

MEDIA MANTHAN



International Conference & Workshop on Media, Democracy and Public Sphere



11th - 12th March 2025



**Smt Sakarben Karamshi Somaiya Auditorium
Somaiya Vidyavihar University**

Organised By :

Department of Mass Communication,
Somaiya School of Humanities & Social Sciences,
Somaiya Vidyavihar University

In association with :

- Press Club of India
- Foreign Correspondents Club of South Asia

Contact Us:

Email:
massmedia.sksc@somaiya.edu

Somaiya Vidyavihar University

Established in 2019, Somaiya Vidyavihar University, Mumbai, is a self-financed university accredited with “A Grade” by NAAC. Somaiya Vidyavihar, with over eight decades of rich experience in building and managing educational institutes of great repute, is the sponsoring body. Operational from Somaiya Vidyavihar University is a place where you can explore new possibilities, pursue your passion and above all, find yourself.

Know more: <https://www.somaiya.edu/en/>

Department of Mass Communication

Media Manthan, under Sanchar Manch at Somaiya Vidyavihar University (SKSC), explores the intersection of media, aesthetics, and democracy. It examines how media shapes democratic discourse through its visual and narrative choices, influencing public opinion, cultural norms, and political ideologies. By fostering critical engagement, Media Manthan encourages a deeper understanding of how media’s portrayal of reality can either uphold or challenge democratic values, promoting informed and thoughtful reflection in the digital age.

About Media Manthan

Media Manthan, under Sanchar Manch at Somaiya Vidyavihar University (SKSC), explores the intersection of media, aesthetics, and democracy. It examines how media shapes democratic discourse through its visual and narrative choices, influencing public opinion, cultural norms, and political ideologies. By fostering critical engagement, Media Manthan encourages a deeper understanding of how media’s portrayal of reality can either uphold or challenge democratic values, promoting informed and thoughtful reflection in the digital age.

Know more: [Media Manthan Instagram](#)

Press Club of India



The Press Club of India (PCI), serves as a hub for journalists and media professionals. Inspired by the London Press Club, it was envisioned by veteran journalist Durga Das in the 1930s and officially founded on December 20, 1957. Inaugurated by Home Minister G.B. Pant in 1959, PCI began with 30 members in a small room and has since grown into a vital space for media activities. Thanks to Das's persistent efforts and Pant's support, the Club secured its current premises, continuing to foster dialogue and promote journalistic excellence.

Know more: <https://pressclubofindia.org/>

Foreign Correspondents' Club of South Asia (FCC)



The Foreign Correspondents' Club of South Asia (FCC) is a hub for journalists, diplomats, lawyers, and media professionals from across the region. Initially founded by foreign correspondents, the club now welcomes local journalists and stakeholders from various sectors, fostering collaboration and exchange of ideas. With offerings like press conferences, cultural events, and screenings, the FCC connects media professionals and enhances coverage of South Asia's dynamic political, economic, and social landscape.

Know more: <https://fccsouthasia.com/>

Theme of the Conference

In an age where information technology pervades every aspect of human life, the convergence of democracy and aesthetics in the digital sphere emerges as an important subject of research. The forthcoming International Conference on Media, Democracy and Public Sphere seeks to investigate how democratic values and aesthetic principles intersect in the digital realm, influencing public discourse, participation, and the overall democratic experience.

Chief Patrons

Shri Samir Somaiya
Chancellor
Somaiya Vidyavihar University

Prof V N Rajasekharan Pillai
Vice-Chancellor
Somaiya Vidyavihar University

Patrons

Lt Gen H S Kahlon
Secretary, Somaiya Vidyavihar

Dr Raghunath K Shevgaonkar
Provost, Somaiya Vidyavihar
and Somaiya Ayurvihar

Prof. G N Devy
Dean, Humanities & Social Sciences

CA Monica Lodha
CFO, Somaiya
Vidyavihar

Convener
Mrs. Richa Chaudhary
HOD, Dept. Mass Communication

Co - Convener
Dr. Saranya Thaloor
Assoc. Prof., Dept. Mass Communication

Convener - Communications
Mr. Ashish Tambe
Director PR, SVU

Organizing Committee

Mr. Ameya Bal **Mr. Rajesh Dhotre**
Faculty Members, Dept. Mass Communication

Program Schedule

Day One: 11 March 2025

Registration: 08:00 am - 08:30 am

.....



MR. ANIL SHARMA
Film Director

INAUGURATION

 8.30 am to 9.15 am



PROF. B K RAVI
Vice Chancellor,
Koppal University

Program Schedule

Day One: 11 March 2025

Key Note Session



PROF. B K RAVI

Vice Chancellor,
Koppal University

Theme:

***Journalistic Metamorphosis:
Media Transformation in
the Age of Information***

 **09:15 am - 10:15 am**



Program Schedule

Day One: 11 March 2025

Expert talk and Q&A

 **11:00 am - 12:30 pm**



DR. SHILPA KALYAN

Associate Professor and Head,
Manipal University

Theme:

***Digital Tools, Global Impact:
How Technology is
Revolutionizing Media Industry***



MR. ASHOK SHRIVASTAV

Sr. Journalist & Editor,
DD News

.....

Lunch: 12:30 pm - 1:30 pm

Program Schedule

Day One: 11 March 2025

Paper Presentation: 1:30 pm - 3:00 pm

.....
Expert talk and Q&A (Online)



Theme:
***Bridging Cultures: The Impact of
International Communication on
Public Opinion Formation***

MR. YOGENDRA PURANIK

Japan's First Non Japanese
Elected MLA

 **3:15 pm - 4:15 pm**

Program Schedule

Day One: 11 March 2025

Expert talk and Q&A (Online)



DR. TAMILSELVI NATARAJAN

Assistant Dean for
Academic Affairs (Oman)

Theme:

***Navigating the Digital Age:
Mastering Media Literacy and
Fact-Checking Skills***

 **4:15 pm - 5:15 pm**

Program Schedule

Day Two: 12 March 2025

Session Recap: 9:00 pm - 10:00 pm

Expert talk and Q&A



MS. MANJULA BHARATHY

Professor, TISS

Theme:
***Gender
& Public Sphere***

 **10:00 am - 10:45 am**

Program Schedule

Day Two: 12 March 2025

Panel Discussion

**Theme: *The Journalist, The Politician, and The Public:
Who Shapes Whom?***

 11:00 am - 12:00 pm



MR. SAHIL JOSHI

Managing Editor,
India Today



MS. VAISHNA ROY

Editor-in-Chief,
Frontline



DR. MILIND KOKJE

Chief Editor,
Bio Spectrum Asia



MS. CHETNA ISRANI

Moderator
Founder - Morning Star

Program Schedule

Day Two: 12 March 2025

Expert talk and Q&A

🕒 12:00 pm - 01:00 pm



MS.VAISHNA ROY

Editor-in-Chief,
Frontline

Theme:

- ***Truth Over Sensation - The challenge of responsible reporting***
- ***Public Sphere in the Digital Age - Are we more connected or divided***

.....

Lunch: 1:00 pm - 1:45 pm

Program Schedule

Day Two: 12 March 2025

Expert Discussion

 2:00 pm to 3:00 pm



MR. AMIT KEKRE

Chief Strategy Officer,
TBWA

Theme:

***The Attention Economy: Competing
for Consumer Focus in an Era of
Content Overload***



MR. KEVIN KENNETH LEE

CEO, Yuva

Program Schedule

Day Two: 12 March 2025

Expert talk and Q&A



Theme:
***Authenticity in the Digital Age:
Redefining Corporate
Communication across Generations***

 **03:00 pm - 04:00 pm**

MS. ALPANA KILLAWALA

Retd. Corporate
Communication Head, RBI

VALEDICTORY FUNCTION



12 March 2025



4:00 pm onwards



MR. SACHIN KHEDEKAR

Veteran Indian Actor



SOMAIYA
VIDYAVIHAR UNIVERSITY



 <https://www.somaiya.edu/en/>

 [@media.manthan](https://www.instagram.com/media.manthan)