

JAIN UNIVERSITY MEDIA & COMMUNICATION REVIEW

CALL FOR PAPERS

Jain University Media and Communication Review, the inaugural peer reviewed journal of Jain University, dedicates its space to exploration with incisive insights a spread of issues media attempts to address in their quest to liberate people from the shackles of suppression, human rights abuse and inequalities in the society. In addition, the journal will feature a balanced mix of commentary on media practices and trends as well as research papers delving beyond the realm of media and communication. We invite contributions from scholars, academicians, policy media representatives and practitioners on the broad theme:



“Media Activism: *The-Be-And-End-All*”

ABOUT JAIN UNIVERSITY:

JAIN UNIVERSITY (JU) is a part of JAIN GROUP OF INSTITUTIONS (JGI). The vibrant academic environs of its campuses attract a number of experienced and extremely talented individuals, from both the industry and academia to become a part of a unique teaching- learning experience. JU offers more than 75 Under Graduate and Post Graduate Programmes including research degrees - Master of Philosophy (M.Phil) and Doctor of Philosophy (Ph.D.).

SUB THEMES:

- Trial by Media
- Activists and the Media
- Citizen Journalism: *A Case for Alternative Voices?*
- Media and the Justice Systems
 - (a) Human Rights
 - (b) Gender inequalities
 - (c) The Marginalised
- Media and Opinion Polls
- Media and War
- Breaking News: *Myth or Reality?*

IMPORTANT DATES:

Deadline for submission of Abstracts: APRIL 22, 2011

Acceptance Notification to Authors: MAY 13, 2011

Submission of full paper: JULY 25, 2011



JAIN UNIVERSITY

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JAIN GLOBAL CAMPUS

Jakkasandra Post, Kanakapura Taluk,
Ramanagara District- 562112

E-mail abstracts and papers to: ju.publications@jainuniversity.ac.in

For more information visit: www.jainuniversity.ac.in

The media across the globe continues to witness exponential growth, be it print, broadcast or the new media. Yet with growth, a paradigm shift or transition has occurred in the consumption patterns of the media that are available in varied forms. Challenges continue to mount as much as possibilities for leveraging media for several purposes.

In an era where debates and reports of paid news are plaguing media industry, apparently threatening to erode its credibility, media organizations are making attempts to put their acts together to fulfill the social responsibility agenda. Furthermore, in a structurally changing cultural milieu of consumerism and postmodernism, media face the tough task of dematerialising their vision to focus on civic issues of relevance. The more the media tries to push its agenda, the more the accusations of misses than hits. But even of grave concern are the accusations, real and imagined that the media has strayed from its once exalted position as the watchdog of the society and instead embraced a defeatist agenda – taking upon itself extra powers through unrelenting activism.

Activism has come to hold one of the key traits of media functions. However, most of the media proclaiming loud and hard through their measly sensitisation for issues concerning public, government and the larger society are economic-centric with the selfish motive of trying to push circulation figures at the expense of social responsibility.

Marked by incessant competition that the media is involved in, it remains a larger question to introspect how media empowers people. This becomes all the more pertinent in the context of new media that renders the power of the producer obsolete. In other words, citizens are invested with equal power to create content. The digital media has also brought about a qualitative change in the traditions of culture by allowing readers to interact, articulate, discuss and debate issues that afflict and influence their daily existence.

Given that the media have polarised the production, distribution and consumption processes, especially with the onset of the Internet, it is essential to understand and document what changes new media promise in taking up causes of social issues. How do they contribute to advocacy journalism and create a strong activist bent of mind among people?

In the meantime, the role of newspapers and electronic media also cannot be discounted because they were the pioneers in initiating activism. The need of the hour is to explore with clinical precision the spread of issues all types of media address to help liberate people from the shackles of suppression, human rights abuse, inequalities in terms of gender, religion, caste and socio-economic status. And the inaugural issue of the Jain University Media and Communication Journal dedicates its space to gain discernible insights into them. To provoke further thinking, we invite contributions from scholars/ academicians, critics and others, under a broad theme:

MEDIA ACTIVISM: THE-BE-ALL-AND-END-ALL

SUB THEMES :

- Trial by Media
- Activists and the Media
- Citizen Journalism- A Case of Alternative Voices?
- Media and Justice Systems
- Media and Social Justice
 - Human Rights
 - Gender Inequalities
 - The Marginalised
- Media and Opinion Polls
- Media and War
- Media and the Breaking News: Myth or Reality?

TYPES OF MATERIALS ACCEPTED:

The Journal will accept:

- Research papers: The research papers document results and procedures involved in original research. These can pertain either to a complete or a substantially complete research work.
- Case Study: Case study refers to the practical application of a research finding.
- Review: Reviews of books and current trends or any processes pertaining to the field of Media will be accepted
- Conference Proceedings: These pertain to the papers presented at an academic conference
- Commentary: This section will feature comments on various issues pertaining to media by the experts in the field.

GUIDELINES FOR THE CONTRIBUTORS :

IMPORTANT DATES

Deadline for submission of abstracts: April 22, 2011

Acceptance Notification to authors: May 13, 2011

Deadline for submission of full paper: July 25, 2011

Email Abstracts and full Papers to: ju.publications@jainuniversity.ac.in

PREPARATION OF MANUSCRIPT:

LANGUAGE: The submission should be made in English language

ORIGINALITY: The submission should be original work of the author (s). If the manuscript contains partially or completely any work published previously and protected by copyright, it is the obligation of the author to acquire permission to reproduce the material in both print and electronic formats.

COVER LETTER: The manuscripts should be accompanied by a cover letter. This letter should contain information on:

- a) Type of paper
- b) Full name, contact address and phone and email address of the author(s). The correspondence address and email where all further correspondence would be made in relation to the manuscript.
- c) Declaration that the manuscript is the original work of the author (s) and has been prepared in accordance with the guidelines provided for preparing the manuscripts.

MANUSCRIPT

Manuscript should be typed with double space on a 8.5X11 inches (A4) sheet. The pages should be numbered. The manuscript should follow the following order: title page, abstract, main body, acknowledgements, references, list of figures and tables, appendices if any. The length of the submissions should not exceed more than 4000 words for research papers and conference proceedings, 1500 and 1000 words in case of commentaries.

TITLE PAGE

The title page should have the following elements:

- a) The title of the paper
- b) Author (s) of the manuscript
- c) Affiliation and address of each author, both at the time of the study and the current affiliation and address.

ABSTRACT

The abstract should not exceed more than 200 words. The number of keywords should not exceed 15. These can be placed just below the abstract. The key words should be based on the concepts presented in the paper and it should not be just any word.

TABLES

Each table should have a caption and should be numbered using the Arabic system. Proper reference should be made to the tables in the text.

ILLUSTRATIONS:

The figures and illustrations should be numbered using the Arabic system. The illustrations should be present in the text as and when the author(s) intend it to appear. For all the illustrations a separate file should also be sent with a single illustration on each page. They should be numbered similarly as they appear in the text. Formats acceptable for illustrations are .jpg and .tiff

REFERENCE:

References should follow the following samples

IN TEXT CITATIONS:

In the early years there was hardly any stress on developing communication for long distances (Peterson, 1997). For two authors (Collins & Peterson, 1997). For more than two authors (Peterson et al.). For two or more works by the same author (Peterson, 1997, 1999). In case direct quotation is used (Peterson, 1996, p. 22).

REFERENCES: All the references should be arranged alphabetically as end notes

BOOKS: Gillmor, Dan. (2006). We the Media. Beijing: O'Riley Publications.

EDITED BOOKS: Weber, Samuel, & Vries Hent de. (Eds.). 2001. Religion and Media. Stanford: Stanford University Press.

CHAPTER IN EDITED BOOKS:

Adorno, Theodor W. (2001). The Psychological Technique of Martin Luther Thomas' Radio Address. In Weber, Samuel, & Vries Hent de. (Eds.). 2001. Religion and Media (pp400-422). Stanford: Stanford University Press.

PAPER IN CONFERENCE PROCEEDINGS:

Allen, D.L. (1996, June 12). Accelerations and Time Histories for Earthquakes affecting Kentucky's Bridges. Paper presented at the Conference on Analysis and Computation in Chicago, USA.

PRINTED JOURNALS:

Durand, Alain., & Marie, Emanuelle. (2004). Macromolecular Surfactants for Miniemulsion Polymerization. Advanced Energy Conversion, 10 (2). 195-105.

E-JOURNALS:

Guoming, Yu. (2008). Higher Value than Bigger Size. The International Journal on Media Management, 12(1). Retrieved November 10, from <http://www.mediajournal.org/ojs/index.php/jmm>.

ARTICLES IN NEWSPAPERS/ MAGAZINES (WITH AUTHOR NAME)

Vaid, Aryan. (1995, May 10). Rise of a New Era. The Tribune, p.12.

ARTICLES IN NEWSPAPERS/ MAGAZINES (WITHOUT AUTHOR NAME)

In a Forgotten Corner. (1998, March 5). The Daily Bulletin, p.5.

APPENDICES

Appendices if any should be placed at the end of the manuscripts

EDITORIAL PROCESS:

The proposed academic journal would follow the highest editorial standards and will be peer reviewed. The members of the editorial board would be eminent academicians, researchers and industry professionals from different fields of media, communications and related fields. The right for judgement on the manuscripts will be solely reserved by Jain University. The authors would be sent an automatically generated mail once their submissions are received. However, these mails should not be taken as a confirmation of publication of the manuscript. The edited papers would be sent to the authors. These papers should be returned within two days of receipt along with an approval for publication by the authors. Failing this, it would be assumed that the author has no objection to the edited manuscript being published.