



THE  
**TALKIES**

# A NATIONAL CONFERENCE ON

**Media and Public Discourse: Power, Politics  
and the People**

Hybrid

ORGANISED BY

SCHOOL OF MEDIA STUDIES

FACULTY OF SCIENCE AND HUMANITIES



**28th March 2026**

# About the Institution

The Faculty of Science and Humanities (FSH), SRM Institute of Science and Technology, Ramapuram, is a multidisciplinary academic and research-oriented faculty committed to excellence in higher education, innovation, and interdisciplinary learning. With a strong foundation in science, humanities, commerce, media studies, and emerging technologies, FSH nurtures skilled professionals and responsible global citizens. FSH comprises six schools and offers 32 programmes across undergraduate, postgraduate, and research levels, serving a diverse student community of over 7,400 learners. The faculty emphasizes research and innovation, supported by experienced faculty, funded projects, and quality publications in leading indexed journals. Known for its academic excellence, university ranks, strong placements, and industry connections, FSH also promotes holistic student development through internships, NPTEL certifications, sports, and co-curricular activities, making it a dynamic hub of learning and growth.

# About the School of Media Studies

The School of Media Studies, under the Faculty of Science and Humanities, SRM Institute of Science and Technology, Ramapuram, is a dynamic center for media education and creative practice. It offers undergraduate programmes in Journalism and Mass Communication, Visual Communication, and Film Technology, along with M.Sc. Visual Communication and Ph.D. programmes. With 28 faculty members and a vibrant community of 300+ students, the school emphasizes experiential learning supported by advanced facilities such as a shooting floor, studios, preview theatre, and media labs, and promotes creativity through signature events like Silver Frame, Talkies, and the 35-Hour Movie Making Marathon.

# About the Conference

In contemporary society, media functions as a powerful site where public discourse is shaped, contested, and transformed. From cinema and television to digital platforms and social media networks, mediated narratives influence political ideologies, cultural identities, and public opinion. The national conference on “Media and Public Discourse: Power, Politics and the People” seeks to critically examine how media institutions, technologies, and content construct, sustain, and challenge structures of power. The conference invites scholars, practitioners, and researchers to explore questions of representation, hegemony, identity formation, political communication, and audience agency. By bringing together interdisciplinary perspectives, the conference aims to foster meaningful dialogue on how media shapes democratic engagement, civic participation, and socio-cultural transformation in contemporary India and beyond.

# CALL FOR SUBMISSIONS

Abstracts are invited on the following indicative sub-themes related to the conference "Stories That Shape Society: Indian Cinema and Cultural Responsibility":

- Media, Hegemony and Cultural Politics
- Political Communication and Public Opinion
- Representation of Gender, Caste and Marginal Identities
- Cinema and the Construction of Heroism
- Media, Nationalism and Identity Formation
- OTT, Streaming and Changing Public Narratives
- Fake News, Post-Truth and Media Ethics
- Digital Platforms and Algorithmic Power
- Media Regulation and Democratic Institutions
- Media and Youth Political Engagement
- Visual Culture and Social Movements
- Audience Reception and Participatory Culture

**The selected article will be published in a Scopus-indexed journal. Revisions must be completed in accordance with the journal's reviewers' suggestions. Publication charges will be applicable.**

## SUBMISSION GUIDELINES

**The abstracts must adhere to the following guidelines:**

**Format:** Abstract submissions (not more than 500 words) must be a single document in either PDF (.pdf) or Word (.doc, .docx) format.

**Font & Spacing:**

Font: Times New Roman

Font Size: 12

**Line Spacing:** Double-spaced

**Margins:** Maintain a 1-inch (2.5 cm) margin on all sides.

**References:** Include a complete list of references, if any, at the end of the document, formatted according to the APA Style Guide (7 Edition).

**Submission E- Mail ID:** [mediastudies@fsh.srmrmp.edu.in](mailto:mediastudies@fsh.srmrmp.edu.in)

## KEY DATES

Last Date for Submission of Abstract and Registration  
**March 23, 2026**

## REGISTRATION

Students: **Rs.500/-**

Research Scholars : **Rs.750/-**

Faculty : **Rs.1000/-**



## **Dr. R. SIVAKUMAR**

Chairman  
SRM Group of Institutions



## **Mr. S. NIRANJANA**

Co- Chairman  
SRM Group of Institutions



## **Dr. J. Dhilipan**

VP Admin  
FSH, SRMIST



## **Dr. S. Thirumagan**

Dean, FSH  
SRMIST



## **Dr. N. Pughazendi**

VP Academics  
FSH, SRMIST

### Convenor

#### **Dr. V. Prabakaran**

Professor and  
Head of Media Studies

### Secretary

#### **Dr. S. Shanmuga Nathan**

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### For Registration

