



PRESS NOTE

Amaravati, April 19, 2024

Exploring Contemporary Narratives in New Media at the 2-day International Conference in SRM University-AP

Department of Liberal Arts and the Department of Media Studies, under the aegis of the Easwari School of Liberal Arts at SRM University-AP organised its 2-day International Conference on **New Media and its Publics in India**. This prestigious conference welcomed renowned figures, including Mr Abhinandan Sekhri, co-founder and CEO of Newslaundry; Dr Ann Feldman, Documentarian and Activist; Dr Meheli Sen, Associate Professor, Department of AMESALL, Director of Cinema Studies Program, Rutgers University; Dr Pramod K Nayar, Professor and UNESCO Chair in Vulnerability Studies, Department of English, University of Hyderabad; Dr Sambaiah Gundimedda, Associate Professor, School of Interwoven Arts and Sciences, KREA University; Mr Rahee Punyashloka, Artist and Filmmaker and Ms Anuradha Nagaraj, Independent Journalist, Faculty at School of Development, Azim Premji University.

In his inaugural address, Vice Chancellor Prof. Manoj K Arora remarked, "We are honoured to host a conference of this magnitude. Media has become an indispensable facet of our contemporary existence; invariably, we all engage with or subscribe to media in some capacity." Keynote speaker and co-founder of Newslaundry, Mr Abhinandan Sekhri, imparted his wisdom to the attendees, emphasising, "As the fourth pillar, media plays a pivotal role in society. It is imperative that we discern and uphold the principles of authentic journalism." Prof. Vishnupad, Dean-Easwari School of Liberal Arts, remarked, "Technology and media have become an essential aspect of our lives today, and they have drastically altered our perception of things."

Dr Meheli Sen, Dr Ann Feldman, Dr Pramod Nayar, Dr Sambaiah Gundimedda, Mr Rahee Punyashloka, and Ms Anuradha Nagarajan all deliberated on the various possibilities and interpretations that the New media offers and thereby shapes the public narratives. The conference also comprised a series of parallel sessions that explored the multifaceted relationship between New Media and various disciplines. Topics discussed included New Media and Literature, Gender, History, Democracy and Performance. Members of the academia presented their research papers, fostering insightful discussions on the evolving landscape of New Media.

The two-day event witnessed 150+ entries from students, scholars and faculties from across the country and the world and provided a platform for intellectual exchange but also fostered a collaborative spirit among participants. The conference concluded with a plenary address by Dr Pramod Nayar, which served as a catalyst for innovative thinking in New Media. Registrar Dr R Premkumar, in his message, applauded the efforts of the convenors, Dr Asijit Dutta and co-convenors Dr Sapna Mishra and Dr Partha Bhattacharjee for organising a scholarly colloquium such as this and remarked, "the exchange of ideas, scholarly debates, and interdisciplinary discussions that transpired here will undoubtedly enrich the academic landscape and advancement in the field of new media".