

Report on: Research paper presentation / International Conference on Media, Communication and Design-2021, organised by Jagran Lakecity University, Bhopal
Held on: 25th – 26th June 2021

Date of Event	25.06.2021 – 26.06.2021
Name and Type of Event	Research paper presentation / International Conference on Media, Communication and Design-2021
Conducted by	Organised by the Faculty of Journalism and Creative Studies, Jagran Lakecity University, Bhopal. Paper presented by: Shyam Kumar
No. Of Participant	179

Faculty of Journalism and Creative Studies hosted a two-day International Conference on Media, Communication & Design (ICMCD-2021) through the virtual mode on June 25th & 26th, 2021.

The conference aimed to bring together leading academicians, researchers, and research scholars across the globe to exchange and share their experiences and research results on all aspects of Media, Communication & Design.

It also provided a premier interdisciplinary & Intercultural platform for researchers, practitioners, and media educators to present and discuss the most recent innovations, trends, issues, and concerns as well as practical challenges encountered and solutions adopted in the fields of Media, Journalism, Communication, Film, and Design.

The primary goal of the ICMCD is to encourage academicians, researchers, and scholars to meet and exchange ideas and views in an international forum stimulating respectful dialogue.

After the completion of the review process, abstract by Shyam Kumar (Assistant professor and research scholar of ARKA Jain University, Jharkhand) had been accepted for presentation at the International Conference on Media, Communication and Design – 2021 being organised by the Faculty of Journalism and Creative Studies, Jagran Lakecity University, Bhopal, India on June 25-26, 2021. Despite a large number of submissions, the selected abstract demonstrated the quality and criteria to be considered for the acceptance for full paper presentation.

The full research paper was presented by Shyam Kumar in an International Conference on Media, Communication and Design-2021 organised by Jagran Lakecity University, Bhopal, in the session titled, Impact of Covid-19 on Communication on 25th June 2021.

Research paper title: ‘Role of Private FM Radio channels in Health Communication during COVID-19 pandemic - with special reference to east Singhbhum district of Jharkhand’

ABSTRACT:

Role of Private FM Radio channels in Health Communication during COVID-19 pandemic - with special reference to east Singhbhum district of Jharkhand.

Shyam Kumar

ARKA Jain University(Jharkhand), Jamshedpur

In Covid19 pandemic situation Television viewers, new media users, newspaper readers and radio listeners are using these medium to get Covid19 related information. But as far as private FM channel is concerned broadcasting news is not allowed. The programme broadcasted by Private FM Radio stations are totally in different format as compared to radio stations under Prasar Bharti. Listeners prefer to listen to the Private FM radio channels because of their programmes which are entertainment based. But seeing the current pandemic scenario there is a need for Covid pandemic related information. Taking this thing into consideration private FM radio channels are including Covid 19 related information, not through news but through its programming content. Private FM radio listeners who were listening to it for its entertainment content are also listening to it for getting covid19 pandemic related information also. Covid19 pandemic related information is served to the listeners merging it with the programming content.

Keywords: Private FM radio channel, Health communication, FM radio Programming content, Covid19 pandemic, FM radio listeners.

Certificate of paper presentation



The certificate is presented on a dark blue background. At the top left is the Jagran Lakecity University logo and name. In the center, the event title 'ICMCD-2021' is written in large yellow letters, with the dates '25th -26th June 2021' below it. To the right is the ICMCD 2021 logo. Below the event title, it says 'In collaboration with' followed by logos for 'Universidad Camilo José Cela' and 'ual university of the arts london'. On the left side, there is an illustration of a woman in a white top and red pants holding a microphone. The main text of the certificate is centered and reads: 'CERTIFICATE OF PAPER PRESENTATION', 'This Certificate is Presented to Shyam Kumar', 'From ARKA Jain University', 'for presenting a paper titled Role Of Private FM Radio Channels In Health Communication During COVID-19 Pandemic - With Special Reference To East Singhbhum District Of Jharkhand', 'in the International Conference on Media, Communication and Design (ICMCD-2021) on 25th-26th June, 2021, organized by Faculty of Journalism & Creative Studies (FJCS), Jagran Lakecity University, Bhopal.' At the bottom, there are three signatures and their corresponding names and titles: Prof. (Dr.) Sandeep Shastri, Vice Chancellor, Jagran Lakecity University; Prof. Diwakar Shukla, Dean, Faculty of Journalism and Creative Studies, Head - JLU Advancement & International Relations; and Dr. Jayant Panda, Head, Jagran School of Journalism and Communication.

Screenshot of paper presentation

