

**Sullamussalam International Conference on Science,
Arts & Commerce
(SICSAC- 2024)**

13, 14, 15 February 2024.



Report of

**Department of Journalism
Sullamussalam Science College, Areekode**

Introduction:

The Sullamussalam International Conference on Science, Arts & Commerce (SICSAC-2024) held from February 13th to 15th, 2024, emerged as a platform where academia and research intersected to foster interdisciplinary dialogue and cultural exchange. Among the array of subjects covered, the Department of Journalism played a pivotal role in facilitating discussions on various themes relevant to contemporary Journalism and Media studies. This report provides an in-depth overview of the Journalism department sessions, focusing on the papers presented and the discussions that ensued.

Introduction to SICSAC-2024 Journalism Sessions:

SICSAC-2024 aimed to transcend conventional boundaries by embracing a wide spectrum of subjects, including Media and Journalism, Cinema, Media Literacy, Fake News, Technologies, and Artificial Intelligence etc. It served as a catalyst for interdisciplinary synergy and cultural exchange, promoting academic research and fostering cross-cultural communication.

Major Themes Journalism

Emerging Trends in Journalism

Media and Technology (AI, VR, AR)

Fake news and Factchecking

Media Ethics and Credibility

Data Journalism

Media and Propaganda

Media Literacy and Education

Media and Social Movements

Media Regulation and Policy

Changing Digital Media Environment

Ethical Issues in New Media Journalism

Media and Conflict Reporting

Overview of Journalism Department Sessions:

The Journalism department sessions at SICSAC-2024 covered a range of themes reflecting the contemporary landscape of Media studies. These sessions aimed to showcase the latest research findings, stimulate intellectual discourse, and offer innovative insights into various aspects of Media and Journalism.

- **Plenary Session Topic:** Changing India: Changing Mediascape. **(February 14, 2024):**
- **Plenary session Chair:** Mr. Riyas Aboobackar KP

- Nishad Rawther, (Associate Coordinating Editor, Media One TV) initiated the session with a thought-provoking discussion on Changing India: Changing Mediascape, shedding light on its implications in contemporary society.

Paper Presentation Session (February 14, 2024):

- **Chair:** Dr. Rajeev Mohan, Assistant Professor, Department of Media Studies, Thunchathezhuchan Malayalam University, Tirur
 - Eight papers were presented, addressing themes such as Freedom, Creativity and Journalism Ethics, Social Media Identity, Transformation of storytelling Methods, Impact of Fake news and Misinformation, Social Media Awareness and media Literacy, Impact of VR/AR Technologies, and Portrayal of Newsrooms in Malayalam Films.
 - Dr. Rajeev Mohan chaired the session, ensuring insightful discussions and scholarly exchange among presenters and participants.

Conclusion:

The Journalism department sessions at SICSAC-2024 provided a platform for scholars, researchers, and educators to engage in meaningful dialogue and exchange ideas on various aspects of Media and Journalism. Through paper presentations and discussions, participants contributed to the advancement of knowledge in the field of Media studies, reflecting the conference's overarching goal of promoting interdisciplinary research and cultural exchange.

1. **Department of Journalism Posters (with thrust areas and poster for Plenary session.)**

- See the attachment.

2. Schedule of Plenary Session.

- See the attachment.

3. Paper Presentations schedule

- See the attachment.

4. CFP

- See the attachment.

5. Schedule of Parallel Sessions

- See the attachment.

6. Album

- See the attachment.

2024
FEBRUARY
13,14,15

DEPARTMENT OF JOURNALISM
SULLAMUSSALAM SCIENCE COLLEGE
Areekode, Ugrapuram P.O, Malappuram Dt.



CALL FOR PAPERS

SICSAC SULLAMUSSALAM 2024 INTERNATIONAL CONFERENCE ON SCIENCE, ARTS & COMMERCE

The Sullamussalam International Conference on Science, Arts & Commerce (SICSAC-2024) is an interdisciplinary gathering scheduled to be held from February 13th to 15th, 2024, in collaboration with the Kerala Higher Education Council. It encompasses a wide range of subjects, fostering cross-disciplinary collaboration among scholars from diverse fields. The conference also celebrates linguistic diversity by including languages like Arabic, Malayalam, and Hindi. SICSAC-2024's objectives encompass promoting holistic education, enhancing cross-cultural communication, and exploring innovative strategies across various domains. Join us at SICSAC-2024 to connect, collaborate, and contribute to the global dialogue on education and culture, shaping a more interconnected world.

THRUST AREAS

Emerging Trends in Journalism
Media and Technology (AI, VR, AR)
Fake news and Factchecking
Media Ethics and Credibility
Data Journalism
Media and Propaganda
Media Literacy and Education
Media and Social Movements
Media Regulation and Policy
Changing Digital Media Environment
Ethical Issues in New Media Journalism
Media and Conflict Reporting

Abstract Submission : 10th December 2023
Acceptance of Abstract : 17th December 2023
Full Paper Submission : 10th January 2024
Send Your Paper to sicsac2024@sscollege.ac.in

Participation- FOR ONE DAY	: 100
Presentation- PG & UG	: 300
Presentation- Research Scholars	: 400
Presentation- Faculty members	: 500
Presentation- Industrial Professionals	: 700

PAYMENT

REGISTRATION



DEPARTMENT COORDINATOR: Mr. Riyas K.P. - 9048321644

2024 FEBRUARY 13 | 14 | 15



CHANGING INDIA: Changing Mediascape

KEY **NISHAD
RAWTHER**

NOTE
14 FEB
9:30 AM

Senior News Editor
Media One TV

2024
SSC
SAC

Sullamussalam
**INTERNATIONAL
CONFERENCE**

ON SCIENCE, ARTS & COMMERCE

In Association with IQAC

DEPARTMENT OF JOURNALISM

SULLAMUSSALAM SCIENCE COLLEGE

Areekode, Ugraparam P.O, Malappuram Dt.

www.sscollge.ac.in | mail@sscollge.ac.in | 0483 - 2850 700

SICSAC 2024

**SULLAMUSSALAM INTERNATIONAL CONFERENCE
ON SCIENCE, ARTS AND COMMERCE**

**PROGRAMME SCHEDULE - 14th February 2024
9.30 am to 11.15 am**

- Welcome** : **Munawar Ali UK, Asst. Professor, Department of Journalism**
- Chair** : **Riyas Aboobacker, Head, Department of Journalism**
- Keynote Address** : **Nishad Rawther,**
Associate Coordinating Editor, Media One TV
TOPIC: CHANGING INDIA; CHANGING MEDIASCAPE
- Vote of Thanks** : **Rishad AP, Assistant Professor, Department of History**

DEPARTMENT OF JOURNALISM				
Name of Coordinators		Mobile		
Riyas KP (Journalism)		9048321644		
14 th February 2024				
Time	Programme Title	Name of the Speaker/Chair	Venue	
9.30 to 11.15	Keynote Address	Nishad Rawther, Associate Coordinating Editor, MediaOne TV	Auditorium	
11.30 to 1.00	Chair - Paper Presentation Session	Dr. Rajeev Mohan, Assistant Professor, Department of Media Studies, Thunchatthezhuchan Malayalam University, Tirur	CMH Hall	
Details of Paper presentation 11.30 to 1.00 pm (Maximum Time per Presenter 10 minutes)				
Sl No	Name of the Candidate	Designation / Institution	Title of the Paper	
1	Anagha Jayan E	PhD Scholar, Bennett University, Greater Noida	NARROWING BOUNDARIES BETWEEN EDITORIAL FREEDOM, CREATIVITY AND JOURNALISTIC ETHICS: A CASE STUDY ON ASIANET NEWS'S 'FAKE INTERVIEW' CONTROVERSY 2023	
2	Gayathri M	Assistant Professor, St Teresa's College, Ernakulam	UNVEILING THE SELF: EXPLORING IDENTITY CRISIS AND TRANSFORMATION IN THE AGE OF SOCIAL MEDIA	
3	Drisy K K	Assistant Professor, St Teresa's College, Ernakulam	THE AUGMENTED REALITY REVOLUTION: TRANSFORMING JOURNALISM THROUGH IMMERSIVE STORYTELLING AND AUDIENCE ENGAGEMENT	
4	Muralidharan A K	Ph.D. Scholar, Times School of Media Bennett University, Greater Noida	IMPACT OF FAKE NEWS AND MISINFORMATION ON MEDIA CREDIBILITY	
5	Veena Vijayan, Rekha CJ and Dilruba K	Assistant Professor, Department of Journalism and Mass Communication, St. Joseph's College (Autonomous), Irinjalakuda	A STUDY ON 'BEATING AROUND THE BUSH' OF NEW MEDIA NEWS CONTENT	
6	Sreeja Sasidharan	Research Scholar, Department of Electronic Media and Mass Communication, Pondicherry University	FROM NOTES TO NOTIFICATIONS: ACADEMIC INSIGHTS INTO SOCIAL MEDIA AWARENESS AMONG MEDIA AND NON-MEDIA SECONDARY STUDENTS	
7	Nameer M and Nayeem P	Assistant Professor, Department of Multimedia, Malabar College of Advanced Studies, Vengara	THE IMPACT OF EMERGING TECHNOLOGIES (VR/AR) ON AUDIENCE ENGAGEMENT AND STORYTELLING METHODS	
8	Aysha Jumana CP	Student, First Year BA Sociology, Farook College (Autonomous), Kozhikode	REVOLUTIONIZING EDUCATION: ANALYZING THE IMPACT of ARTIFICIAL INTELLIGENCE ON THE ACADEMIC TRAJECTORY OF COLLEGE STUDENTS	
9	Anisha	Assistant Professor, PG Department of Journalism and Mass Communication, Ansar Women's College, Perumpilavu, Thrissur	PORTRAYAL OF NEWS ROOMS IN MALAYALAM CINEMA: WITH SPECIAL REFERENCE TO NARADAN AND LIVE MOVIES	

SICSAC 24 ALBUM
DEPARTMENT OF JOURNALISM

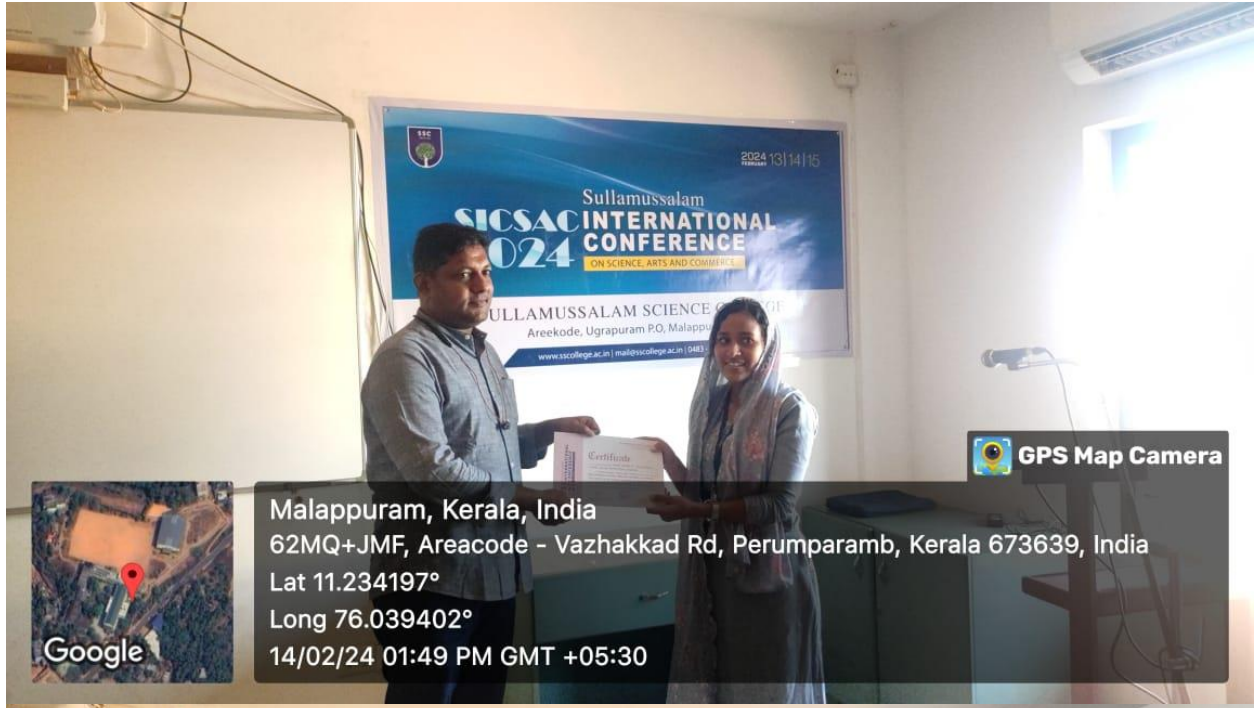








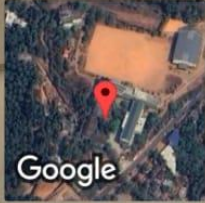




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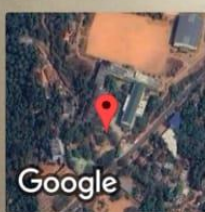
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Note : Captured by GPS Map Camera



GPS Map Camera



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Note : Captured by GPS Map Camera

