



## PONDICHERRY UNIVERSITY

Pondicherry University is a Central University established by an Act of Parliament in October 1985. It is an affiliating University with jurisdiction spread over the Union Territory of Puducherry, Lakshwadeep and Andaman and Nicobar Islands.

In 38 years, Pondicherry University has achieved tremendous growth and excellence. The University's motto is 'Vers la lumière' meaning 'towards the light'. The University's objectives are to disseminate and advance knowledge by offering teaching and research facilities, to make provisions for studies in French, and integrated courses in Humanities and the Sciences, and to promote multidisciplinary studies and research.

The main campus is located at Kalapet, 10 km from the town of Puducherry, in a serene and beautiful campus on the East Coast road of India, adjoining the scenic Bay of Bengal. The main campus has 15 schools, 41 departments, and 10 centres offering over 154 undergraduate, postgraduate, PhD and postdoctoral research programs. Pondicherry University also has campuses at Port Blair, Karaikal, and a recently inaugurated campus in Lakshadweep Islands.



**Department of Electronic Media and  
Mass Communication  
School of Media and Communication  
PONDICHERRY UNIVERSITY  
PUDUCHERRY, INDIA**

*in collaboration with partners*

**University of Toulon - France**

**Oslo Metropolitan University - Norway**

**Multimedia University - Malaysia**

**International Centre for Strategy &  
Communication - Auroville**

**Integral World - Auroville**

**AWARE - Auroville**

**Educational Multimedia Research Centre  
Puducherry**



OSLOMET

OSLO METROPOLITAN UNIVERSITY  
STORBYUNIVERSITETET



# INTERNATIONAL CONFERENCE

**Future Communications:  
Rethinking Societies, Cultures  
and Governance**

**8-10 April 2024**

**Pondicherry University  
Puducherry, India**



[https://sites.google.com/pondiuni.ac.in/  
futurecommunications](https://sites.google.com/pondiuni.ac.in/futurecommunications)







## CONCEPT NOTE

In an era marked by individual-centric paradigms and existential fragility, the Department of Electronic Media and Mass Communication at Pondicherry University, India, is collaborating with esteemed partners from across the globe. The International Conference on - "Future Communications: Rethinking Societies, Cultures, and Governance," scheduled for 8-10 April 2024, stands as a testament to our collective commitment to address the pressing issues that permeate our contemporary world. Join us at Pondicherry University in person or online and be a part of this global conversation on Future Communications.

## COLLABORATIVE ENDEAVOUR

This collaborative initiative brings together diverse institutions, including the University of Toulon (France), Oslo Metropolitan University (Norway), Multimedia University (Malaysia), International Center for Strategy & Communication (Auroville), Integral World (Auroville), AWARE (Auroville), and the Educational Multimedia Research Centre, Puducherry (India).

The collaboration emphasises the shared responsibility of institutions to engage in meaningful discourse and find innovative solutions to the multifaceted challenges we face today as global citizens.

Since many years, the Department of Electronic Media and Mass Communication at Pondicherry University has collaborated with the UFR Ingémédia department of Toulon University (France) involving faculty exchange and regular presentations of the works of our respective PhD students.



Puducherry



Pondicherry University



Auroville





## AUROVILLE

### A Hub for Transformation

Our collaboration with Auroville, an international township in Tamilnadu, India founded in 1968 on the principles of human unity, adds a unique dimension to the conference. Auroville serves as a living laboratory for conscious evolution, alternate societies, cultures, and governance models.

Conference participants will have the opportunity to delve into the practices of Auroville, interact with thought leaders, and explore sustainable perspectives that can reshape our future communications. Field visits and curated plenary sessions will provide insights into ongoing research and initiatives related to sustainable development, peace, integral education, conscious community communication, and governance.

### INTERNATIONAL DIALOGUE AND NETWORKING

The conference provides a platform for international dialogue and networking, fostering collaboration among scholars, researchers, and practitioners. It catalyses the exchange of ideas, perspectives, and best practices, creating opportunities for long-lasting partnerships that transcend geographical boundaries.



## CONFERENCE THEMES

The conference will explore a wide array of themes, ranging from art and culture, education, environment, health and the spiritual, media, information, and communication to social movements and activism, and sports. These themes are designed to encourage multidisciplinary and interdisciplinary approaches and foster discussions on the intersections of media and communication with various aspects of contemporary society.

**The fields of inquiry include but are not limited to the following**

### Art and culture

- Body, affect and embodiment
- Technology transforming artistic practices
- Aesthetic hybrids
- Cultural industries/creative industries
- Transmedia
- Digital art

### Education

- Communication in education
- Globalization of education
- Interculturality
- Inclusivity
- E-learning
- MOOCs and online education

### Environment

- Rethinking nature, culture and the environment
- Circular economy and communication strategies
- Blockchain for environmental accountability
- Green technologies and communication
- Climate change communication
- Smart solutions for sustainable cities
- Environmental monitoring and big data analytics

### Health and the spiritual

- Political economy of health, welfare and development
- Patient engagement and empowerment through digital communication tools
- Art and creativity as expressions of spiritual healing
- Integrating spirituality with health and human development
- Sustainable healthcare environmental ethics and spiritual values
- Integrating technology into public health communication

### Sports

- Blockchain for sports integrity
- Global accessibility and inclusivity
- Impact of 5G technology on sports communication
- Integration of Internet of Things (IoT)
- Virtual Reality (VR) and Augmented Reality (AR) for immersive fan experiences



## Media, information and communication

- Media literacy in the digital age
- "Post-truth" and its impact on public trust
- Political economy of media and communication
- Blockchain in combating misinformation and fake news
- Digital cultures and transitions
- Cultural politics of information
- Cybersecurity in media
- Media in the age of AI and automation
- Data journalism and information visualization
- Conflict resolution and interpersonal communication
- Mindfulness and communication practices
- Emotional intelligence and interpersonal communication
- Self-reflection and intrapersonal communication

## Social movements and activism

- (Un)mediating social change
- Citizens, participation and representation
- New forms of activism
- Feminism and communication
- Queer, queerness and alternative sexualities
- Race, ethnicity, colonialism and coloniality
- Governance and sustainable societies



## CALL FOR PAPERS

We invite empirical, conceptual and critical research from various perspectives on communication and media studies in contemporary society.

Inter/multidisciplinary approaches to theoretical, methodological and philosophical inquiries with new and alternative imaginaries of sustainability, peace, hope and resilience are welcome.

The call for papers encourages explorations into the socio-cultural transformations evolving alongside media and communication practices and concepts.

We live in an increasingly individual-centred era marked by an existential fragility that affects all aspects of our lives and invites us to strongly rethink our agency, representations, affiliations, capacities, and horizons.

In addition to the military conflicts that are proliferating and the concerns about the economic, cultural and community fragmentation of hyper-modern societies and emerging continents, the rampant presence of micro-compromises due to the absence of meaningful and ethical communication is an area that this conference strives to highlight through creative and innovative as well as path-breaking work of scholars.

Our societies are to a large extent organised as production machines, whereas human beings are spiritual and creative beings, thereby creating a mismatch.

This conference, therefore, also wants to explore how we can organise communities in ways that make people thrive by rethinking our direction towards sustainability, our connection to nature, our new orientations imbued with the old, and changing global politics, communities and societies, governance and economies.

At the heart of these transitions, the practices, methods, theories and philosophies of media and communication play a crucial role in the discourse of sustainability, and in how individuals, societies, cultures, media and the state intersect.

Further, the prevalence of intrapersonal and interpersonal communication and its expression through mass media has not received much attention in the media and communication academic community.

A thorough investigation and discourse on this means the possibility of rethinking our lifestyles, our new orientations imbued with the old, and changing global politics, communities and societies, governance and economies.

We are interested in the links between imaginaries and paradoxes about media and communication in the past, present and future, as well as the particularities of contemporary communication and its future imaginaries. What new visions of the future can we promote? Participants are invited to submit papers on communication practices related to the above questions and debates.

## IMPORTANT DATES

- Last date for submission of registration form with abstract: 28 February 2024
- Notification of acceptance of abstract: 7 March 2024
- Last date for submitting the registration fee: 18 March 2024
- Last date for submission of presentation slides: 2 April 2024
- Last date for submission of full-text paper: 2 September 2024\*

\* Paper submission extension is provided to fortify publication standards.

Announcement of peer-review, abstract, and conference management link will be made on 14 February 2024.

For more updates, visit:

<https://sites.google.com/pondiuni.ac.in/futurecommunications>

## Guidelines for Paper Submission

### Abstract

- The abstract should be in the following order: Title, Author (s) name and Affiliation, Abstract, and Keywords.
- Abstract (not more than 600 words) must contain a brief introduction, objective of the research, methodology, results, and conclusion.
- All abstracts are to be submitted along with the registration form:

<https://forms.gle/qyRdf6aXM7xEzbYZ6>



For any assistance, contact us:  
[demmc.conf@pondiuni.ac.in](mailto:demmc.conf@pondiuni.ac.in)

## Presentation Slides

After receiving a notification of acceptance of the abstract, you are required to submit your paper presentation in the form of a slide deck of a maximum of TEN slides to support your oral presentation of a maximum of SEVEN minutes. Name the slide deck as follows: Your full name-Title of paper. The subject of your email should be as follows: Slide deck-Your full name

Attach your slide deck to an email and send it to the conference organisers by 2 April 2024 to: [demmc.conf@pondiuni.ac.in](mailto:demmc.conf@pondiuni.ac.in)

## Instruction to presenters

Your paper presentation/slide decks should be for maximum seven minutes. Three minutes are given for questions from participants. Maximum ten minutes for each presenter.





## FULL RESEARCH ARTICLE

- The research paper should be structured in the following sequence: Title - Author(s) Name and Affiliation - Abstract -Keywords - Main Text (Introduction, Literature Review, Methodology, Analysis and Findings, Conclusion, Limitations, and References)- Acknowledgements (if applicable).
- The full paper should be around 7000-8000 words including tables and references. The final length of the paper, if it is eligible to be published in one of the journals the conference collaborates with, will depend on the journal's guidelines.
- The article should be in Times New Roman 12 font, single-spaced; left/right-justified;
- Bold topic headings with no space between heading and paragraph including title, abstract, and author's name/s; two spaces between the author's name/s and abstract. italicised subheadings (no numbers).
- Keywords should be italicized with the three (or more) key phrases.
- Follow APA 7th edition format for references/bibliographies, which should be single-spaced.
- Submit the research article in Microsoft Word and PDF.

- The corresponding author should give a copyright declaration stating that the work is original and does not violate the rule of copyright.
- All full papers submitted will be subject to a blind review process. Comments of the reviewers will be sent to the author(s).
- All selected abstracts will be published in the conference souvenir. The accepted papers will also be considered for publication in the special issues of the selected journals, including Scopus indexed journals.



## PUBLICATION OPPORTUNITIES

Accepted papers will be subject to a blind review process and considered for publication in reputable journals such as Communication and Culture Review; Journal of Communication, Language and Culture; and Journal of Extreme Anthropology. This ensures that the scholarly contributions presented at the conference have the potential to make a lasting impact on the academic community. The organisers will publish papers from the conference after they are peer-reviewed and implement revisions, if any, to conform to a high standard for publication.

**The selected journals include but are not limited to:**

- **Communication and Culture Review (ISSN: 2582-2829)** - a peer-reviewed, bi-annual international journal that engages with realities, issues and ideas within the broad rubric of communication and culture studies. Breaking away from the strait-jacketed disciplinary canons, the journal aims to interweave communication with strands of cultural, sociological, anthropological, performative, computational, political, philosophical, linguistic, political economy and other interdisciplinary approaches in examining a wide range of mediated and mediated phenomena. Communication and Culture Review is published by the Department of Electronic Media and Mass Communication, Pondicherry University, Puducherry, India..
- **Journal of Communication, Language and Culture (eISSN: 2805-444X)** - an open-access academic journal that adheres to the highest standards of peer review and engages both emerging and established scholars from around the world. JCLC is a multidisciplinary journal that is centred on communication, language and culture and is open and welcoming to contributions from the many disciplines and approaches in these disciplines. Journal of Communication, Language and Culture is published by the Faculty of Applied Communication, Multimedia University, Malaysia.

**Journal of Extreme Anthropology (ISSN: 2535-3241)** - an international, peer-reviewed, interdisciplinary, open-access and indexed journal (DOAJ) that publishes articles written in the fields of anthropology, social sciences, humanities, philosophy and critical theory focusing in particular on extreme subjects, practices and theory. Journal of Extreme Anthropology is published by OsloMet, Norway.



To facilitate widespread participation, we have structured the registration fees accommodating different categories, including academicians, research scholars, students, and industry/research institutions. We aim to create an inclusive environment where diverse voices contribute to the collective understanding of future communications.

## REGISTRATION FEE DETAILS

Category		Registration Fee with accommodation from the afternoon of 7 April to 11 April (11 am)	Registration Fee without accommodation
Academicians	Indian	Rs. 9500/- (double sharing)	Rs. 3000/-
	Foreign	\$ 400	\$ 250
Research Scholars and Students	Indian	Rs. 6500/- (group sharing)	Rs. 2000/-
	Foreign	\$ 250/-	\$ 100/-
Industry/Research Organisations	Indian	Rs. 20,000/- (single room)	Rs. 14,000/-
	Foreign	\$ 450/-	\$ 300
Attendee - Accompanying Person (Conference kit not included)	Indian	Rs. 4000/- (double sharing)	Rs. 1000/-
	Foreign	\$ 200/-	\$ 50/-
Attendee - Virtual Participation (Soft copy of the abstracts published in the conference souvenir and certificate is provided)	Indian		Rs. 2000/-
	Foreign Delegates		\$ 50/-
	Foreign Students		\$ 20/-
Attendee - Spot Registration	Indian		Rs. 4000/-
	Foreign		\$ 80/-



**Last date**

for submitting the registration fee is

**18 March 2024**





**JOIN  
US!**

Join us at Pondicherry University in person or online and be a part of this global conversation on Future Communications.

We look forward to your active involvement in the conference!

### Chief Patron

Prof. K. Tharanikkarasu  
Vice-Chancellor (i/c), Pondicherry University

### Patrons

Prof. Clement Sagayaradja Lourdes  
Director of Culture and Cultural Relations,  
Pondicherry University

Prof. Rajneesh Bhutani  
Registrar (i/c), Pondicherry University

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Finance Officer (i/c), Pondicherry University

Dr. M. Vijayakumar  
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Prof. R. Sevukan  
Dean, School of Media and Communication,  
Pondicherry University

## Organising Committee

**Department of Electronic Media and  
Mass Communication,  
School of Media and Communication,  
Pondicherry University, India**

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Dr. M. Shuaib Mohamed Haneef, Professor  
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Research and Industrial Collaboration

### Auroville International Township, Tamilnadu, India

Lakshay Dharan - ICSC/AWARE  
Manisha Munjal - Integral World  
Isabella - AWARE

## Organising Secretary

Dr. Radhika Khanna  
Associate Professor & Head i/c,  
Department of Electronic Media and  
Mass Communication (DEMMC),  
School of Media and Communication  
Director i/c,  
Educational Multimedia Research Centre  
(EMRC), Pondicherry University, R.V. Nagar,  
Kalapet, Puducherry, India - 605014.  
For any assistance, contact us:  
demmc.conf@pondiuni.ac.in



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