

**INTERNATIONAL COMMUNICATION ASSOCIATION (ICA) REGIONAL HUB –  
KOLKATA**

**Theme: Communication and Inequalities in Context**

**4<sup>th</sup> – 6<sup>th</sup> June 2026**

**Hosted by Sister Nivedita University**

**Day 1: 4<sup>th</sup> of June 2026**

**REGISTRATION – 09:00 AM – 9:45 AM**

Outside Auditorium on B-Block 11<sup>th</sup> Floor

**INAUGURATION (10:00 AM – 12 Noon)**

Venue-Block B, Auditorium 11<sup>th</sup> Floor

*Sarod Performance by Joydeep Mukherjee*

*Inaugural Ceremony Opening Speech*

**1. Prof. Suranjan Das**

Vice-Chancellor, Adamas University, Kolkata,  
Former Vice-Chancellor, Jadavpur University

**2. Prof. Ashutosh Ghosh, FRSC, FASc**

Vice Chancellor,  
University of Calcutta

**3. Prof BP Sanjay**

Former Vice Chancellor, Central University of Tamil Nadu,  
Head, International Communication Association, India Chapter

**4. Prof. (Dr.) Dhrubajyoti Chattopadhyay**

Pro Chancellor  
Sister Nivedita University

**5. Prof. (Dr.) Anupam Basu**

Vice Chancellor  
Sister Nivedita University

**6. Prof. (Dr.) Minal Pareek**

Dean, School of Arts, Media & Design  
Sister Nivedita University

***Virtual Presence:***

1. Recorded Video message from Thomas Hanitzsch, President, ICA
2. Prof Noushir Contractor,  
Jane S. & William J. White Professor of Behavioural Sciences, Northwestern University.

***Inauguration of the exhibition***

*Tea Break: 12 Noon to 12.15 pm*

**PLENARY (12.30 PM – 1:25 PM):**

*Topic: Beyond Development Paradigms: Reframing Global Media and Communication inequalities*

*Moderator: Dr Pritha Chakraborty*

**Prof. Ananda Mitra**

Professor, Department of Communication,  
Wake Forest University

**Dr Mausumi Bhattacharyya**

In-Charge, Associate Professor, Centre for Journalism & Mass Communication, Visva-Bharati

**PRESIDENTIAL SESSION (ICA): 12:30 PM – 01:45 PM**

*Topic: Risks, Uncertainties, and Exposure -- Articulating Vulnerability in Academic Work*

***Lunch (01:30 PM – 02:15 PM)***

**PANEL: (2.30 PM-3.00 PM)**

*Topic: Broadcasting, Accessibility and Inclusive Media Practices*

*Moderator: Prof (Dr) Minal Pareek*

**Dr Snehasish Sur**

President Press Club Kolkata, Professor of Practice, St Xavier's College, Kolkata

**Mr. Abhijit Dasgupta**

Former Station Director DD and renowned documentary filmmaker

**Dr. Abhijit Roy**

Professor, Jadavpur University, Dept of Film Studies

**TECHNICAL SESSION I : (03:00 PM – 04:30 PM)**

**Timing: Each Presenter: 8 minutes, 8-10 slides in a PPT.**

**Session name: Communication, Identity and Inequality in Digital Public Cultures**

**Session Chair: Dr Mausumi Bhattacharyya, In-Charge, Associate Professor, Centre for Journalism & Mass Communication, Visva-Bharati**

**Venue: B Block**

**Room: 201**

**1. Reading the Construction of Transgender Identity in Digital Cultural Landscape**

*Ahana Ganguly*

*Assistant Professor, IILM University, Greater Noida*

**2. From Echo Chamber to Public Sphere: An epistemological analysis of Free Will through Advaita**

**Vedanta**

*Ayan Maiti*

*PG Student, University of Calcutta*

**3. Un-Gendering the Market: Advertising, Inequality and the Changing Face of Communication**

*Riya Mukherjee*

*Research Scholar, Amity University, Kolkata*

**4. Dalit-led Media Initiatives and Their Sustainability Under Conditions of Inequality**

*Rajesh Gopinathan*

*Research Scholar, Anna University*

**5. From Margins to Archive: Bhimayana and the Visual Politics of Subaltern Representation**

*Atreyee Banerjee*

*PG Student, Calcutta University*

**6. Journalism Under Constraint: Platform-Based Regional Media During Internet Shutdown in Jammu and Kashmir**

*Shambhavi Singh Mishra*

*Research Scholar, Symbiosis International (Deemed) University*

**7. Role of Communication in Reducing Gender Inequality in India: Advancing SDG 5**

*Nilanjana Some*

*PG Student, University of Calcutta*

**8. Time Poverty, Women's News Media Use, and Political Participation: A Mixed-Method Study From Kerala**

*S GAYATHRI,*

*Research Scholar, University of Calicut, Kerala*

**Parallel Session I**

**Session name: Media, Marginality and the Politics of Representation in Contemporary India**

**Session Chair: Dr Ananda Mitra, Professor, Department of Communication, Wake Forest University**

**Venue: B Block**

**Room:202**

**1. The (M)other Tongue and the Margins of Belonging: OI Chiki and Dalit Locational Hermeneutics**

*Swarnendu Dam*

*Research Scholar, West Bengal State University*

**2. Framing the Minority: Melodramatic Mode and Muslim Representation in Popular Bengali Films**

*Dr. Sushmita Pandit*

*Assistant Professor, St. Xavier's University, Kolkata*

**3. Nation, Sport and the Margins: Indigenous Representation and Cultural Inequality through the Lens of Bollywood Sports Biopics — Mary Kom (2014), Chak De! India (2007), and Penalty (2019)**

*Vikram rai*

*Research Scholar, University of North Bengal*

**4. Platformed Caste: Social Media Networks and the Reproduction of Caste Hierarchies in Digital Publics**

*Chettupally Anvesh*

*Research Scholar, University of Delhi*

*Usnagari Sandeep Kumar*

*Research Scholar, University of Delhi*

**5. Reinscribing Gender Hierarchies through Mythological Retellings in Kannada Cinema: A Study on Kantara Duology**

*Dr. Deepthi*

*Assistant Professor, Central University of Karnataka, Kalaburagi*

**6. Mainstreaming the Marginalised Consciousness in Tamil Cinema: A Retrospective of Mari Selvaraj Films**

*Dr. K. Karthik*

*Assistant Professor, Central University of Karnataka*

**7. Invisible Behind the Lens: Women Cinematographers, Gendered Labour, and the Indian Screen Media Industry**

*Adrita Roy*

*Research Scholar, University of Hyderabad*

**8. The Art of ‘Othering’: A Display of Inequality in Communication in the 21st Century**

*Tullika Chatterji,*

*Business Manager-Industry Connect*

**Parallel Session II**

**Session Name: Negotiating Digital Cultures, Public Knowledge and Social Inequalities in Contemporary Communication Contexts**

**Session Chair: Prof. Buroshiva Dasgupta,** Advisor, Department of Journalism & Mass Communication, Sister Nivedita University

**Venue: B Block**

**Room: 203**

**1. Inequalities in Science Communication and Public Understanding of Antibiotics: Implications for Antimicrobial Resistance in Urban India**

*Aditya Narayan Paul*

*Student, Sister Nivedita University*

**2. Narratives of Erasure: How Policy Language Silences Trans Identities in India’s Transgender Persons (Protection of Rights) Amendment Bill, 2026.**

*Sahil Mishra*

*PG Student, Sister Nivedita University & Varta Trust*

**3. Rethinking Identity in Digital Culture: Instagram Reels and the Mediated Self as a Vehicle of Participation, Performance, and Power**

*Priyanka Roy*

*Research Scholar, University of North Bengal*

**4. The Digital Turn: Inequalities in News Consumption in Post-Pandemic Kolkata**

*Saumyapriya Bose*

*Independent Researcher, RPSG Group*

**5. A study on Public Perception of Fact-Checking Websites - As a social transformation tool.**

*Khushboo Shah*

*Research Scholar, Amity University Kolkata*

*Dr. Vijay Kumar*

*Associate Professor, Amity University Kolkata*

**6. Communication through Lens: Exploring Implications of Folk Forms in Anurag Basu’s “Barfi!”, “Jagga Jasoos” and “Ludo”**

*Shrestha Chakraborty*

*Research Scholar, Aliah University, Kolkata*

*Saman Marium Nasir AU*  
*Research Scholar, Aliah University, Kolkata*

**7. Work, Inequality and Everyday Life: A Case Study**

*Tanushree Das*  
*PG Student, Sister Nivedita University*

**8. Pedagogy of Allyship: Sensitizing Male Graduate Students in the Indian Mass Media Classroom**

*Dr Ranu Tomar*  
*Assistant Professor, Amity University, Noida, UP*

**Parallel Session III**

**Session name: Digital Infrastructures, Platformed Publics and Communication Inequalities in Contemporary Society**

**Session Chair: Dr Reshmi Naskar, Assistant Professor, Department of Mass Communication**

**St. Xavier's University, Kolkata**

**Venue: B Block**

**Room:204**

**1. Entanglements of water, media, chemical industries and bodies: Affective geographies of Kalapet residents**

*M Shuaib Mohamed Haneef*  
*Professor, Pondicherry University*

**2. Experiences of Wifi infrastructure: Everyday encounters of (dis)connectivity among people in Tumkuru, Karnataka.**

*Kanaka Durga Y*  
*Research Scholar, Pondicherry University*

**3. Platformed Faith and Unequal Visibility: A Uses and Gratifications Study of Religious Content Engagement among Urban Youth in India**

*Poulami Nandi*  
*Research Scholar, Amity University*

**4. The Double-Edged Digital Haat: Socio-Technical Barriers and Digital Marginalisation among Women Entrepreneurs in Gangetic West Bengal**

*Epshita Roy*  
*Research Scholar, Sister Nivedita University*

**5. Digital Communication Inequalities and divides in a healthcare scenario**

*Ananya Mitra*  
*Fortis Hospital, Anandapur, Kolkata*

**6. In Touch, Out of Sync? Exploring the Relationship between Mobile Phone Use and Academic Performance among Santhal Indigenous Girls in Rural India**

*Kajal Shaw*  
*Research Scholar, Central University of Punjab*

**7. The Coded Public Sphere: Generative AI and the Reproduction of Communication Inequalities in the Global South**

*Dr. Satya Prasad P.V.*  
*Independent Researcher, Media Educator*

*Dr. Archan Mitra*  
*Assistant Professor, Amity University Mumbai*

**8. Addressing inequalities and platform-induced precarity: Everyday encounters of journalists in hyperlocal news websites**

*Amrutha K J*

*Research Scholar, Pondicherry University*

**Parallel Session IV**

**Session name: Knowledge and the Politics of Digital Visibility**

Session Chair: Prof. Debanjan Banerjee, Dean, Media Science, Techno India Main Campus, Salt Lake

Venue: B Block

Room:205

**1. Technology, Translation, Trust: How Translation Tools Reshape Academic Access in a Resource-Scarce Rural Indian College?**

*Saayan Chattopadhyay*

*Associate Professor, Baruipur College*

**2. Epistemic imbalances in Toto tribe's knowledge production: An analysis of authorship and citation patterns in external scholarship**

*Sujala Khawas*

*Research Scholar, Sikkim University*

*Dr. Pooja Basnett*

*Assistant Professor, Sikkim University*

**3. Precarity in the Age of AI: Job Insecurity and Inequality in Bengali Newsrooms**

*Ritban Basu*

*Assistant Professor, Future Institute Of Engineering and Management*

**4. The Flattened Stitch: Platform Mediation and the Loss of Contextual Meaning in Kantha**

*Dr. Mita Biswas*

*Assistant Professor, Charuchandra College*

**5. Algorithmic Gate keeping and Digital Diplomacy: Platform Governance, Bias and the Construction of India's National Identity on X**

*Ankita Bhattacharyya*

*Research Scholar, Rabindra Bharati University*

**6. Platformed Visibility and Cultural Inequality: Patachitra as a Folk Communication Practice on YouTube**

*Atreyee Ganguly*

*Independent Researcher*

*Mohima Goswami*

*Independent Researcher*

**7. A Systematic Study of the Role of Social Media on Women empowerment**

*Soumee Roy Choudhury Mukherjee*

*Assistant Professor, George College*

**8. Filtered Inequality: Gendered Algorithmic Bias and Marginalization on Instagram**

*Dr Anisha Ray*

*Assistant Professor, Amity University, Kolkata*

**PANEL: (4.30 PM-5:30 PM) (HYBRID)**

*Topic: Power, data and ethics: Toward critical methodologies in digital communication research*

*Moderator: Dr Jhumur Dutta Gupta*

**Dr. Ekaete George**

PhD in Communication Studies, Founding Chair of ICA Nigeria

**Prof Buroshiva Dasgupta**

Advisor, Department of Journalism & Mass Communication, Sister Nivedita University

**Prof. Subir Dhar**

Professor, Department of English and Director, School of International Languages, Sister Nivedita University

**Prof. Debanjan Banerjee**

Dean, Media Science, Techno India Main Campus, Salt Lake

***76<sup>TH</sup> OPENING PLENARY OF THE INTERNATIONAL COMMUNICATION ASSOCIATION  
CONFERENCE: INEQUALITIES AND KNOWLEDGE PRODUCTION IN COMMUNICATION:  
INROADS AND CHALLENGES AHEAD***

*(9:15PM – 10:30PM IST)*

**Day 2: 5<sup>th</sup> of June, 2026**

**REGISTRATION: (09:00 AM – 9:45 AM)**

*Auditorium 11<sup>th</sup> Floor*

**TECHNICAL SESSION: (10:00 AM – 11:30 AM)**

Timing: Each Presenter 8 minutes, 8-10 slides of a PPT.

**Session name: Cultural proliferation, politics of identity and migration in the digital age**

**Session Chair: Dr Snehasis Sur, President Press Club Kolkata, Professor of Practice, St Xavier's College, Kolkata**

**Venue: B Block**

**Room:201**

**1. Ajit at AI's Edge: Navigating Linguistic Blindspot and Epistemic Labor in Vernacular Journalism**

*Rosy*

*Research Scholar, Central University of Punjab*

*Dr Kinshuk Pathak*

*Associate Professor, Central University of Punjab*

**2. Reelification of the Soap Opera: Theorizing Indian Micro-drama as a Hybrid Narrative Form**

*Nisha*

*Research Scholar*

*Central University of Haryana*

**3. Communication Infrastructures as Anchors in Community Building and the Production of Space : An Ethnography Study of Working Class Odia Migrant Community in Katedan IDA, Hyderabad**

*Ratan Naga Deepika*

*Research Scholar, University of Hyderabad*

**4. Social Media, the Nepali Music Industry, and Cross-Border Affective Spaces: Migration and Identity Discourses**

*Mrinal Rai*

*Research Scholar, University of North Bengal*

**5. Medicalisation, Overprescription and Test Syndrome: Consumerist Impressions in the Popular Online Discourse on Maternity**

*Rinisha P,*  
*PG Student, Central University of Tamil Nadu*

*Haritha Harilal*  
*Research Scholar, Central University of Tamil Nadu*

**6. Regulatory knowledge as Epistemic power: TRAI's Consultation Paper, 2004-24**

*Shreya Shandilya*  
*PG Student, Jamia Millia Islamia*

**7. Video Editing as a Tool for Portraying Inequality: Cut, Fade, Silence**

*Souvik Sur*  
*Research Scholar, Sister Nivedita University*

**Parallel Session I**

**Session Name: Climate Study, Rituality and Cultural Sustainability in Contemporary Media Ecosystem**

Session Chair: Prof. Manas Pratim Goswami, Professor, Department of Journalism & Mass Communication  
NEHU

Venue: B Block

Room:202

**1. Inclusion of Climate Change Education across the Rural and Urban Education Settings: Towards Spreading Environmental Awareness among Children and Youth**

*Sanmitra Dutta*  
*Research Scholar, St. Xavier's University, Kolkata*

*Dr Reshmi Naskar, Assistant Professor, St. Xavier's University, Kolkata*

**2. Echo Chamber, Information Diversity and Youth Perception of Social Issues on Social Media**

*Samata Chakraborty*  
*Research Scholar, Visva-Bharati*

**3. Beauty, Identity and Influence: Exploring Power and Representation in Digital Spaces through a Qualitative Lens**

*Sharanima Gan*  
*Research Scholar, Amity University, Kolkata*

*Dr. Vijay Kumar*  
*Associate Professor, Amity University Kolkata*

**4. Cinema Reinforcing Knowledge System on Sustainability: Understanding Audience Perceptions on SDGs in Contemporary Indian Films**

*Tanushree Mondal*  
*Research Scholar, Visva-Bharati*

**5. Gendered Climate Vulnerability and Structural Inequalities: A Thematic Review of Climate Change Literature**

*Debdatta Koley*  
*Research Scholar, Visva-Bharati*

**6. From Secret Vats to Global Streams: A Critical Analysis of the 'Judima Model' in Securing Geographical Indications (GI) for Indigenous Knowledge in Assam**

*Nidhika Kar Ghosh*  
*Independent Researcher, Assam University*

## **7. Political Communication from Print Media to Podcasting: Understanding how Media Shapes Political Consciousness and Social Transformation**

*Vimal Kumar Singh*

*Research Scholar, Visva-Bharati*

### **Parallel Session II**

**Session name: Algorithmic Invisibility, Data Colonialism and the Digi-Verse Crises**

**Session Chair: Dr. Pramiti Roy, Director, School of Humanities & Social Sciences, Swami Vivekananda University**

**Venue: B Block**

**Room:203**

#### **1. Algorithmic Colonialism and the Digital Afterlife of the Literary Canon: Search Engines, Recommendation Systems, and the Persistence of Western Literary Authority**

*Ritanwita Dasgupta*

*PG Student, St Xavier's University, Kolkata*

#### **2. Climate Resilience between Policy and Practice: A Multimodal Analysis of Government Communication on Instagram**

*Shuvam Mondal*

*Research Scholar, Central University of Punjab, Bathinda*

#### **3. Investigating the role of digital platform participation, algorithmic management and social stigma in beauty gig workers**

*Sudhir Pandey*

*Assistant Professor, Amrut Mody School of Management, Ahmedabad University*

#### **4. Invisible Games, Unequal Attention: A Uses and Gratifications Study of Audience Perceptions of Media Coverage of Lesser-Known Sports in India**

*Saranya Das*

*Research Scholar, Amity University Kolkata*

#### **5. Artificial Intelligence Literacy in Journalism: Exploring Algorithmic Bias, Data Inequality, and Media Practices in Kolkata**

*Manushree Maity*

*Research Scholar, St. Xavier's University*

#### **6. Data Colonialism and Informational Inequality: A Critical Legal Inquiry**

*Anindita Hajra*

*Research Scholar, WBNUJS, Kolkata*

### **Parallel Session III**

**Session name: Generative AI, Algorithmic Visibility and the Crisis of Representation**

**Session Chair: Prof. Moumita De Das, Associate Professor, Amity School of Communication Amity University, Kolkata**

**Venue: B Block**

**Room:204**

#### **1. Hypermasculinity and Hyperfemininity in Algorithmic Cultures: Gendered Communication Inequalities in India's Short-Form Video Platforms**

*Simran Parveen*

*Research Scholar, Visva-Bharati*

**2. Conditional Parasociality In Digital Communication: A Netnographic Study of an AI Companion**

*Aniket Bardhan*

*Research Scholar, University of Calcutta*

*Snigdha Ghosh*

*University of Calcutta*

**3. Algorithmic Visibility and Cultural Erasure: AI-Generated Representations of Santhal and Oraon Women in India's Digital Visual Ecology**

*Sneha Ghosh*

*Research Scholar, Visva-Bharati*

*Apratim Bhattacharya*

*Assistant Professor, Sister Nivedita University*

**4. Impact of Gen AI Visual Advertising on Audience Perception and Digital Newsroom Sustainability**

*Nivadita Bhattacharya,*

*Research Scholar, Amity University, Kolkata*

*Dr. Vijay Kumar*

*Associate Professor, Amity University, Kolkata*

**5. Algorithmic Bias and Credibility of Short-Video as a News Source: A Study Among Generation Z in Santiniketan**

*Anupam Paul*

*Research Scholar, Visva-Bharati*

**6. Digital Cultural Algorithms: How AI Creates, Controls, and Commodifies Local Traditions**

*Pritha Roy*

*PG Student, Visva-Bharati*

*Ishika Bhaduri*

*PG Student, Visva-Bharati*

*Amit Rakshit*

*PG Student, Visva-Bharati*

**7. Educational Disparities and Layered Inequalities: Caste, Class and the Political Economy of Knowledge in India**

*Tuhin Roy*

*PG Student, Visva-Bharati*

*Sumon De*

*PG Student, Visva-Bharati*

**Parallel Session IV**

**Session name: Influencer Culture, Digital Misogyny and the Politics of Platform Credibility**

**Session Chair: Dr. Sanjay Sen Gupta, Assistant Dean, School of Arts, Media & Design, Sister Nivedita University**

**Venue: B Block**

**Room:205**

**1. Digital Misogyny towards Political Leadership: Algorithmic Bias and Gendered Harassment of Women in Kerala's Political Sphere**

*Jumana Parvin*

*Research Scholar, University of Hyderabad*

**2. Influencer Culture and the Standardization of Content on Instagram and Its Effects on Indian Youth: A Critical Analysis**

*Nawaneeta Subba*

*Research Scholar, University of North Bengal*

**3. From Visibility to Trust: Influencer Credibility and Knowledge Inequality in India**

*Dr. Sakshi Arya*

*Assistant Professor, IIS (deemed to be University), Jaipur*

**4. Algorithmic Attention and Adolescent Minds: AI-Driven Media Exposure, Digital Cognitive Fatigue Leading to Brain Rot and Emerging Communication Inequalities**

*Tamali Banerjee*

*PG Student, Satyapriya Roy College of Education*

**5. Infrastructure of invisibility: Algorithmic bias, Platform Governance, and the Politics of Digital Exclusion**

*Aishwarja Dhar*

*Research Scholar, Sister Nivedita University*

**Tea Break (11:30 AM – 11:45 AM)**

**REACH PANEL (HYBRID): 12:30 PM – 01:15 PM – ICA PANEL**

*Topic: Communication Research and Education for Sustainability: Global and Multilingual Perspectives.*

*Chair:*

Mohan Dutta, Massey University

Organiser: Noshir Contractor, Northwestern University

Organiser: Christopher Rochette, International Communication Association

Participant: Agnes Lucy Lando, Daystar University

Participant: Zhao Alexandre Huang, University Gustave Eiffel

Participant: Di Zhang, Renmin University of China

Participant: Nia Sarinastiti, Atma Jaya University

**PLENARY: (11:45 AM – 12.45 PM)**

*Topic: From Culture to Content: Platformization and Inequalities in Global Cultural Industries*

**Chair: Prof. Buroshiva Dasgupta**

*Advisor, Department of Journalism & Mass Communication,*

*Sister Nivedita University*

**Prof. Dr Saumendranath Bera**

*Professor, Department of Journalism and Mass Communication*

*Calcutta University*

**Prof. Shabina Omar**

*Professor and Head, Department of English,*

*Acharya Jagadish Chandra Bose College, University of Calcutta*

**Prof. Manas Pratim Goswami**

*Professor, Department of Journalism & Mass Communication  
NEHU*

**Prof. Uma Shankar Pandey**

*Head, Department of Journalism and Mass Communication,  
Surendranath College for Women, Kolkata*

**Interactive Session: (12:50 PM to 1:20 PM)**

*Topic: Gender Inequalities in Policy Decisions*

**Chair: Prof. (Dr.) Minal Pareek**

*Dean, School of Arts, Media & Design  
Sister Nivedita University*

**Speaker: Ms. Charu Pragya**

*Lawyer and Social Activist*

***Lunch Break: 1.30 to 2.15 pm***

**INTRODUCTION TO EMERGING SCHOLARS NETWORK (PhD ENROLLED)  
(2.30 PM – 4.00 PM) (Venue Auditorium)**

*Workshop to be moderated by Dr Pritha Chakraborty*

**Prof BP Sanjay**

*Former Vice Chancellor, Central University of Tamil Nadu,  
Head, International Communication Association, India Chapter*

**Prof Ankuran Dutta**

*Professor and Head of the Department of Communication and Journalism, Guwahati University  
Former Director of The Swami Vivekananda Cultural Centre, High Commission of India,  
Colombo, Sri Lanka*

**PANEL DISCUSSION: (04:15 PM – 05:30 PM)**

*Topic: Decolonising AI in Southeast Asia: Global Trends, Local Realities, and Research  
Frontiers*

**Chair: Prof. Snehasis Sur**

*President, Press Club, Kolkata,  
Professor of Practice,  
St. Xavier's College (Autonomous) Kolkata*

*Panel Members:*

**Prof Joya Chakraborty**

*Professor and Head, Department of Mass Communication & Journalism,  
Tezpur University*

**Jayanta Ghoshal**  
Consulting Editor, NDTV

*Virtual Presence:*

**Dr Jinu K Varghese**

Assistant Professor, Manipal Institute of Communication, Udupi, Karnataka

**CLOSING SESSION DAY 2 (05:30 PM – 06.30 PM)**

Cultural Performance by School of Art, Media and Design

**Day 3: 6<sup>th</sup> of June, 2026**

***REGISTRATION & BADGE COLLECTION: (09:00 AM – 10:00 AM)***

*(Auditorium 11<sup>th</sup> floor)*

**PANEL DISCUSSION (HYBRID SESSION): 10:00 AM -11:00 AM**

*Topic: Language, Markets and Media: Inequalities in Global and Vernacular Communication*

***Moderator: Mr Arindam Basu***

Assistant Professor, Department of Journalism & Mass Communication,  
Sister Nivedita University

*Panel Members:*

**Prof. Mrinal Chatterjee**

Former Professor & Head, Indian Institute of Mass Communication,  
Dhenkanal, Odisha

**Prof Aashish Joshi**

Head, Department of Mass Communication, Makhanlal Chaturvedi National University of Journalism  
and Communication

**Prof. Joana Jaya**

Senior Lecturer  
INTI International University, Malaysia

**Rishu Singh**

National Lead- PR & Corporate Communications, Fortis Healthcare

**Saadia Azim**

COO, Bangla Sahayata Kendra, Govt. of West Bengal

***Tea Break: 11 AM to 11.15 AM***

**TECHNICAL SESSION: (11.30 AM – 1:00 PM)**

Timing: Each Presenter 8 minutes, 8-10 slides of a PPT

**Technical Session III**

**6th June 2026, 11.30 AM-1 PM**

**Session name: Visual Culture, Public Discourse and the Politics of Representation**

Session Chair: Prof. Mrinal Chatterjee, Former Professor & Head, Indian Institute of Mass Communication, Dhenkanal, Odisha

Venue: B Block

Room:201

**1. Between Scopus and the Classroom: Academic Hierarchies and the Politics of Knowledge in Regional Universities of Eastern India**

*Tanmoy Goswami*

*Assistant Professor, RV University, Bangalore*

**2. The Verbatim Script: A Study of Textual Fidelity in the Audio Adaptations of Satyajit Ray's Feluda**

*Padmini Nandy Mazumder*

*Research Scholar, Dayananda Sagar University*

**3. Gendered Visuals: A Goffmanian Analysis of Bollywood Film Posters in the Post-COVID Era**

*Dr Sayanika Dutta*

*Assistant Professor, Cotton University*

*Chinmoyee Deka*

*Research Scholar, Tata Institute of Social Sciences, Guwahati and Assistant Professor, KIIT, Bhubaneswar.*

**4. Framing Crisis and Catastrophe: Power, Voice and Audio-Visual Narratives of the 26/11 Mumbai Attacks on OTT Platforms**

*Sudipto Das*

*Research Scholar, Visva-Bharati*

*Dr Arpan Paul*

*Assistant Professor, Visva-Bharati*

**5. Muslim and Islamophobia in Indian Hindi Press: Critical Discourse Analysis**

*Dr. Mukesh Kumar*

*Assistant Professor, MMHA&P University, Patna, Bihar*

**6. Communicating e-Governance for Sustainability: An Analysis of Digital India Narratives on Instagram**

*Ratan Kumar*

*Research Scholar, Pondicherry University*

**7. Exploring the Dynamics of Algorithmic Literacy: A Systematic Literature Review of Gender Bias in Algorithmic Media Platforms**

*Sayantika Dutta*

*Research Scholar, St.Xavier's University, Kolkata*

*Dr. Reshmi Naskar*

*Assistant Professor, St.Xavier's University, Kolkata*

**8. Beyond Vision: Sensory and Embodied Storytelling as a Bridge Across Communication Inequalities**

*Dr. Priyanka Chatterjee*

*Arts4Change International*

**Parallel Session I**

**Session name: Indigenous Visibility, Organisational Inequality and the Politics of Cognitive Ecosystem in the Digital South Asia**

**Session Chair: Prof. Debjyoti Chanda**, Professor, Rabindra Bharati University, Mass Communication and Videography

**Venue: B Block**

**Room:202**

**1. Communicative and Structural Inequalities in Organisations**

*Dr Nitin Govindrao Mane*

*Assistant Professor, Christ University, Bangalore, India*

**2. Media Representation of Indigenous Identity and Politics in India: A Case of State of Jharkhand**

*Sudarshan Yadav*

*Associate Professor, Central University of Jharkhand*

**3. Egocentrism and Disillusionment in Communication Context**

*Dr Abira Chaudhuri,*

*Assistant Professor, Netaji Subhash Engineering College*

**4. Meaning in the Margins: Generative AI, Advertising Infrastructure and Cognitive-Environmental Inequality in the Global South**

*Arghya Chakraborty*

*PG Student, WBNUJS, Kolkata*

**5. Digital Divide and Health Inequality: A Cross-Sectional Study on Sexual and Reproductive Health Awareness among Urban and Rural Adolescents in Bangladesh**

*Ishrat Jahan Promi*

*Research Scholar, Bangladesh University of Professionals*

**6. Digital Storytelling and the Transformations of Bengali Identity in OTT Platforms**

*Dr Lokesh Chakma, Independent Researcher*

**7. The Oraon Ritual Body: Performing the Everyday v/s Performing the Special**

*Reetuparna Bhattacharjee*

*Research Scholar, Mahindra University*

**8. Responsive Literature and the Subaltern Life of Tribal Communities in Bengal's Migration Landscape**

*Nafisa Khan Lodi*

*Research Scholar, Sister Nivedita University*

**REACH Panel (HYBRID): 12:30 PM – 1:45 PM**

*Topic: AI in Communication Research and Teaching: Perspectives from the Global South, ICA PANEL*

- **Chair: Mengxiao Zhu**, University of Science and Technology of China;
- Participant: **Firasat Jabeen**, Forman Christian College;
- Participant: **Desmond Okocha**, Bingham University, Nigeria;
- Participant: **Yeary Setianto**, Universitas Multimedia Nusantara;
- Participant: **Kulveen Trehan**, Guru Gobind Singh Indraprastha University;
- Organiser: **Noshir Contractor**, Northwestern University;
- Organiser: **Christopher Rochette**, International Communication Association

*Lunch Break: 1.05 PM to 2.00 PM)*

**PANEL (02:00 PM – 03:00 PM)**

*Topic: Emerging Trends and Challenges in Multidisciplinary Research: Preparing for the Future of Knowledge*

- **Moderator: Dr Sanjay Sen Gupta**  
Assistant Dean, School of Arts, Media & Design, Sister Nivedita University

- **Prof Debjyoti Chanda**  
Professor, Rabindra Bharati University, Mass Communication and Videography
- **Prof. Dr Santwan Chattopadhyay**  
Professor and Director, School of Journalism and Mass Communication,  
Jadavpur University

**PLENARY (3:00 PM – 3:45 PM):**

*Topic: Who owns Visibility? Media Power and the politics of being seen*

*Moderator: Dr Pritha Chakraborty*

**Prof. Surbhi Dahiya**

Professor and HOD, Department of Media Business Studies,  
Indian Institute of Mass Communication (IIMC), New Delhi

**Prof. Shubha H S**

Director & Professor Coordinator: Multimedia Resource Centre,  
Manipal Institute of Communication

**VALEDICTORY SESSION: (03:45 PM – 04:45 PM)**

**Professor Deb Narayan Bandyopadhyay**

Advisor, West Bengal State Council of Higher Education,  
Government of West Bengal

**Prof. Durgesh Tripathi**

Professor, University School of Mass Communication,  
Guru Gobind Singh Indraprastha University

**Prof. (Dr.) Minal Pareek**

Closing statement for the conference