

## CHIEF GUEST

### Prof. K.G. Suresh

Vice Chancellor,  
Makhanlal Chaturvedi National University  
of Journalism and Communication, Bhopal



## GUEST OF HONOR

### Mr. Venkitesh Ramakrishnan

Political Editor,  
Bureau Chief,  
Frontline & The Hindu



## KEY NOTE SPEAKER

### Dr. Shakeel

Convener,  
Jan Swasthy Abhiyan,  
General Secretary, Indian Doctors for  
Peace & Development, Bihar



## GUEST SPEAKER

### Prof. Dr. Arun Kr. Bhagat

Member,  
Bihar Public Service Commission  
(BPSC)



## GUEST SPEAKER

### Prof. Dr. Raghuvendra Mishra

Head, Department of Vocational Education,  
Indira Gandhi National Tribal University  
(IGNTU), Amarkantak



## SPECIAL GUEST

### Sanjay Kumar

Assistant Director,  
Press Information bureau (PIB) Patna



## SPECIAL GUEST

### Swayam Prakash

Editor, Zee,  
Bihar Jharkhand



## INTERNATIONAL SPEAKER

### Sandeep Kr. Dhanda

Research Scientist,  
United States of America,  
Translation Bioinformatics



## Organising Secretary

### Mr. Sandeep Abhishek

Assistant Professor, Dept. of Journalism  
& Mass Communication

### Ms. Nasreen Javed

Assistant Professor, Dept. of  
Professional Communication

## Treasurer

### Mr. Kamal Kishore Upadhyay

Assistant Professor  
Department of Journalism and Mass Communication

## Organising Committee

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Mr. Appras Vilies  
Mr. Suhail Javed  
Mr. Rakesh Kumar  
Ms. Bushra Khanam  
Ms. Aishwarya Kaushik Seth and MARCOM

**INVERTIS**  
UNIVERSITY BAREILLY

# CommCon2021

## 4th INTERNATIONAL CONFERENCE

On

## ROLE OF MEDIA DURING COVID-19 PANDEMIC

Jointly Organized by

Department of Journalism and  
Mass Communication  
&  
Department of  
Professional Communication

NO  
REGISTRATION  
FEE

6-7<sup>th</sup>  
JULY, 2021

## Conference Patrons



Honorable  
Shri K.K. Gautam  
Patron



Honorable  
Dr. Umesh Gautam  
Chancellor



Honorable  
Ms. Sonal Gautam  
Executive Chairperson



Prof. YDS Arya  
Vice-Chancellor



Shri L.P.Mishra  
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Prof. R.K. Shukla  
Dean, Faculty of  
Engineering & Technology



Prof. Manish Gupta  
Dean, Faculty of  
Management



Prof. P.P. Singh  
Dean, Faculty of Science &  
Dean Student Welfare



Mr. Santosh Kumar  
Registrar



Prof. Jitendra Nath Srivastava  
Chief Proctor

## Conference Convener



Mr. Amritansh Mishra  
Assistant Professor,  
Invertis University, Bareilly



Ms. Asha Sharma  
Assistant Professor,  
Invertis University, Bareilly

## Conference Co-Convener

## Conference Advisory Committee

Prof. A.B. Kafaltia, Faculty of legal studies  
Prof. Nalin Verma, Dept. of Journalism & Mass Communication  
Dr. Arvind Kumar Shukla, Associate Professor

# CommCon 2021

4th INTERNATIONAL CONFERENCE  
On

## ROLE OF MEDIA DURING COVID-19 PANDEMIC

### About the University

Invertis University is situated in Bareilly on NH-24, equidistant from the country's capital Delhi and State's capital Lucknow. From a humble beginning in 1998, Invertis has come a long way. From 83 students and one Institute - Invertis Institute of Management Studies, today we stand tall as a full-fledged University with 8 different faculty structures under its name. We offer a range of Doctoral, Post Graduate & Under Graduate programmes in Management, Law, Commerce, Computer Applications, Pharmacy, Education, Journalism & Mass Communication, Bio-Science & Technology, Science, Fashion Design, Engineering & Technology and Architecture.

At Invertis, we believe that the success of a teacher comes along with the achievements of a student. To ensure that our students succeed, we make sure that they get the very best. Invertis pioneered the concept of holistic development, an approach of more than just text book studying and an all-round approach of learning. It stems from the old management concept of, "Keep your feet warm, back straight and head cool." Our faculty members foster knowledge and acknowledge students who do well not only in classes, but also in the outside world. The backbone of the university is its alumni alliance, who provide pathways for students even after their studies are completed.



### About the Conference

Media & Communication played a paramount role in disseminating information about Covid-19. The media's role became more prominent/ dominant in a sense that corona virus was not confined to a particular region/ nation but it transcended across the globe affecting the mankind all over. Its debilitating impact was felt in every home all across the planet earth.

In such a situation media played a vital role in dispersing information about it vis a vis creating awareness about how diverse nations and diverse systems of governance dealt with it. Rightly described as 'Pandemic' the Covid-19 impacted one and all—the Communist China as much as democratic Europe and America and many parts of Southern Asia including India apart from the totalitarian regimes of Middle East and Eastern Europe.

The systems of governance effectively under the siege of the Covid holocaust are as much huffing and puffing to justify themselves as much the virus infected people to survive. The unprecedented chaos caused by the virus created enormous confusion. While the governments tried to conceal real statistics related to deaths and vaccination, the media too became party to misinformation in certain instances and vehicle to transport the fake/unverified news.

Since, the spell of Pandemic is still prevailing, fundamental necessity requires a systematic and empirical data based study to churn out the facts that could be of lasting value and serve the critical assessment of the enormity of the damage it has caused and is still causing to the humanity. This conference will aim at studying and deliberating on the role of media in reporting the science of vaccination being accepted as an eventual panacea to the people falling prey to the disease.

The conference also aims at studying the role of media in bringing out the collateral damage caused by Covid-19 on the economy, infrastructure, education, employment, societal norms and values apart from the general health.

### Submission Guidelines

#### Submission Guidelines of abstracts:

**Please read the submission rules before submitting an abstract.**

1. Abstracts must be submitted on the email address: commcon@invertis.org
2. Submitted abstracts should include non-published data.
3. Abstracts must be allocated to a specific theme/ sub-themes mentioned in the concept note.
4. Its title should be limited to 20 words whereas the abstract text should be limited to 250 words.
5. Abstracts must be submitted with a proper layout including objectives, methods, results and conclusions.
6. Abstract should include the title, author's name, designation, institutional affiliation, contact number and email address.
7. The Committee will review all the submitted abstracts and the notification regarding acceptance will be sent on the email address of the submitting author so as to send the full length paper.
8. **Abstract and full length paper can be written both in English/ Hindi Language as per the author's choice.**
9. The full length paper including tables, diagrams, illustrations, references, etc. should not exceed 5000 words. They should be typed in MS-Word with Times New Roman 12 for English and Kruti Dev 010 font in 14 size for Hindi with 1.5 lining space. Bibliographical references should be in the APA format.

#### Sub Themes

1. Role of Global media during the Covid-19 Pandemic.
2. Approach of regional media during Covid-19
3. Fair/Unjust coverage of the issue by Indian media.
4. Misinformation and fake news in the context of Covid-19
5. Source of misinformation
6. Social unrest caused by communication/miscommunication.
7. The authenticity of the social media vis a vis spread of Covid-19
8. Communication a guiding/misguiding tool in the pandemic.
9. Health Communication – Opportunity, Challenge and Future.
10. Lesson learnt from Covid-19
11. Need of academic studies on the issue.
12. Communication tools adopted during this period.
13. Role of media in building the infrastructure for dealing with the Pandemic.
14. Evolving media mechanism to deal with Pandemic.
15. Direct/Indirect communication
16. Communication between government & communication professionals on Covid-19

**Registration Link :** <https://forms.gle/xQBQCdSNTJv2hf7GA>

#### Session Timings :

**Morning - 09.30 AM - 12.30 PM**

**Noon - 02.30 PM - 04.30 PM**