



Centre for Journalism & Mass Communication

Visva-Bharati: A Central University
and An Institution of National Importance

Call For ABSTRACTS

INTERNATIONAL CONFERENCE

Media, Culture and Sustainability: Towards a Progressive India

**February
26 & 27, 2026**

Themes

- Theme I : Indian Knowledge System and Sustainability
- Theme II : Media and Sustainability
- Theme III : Culture and Sustainability
- Theme IV : Ethics and Media Sustainability

Mode of Conference

Hybrid

For more Information, email us

iccm.cjmc@gmail.com

For submission guidelines and
other details please go through the
brochure

Important Dates

Extended
Abstract
Submission
Deadline

December 26,
2025

Notification of
Acceptance

January 15,
2026

Early Bird
Registration

January 30,
2026

Full Paper
Submission
Deadline

February 10,
2026

Conference
Dates

February 26–27,
2026

Registration Fee

IN PERSON PARTICIPATION

✓ Indian Students/Scholars	1500 INR
✓ Indian Faculties/Members from Industry	3000 INR
✓ Non-Indian Students/Scholars	50 USD
✓ Non-Indian Faculties/Members from Industry	75 USD
✓ Non-Indian (SAARC Countries) Students/Scholars	45 USD
✓ Non-Indian (SAARC Countries) Faculties/Members from Industry	70 USD

ONLINE PARTICIPATION

✓ Indian Students/Scholars	1000 INR
✓ Indian Faculties/Members from Industry	2000 INR
✓ Non-Indian Students/Scholars	30 USD
✓ Non-Indian Faculties/Members from Industry	50 USD
✓ Non-Indian (SAARC Countries) Students/Scholars	25 USD
✓ Non-Indian (SAARC Countries) Faculties/Members from Industry	45 USD

For Brochure

SCAN



OR CLICK

Brochure

Abstract Submission Link

<https://forms.gle/F4PuLrfH1vzGgzJ98>



INTERNATIONAL CONFERENCE ON COMMUNICATION & MEDIA 2.0

organised by

CENTRE FOR JOURNALISM AND MASS COMMUNICATION (CJMC)

VISVA-BHARATI: A CENTRAL UNIVERSITY
AND AN INSTITUTION OF NATIONAL IMPORTANCE

MEDIA, CULTURE AND SUSTAINABILITY: TOWARDS A PROGRESSIVE INDIA

FEBRUARY 26-27, 2026





CONFERENCE TEAM



Convenor

DR ARPAN PAUL

*ASSISTANT PROFESSOR
CJMC*



Director

**DR MAUSUMI
BHATTACHARYYA**

*ASSOCIATE PROFESSOR &
IN-CHARGE
CJMC*



Co - Director

**PROF BIPLOB LOHA
CHOUDHURY**

*PROFESSOR
CJMC*



**Core
Committee
Members**

**DR SANHITA
CHATTERJEE**

*ASSISTANT PROFESSOR
CJMC*



DR SURHITA BASU

*ASSISTANT PROFESSOR
CJMC*



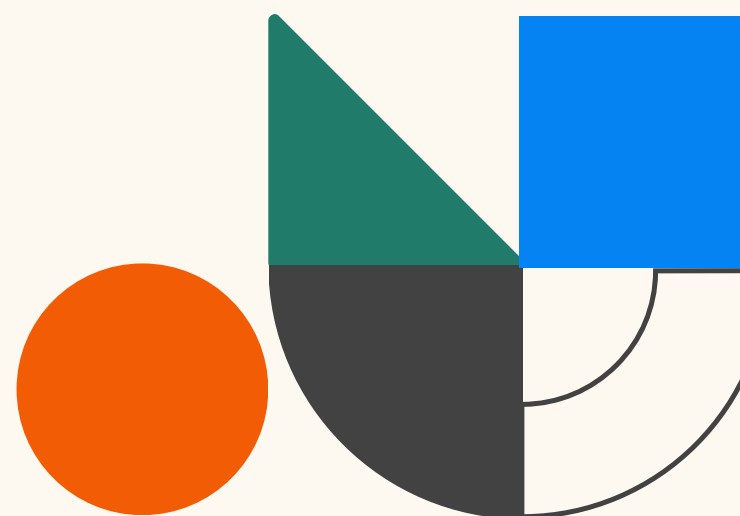
CONCEPT NOTE

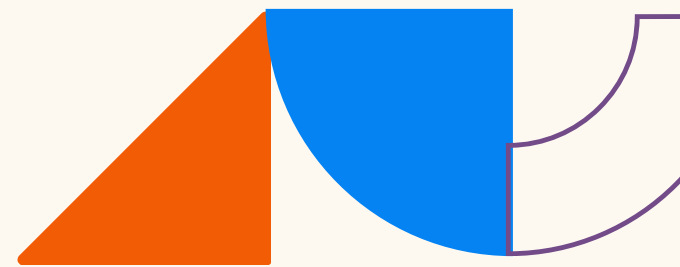


About the Conference

The Centre for Journalism and Mass Communication (CJMC) at Visva-Bharati is going to organise a two-day international conference titled “Media, Culture and Sustainability: Towards a Progressive India” on 26-27 February 2026. The conference is in tune with the cultural perspectives and founding principles of Gurudev Rabindranath Tagore.

The relation of the trio - media, culture and sustainability - can help navigate renewed means to understand the role each aspect can play in order to bring about self-sufficiency which in turn can lead to a progressive nation. As in the teachings of Tagore, understanding true societal needs is essential to bring about overall development of nation. The truthful identity of media, the confluence of cultures and the sustained effort to usher development aligns with Tagore’s vision to strengthen the fundamental conditions of world peace through the establishment of free communication of ideas. The conference aspires to encourage interdisciplinary intellectual exchange.





THEMES AND SUB-THEMES



THEME I: INDIAN KNOWLEDGE SYSTEM (IKS) AND SUSTAINABILITY

Sub-Themes

1. IKS in Contemporary Communication and Education
2. Sustainable Community – Challenges from Political Society Formation
3. Tagorean Humanism and Santiniketan's Learning Culture
4. Indigenous Knowledge in Agriculture, Health, Craft and Community Life
5. Gendered Knowledge Traditions and Women's Cultural Labour
6. Digital Documentation and Archiving of IKS (oral histories, folk repertoires)
7. Audio-Visual and Documentary Narratives on IKS and Cultural Memory

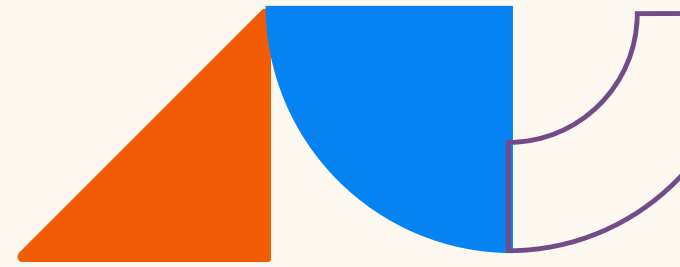


THEME II: MEDIA AND SUSTAINABILITY

Sub-Themes

1. Climate Communication and Public Awareness Messaging
2. Media Systems, Press Freedom and Institutional Sustainability
3. Political Communication and Global Media
4. Digital Platforms, News Ecology and Information Flows
5. Public Relations, Strategic Communication and Behaviour Change Campaigns
6. Community Media, Local Journalism and Grassroots Storytelling
7. Media Literacy, Fact-Checking and Misinformation Counter-Strategies
8. Sustainable Media Production and Accessible Media Design





THEMES AND SUB-THEMES



THEME III: CULTURE AND SUSTAINABILITY

Sub-Themes

1. Cinema, Documentary and Regional Aesthetics
2. Cultural Identity, Memory, Migration and Community Narratives
3. Gender, Body, Performance and Everyday Cultural Labour
4. Folk Arts, Craft Traditions and Cultural Continuity in a Digital Age
5. Climate Communication through Cultural and Visual Narratives
6. Cultural imperialism, neo-colonisation, power, politics of aesthetics
7. OTT Platforms, Short Video Cultures and Changing Audience Practices



THEME IV: ETHICS AND MEDIA SUSTAINABILITY

Sub-Themes

1. Ethics of News Reporting and Public Communication
2. AI, Deepfakes and Questions of Authenticity
3. Data Ethics, Surveillance, Consent and Digital Rights
4. Media Law, Regulation and Freedom of Expression
5. Platform Governance and Algorithmic Accountability
6. Safety, Mental Health and Precarity in Media Workspaces
7. Archival Ethics, Ownership and Public Access to Knowledge





ABSTRACT SUBMISSION GUIDELINES

- The abstract must be within 300 words and must contain 5 keywords and should be submitted through the designated Google Forms link: <https://forms.gle/F4PuLrfH1vzGgzJ98>
- The abstract should reflect a strong theoretical base.
- Ensure adherence to a solid research design and methodological structure.
- The abstract must present a coherent argument, maintain logical flow, and reflect a realistic, feasible research approach.
- Clearly convey the scope of the proposed study along with its limitations.
- Only English-language submissions will be accepted.
- Abstracts not adhering to these guidelines will not be considered.

FULL PAPER SUBMISSION GUIDELINES

- Upon acceptance of the abstract, the full-length original paper must be between 5000–6000 words.
- **TITLE PAGE:** The paper should include a title page containing:
 - Paper title
 - Author name(s)
 - Affiliation(s)
- **FORMATTING:**
 - **Font:** Times New Roman
 - **Font size:** 12-point
 - **Line spacing:** 1.5
- **SUBMISSION FORMAT:** Microsoft Word File (.docx)
- **REFERENCING STYLE:** All citations and references must follow APA 7th edition guidelines.
- Only papers written in English will be accepted.
- Submissions must be original and unpublished. A plagiarism level above 10% will lead to disqualification.

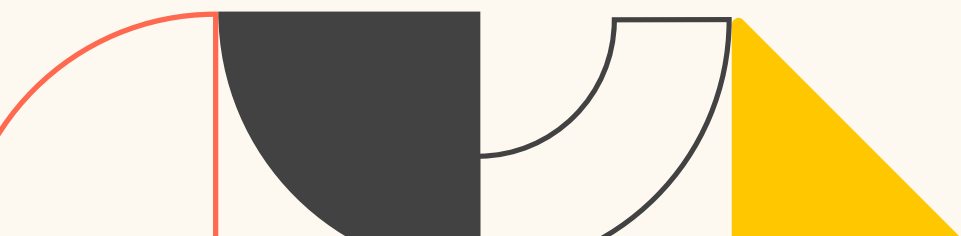


INTERNATIONAL CONFERENCE ON COMMUNICATION & MEDIA 2.0



REGISTRATION FEES

OFFLINE PARTICIPATION		ONLINE PARTICIPATION	
Indian Students/Scholars	1500 INR	Indian Students/Scholars	1000 INR
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INTERNATIONAL CONFERENCE ON COMMUNICATION & MEDIA 2.0

IMPORTANT DATES:

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Abstract Submission Deadline: December 26, 2025

Notification of Abstract Acceptance: January 15, 2026

Full Paper Submission Deadline: February 10, 2026

Last Date for Earlybird Registration: January 30, 2026

PRESENTATION AT THE CONFERENCE:

Presentation Format: A 10-minute presentation.

Virtual Participation: Available for those unable to attend in person. A pre-recorded version (within 10 minutes) has to be sent by February 10, 2026.

PUBLICATION OPPORTUNITIES:

Selected papers may be considered for publication in a special issue of a peer-reviewed journal or an edited volume. However, feedback on full papers will be sent after the conference.

CONTACT INFO:

iccm.cjmc@gmail.com

(Please mention '**ICCM 2.0**' in the subject)

FOR FURTHER QUERIES, PLEASE CONTACT:

8370800108, 7044988302, 7001557129, 8583988535