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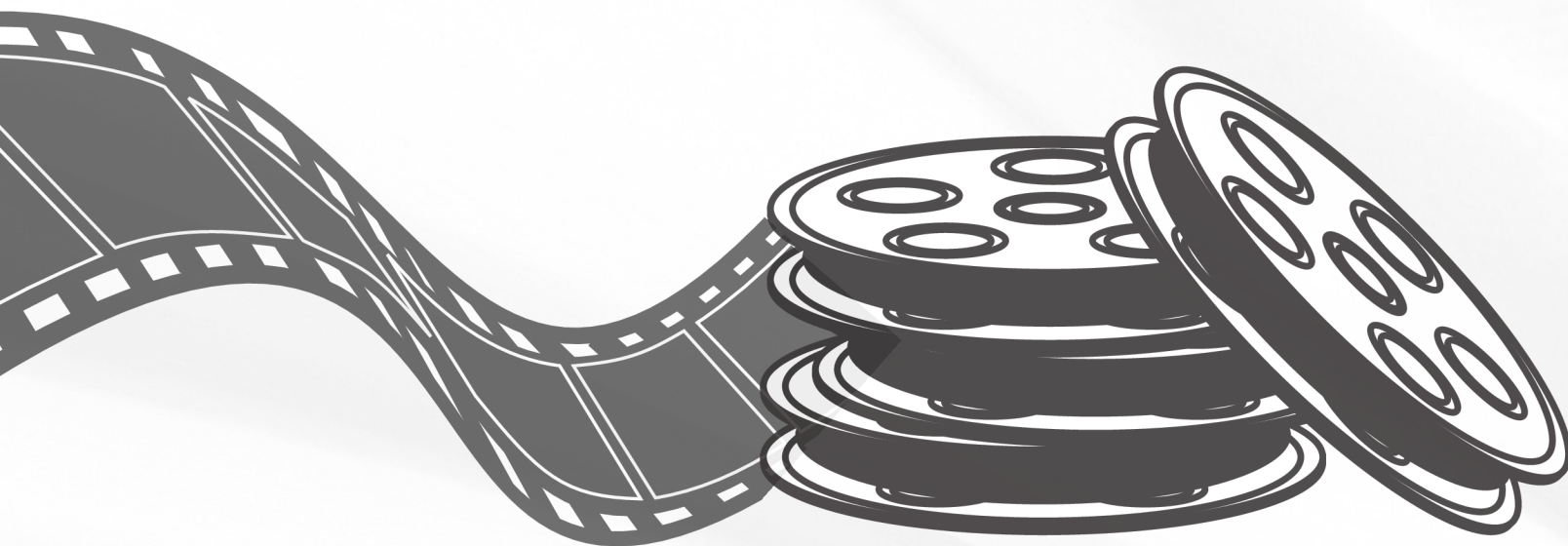
SCHOOL OF COMMUNICATION AND MEDIA STUDIES

PRESENTS

MEDIACON

AN INTERNATIONAL CONFERENCE ON

**CINEMATIC CROSSROADS
AND DIGITAL FRONTIERS**



CALL FOR PAPERS

JANUARY 30 & 31, 2025

School of Communication and Media Studies, St Joseph's University, Bengaluru

Invites the participation of academicians, researchers, scholars, students, filmmakers, actors, directors, industry professionals, and film societies to join us at this interdisciplinary forum.


Our commitment to a well-rounded dialogue for MediaCon 2025 drives us to welcome research papers, poster exhibitions, experimental short films, and animations.

Cinematic Crossroads and Digital Frontiers

At a time when over two-thirds of the global population has access to the internet, the paradigms of media dissemination have undergone a profound transformation. The dynamics between producers and content consumers have been redefined, thanks to the proliferation of accessible technologies. This democratisation of media has empowered both amateur and professional creators to express their artistic visions through the cinematic medium.

This shift has significantly influenced audience perceptions, thereby enhancing cinema's capacity to encapsulate diverse values, languages, and ideologies. From the emergence of pan-Indian cinema to the global recognition of non-Hollywood films at prestigious platforms like the Academy Awards and acclaimed international film festivals, the concept of a "global village" is becoming an increasingly plausible reality.

While traditional methods of film distribution still persist, the convergence of media has helped the entertainment industry to flourish through user-generated content, opening new avenues to advertise and disseminate films. The advent of Over-The-Top (OTT) platforms has not only revolutionised the distribution and consumption of films, but also democratised the filmmaking process, allowing a broader range of voices to participate in cinematic creation.



The swift transformations within the cinematic landscape demand rigorous scholarly inquiry and the expansion of existing literature to critically assess contemporary shifts in cinema and its related media.

MediaCon 2025 aims to foster such discourse, offering a platform for critical analysis of the current landscape. In light of the industry's rapid evolution, it is essential to investigate the emerging internet-facilitated business models and the subsequent transformations in media ownership and the political economy of cinema.

Beyond the realm of feature-length films, there is a need to explore cinematic elements across various formats, including advertisements, television shows, web series, and animated films. Furthermore, social media has transcended its role as a mere distribution channel, evolving into a critical space for film curation, critical analysis, and reviews — functions that were once the domain of journalists and cultural elites.

In response to these advancements, the conference seeks to facilitate a responsible exchange of ideas and foster critical discourses that will guide the industry toward a promising future. We invite scholars, industry professionals, and students to join us at this interdisciplinary forum to explore the increasingly complex intersections between cinema and digital media.

Call for Papers

We welcome papers, poster exhibitions, experimental short films, and animations, that engage with, but are not limited to, the following topics:

- Film production, distribution, and exhibition in the digital age
- Artificial intelligence in cinema: from scriptwriting to post-production
- The cinematic shift to OTT platforms
- Cinema as a vehicle for cultural transmission
- Representations in cinema
- The political economy of cinema
- Media convergence and its impact on cinema
- The intersection of cinema and advertising
- Television in the age of streaming
- Propaganda and its cinematic manifestations
- Issues of film censorship in the digital era
- Piracy concerns in the evolving cinematic landscape
- Immersive storytelling through augmented and virtual reality
- The significance of physical media in the age of digital streaming
- Indian cinema's expanding global footprint
- Film industry and exploitation

Submission Guidelines

1. Send an abstract of not more than 300 words. It should be in Times New Roman, double-spaced, with 12 font size.
2. The abstract should:
 - Include the title of the paper, accompanied by the correct spelling of the contributor's names, ranks, institutional affiliation of the author(s) along with the postal address, contact details, and affiliated country.
 - Concisely summarise the introduction to the research paper, address the research gap/problem/questions, elaborate upon the methodology, results, and conclusion.
 - Contain a minimum of 3–5 keywords mentioned below.
3. All abstracts will undergo review, and the authors of the selected abstracts will be notified via an email within **2–3 weeks**.
4. If the abstract is accepted, the author(s) will be asked to submit the full paper and register for the conference.
5. The deadline for submission of abstracts is **October 15, 2024**.
6. The deadline for submission of full papers is **January 1, 2025**.
7. Kindly email your submissions to us at mediacon@sju.edu.in

Registration Details

	Academicians and Industry Professionals	Research Scholars	Students
National Participants	INR 1000 (INR 1180 including GST)	INR 750 (INR 885 including GST)	INR 300 (INR 354 including GST)
International Participants	USD 100 (USD 118 including GST)	USD 50 (USD 59 including GST)	USD 50 (USD 59 including GST)

Note: For any international participants choosing to attend online, the registration fee is USD 25 (USD 29.50 including GST)

St Joseph's University, Bengaluru

St Joseph's University (SJU) is a venerated Jesuit educational institution in Bengaluru. Tracing back its origins to 1882, St Joseph's College became the first affiliated college to offer postgraduate programmes and a research center in Karnataka. In 2005, the institution was awarded academic autonomy for its educational excellence. On 27 September 2022, it was inaugurated as India's first Public-Private-Partnership University by the Honourable President of India, Smt. Droupadi Murmu. SJU is accredited a grade of 'A++' by the National Assessment and Accreditation Council (NAAC).

School of Communication and Media Studies

The School of Communication at St Joseph's University was established in 2008. Since its inception, it has incessantly strived to equip students with the skills required to be modern media practitioners. It seeks to empower students to think critically and transform them into active participants and stakeholders in the world around them

The School currently offers the following undergraduate and postgraduate programmes:

- B.A. Visual Communication
- B.Voc. Visual Media & Filmmaking
- B.Voc. Digital Media & Animation
- M.A. Journalism & Mass Communication
- M.A. Advertising & Public Relations

Organising Committee

Dr Maruthu Pandiyan Assistant Professor	Dr Parinitha Shinde Assistant Professor
Mr Avishek Suman Assistant Professor	Dr Nevil D'Souza Assistant Professor
Dr Mrudhusha Mohanan Assistant Professor	Mr Ravinandan B B Assistant Professor
Mohammed Shoaib Shakeel Student Coordinator	Romil Udayakumar TNV Student Coordinator

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