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Vel Tech

Rangarajan Dr. Sagunthala
R&D Institute of Science and Technology
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School of Media Technology and Communication

CALL FOR PAPERS

INTERNATIONAL CONFERENCE

ALGORITHMIC FUTURES

REIMAGINING MEDIA AND SOCIETY

22nd & 23rd
MARCH 2024



School of Media Technology and Communication,
Vel Tech Rangarajan Dr. Sagunthala R&D Institute of
Science and Technology, Avadi, Chennai, Tamil Nadu, India.



www.veltech.edu.in



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ABOUT THE UNIVERSITY

Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology is well-known for its renowned educational practices. Which has been recognized and endowed with several awards. The institution has made distinctive progress since its founding in 1997, by adopting unique and trending educational methodologies. Vel Tech is the first member from India to be part of CDIO, an innovative educational framework for producing the next generation of engineers. Vel Tech has been recognised as the best institution and ranked A++ in NAAC and 87th position in NIRF Ranking 2023. Vel Tech Academic programs are offered in Engineering, Management, Media Technology and Law. The founder of the institutions believes in Education for All despite their financial means which will promote and uplift the society.

ABOUT THE DEPARTMENT

The School of Media Technology and Communication was established in the year 2016. The School offers two undergraduate programs in Media. B. Sc Visual Communication and B. Sc Multimedia. The Programs are designed to technically prepare the students for the Media Industry, and train them to critically analyse how the media reflects, represents, and influences the world.



CONCEPT NOTE

Algorithms have swamped contemporary society, clearly indicating that we have transitioned from industrial, post-industrial, information, knowledge and networked societies to algorithmic society. Our information and news landscape is influenced by algorithms, which predict our likes, dislikes and preferences. Recommendation algorithms help in personalising information, in knowing what is there to know. Our everyday life cannot be thought outside of algorithms. They enable us to participate in social and political discussions and deliberations and set the agenda for our conscious and unconscious engagements with the world. The shift to algorithms and its dynamics has led to the emergence of computational media or computational communication heralding a paradigm shift in media practices. Yet, it is essential to understand how algorithms are deployed and produce knowledge. This becomes central to our understanding of what knowledge we access and what knowledge is excluded in the algorithmic processes further highlighting concerns of algorithmic power and algorithmic biopolitics.

In equal measure, the turn to algorithms has reinvigorated media industries. Production, distribution, circulation and consumption of media content are unthinkable without algorithms. Today's media environment is complex, audiences have become fragmented with their own specific tastes and demands, and they have a host of devices, technologies, platforms and choices at their disposal (Napoli, 2014). Therefore, media industries have begun to use 'big data' and algorithms to serve the audiences effectively and optimally. Research should focus on how organisations are adopting algorithms in their content production and management, for instance by OTT platforms, gig platforms etc. What kind of industry-specific algorithms are developed and how are they utilised? How algorithms help in sorting content and personalise user experience? This conference tries to address these questions from diverse perspectives.

Conference Themes :

1. Artificial Intelligence (AI) and Media
2. Algorithms and Social Media
3. Algorithms and Society
4. Emerging Technologies in Media
5. Digital Culture / Visual Culture
6. Media and Society
7. Cross-Platform Narratives
8. Digital Art and Scope
9. Gender bias in New Media
10. Digital Media and its Socio-Cultural Impact
11. OTT Platforms and Entertainment
12. Digital Divide and Social Realities
13. New Trends of Media Industries
14. Identity Construction in the Digital Space
15. Consumption Behaviours and Practices in Digital Spaces
16. The Challenges of Media Education in the Digital Era
17. Social Media and Social Concerns
18. VR and AR and Altered Realities
19. Algorithms and User Experience
20. Transmedia Storytelling
21. Platform Labour
22. Platform Economy
23. Algorithms and Technology addiction
24. AI and Film
25. AI in Advertising and Design

REGISTRATION

Registration Fee :

Categories	Paper Presentation	Only Participation
Academicians	Rs. 1000/-	Rs. 500/-
Research Scholars	Rs. 600/-	Rs. 300/-
Students	Rs. 400/-	Rs. 200/-
Industry Professionals / Research Organisations	Rs. 1200/-	Rs. 600/-
Hybrid Mode (Except Tamil Nadu and Puducherry)	Rs. 600/-	Rs. 300/-

Link for Registration

<https://forms.gle/TEx1K3JWyiZeqdKX8>

or Scan QR Code



Payment Link

www.veltech.edu.in/conference/media

Important Dates

Last date of Abstract Submission	: 20 th February, 2024
Notification of acceptance of the Abstract	: 22 nd February, 2024
Working Paper Submission	: 15 th March , 2024
Registration	: 15 th February, 2024
Last Date for Registration	: 18 th March, 2024
Conference Dates	: 22 nd and 23 rd March, 2024
Full Paper Submission	: 20 th April, 2024
Publication	: Details will be communicated later.

GUIDELINES

Guidelines to Authors :

- The abstract should be of 200-300 words followed by a list of 5-6 keywords
- The abstract must contain details about the names of the author(s), contact details, institutional affiliation, and designation.
- The full paper should be in the range of 3000-5000 words.
- The paper should be in Times New Roman with a Font Size of 12 and a Spacing of 1.5.
- The authors should follow the APA 7th Edition style for Referencing.
- All Correspondence will be done through e-mail only.
- The abstract and the full paper should be submitted only in Word document or pdf format.
- All papers must be original and not simultaneously submitted to another journal or conference.
- The abstract and full paper adhering to the above guidelines should be emailed with the subject 'Vel Tech Media Conference' to **mediaconference@veltech.edu.in**

Note :

- Both Author and Co-Author should be registered separately
- Each participant will be provided with a conference kit
- Refunds will not be entertained under any circumstances.
- The participants are requested to make their own arrangements for travel. No TA/DA will be provided.
- Accommodation will be arranged based on request and availability.
- Lunch and refreshments will be provided for the registered participants.



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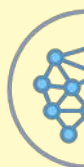
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