



Presents its Biennial Media and Communication Conference



Communication Quotient 2019

Date: Saturday, January 19, 2019

Venue: Symbiosis School of Media and Communication, Bengaluru

***Theme: Contemporary Media and Communication Ecology:
Discourses and Dynamics***

Greetings from Symbiosis School of Media and Communication Bengaluru!

We are writing this e-mail to invite you to ***Communication Quotient 2019***, our biennial communication conference on '***Contemporary Media and Communication Ecology: Discourses and Dynamics***' to be held at **Symbiosis School of Media and Communication, Bengaluru, on Saturday, January 19, 2019.**

The overarching objective of the conference would be to generate synergistic dialogue and understand the contemporary dynamics within the field of media and communication. The conference aims to focus on tracing the shifts between the traditional and contemporary perspectives concerning the discourses, both academic and in the public sphere and current approaches. Tracing this shift is significant to understand the local and global communication ecology.

The conference will be a platform to connect, communicate, and converge the academia and industry expertise.

We invite papers from but (not restricted to) following broad areas:

Track1: Innovative practices in integrated marketing communication

- § Advertising practices and brand management
- § Public relations and strategic communication
- § Media management trends
- § Social change transformations using media and communication

Track2: Media and marketing analytics

- § Understanding behavioral patterns in consumers
- § Audience research
- § Artificial intelligence and data mining
- § Data analytics and big data

Track3: Digital convergence

- § Conceptualizing participation in digital space
- § Marketing in digital space
- § Convergence of traditional and social media
- § Surveillance and data privacy

Track 4: Methodological developments in media and communication research

- § Innovative research practices in media and communication
- § Synergizing mixed method research
- § Implication of research in communication practices
- § The ethical dimension on doing communication and media research

Young Scholar presentations in CQ Conference

The conference will host Emerging Scholars' Section during the conference event on 19 January 2019 to invite research work from young scholars (graduates and post-graduates students). The young scholar's presentations will also happen on 19 January 2019 on the above proposed themes of the conference.

Guidelines for abstract:

1. Word limit: 300 words
2. Keywords: 5 (five)
3. Times New Roman : 12 pts., double line spacing
4. Include name, designation and affiliation

You are requested to send the abstract to cq2019@ssmc.edu.in

The last date for submission of abstracts is December 30, 2018.

Last date of registration and payment of registration fee is January 10, 2019.

Details of registration fee are as follows:

Category	Registration Fee
Academicians and Researchers	Rs 1770 (Rs 1500 + 18 % GST)
Students	Rs. 885 (Rs 750 + 18 %)

PAYMENT DETAILS:

Demand Draft:

In Favor of “Symbiosis School of Media and Communication – Bangalore”

Payable at Bangalore

Or

NEFT / RTGS / account transfer payment:

Entity name: Symbiosis School of Media and Communication, Electronic City - Phase 1.

Beneficiary name- Symbiosis School of Media and Communication- Electronic City,

Phase 1

Bank name – Corporation Bank

Branch – Electronic City

Bank account number- 520101048340339

NEFT / RTGS code: CORP0000837

Travel Booking and Accommodation:

Please note that travel bookings and accommodations will not be provided by the organizers. The participants will be responsible for their travel and stay expenses. We have listed a few hotels nearby for your convenience. Any transaction or communication with the hotels given as reference is the sole responsibility of the participant and NOT of SSMC-B.

About CQ 2017

The 2017 edition of CQ was addressed by the following keynote speakers:

Dr. Dan Angus from University of Queensland; Dr. Kiranjit Kaur from Malaysian University; and Dr. Aparna Hebbani – former Dean of Faculty of Media Communication and Design, and faculty at School of Communication and Arts, University of Queensland. Also, there were several prominent speakers from industry like Mr. Rahul Bose, Indian film actor and social activist; Md. Zeeshan Ayub, Indian film actor; Jawhar Sircar, Former CEO, Prasar Bharati; Sreenivasan Jain, Managing Editor NDTV and many more.

About SSMC-B

Symbiosis School of Media and Communication, Bengaluru, (SSMC-B) established in 2009, aims to serve the multi-faceted needs of the media and communication industry in particular, and the society in general, through education, training and research. It seeks to train students to be competent, responsible and innovative professionals in the media industry sector, through a program structure that offers students an academic rigor blended with industry inputs. The institute has carved a niche in the field of Media and Communication education through its 2-year full time MBA program in Communication Management. SSMC-B has an industry – oriented contemporary curriculum and specializations in Advertising, Public Relations and Media Management. The academic program is delivered through group discussions, case studies, seminars, workshops, industry projects and internships that enhance the Industry-Academia interface, social responsibility projects that sensitize future communication professionals to societal issues and needs. Equal emphasis is laid upon co-curricular activities channelized through specialization aligned clubs and sports.

Thank you and we look forward to having you at CQ 2019.

Conference Chair:

Dr. Triveni Goswami Mathur
Director, SSMC-B

Organizing Committee:

Dr. Vasudevan Sundararajan, vasudevan@ssmc.edu.in
Associate Professor, SSMC-B

Dr. Thilaka.N, thilaka@ssmc.edu.in
Assistant Professor, SSMC-B

Prof. G. Nikita, nikita.g@ssmc.edu.in
Assistant Professor, SSMC-B

Prof. Aanchal Sharma, aanchal.sharma@ssmc.edu.in
Assistant Professor, SSMC-B

For your ready reference:

SOME HOTELS IN THE VICINITY

(SSMC-B WILL NOT BE RESPONSIBLE FOR ANY TRANSACTION AND COMMUNICATION WITH THE HOTELS)

1. Radha Regent Electronic city
110C, Electronic City Phase I,
Near Wipro Gate, Bengaluru,
Karnataka 560100
radhahotels.com
080672 76969

2. Golden Tulip Hotel
56a - Opposite Wipro Gate N5 - Electronic City Phase 1, Hosur Rd,
Bengaluru, Karnataka 560100,
goldentulipbangalore.com
080 4040 9090

3. Lemon Tree Hotel
54B/55A, Hosur Main Road, Electronics City Phase 1,
Bengaluru, Karnataka 560100
lemontreehotels.com
080 4423 2323

4. Zone by the Park
Electronics City Phase 1,
Bengaluru, Karnataka 560100
zonebythepark.com
080 4040 8888

5 The Oterra Hotel
43, Velankani Tech Park, Hosur Rd, Electronics City Phase 1,
Bengaluru, Karnataka, 560100
theoterra.com
080 3003 0303

6. Starlit Suites

No. E 39/275, S Mondo Suites, S Mondoville Road, Neotown, Electronic City Phase1, Electronic City, Bengaluru, Karnataka 560100

080 4340 3333