

## Two days National conference on “Role of Media in Social Transformation”

18<sup>th</sup> -19<sup>th</sup> Jan., 2020



**VENUE: R.K. AUDITORIUM, MDU ROHTAK**

**Organized by:**

**Think Tank Club, DEAN students' Welfare & IMSAR, Maharshi Dayanand University Rohtak in Collaboration with Haryana Union of Working Journalists**

### ABOUT THE UNIVERSITY

Maharshi Dayanand University, ab initio established as Rohtak University, Rohtak, came into existence by an Act No. 25 of 1975 of the Haryana Legislative Assembly in 1976 with the objective to promote inter-disciplinary higher education and research in the fields of environmental, ecological and life sciences. It was rechristened as Maharshi Dayanand University in 1977 after the name of a great visionary and social reformer, Maharshi Dayanand. It had a unitary and residential character in its nascent stage, but became an affiliating University in November 1978. The University secured the recognition of University Grants Commission – the higher education regulatory body of India - for central Govt. grants in 16 Mar, 1979. The University campus, spread over an area of 622 acres, is well laid with state-of-the-art buildings and magnificent road network, presents a spectacle of harmony in architecture and natural beauty. Educational and research programmes are offered through its 38 departments. There are as many as 12

Teaching Blocks, 19 Hostels, an elegant Vivekananda Library with 6 off-shoots, the majestic Tagore Auditorium equipped with modern gadgetry and amenities, spectacular Students Activity Centre, Campus School, Health Centre, Faculty House, Sports Stadium, Swimming Pool, Multipurpose Gymnasium Hall, Community Centre, Printing Press, Canteens, Shopping Complex and an Administrative Block. About 263 Institutions/Colleges of General Education, Engineering, Technology, Computer Sciences and Management Sciences located in 7 districts of the State are affiliated to this University.

### ABOUT THE DSW OFFICE

The University has an efficient department designed for the welfare of the students of University located in the south block of newly constructed University Auditorium. The department organizes various activities of every stream of Art, Culture and Adventure and the Calendar of Activities of the department during a session is the largest one amongst Indian Universities. Common Rooms for boys and girls separately are available with the facilities of newspapers, magazines, indoor games and a pantry. A large number of camps and adventure courses like, Trekking, Youth Leadership Training Camps, Rock Climbing, Snow Skiing, Value based Spiritual Course, Personality Development Camp etc. are being organized for the bonafide students of University. Zonal Youth Festivals and Inter-Zonal Youth Festival consisting of 37 events of Music, Dance, Theatre, Literary, Fine Arts and Sanskrit events are being organized during a session. Along with this various programmes of financial aids to the students are with the department like Student Aid Fund, Dr. Radha Krishnan Fund, Cultural Stipend etc. For the development of sports activities in campus, there is a Unit of Sports persons which cares the various sports contests during a year under the supervision of Campus Sports Committee.

### ABOUT THE CONFERENCE

The theme of the conference will be Role of Media in Social Transformation'. This conference outcome will be fruitful for the University, students and to the society also. In this conference Dept. of Journalism, Sociology and IMSAR will participate actively and will have a special interaction with Senior Journalists of India. The sub theme of the conference will be as under:

1. Media and society
2. Role of Media in Socialization
3. Social Media-Boon or Bane
4. Role of Media in social change
5. Sociological impact of media
6. Psychological Effect of Media on youth, women and children.
7. The Emergence of Digital Society
8. Media and Governance
9. Media and Human Rights
10. Moral Values and ethics, evolution of ethical society and role of media.
11. Regulatory framework of Media management.
12. Social media and entrepreneurship.
13. Corporate image building and media management.

### ORGANIZING TEAM

#### Chief Patron

Prof. Rajbir Singh  
Vice-Chancellor, M.D. University, Rohtak

#### Patron

Prof. Rajkumar  
Dean Students' Welfare, M.D. University, Rohtak

#### Organizing Secretary

Dr. Karamvir Sheokand, IMSAR

#### Co-organizing Secretaries

1. Dr. Garima Dalal, IMSAR
2. Dr. Sonia, IMSAR

### Joint Secretaries

1. Dr. Saurabh Kant, IMSAR
2. Dr. Ishwar Mittal, IMSAR

### Members

1. Dr. Divya Malhan
2. Dr. Naresh Kumar
3. Dr. Kuldeep Chaudhary
4. Dr. Jagdeep Singla
5. Dr. Seema Singh
6. Dr. Sanjay Nandal
7. Dr. Ramphul
8. Dr. Ashok Kumar
9. Dr. Ekta
10. Dr. Sapna
11. Dr. Neetu
12. Dr. Jitender Kumar
13. Dr. Priyanka Yadev
14. Dr. Nitu

### Advisory Committee

1. Prof. Deshraj Deptt. of Sociology
2. Prof. Satyawan Baroda, IMSAR
3. Prof. Harish Arya, Dean, Faculty of Humanities
4. Sh. Ashok Malik, Chandigarh
5. Sh. Haresh Vashishth, Chandigarh
6. Sh. Manohar ji, New Delhi
7. Sh. Gulshan Verma, Noida
8. Sh. Surender Sangwan, Panchkula
9. Sh. Somnath Sharma, Rohtak
10. Sh. Ravinder Saini, Jhajjar
11. Sh. Rakesh Karanti, Hissar
12. Sh. Sat Singh, Rohtak
13. Sh. Rajneesh Narula, New Delhi
14. Dr. Jagbir Rathee, Director Youth Welfare

### Hospitality Committee

1. Dr. Sandeep Malik, IHTM
2. Dr. Sanjeev, IHTM, 9812544449
3. Dr. Manoj, IHTM, 7988099554
4. Dr. Sumegh, IHTM
5. Dr. Partap Rathee, ADYW 9416088126
6. Sh. K.L. Bhatia, Supdt. DSW Office 9896346756

### Accommodation and Transportation Committee

1. Dr. Kuldeep Chaudhary, Warden Boys Hostel
2. Dr. Sanjeev Kumar, Warden Transit Hostel
3. Dr. Kamaldeep, Warden Boys Hostel
4. Dr. Pardeep Kumar, Warden Boys Hostel
5. Mr. Samunder Singh, Assistant, T.O. Office
6. Mr. Naresh Ahlawat, Assistant, DSW Office

## CALL FOR PAPERS

Original research papers are invited for presentation in the conference. The interested participants may send their full paper before 14 Jan. 2020 on email\_id- [mconference20@gmail.com](mailto:mconference20@gmail.com)  
Paper selected for presentation will be notified through e-mail. The paper should be prepared using MS-Word and must incorporate the title of the paper, author's name, affiliation with e-mail address of the corresponding author besides the contents. An asterisk (\*) should be put on the against the name of the presenter.

### Important Deadlines

Full Paper submission	:	Jan. 14, 2020
Acceptance Notification	:	Jan. 16, 2020
Registration	:	Jan. 18, 2020

Registration Fee: Nil

## TENTATIVE PROGRAMME

### Saturday, January 18th, 2020

Registration	:	9 to 11 AM
Inauguration	:	11:30 AM
Welcome Address	:	11:35 AM
Key note Speech	:	11:40 AM
Technical Session 1	:	12:00 Noon
Lunch	:	01:30 PM
Technical Session 2	:	02:30 PM

### Saturday, January 18th, 2020

Technical Session 3	:	10:00 AM
Technical Session 4	:	12:00 Noon
Lunch	:	01:30 PM
Technical Session 5	:	02:30 PM
Valedictory	:	04:00 PM

### Address for Communication

Dr. Karamvir Shoekand, IMSAR **9813896359**

Email: [sheokand70@gmail.com](mailto:sheokand70@gmail.com)

Dr. Ishwar Mittal, IMSAR **9034344549**

Email: [ishwarmittal@gmail.com](mailto:ishwarmittal@gmail.com)

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R.K. Auditorium, MDU Rohtak

## REGISTRATION FORM

Title of the Paper \_\_\_\_\_

Name \_\_\_\_\_

Designation \_\_\_\_\_

Institute/Organization \_\_\_\_\_

Address \_\_\_\_\_

Contact No \_\_\_\_\_

E-Mail \_\_\_\_\_

Signature of applicant