

**Prahladrai Dalmia Lions College of Commerce & Economics**

**ISO 9001:2015 Certified**

Sunder Nagar, Swami Vivekanand Road, Malad (West), Mumbai – 400 064.

Tel.: +9122 28725792 I Website: www.dalmialionscollege.ac.in

**NATIONAL CONFERENCE**

Dear Sir/Madam,

We are glad to announce our prestigious National conference which is open for all students on **‘Ethics and Digital Media’** to be held on **7th March, 2020** organized by the Bachelors of Arts in Multimedia and Mass Communication (BAMMC) department of our college.

**About the college**: Prahladrai Dalmia Lions College of Commerce & Economics started with just 450 students and today it has become a pioneer in the field of education primarily in the western suburbs. Our college endeavors for continuous academic excellence and promotion of co-curricular and extra-curricular activities. These activities help to promote resilience, creativity and leadership qualities amongst our ever enthusiastic students turning them into future assets of India. Prahladrai Dalmia Lions College lays great emphasis in imbibing in its students the importance of ethics, hard work and commitment to excellence. The college undertakes the major responsibility of grooming its students into icons of tomorrow, positively contributing to the ever expanding world of commerce, trade, industry, media and management.

**The theme of the conference: “Ethics and Digital Media” (Sub topic is open)**

**Needs and objectives of the conference:**

Objectives

1. To make an analysis if the paradigm shift in the digital age brings new ethical problems which are mainly related to issues of media laws
2. To make an in depth study and see if the right of access to information, the right of privacy is threatened by the emphasis on the free flow of information.
3. To study the ethical questions related to technology and its implications on media law and ethics.
4. To take into consideration various International Conventions and the laws of our land regarding the ethical usage of internet.
5. Digitally Altering images or video is common in Advertising and Sometimes in News

Is it ever really okay from an ethics pint of view?

1. When Publishing Digital Images, Photos, Video and Audio (Or 3D objects), Editors should Add here the following Ethical Principles.

**Call for Papers:**

Interested students are hereby invited to contribute:

* Original Research papers for the National Conference relevant to the topic.
* Research papers should be submitted as per the following guidelines:
* The title of the paper should be followed by the personal and

Institutional details of the author.

* **The following format should be followed:**
  1. Synopsis – 100 to 150 words.
  2. The article should be of 1000 to 2000 words inclusive of introduction and conclusion.
  3. Data Collection and Methodology.

**Use the following formatting style:**

1. Font Type: Times New Roman. Font size: 14 for Heading and 12 for the paper.
2. Use double spacing.
3. 1-inch margin on all sides.
4. References should be in MLA Style - include the name of the author (Surname first), name of the book, name of the publisher, year of publication. For example: Jans, Nick. The Last Light Breaking: Life among Alaska's Inupiat Eskimos. Alaska Northwest Books, 1993.

**Details:**

* The soft copy of the paper and a PowerPoint presentation (to be presented on the day of the conference) of your sub topic should be emailed to pdlcbmmconference@gmail.com on or before 7th March, 2020, Saturday. The hard copy should be submitted at the time of registration.
* Entries per college: UNLIMITED
* No. of co-participants: 2
* No. of slots available: 20
* Entry fee: Rs.100/- (per college) (To be paid on the day of the event)
* Paper presenters will be given 5 minutes for presentation of research paper.
* Venue – Auditorium, Ground floor
* Time – 10:30am
* All the presenters will be awarded with a CD and a certificate.

Brochure and registration forms are also available on the college website.

Contact - Core Committee Members:

1. Ankush Yadav - 7977142784
2. Rushabh Bagdai – 9766838558
3. Urvashi Mehta - 9137368305

**Patrons**

Lion Sharad S. Ruia Chairman

Lion Kanahaiyalal G. Saraf Hon. Secretary

**Organising Committee**

Dr. N.N. Pandey Principal

Prof. Subhashini Naikar Vice Principal (SFC)

Prof. Bhavana Singh BAMMC (Coordinator)

Prof. Shilpi Dey Member

Prof. Minu Paul Member

Regards,



Prof. Bhavana Singh Prof. Subhashini Naikar Dr. N.N. Pandey BAMMC ( Coordinator) ( Vice – Principal SFC ) ( Principal )

***REGISTRATION FORM***

**PLEASE FILL IN CAPITAL LETTERS ONLY.**

Name: 1. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name: 2. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class: \_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name of the Institution: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Title of the paper:**

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**Signature of the Students** **Signature of the Teacher in-charge**

**College seal**