

## Programme Schedule

### Day - 1 (19th December 2023)

Registration	09:30 - 10:00am
Inaugural Session	10:00 - 10:45am
Keynote Address	
Prof. (Dr.) Ananda Mitra	10:45 - 11:30am

#### Tea Break (11:30 - 11:45am)

Mr. Snehasis Sur	11:45 - 12:15pm
Mr. Partha Mukhopadhyay	12:15 - 12:45pm
Dr. Uma Shankar Pandey	12:45 - 01:15pm

#### Lunch Break (01:15 - 02:00pm)

Paper Presentation	02:00 - 04:30pm
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#### High Tea Session (04:30 - 05:00pm)

### Day - 2 (20th December 2023)

Registration	09:30 - 10:00am
Prof. Rajib Nandy	10:00 - 10:30am
Prof. (Dr.) Sudeepa Banerjee	10:30 - 11:00am
Dr. Abir Chattopadhyay	11:00 - 11:30am
Mr. Indrajit Kundu	11:30 - 12:00noon
Paper Presentation	12:00 - 01:00pm

#### Lunch Break (01:00 - 01:45pm)

Paper Presentation	01:45 - 04:00pm
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#### Valedictory Session (04:00 - 04:15pm)

#### High Tea Session (04:15 - 04:45pm)



## Participation Guidelines

- Any student studying of under-graduate level and above can attain

For UG or PG Students:	<b>Rs. 100</b>
PhD Scholars / SRF / JRF:	<b>Rs. 200</b>
Faculty / Working Professional:	<b>Rs. 300</b>

- Certificates will be provided to all participants
- Participants will be selected on first come first serve basis, due to limited seats
- Further instruction provided in the introductory section of the Google Form



Chief Patron: **Dr. Abhijit Ganguly**

*Principal, Kidderpore College*

Conference Convenor: **Dr. Srabani Roy Maiti**

*HOD Dept. of J&MC,  
Kidderpore College*

Conference coordinator: **Dr. Aparna Pal &  
Dr. Teesta Dey**

Joint Secretary: **Srija Ghosh & Juthika Nazir**

Treasurer: **Susmita Ghosh & Souvik Chongder**



Participants Registration Link :  
<https://forms.gle/iZhk8TiKxUwdeS4o6>



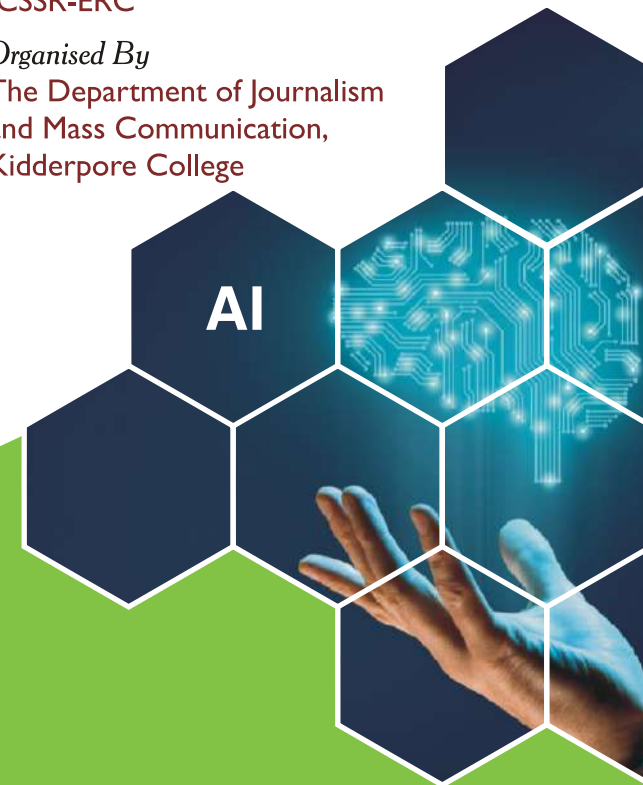
## Two-Days International Conference on **Decoding AI: Understanding its Impact on the Narratives of Mass Media**

*Sponsored By*

Indian Council of Social Science Research,  
ICSSR-ERC

*Organised By*

The Department of Journalism  
and Mass Communication,  
Kidderpore College



19<sup>th</sup> & 20<sup>th</sup> Dec, 2023 | 10:00 am  
**Bhasha Bhawan Conference Hall,  
National Library, Kolkata**

RSVP: 9830789565, 8420094713,  
9748959301

[kidderporecollegejora@gmail.com](mailto:kidderporecollegejora@gmail.com)

## Decoding AI: Understanding its Impact on the Narratives of Mass Media

In today's rapidly evolving world, artificial intelligence (AI) is transforming nearly every aspect of our lives, and the media landscape is no exception. AI is transforming the way we consume media. AI-powered algorithms are being used to curate news feeds, recommend content, and personalize advertising. This has a significant impact on what we see and how we interact with information is changing the way media is produced. AI is raising new ethical concerns. The use of AI in the media raises several ethical concerns, such as data privacy, algorithmic bias, and the potential for misinformation. It is important to have open and informed discussions about these issues.

AI is having a significant impact on the business of media. AI-powered tools are being used to improve ad targeting, increase audience engagement, and reduce costs. AI is changing the way we experience media. AI is having a global impact on media. AI is being used to bridge cultural divides and promote understanding between people from different parts of the world. AI is a powerful tool that is having a profound impact on the media landscape. By understanding its implications, we can ensure that AI is used for good and that it benefits society as a whole.

### Sub-Themes

- ▶ The impact of AI on news production, including newsgathering, editing, and content creation
- ▶ The use of AI in audience engagement and media consumption
- ▶ The role of AI in advertising and marketing
- ▶ The impact of AI on media ownership & control
- ▶ AI: Ethics and Society
- ▶ The impact of AI on emotional quotient
- ▶ Socio-Economic & Socio-Political Implication of AI

## Eminent Speakers



**Prof. Ananda Mitra**  
Professor in Communication,  
Wake Forest University, North  
Carolina, USA



**Prof. Rajib Nandy**  
Associate Professor, Dept. of  
Communication and Journalism  
(CAJ), The University of  
Chittagong, Bangladesh



**Snehasis Sur**  
President, Press Club, Kolkata  
Retired Addl. Director General,  
Doordarshan



**Prof. (Dr.) Sudeepa Banerjee**  
Professor at the Indian Institute of  
Social Welfare and Business  
Management (IISWBM), Kolkata



**Dr. Abir Chattopadhyay**  
Chairperson, UG Board of  
Studies in Journalism & Mass  
Communication, University of  
Calcutta



**Dr. Uma Shankar Pandey**  
Head, Department of Journalism  
and Mass Communication,  
Surendranath College for  
Women, Kolkata



**Partha Mukhopadhyay**  
Senior Editor  
ICNCL/SNewz



**Indrajit Kundu**  
Editor, Kolkata Bureau, India  
Today Television, AajTak, AajTak  
Bangla



## Call for Paper Notification

- ▶ Paper Presenter have to only present their paper in PPT format of Min: **10 Slides** and Max: **15 slides**
- ▶ Submit the Paper through below given Google Form. Scan QR for Link
- ▶ The selected paper will be published later
- ▶ Only **selected Paper Presenter** have to pay the fees

PhD Scholars/ JRF/ SRF/ Non-Working Participants	<b>Rs. 300</b>
Faculties/ Working Professionals	<b>Rs. 800</b>
Students (UG or PG)	<b>Rs. 100</b>

### ▶ Important Dates

Date of Submission of Abstract	<b>08/12/2023</b>
Intimation of Abstract Selection	<b>10/12/2023</b>
Last Date of Registration	<b>13/12/2023</b>
All participants have to submit NOC from their respective authority within	<b>16/12/2023</b>

**Note :** In case of joint authorship, each author had to pay separately

Account details will be sent to  
Selected participants only.  
Payment should be made within **12  
Noon of 13th December, 2023.**



Abstract Submission Link : <https://forms.gle/Xu9PDUArsnrkgPtq6>