT:

The seed was sown by Fr. A. J. Thamburaj, S.J., when he began 'Loyola Art Club' in the 1970s. Soon, the 'Club' grew into the Loyola Institute of Visual Communication (LIVCOM), offering a two-year Diploma in Visual Communication as an evening programme, from the year 1979.

The stupendous welcome that the programme received from the media industry, led the college management to go in for a full-fledged bachelors programme in Visual Communication. It was all thanks to the efforts of Fr. Jeyapathy Francis, S.J., then Director of the Culture and Communication Department, and his committed staff members.

Loyola became the first college to offer a degree programme in the whole of India, and perhaps Asia. That was in June 1989. The department is now housed in a well-designed building called the 'School of Media Studies' with all the necessary facilities. Today, LOYOLA VISCOM has spread its roots and wings all across the world through its illustrious alumni. You would find our alumni members, in every nook and corner of the world, doing wonders in the media industry.

In 2004, the department started offering M.Sc. Visual Communication for students keen on further specialization and research. Currently, the department offers B.Sc. Visual Communication (shift-I and shift-II) and M.Sc. Visual Communication (shift-II) with a strength of over 350 students. Since 2006, the department started offering yet another course, M.A. Media Arts (Oodakha Kalaihal). It was due to the efforts of Fr. Rajanayagam S.J., and his colleagues. Presently, the department also offers a course on B.M.M Animation, from 2014.

PATRONS

REV. DR. FRANCIS P XAVIER, S.J.,
Rector, Loyola College.

REV. DR. D. SELVANAYAKAM, S.J.,
*Secretary & Correspondent,
Loyola College.*

REV. DR. A. THOMAS, S.J.,
Principal, Loyola College.

DR. MELCHIAS GABRIEL,
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ABOUT THE VIRTUAL CONFERENCE:

The world is gripped with fear and anxiety with the sudden explosion of novel COVID-19, a pandemic causing rapid change in all spheres of human existence. It has altered our pre-constructed notion about social interactions, human relationships, economic activities and more..

The consumption of media content, communication patterns, modes of news gathering, and the nature and use of social media and online platforms have changed forever as well.

In the absence of a proper vaccine and established medical procedure for COVID-19, both the central and state governments in India were forced to ensure a nation-wide lockdown as a preventive measure. This has left most people and businesses no other options than “to stay at home and work from home” for a prolonged period of almost two months.

During this period, both society and individuals evolved their own social interactions with friends, relatives, and neighbour through internet-enabled electronic devices. The uninterrupted flow of internet service and other mass communication networks have ensured engaging virtual experiences within the safety of one’s home.

During an emergency such as war, natural disasters, and now the pandemic of COVID-19, mass communication networks and digital media play a very important role in bridging gaps, reaching resources to the needy, and offering specialized services like telemedicine in areas otherwise inaccessible. They become an essential link between victims and government machinery and other aid providers.

During this time, people have consumed satellite TV news channels and print media for, more credible and trustworthy news items about COVID-19 and testing, medical treatments and the numbers of infected patients. So, the credibility of media organizations and news items have occupied centre-stage during this crisis.

The OTT (Over The Top) platforms have proven to be a silver lining in these times. Even though the content pipeline has dried up, these platforms large of films, web-series and documentaries, that have attracted a global audience cutting across cultural differences.

The OTT players are offering extended free periods to drive subscriptions through habit formation among audiences. Such habits could result in a “new normal” and accelerated growth in OTT consumption and monetization. This lockdown period has also disrupted the film industry, sending shockwaves across production, distribution and to even notable stars. Given the heavy budgets and high-end productions, they are facing a bleak future a without theatrical releases.

In this context, the academic community wants to take stock of what is happening in the arena of communication networks and the media industry. It makes an attempt to probe into the changing patterns, and possibilities of communication. This would result in a healthy discussion on the emerging themes in mass communication research with a new perspective.

OBJECTIVES:

- To explore how this COVID-19 lockdown has impacted on media industry, and its consumers simultaneously.
- To analyse the changing patterns of content creation and its influence on readership and viewership across the country.
- How digital media is going to occupy the centre-stage in communication networks, in the new-normal that we are going to face in the near future.

SUB THEMES

1. Media and health communication
2. Credibility of news items and media houses
3. The gap between regional news and global news on COVID-19
4. Changing consumption patterns of media in rural and urban areas
5. Fake news and misinformation
6. News as entertainment
7. Entertainment as information on the pandemic
8. Advertisements as control mechanism
9. The face of digital divide in the lockdown
10. OTT platforms as alternative media
11. Emergence of digital labour and its impact on youth
12. The future of film industry and film production
13. Withering of stardom in the post-Covid-19 period?
14. Campaign strategies in development communication
15. Media efficiency in handling the disaster
16. Media and the spread of communal hatred during the pandemic
17. Media and Fascism
18. Reporting from home: a shift in reporting style
19. Surveillance of the government through apps
20. Reported and unreported violence against women during lockdown

DATES TO REMEMBER

Submission of Abstracts: 9.6.2020

Acceptance of Abstracts: 10.6.2020

Virtual Conference: 22. 6. 2020 & 23.6.2020

REGISTRATION FEE

Professors - Rs. 500

Research Scholars - Rs. 400

Media Professional - Rs. 750

MODE OF PAYMENT

Online payment only. To make the payment click the link
<http://erp.loyolacollege.edu/loyolaonline/conference/loginManager/youLogin.jsp>

Selected papers will be submitted to the Journal of Media and Communication (UGC-listed) brought out by the Central University of Tamil Nadu (Tiruvavur).

FOR FURTHER INFORMATION

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CONVENOR

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GUIDELINES OF THIS VIRTUAL CONFERENCE

- Papers are invited on the proposed sub-themes
- Research papers should be original and it should be based on original research.
- Online survey, phone conversation, in-depth interview through online mode could be used for the research paper.
- This seminar is planned to be conducted through online mode- Google Meet
- Professors, Research scholars, Media Professionals are invited to present papers.
- You could send us the abstract in not exceeding 300 words through email ID: loyolaviscom@loyolacollege.edu
- All abstracts and full papers must carry the full name, contact address, phone number and email ID of the authors.
- The font to be used is Times New Roman with font size 16 for headers, point size 14 for titles, and point size 12 Bold for the subtitles, and plain point size 12 for the running text.
- The full papers (3,000 words) should be submitted with justified page alignment, and a one inch margin on all sides, and the line spacing should be 1.5.
- Please send your full paper in both word and PDF formats.