



Global
Communication
Association

11TH INDIA CONFERENCE

28~29 JANUARY 2016, UNIVERSITY OF MYSORE

Crawford Hall & Vice Chancellor's Quarters, University of Mysore Campus | Radisson Blu Plaza Hotel



OMBUDSMAN

Media and social responsibility



About the conference

The Global Communication Association (GCA), a not-for-profit professional body, is pleased to announce the eleventh international conference of communication experts and specialists from around the world, to be held in the historic city of Mysuru (earlier known as Mysore), Karnataka, India, on 28–29 January, 2016. For the most updated information, please always visit www.gcaconference.com.

The University of Mysore which is celebrating its Centennial (<http://centenary.uni-mysore.ac.in/>) will be the academic partner hosting this conference. The conference will be one of the highlights of the grand centenary celebrations.

Established in the year 2007, the GCA objectives are the promotion of academic research in global communication studies among major universities worldwide; facilitation of joint project and research opportunities among scholars and students. More importantly, GCA provides an eclectic international platform for corporate executives, communication specialists, policy makers, academicians, bureaucrats, political leaders, public relations practitioners and co-related industry professionals to meet, interact and generate new ideas for growth.

The 2016 GCA India conference focusing on ‘Ombudsman: Media and social responsibility’, has aroused keen interest amongst many participants from around the globe coming from different academic and industry backgrounds. At a time when there is a massive explosion of the media across the globe, be it of the traditional variety or the new media, it is increasingly being looked upon as a powerful instrument of social change. On the flip side, as with any instrument that can influence vast sections of a society, there are also other ‘powerful forces’ that will misuse the media for vested interests. The purpose is to engage in key proceedings of the conference with an intrinsic aim to share information, promote cultural inclusion, scholarly research, inter-institutional collaboration and global networking. The aim is also to identify challenges, find solutions and exchange the most updated knowledge on various topics of public relations, media and communication, but not limiting to the same.

In the past, GCA conferences have been successfully organized in many other countries across different geographies such as China, Oman, India, Poland, Malaysia, Zambia, Canada, Russia, India and most recently, in Germany. Popular and well-established universities in these countries such as Shanghai University, Sultan Qaboos University, Manipal University, John Paul II Catholic University of Lublin and The Pontifical University of John Paul II, Asia Pacific University College of Technology & Innovation, Media Institute of Southern Africa, St. Paul University, Pyatigorsk State Linguistic University, Christ University and Stuttgart Media University respectively, have hosted as academic partners, the past GCA conferences in the last one decade. More information relating to earlier GCA conferences are available at <http://www.globalcomassociation.com/conferences.html>



About Mysuru (erstwhile Mysore)

The royal heritage city of palaces and a gateway to wildlife, Mysuru, which is about 140 km from Bengaluru (earlier known as Bangalore, the capital city of Karnataka state), has been eminently chosen to host this prestigious global conference on media and communications because of its rich socio-cultural, educational and intellectual heritage. It is the home of the University of Mysore (<http://www.uni-mysore.ac.in/>), one of the first universities to be set up in the whole of Asia.

Important dates and deadlines

- **15 December 2015:** Last date for abstract submission
- **16 December 2015:** GCA will send abstract receipt notification latest by this date
- **20 December 2015:** Last date for early-bird registrations
- **15 January 2016:** Last date for full-length paper submission
- **24 January 2016:** Last date for all registrations (**No spot registrations!**)

Note: GCA will send formal invitations via e-mail, immediately against each registration received, in order to support the foreign participants to apply and obtain entry visa to India. Please note that the process of applying for and obtaining visa in some countries may take longer time than expected. Hence, all foreign delegates are advised to register to the conference at the earliest and obtain visa in time, without delay.

Conference venue(s)

28 January 2016

- **Crawford Hall, University of Mysore Campus, Mysuru – 570 005**
Inaugural ceremony, panel discussions, paper presentations, lunch and coffee/ tea:
9:00am – 6:15pm
- **Vice Chancellor's Quarters, University of Mysore, Mysuru - 570 005**
Culturals and networking dinner: 7:00pm – 9:00pm

29 January 2016

- **Radisson Blu Plaza Hotel, 1, MG Road, Mysuru - 570 010**
Panel discussions, paper presentations, lunch, coffee/ tea, awards ceremony and gala dinner:
9:00am – 9:30pm



Call for papers and **speakers**

Following are a few tentative topics for discussions at the conference, but not limiting to the same.

- The evolution of the concept of Ombudsman in different parts of the world and where are we with it now?
- Is there an urgent need for a strong ombudsman to restore the integrity and credibility of Indian media?
- Ombudsman: The unique and torturous experience of Great Britain.
- United States: The First Amendment and do those lofty ideals still hold good?
- Is media really reaping the benefits of Rights to Information (RTI) act and policies?
- With the advent of new social media, is the old traditional media struggling to retain its identity and value?
- How was communication success measured before and what has changed now?
- Corporates investing more on digital social media as against conventional media channels. What's the future?
- Is Right to Expression in Article 19 of the Constitution of India under threat or is it being grossly abused?
- Can social media and governments work together to bring out the best for its citizens?
- With rising corporate social responsibilities (CSR) of various organizations, can media bridge the gap of opportunities and resources?
- What are the new-found challenges faced by corporates in the era of digital media?
- With corporates owning or buying media houses, how credible is news now and does it pose a threat to future of democracy?
- The obnoxious growth of paid news... is there a way to end it?
- Should the code of conduct for media be revised?
- Are corporates, victims of media politics. What's true and what's not?
- Has News Broadcasters Association failed to set stringent standards and enforce them among its members?



- Should Press Council of India (PCI) be expanded to include the functioning of the electronic media or should there be a separate body for electronic and digital media? What can we do to strengthen PCI?
- Journalists and opinion bloggers are killed for their stories and blogs around the world. How bad is the situation, globally?
- Best examples of whistle-blower protection across the world.
- University relations by multinational corporations are a hot cup of tea. Why?
- How can various individuals and organisations, make good and effective use of the strong Right to Information (RTI) provisions available in India?
- How can NGOs use digital-social media to reach masses and have an impacting awareness on various causes and projects?
- What's the roadmap for Doordarshan and All India Radio in the new media era?
- Are governments justified in media regulation in the name of national security?
- Do governments feel bullied or cornered by aggressive media?
- Advertising is gone, public relations is back again big time. Yes?
- With the advent of social and digital media, is the credibility and relevance of traditional media at its lowest ebb?
- Changing global media scenarios across different geographies. What's new and what's gone?
- Lacunae in the Indian Whistle-blower Act and the need to rectify them.
- What are the perils of governments trying to control media around the world?
- What's really threatening media freedom? Let us have the Indian and international perspectives.
- The pros and cons of the move to restrict access to the pornographic sites. How do other democracies around the world deal with pornographic sites, especially, child pornography?
- Ombudsman has no place in a true democracy. It simply does not work. Yes?
- With media houses taking political sides, neutrality being compromised and approach to issue under doubt, is it the last chance for media credibility in the eyes of public?

Full program agenda and time-schedule will be available closer to the conference dates.



Paper submission guidelines

- A not-more-than 400-word abstract of the paper should be sent, as an e-mail attachment, to reach latest by **15 December, 2015**.
- The abstract should include research objectives (if any), methodology and significance, followed by keywords.
- The abstracts will be refereed.
- All scholarly methodologies and presentations are welcome.
- Author's name, organization/ institution, address, phone number, e-mail address, and a brief CV must be included on a separate page for consideration.
- Acceptance of the abstracts will be notified latest by **16 December 2015**.
- Full papers of accepted abstracts will then have to be submitted latest by 31 December 2015.

Conference paper length and settings

- The full-length paper should be in around 4000-5000 words, 1.5 line spacing and Times New Roman 12-point size. Margins should be set at 1.0" on all sides.
- Paper size should be set for standard 8.5"x11.0".
- The American Psychological Association (APA) style may be used for referencing. For APA details see <https://owl.english.purdue.edu/owl/resource/560/01>

Contact for abstract submissions

- Any abstract or paper related queries, speaker and panel discussion proposals should be directed to: The Conference Secretary, 11th GCA Conference, Mysuru at info@gcaconference.com
- All return communications from GCA's end will be directed towards the first author of the paper.

Conference registration

For conference registration fee details, please visit www.gcaconference.com/registration.html

- All registration are pre- and online registrations over internet and there will be no spot registrations at the conference venue.
- There will be no cancellation or refund possible under any circumstances, once the payment or registration is made. So, please make your firm decision before you register to the conference.
- The registration fee is in Indian National Rupees (INR) but, you can choose to pay in your own currency equivalent to the amount indicated at the time of registration.
- The registration fee includes conference participation fee, lunch and dinner on 28 and 29 January 2016.
- The registration fee does not include accommodation and breakfast.
- Conference participants are therefore required to make their own lodging and boarding arrangements at their cost. But, if you need any assistance in finding a good accommodation/ hotel for staying, we can always help you.

Following are a few recommended hotels from our end, but not limiting to the same:

- The Radisson Blu Plaza Hotel, Mysuru: <https://www.radissonblu.com/en/hotel-mysore>
- Hotel Regaalis, Mysuru: <http://www.ushalexushotels.com/mysore/>
- Hotel Fortune JP Palace, Mysuru: www.fortunehotels.in/resort/Mysore-Fortune_JP_Palace.aspx
- Hotel Royal Orchid Metropole, Mysuru: <http://www.royalorchidhotels.com/royal-orchid-metropole-mysore/overview.asp>

Should you need any further assistance in connection with your conference registration, please feel good to write to us at info@gcaconference.com or call us or WhatsApp on **+91-7899858777** (India).

Conference registration, cancellation and refund policy

- Special tariff may be available for only online registrations but are subject to limited seats availability on first-come-first-serve basis. The tariff may change without prior notification at the discretion of GCA at any point in time.
- Please note that there will be no refund against any requests for cancellation of registrations at any point in time, under any circumstances. Participants are therefore advised to make firm decisions at their end before registering to the conference.

Confirmation of registration only via email

- All confirmations of online registrations will be sent via email only. You are required to carry a printout of this email confirmation along with your passport / valid photo Identity document to the conference.
- Please allow up to 24 hours for the confirmation of your online registration.

About entry visa to India for foreign participants

- Remember, Mysore is now called Mysuru. You may still find the name Mysore in use at many places for some more time. This is for your information.
- Appropriate official invitation letters to all speakers/ delegates to help them in obtaining entry visas to India for participating in the conference will be sent by GCA India coordinating office, Bengaluru, only after receiving the complete online registrations from interested participants and not otherwise.
- Please visit <https://indianvisaonline.gov.in/> for general information regarding entry visa to India. We suggest foreign delegates to contact well in time, the respective Indian visa offices in their countries for the most appropriate and latest official information regarding applying for Indian visa to participate in the conference.

Sponsor support and partnership opportunities

For more details regarding sponsorship opportunities, please write an e-mail to: info@gcaconference.com or call on **+91-9900235054**

The final agenda with exact time schedules will be published on the website, closer to the conference dates. In the meantime, here is a tentative program (subject to further changes) which is being continuously updated. Stay tuned and visit this web-page again for the most updated agenda at any given point of time...

28 January 2016 : Crawford Hall, University of Mysore | Conference agenda (Tentative)

8:00am - 9:00am

Speaker and delegate registrations

9:00am - 11:00am

Inauguration ceremony

Sri Siddaramaiah, Hon'ble Chief Minister, Government of Karnataka, India

Mr. Dinesh Gundu Rao, Hon'ble Minister of Food, Civil Supplies & Consumer Affairs, Government of Karnataka, India

Mr. Pratap Simha, Hon'ble Member of Parliament, Mysuru, India

Prof. K. S. Rangappa, Vice Chancellor, University of Mysore; Conference President, 11th Global Communication Association (GCA) International Conference, Mysuru, India

Mr. Venu G. Somineni, Chairman, My Kingdom Holdings Pte Limited, Singapore

Prof. Dr. Yahya R. Kamalipour, Chairman, Global Communication Association (GCA); Professor and Chair, Department of Mass Communication and Journalism, North Carolina A&T State University, United States of America

Prof. C. Basavaraju, Registrar, University of Mysore, India

Mr. Krishna B. Mariyanka, Conference Curator and Organising Secretary, 11th Global Communication Association, (GCA) International Conference; Former Advisor, Corporate Communications, Shell Technology India

11:00am - 11:15am

Tea / Coffee

11:15am - 11:25am

Paper presentation 1: Journalism practical ethics

Mr. Ali Akbar Abdolrashidi, Journalist and Writer; Translator and Public Relations Advisor, Tehran, Iran

11:25am - 11:35am

Paper presentation 2: Integrated marketing communication by a NGO: A case study of the Backathon campaign by Make A Difference

Ms. Apoorva Ravi (MS in Mass Communication), Jain University - Center of Management Studies, Bengaluru, India

11:35am - 12:50pm

Panel session 1 : Is there an urgent need for a strong ombudsman to restore the integrity and credibility of Indian media?

Keynote

Mr. A. S. Panneerselvan, Readers' Editor, The Hindu, Asian College of Journalism, Chennai, India

Speakers

Mr. N. Bhaskara Rao, Founder-Chairman, Centre for Media Studies, New Delhi, India

Mr. Kamlesh Sharma, Director, Public Affairs and Communication, Coca-Cola India and South West Asia, Gurgaon

Mr. Prakash Dubey, Group Editor, Dainik Bhaskar, Nagpur, India

Mr. D. P. Satish, Senior Journalist, CNN-IBN, New Delhi, India

Prof. Dr. G. P. Shivram, Department of Mass Communication and Journalism, Mangalore University, India

12:50pm – 1:00pm

Paper presentation 3: Self-revelation and social media : Promoting Facebook narcissism

Ms. Ashwini Ramesh, MS Journalism and Mass Communication, Jain University, Bengaluru

1:00pm – 1:30pm

Lunch

1:30pm – 1:40pm

Paper presentation 4: Murders and acid attacks as stories of love and hate

Ms. B. Radha, Assistant Professor, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

1:40pm – 2:55pm

Panel session 2 : Can media and NGOs collaborate to get the best out of Corporate Social Responsibility (CSR) obligations?

Keynote

Dr. R. Balasubramaniam, Founder and President, Swami Vivekananda Youth Movement, Mysuru, India

Speakers

Mr. Ajay Kavishwar, Head of Communications, Akshaya Patra Foundation, Bengaluru, India

Mr. Dayananda Bannikal, IPS, Commissioner of Police, Mysuru, India

Ms. Malavika Avinash, Lawyer, Actor and Social Activist, Bengaluru, India

Mr. Suresh Heblikar, Film Maker and Environmental Activist, Eco-Watch, Bengaluru, India

Ms. Vandana Rathore, Communications Advisor, Bengaluru, India

2:55pm – 3:05pm

Paper presentation 5 : Religion and new media - A study on the usage of new media by “Udupi Sri Krishna Matha”

Mr. Chandan Raikar, Visiting Faculty, School of Communication, Manipal University, Manipal, India

Ms. Kavita Nagasampige, Asst. Prof. Senior Scale, School of Communication, Manipal University, Manipal

3:05pm – 4:20pm

Panel session 3 : New-found challenges of corporates in the era of digital media

Keynote

Mr. Anurag Batra, Chairman and Editor-in-Chief, BW Business World and exchange 4 media Group, New Delhi

Speakers

Ms. Janaki Murali, Writer; Former Journalist, The Hindu Business Line and The Economic Times, Bengaluru

Mr. Peter Yorke, Chief Executive Officer, Yorke Communications, Bengaluru, India

Mr. Sujit Patil, Vice President & Head, Corporate Communications, Godrej Industries Limited & Associate Companies (GILAC), Mumbai, India

Ms. Sumathi A. Rao, Director, Brand, Communications and Digital, Philips India Limited, Bengaluru

Mr. Venkatesha Babu, Deputy Editor, Business Today, Bengaluru, India

Paper presentation 6 : Convergence, interactivity, participatory culture, multimediality and usage of social media: A study of Indian based news websites

Mr. Deepak Joyappa, Research Scholar, School of Communication, Manipal University, Manipal, India

Dr. Padma Rani, Associate Professor, School of Communication, Manipal University, Manipal, India

4:30pm - 5:45pm

Panel Session 4: With the advent of new social media, is the old / traditional media struggling to retain its identity and value?

Keynote

Mr. H.S. Balram, Director, National School of Journalism; Former Resident Editor, The Times of India, Bengaluru

Speakers

Mr. Girish Nikam, Consultant and Anchor, Rajya Sabha TV; Columnist & Journalism Educator, New Delhi, India

Mr. Raghavendra Rao, Independent Communications Consultant; Former Head, Corporate Communications, JSW Limited, India

Mr. Ramakrishna Upadhyaya, Conference Coordinator, 11th Global Communication Association (GCA) International Conference; Consulting Editor, TV9; Former Senior Editor, Deccan Herald; Bengaluru, India

Dr. Usha Rani Narayana, Ph.D, Professor and Chief Coordinator - University with Potential for Excellence (UPE), University of Mysore, India

Mr. Vikram Sampath, Director, Symbiosis School of Media and Communication; Founder, Bangalore Literature Festival and Archive of Indian Music, Bengaluru

5:45pm - 5:55pm

Paper Presentation 7: Indian national media and natural calamities: Analysis of media coverage of Chennai floods

Mr. Gagan Prakash, Assistant Professor, Symbiosis Institute of Media and Communication, Pune

5:55pm - 6:05pm

Paper Presentation 8: Social media usage and influence in news gathering among working journalists in Tamil Nadu

Dr. S. Jenefa, Associate Professor & Head, Department of Journalism and Science Communication, School of Linguistics and Communication, Madurai Kamaraj University, Madurai, India

6:05pm - 6:15pm

Paper presentation 9: An analysis of photo journalistic ethics on Koodankulam issue in Tamilnadu

Mr. G. Bala subramania Raju, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

Mr. K. Manikkam, Assistant Professor, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

6:15pm - 7:00pm

Transfer to Vice Chancellor's Quarters, University of Mysore, Mysuru - 570 005

7:00pm - 9:00pm

Culturals and networking dinner at Vice Chancellor's Quarters

29 January 2016 : Radisson Blu Plaza Hotel, 1, M G Road | Conference agenda (Tentative)**9:00am - 9:10am****Paper presentation 10: Responsibility of media in promoting higher education**

Ms. Shreyoshi Ghosh, Institutional Development Executive, (Branding, PR and Communication), Indian Institute of Technology Kharagpur, India

9:10am - 9:20am**Paper presentation 11: I have a voice, do I: A study on understanding the dilemma faced by digital youth between freedom of speech & expression and restricted opinion making**

Ms. Sonal Dilip Nade, Research Scholar, Department of Communications Studies, University of Pune, India

9:20am - 9:30am**Paper presentation 12: Political representation, visuality and media : Sighting the Sri Lankan conflict**

Mr. Srimal Fernando, Journalist, International Affairs Expert; Global Editor for Foreign Exchange Diplomatic Society of South Africa; Colombo, Sri Lanka

9:30am - 9:40am**Paper presentation 13: Social media as an ombudsman during Chennai rains**

Dr. V. Sundararaman, Assistant Professor, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu

9:40am - 10:55am**Panel Session 5: With corporates owning or buying media houses, how credible is news now and does it pose a threat to future of democracy?****Keynote**

Mr. K. S. Sachidananda Murthy, Resident Editor, Malayala Manorama and The Week, New Delhi, India

Speakers

Mr. R. Bharathadri, Officer, Media and Public Relations, NITTE Group Of Institutions, Bengaluru, India

Ms. Preethi Nagaraj, Independent Journalist; Columnist, Prajavani, Mysuru, India

Prof. M. V. Rajeev Gowda, Hon'ble Member of Parliament, Rajya Sabha, India

Mr. Romesh Kumar Mattoo, Senior Journalist; Former Chief of Bureau, The New Indian Express, Bengaluru

Mr. Vinod Sharma, Political Editor, Hindustan Times, New Delhi, India

10:55am - 11:05am**Paper presentation 14 : Media credibility : Victim of political and power interests**

Dr. Namarta Joshi, Senior Faculty, Department of Journalism and Mass Communication, Guru Nanak Dev University Regional Campus, Jalandhar, Punjab

Dr. Ranbir Singh, Head, Department of Journalism and Mass Communication, PIT, Punjab Technical University, Kapurthala Road, Punjab

11:05am - 11:30am

Tea / Coffee

11:30am - 11:40am

Paper presentation 15 : Study of digital media: A special reference to news consumption among undergraduate students of Mysore city

Dr. J. Lohith, Lecturer, Department of Communication and Journalism, Maharaja's College, Mysuru, India

Dr. Niveditha V., Chairperson, Department of Visual Media, Amrita University, Mysuru Campus, Mysuru, India

11:40am - 11:50pm

Paper presentation 16 : Media in community development: A case study of the role of media in development of Narikurava Community people in Valliyoor, Tamilnadu

Dr. P. Govindaraju, Professor and Head, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

11:50am - 12:00pm

Paper presentation 17: Mobile phone dependency among college students in Tirunelveli – A cultural perspective

Ms. Muthu Selvi, Research Scholar, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu

12:00pm - 1:15pm

Panel Session 6: The obnoxious growth of paid news... is there a way to end it?

Keynote

Mr. Bharat Bhushan, Editor, catchnews.com; Founding Editor, Mail Today; Former Editor, Hindustan Times; New Delhi, India

Speakers

Mr. Himanshu Arora, Co-founder, Social Panga; Lead Trainer, Digital Vidya, Bengaluru, India

Ms. Moushumi Dutt, Senior Director and Head of Corporate Communications, Philips India Ltd., Gurgaon

Mr. K. S. Narahari, Senior Consultant, The Practice; Former Director, Corporate Communications, Texas Instruments India, Bengaluru

Mr. Prakash Belawadi, Founder, The Suchitra School of Cinema, and Dramatic Arts; Columnist, Bangalore Mirror; Former Journalist, Indian Express, Bengaluru

Ms. Saba Naqvi, Columnist, Author and Political Commentator, New Delhi, India

1:15pm - 2:00pm

Lunch

2:00pm - 2:10pm

Paper presentation 18 : Media response to Charlie Hebdo Attack – A comparative study between France and India

Ms. Pranjali Kirloskar, Research Scholar, Department of European Studies, Manipal University, Manipal

2:10pm - 2:20pm

Paper presentation 19 : An analysis of the PR tools of the Indian Army

Ms. Raagga Raagini P, (MA Communication), School of Communication, Manipal University, Manipal, India

2:20pm - 3:35pm

Panel Session 7 : Is ombudsman a pain or gain? What do experiences around the world tell us?

Keynote

Prof. Dr. Mike Friedrichsen, Full Professor, Media Economics, Research and Innovation, Stuttgart Media University; Founding President, Humboldt School of Digital Management; Berlin, Germany

Speakers

Dr. Banu Akdenizli, Associate Professor, Department of Public Relations and Publicity, Yeditepe University, Istanbul, Turkey

Mr. G. Ulaganathan, Editor-in-chief, JustExplore; Adjunct Faculty, Symbiosis School of Media and Communication, Bengaluru, India

Ms. Vasanthi Hariprakash, Radio and Television Journalist; Former Special Correspondent, NDTV 24X7, Bengaluru, India

3:35pm - 3:45pm

Paper presentation 20 : The Pen and the Gun : The story of the opinion bloggers

Ms. Rimi Nandy, Assistant Professor, School of Social Science and Humanities, CMR University, Bengaluru, India

3:45pm - 3:55pm

Paper presentation 21 : A study at the digital gadget addiction of youth in south India

Mr. Sandeep T. K., Lecturer, Department of Visual Media, Amrita University, Mysuru Campus, Mysuru

3:55pm - 4:30pm

Tea / Coffee

4:30pm - 4:40pm

Paper presentation 22: First British press Ombudsman: The untold story

Dr. Santosh Kumar Tewari, Professor, Centre Mass Communication, University of Jharkhand (CUJ), Ranchi

4:40pm - 4:50pm

Paper presentation 23: Fair and Lovely¹: A subverted narrative of women's aspirations and a question in conceptualisation of advertising ethics

Dr. Shiba Chabba, Assistant Professor, Symbiosis School of Media and Communications, Bengaluru

4:50pm - 6:05pm

Panel Session 8: Are corporates, victims of media politics: What's true and what's not?

Speakers

Mr. M. A. Deviah, Correspondent, FirstPost; Consultant Editor, World Bank Group, Bengaluru, India

Mr. Hemant Gaule, Co-Founder & Deputy Dean, SCoRe Indian School of COmmunication & REputation, Gurgaon, India

Mr. Krishna B. Mariyanka, Conference Curator and Organising Secretary, 11th Global Communication Association, (GCA) International Conference

Ms. Radha Radhakrishnan, Communications Consultant; Former Head of Communications, Azim Premji Foundation and Wipro Limited, Former Journalist, The Hindu, Bengaluru, India

6:05pm - 6:15pm

Paper presentation 24: How can NGOs use digital-social media to reach masses and have an impacting awareness on various causes and projects?

Ms. Shilpa Hattiangadi, Assistant Professor, SNDT Women's University, Pune, India

6:15pm - 6:25pm

Paper presentation 25: Can social media and governments work together to bring the best for its citizens — A study in Karnataka state

Dr. Bhargavi D. Hemmige, Assistant Professor and Head, Department of Journalism and Mass Communication, SBRR Mahajana First Grade College, Mysuru, India

6:25pm - 7:00pm

Tea / Coffee

7:00pm - 8:00pm

A. P. Chowdappa Memorial Awards Ceremony for Excellence in Communication for 2015-16

Sri S. M. Krishna, Hon'ble Member of Parliament, Rajya Sabha; Former Hon'ble Governor of Maharashtra; Former Hon'ble Union Minister for External Affairs, Government of India; Former Hon'ble Chief Minister, Government of Karnataka

Sri D. K. Shivakumar, Hon'ble Minister for Energy, Government of Karnataka, India

Mr. Manish Tewari, Former Union Minister of State, Information and Broadcasting, Government of India; Public Affairs Lawyer, Supreme Court and Delhi High Court, India

Prof. K. S. Rangappa, Vice Chancellor, University of Mysore; Conference President, 11th Global Communication Association (GCA) International Conference, Mysuru, India

Prof. Dr. Yahya R. Kamalipour, Chairman, Global Communication Association (GCA); Professor and Chair, Department of Mass Communication and Journalism, North Carolina A&T State University, United States of America

Mr. Krishna B. Mariyanka, Conference Curator and Organising Secretary, 11th Global Communication Association, (GCA) International Conference; Former Advisor, Corporate Communications Shell Technology India

8:00pm - 9:30pm

Mehfil-E-Ghazal musical evening with Shri Ram Nagaraj and gala dinner

Note: The above agenda is confirmed as on date, which may be subject to further changes without prior notification, owing to final availabilities of the speakers closer to the conference and at the discretion of Global Communication Association (GCA) and the organisers of the conference, who reserve the final right to all changes of the program.



A
Doyen of
Public Relations
A. P. CHOWDAPPA
Memorial Award for
Excellence in
Communication
2015-16



Global
Communication
Association

11TH INDIA CONFERENCE

28~29 JANUARY 2016, UNIVERSITY OF MYSORE

Sir Crawford Hall | Sri Nalwadi Krishnaraja Wadiyar (Senate) Hall | VC Quarters | Radisson Blu Plaza Hotel

A. P. Chowdappa Memorial Award for Excellence in Communication, 2015-16

29 January 2016, 7.00 pm, Radisson Blu Plaza Hotel, Mysuru, India

In evolving a crucial and often facilitating interaction between academics and industries on an international platform, the Global Communication Association (GCA), a not-for-profit professional body of communication experts, has played a significant role in the last one decade. The international conferences that the GCA has organized in places as varied as Germany, Poland, Russia, Malaysia, Zambia and Canada have been recognized worldwide as significant landmarks in the field of communications.

Mysore, now Mysuru, is privileged to host the 11th International Conference in India on 28 and 29 January 2016, and in fact, the city has earned the honour of hosting this global mega-event for the first time ever, in its history.

On this very prestigious occasion, it is befitting to honour the memory of Karnataka's one of the most pre-eminent public relations professionals of all times, Mr. A. P. Chowdappa, fondly acknowledged by the industry as "a veritable PR institution", with the institution of the first international award in his name. In his distinguished career spanning over five decades, Mr. A. P. Chowdappa is best remembered as General Manager (PR) of HMT Limited, Bengaluru, which, in its 'hey-days', was very famously known as the 'Time-keeper of the nation'. Mr. A. P. Chowdappa is an inspirational and legendary figure, who nurtured many a talent, particularly in the fields of media and communications.

The Mysuru 2016 GCA Conference will honour six eminent personalities/ organisations, who have immensely contributed to the media and communications profession/ industry across academia, government, corporate, non-government, media as also, agency sectors (6 categories), with the presentation of A. P. Chowdappa Memorial Award for Excellence in Communication for the year 2015-16. The 2015-16 awards is being instituted and presented by Global Communication Association (GCA). A distinguished jury of the GCA will select the awardees from a list of nominations received for the year 2015-16 awards. The grand ceremony and awards gala night will be held at 7.00 pm on 29 January 2016 at Radisson Blu Plaza Hotel, Mysuru, India. Entry to the programme is for registered conference delegates and/ or by official guest-invitation only.

To send nominations for the below 6 category awards, please list full achievement details in not more than 10 pages, with complete contact information, and e-mail to info@gcaconference.com or call +91-9900235054 for any queries/ more details.

Award categories for the year 2015-16

- 1) A. P. Chowdappa Memorial Award for Excellence in Communication in Academic Sector
- 2) A. P. Chowdappa Memorial Award for Excellence in Communication in Government Sector
- 3) A. P. Chowdappa Memorial Award for Excellence in Communication in Corporate Sector
- 4) A. P. Chowdappa Memorial Award for Excellence in Communication in Non-Government Sector
- 5) A. P. Chowdappa Memorial Award for Excellence in Communication in Media Sector
- 6) A. P. Chowdappa Memorial Award for Excellence in Communication in Agency Sector

The last date to send nominations is 23 January 2016.

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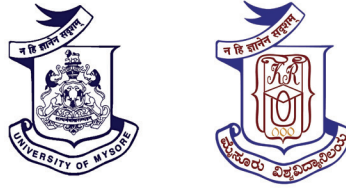


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Support Category	Support Amount (INR /USD)	Branding and Logo Visibility	Sponsored Speaker slot	Promo Video 2 min.	Exhibit / Stall / Kiosk Space	Paid Delegate Passes
Title support	25,00,000 / 37,487	All	Yes	Yes	4mx3m x2m	10
Gold support(s)	20,00,000 / 29,990	All	Yes	Yes	3m x 3m x 2m	7
Silver support(s)	15,00,000 / 22,492	All	Yes	Yes	2m x 3m x 2m	5
Bronze support(s)	10,00,000 / 14,995	Limited	No	No	1mx 2m x2m	3
Associate support(s)	5,00,000 / 7,497	Limited	No	No	1m x 1m x 2m	2

Registration category	(Early-bird registration fee (INR	(Late registration fee (I
	12,800	14,800
	11,800	13,800
	10,800	12,800
	9,800	11,800
	8,800	10,800
	6,800	8,800
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11,800	13,800
10,800	12,800
9,800	11,800
8,800	10,800
6,800	8,800
4,800	6,800