



## SESSION 3 – PAPER PRESENTATIONS

<b>PLENUM SESSION – I</b>			
<b>2:00 to 3:00 PM   ROOM NO – 210</b>			
<b>Coordinators: Kalpitha, Sangeetha &amp; Mamatha</b>			
<b>DR. N SANJEEVA RAJA</b>			
<b>PROFESSOR, DEPARTMENT OF COMMUNICATION, BANGALORE UNIVERSITY</b>			
<b>SL. NO</b>	<b>PAPER CODE</b>	<b>AUTHOR</b>	<b>TITLE OF THE PAPER</b>
1	MN2024-01	DR. N SANJEEV RAJA VINOD KUMAR D CHAVAN	THE EVOLUTION OF TRANSGENDER REPRESENTATION IN INDIAN SPORTS MEDIA: A STUDY
2	MN2024-02	SWAPNIL KAMBLE	DIGITAL IDENTITIES: A STUDY OF IDENTITY CREATIONS ON SOCIAL MEDIA AMONG URBAN YOUTH OF PUNE
3	MN2024-03	A N RADHIKA DALVY JOSE	THE EFFECT OF INFLUENCER MARKETING ON THE BUYING BEHAVIOR OF YOUNG CONSUMERS AS A SOCIAL MEDIA VIEW.
4	MN2024-04	DR. B SHAILA SHREE DEVARAJ L	USE OF KANNADA DAILY E-NEWSPAPERS AND KANNADA NEWS MOBILE APPS
5	MN2024-05	DR. S SHRIDEVI DR JAYALAKSHMI	INVESTIGATING THE GENDER INTERPRETATIONS IN FILMS: A SOCIO-CULTURAL PERSPECTIVE
6	MN2024-06	CHANDRASHEKHAR CHOUGALA DR. RAJESHWARI R	CONSUMPTION OF MOBILE NEWS AMONG URBAN YOUTH: A STUDY IN KARNATAKA
7	MN2024-07	PREM SAGAR	UNVEILING THE IMPACT OF DEEPPFAKE TECHNOLOGY: A COMPREHENSIVE MULTIDISCIPLINARY INVESTIGATION
8	MN2024-11	RAHUL V	TRENDS IN SURROGATE BRAND PROMOTION THROUGH DIGITAL MEDIA
9	MN2024-12	NISARGA PROF NIRANJANA VANALLI	ASSESSING THE INFLUENCE OF MENTAL HEALTH AWARENESS THROUGH PUBLIC SERVICE ADVERTISEMENTS: A STUDY IN KARNATAKA, INDIA
10	MN2024-13	AKARSH JAISON PREM SAGAR	UNRAVELLING MESSI'S MAGIC: A DEEP DIVE INTO LIONEL MESSI'S IMPACT ON FC BARCELONA

<p align="center"><b>PLENUM SESSION – II</b>  <b>2:00 to 3:00 PM   ROOM NO – 211</b>  <b>Coordinators: Abhiya &amp; Lakshmiprabha</b></p>			
<p align="center"><b>DR. SHARADA T</b>  <b>UG HoD &amp; PG COORDINATORDr</b>  <b>DEPARTMENT OF JMC, NMKRV COLLEGE FOR WOMEN</b></p>			
<b>SL. NO</b>	<b>PAPER CODE</b>	<b>AUTHOR</b>	<b>TITLE OF THE PAPER</b>
1	MN2024-14	<b>WINSTON D'MELLO PREM SAGAR</b>	DECIPHERING SENTIMENTS: HARNESSING NATURAL LANGUAGE PROCESSING FOR SOCIAL MEDIA SENTIMENT ANALYSIS
2	MN2024-15	<b>SIBIN SABU GEORGE PREM SAGAR</b>	INNOVATIVE PEDAGOGIES: HARNESSING ARTIFICIAL INTELLIGENCE FOR ENHANCED LEARNING EXPERIENCES
3	MN2024-16	<b>GOPIKA C PREM SAGAR</b>	THE EVOLUTION OF SOCIAL COMMUNICATION: A COMPREHENSIVE EXAMINATION OF THE IMPACT OF THE INTERNET
4	MN2024-18	<b>NIKHIL CHANDRA PREM SAGAR</b>	BREAKING BARRIERS: MIXED REALITY'S INFLUENCE ON INTERACTIVE ENTERTAINMENT
5	MN2024-19	<b>RINO C RINCO</b>	BREAKING BARRIERS: THE ROLE OF VIRTUAL REALITY IN FACILITATING YOUTH ENGAGEMENT AND ACCESSIBILITY
6	MN2024-20	<b>ALBERT FIDELIS</b>	GESTURAL NARRATIVES: THE CULTURAL SHIFT TOWARDS SIGN LANGUAGE IN MEDIA.
7	MN2024-21	<b>DIMPLE CHOUDHURY DIVIJA SHARMA DISHA JAIN</b>	EXPLORING THE EFFECT OF OVER-THE-TOP (OTT) CONTENT ON VIEWER BEHAVIOUR: THE ROLE OF PERSONALIZED RECOMMENDATIONS AND MEDIA CONSUMPTION PATTERNS
8	MN2024-22	<b>LABBEY AMMAR AHMED PREM SAGAR</b>	DECODING WEB APP RENDERING PATTERNS: A COMPREHENSIVE EXAMINATION
9	MN2024-23	<b>FATHIMA FASNA N P PREM SAGAR</b>	ENHANCING LEARNING EXPERIENCES: THE IMPACT OF AI IN COLLEGE EDUCATION
10	MN2024-24	<b>MOHAMMED MADNI PREM SAGAR</b>	BRIDGING THE GAP: INTEGRATING NETWORK AND VECTOR DATABASES FOR ENHANCED DATA MANAGEMENT

**PLENUM SESSION – III**  
**2:00 to 3:00 PM | ROOM NO – 212**  
**Coordinators: Jeni & Vaishnavi**

**DR. PREMAVATHI M**  
**HEAD, DEPARTMENT OF JMC, ACHARYA INSTITUTE OF GRADUATE STUDIES, BENGALURU.**

<b>SL. NO</b>	<b>PAPER CODE</b>	<b>AUTHOR</b>	<b>TITLE OF THE PAPER</b>
1	MN2024-25	NITHISH R PREM SAGAR	IMPLEMENTING CUSTOM MACHINE LEARNING ALGORITHMS FOR ENHANCED PERFORMANCE AND UNDERSTANDING
2	MN2024-26	ANANYA D R PRANITHA M G	INSTAGRAM INFLUENCING TOXIC GENDER ROLES IN GENERATION Z
3	MN2024-27	MAMATHA S SHRAYA PRACHI S	MEDIA MAGIC: HOW IT SHAPES WHAT WE THINK
4	MN2024-28	MEGHA JINGADE U RAKSHITHA R	IMPACT OF OTT ON VIEWERS
5	MN2024-29	KLARINE JUDITH K	A CINEMATIC EXAMINATION OF SOCIAL TRANSFORMATION AND RESILIENCE IN “PARIYERUM PERUMAL”
6	MN2024-30	LAKSHMI S H PREM SAGAR	JOURNEY INTO THE DEPTHS OF PI: EXPLORING ITS MATHEMATICAL AND PHILOSOPHICAL IMPLICATIONS
7	MN2024-31	SHWETHA P B	IMPACT OF OTT ON CONSUMERS
8	MN2024-33	JANVI SINGH R	ETHNICITY IN INDIAN ADVERTISEMENTS: BEAUTY STANDARDS
9	MN2024-34	HUSNA	ANALYZING THE EFFECTIVENESS OF DIGITAL VIDEO ADVERTISING IN SHAPING GEN Z BRAND PERCEPTION
10	MN2024-36	ISHANVI SHARMA	SOCIAL MEDIA AD PUBLIC RESPONSE: A LOOK AT CITIZEN PARTICIPATION IN CRISIS COMMUNICATION
11	MN2024-86	VAMSHA SHETTY A	IMPACT OF K-DRAMA ON PERSONAL RELATIONSHIP CHOICES OF VIEWERS: EVALUATION OF WOMEN VIEWERS IN KARNATAKA
12	MN2024-87	JULIA OINAM	BRAND DIVERSITY IN INDIAN AUDIO-VISUAL ADVERTISING: A CONTENT ANALYSIS

**PLENUM SESSION – IV**  
**2:00 to 3:00 PM | ROOM NO – 203**  
**Coordinators: Tanya & Kusuma**

**DR. DIVYA KUMARI K P**  
**ASSISTANT PROFESSOR, DEPARTMENT OF JMC, REVA UNIVERSITY**

<b>SL. NO</b>	<b>PAPER CODE</b>	<b>AUTHOR</b>	<b>TITLE OF THE PAPER</b>
1	MN2024-37	SAHANA	ENGAGING LEARNERS THROUGH EDUCATIONAL VIDEO DESIGN: A MULTIFACETED APPROACH IN BANGALORE
1	MN2024-38	SRILAKSHMI GM, ANANYA PDAKI	SOCIAL MEDIA AND IDENTITY CONSTRUCTION
2	MN2024-39	ANUSHA A, ANKIMA GUPTA	E-NEWSPAPERS AND NEWS APPS
3	MN2024-40	HIMANI HARITHAS	ENHANCING GRADE EIGHT MATHEMATICS LEARNING THROUGH MULTIMEDIA: AN EXPERIMENTAL STUDY IN BANGALORE
4	MN2024-41	JEMI MATHEW AND POORVI J	SOCIAL MEDIA AND IDENTITY CONSTRUCTIONS
5	MN2024-42	POOJA K	SUSTAINING TRADITIONS IN A DIGITAL WORLD: HARNESSING MEDIA FOR HERITAGE PRESERVATION
6	MN2024-43	JENI SUSAN BIJI PRASHANTH V	EVOLUTION OF DOCUMENTARY FILM: FROM GOLDEN ERA TO THE DIGITAL ERA
7	MN2024-44	S D ARVINDA	CULTURAL ACTIVISM THROUGH VISUAL MEDIA
8	MN2024-45	GATTUPALLI SUCHITRA SABA SUFIYA	THE TRANSFORMATIVE ROLE OF CINEMA IN CULTURAL REPRESENTATION
9	MN2024-46	ASTLE LIGO PREM SAGAR	THE RONALDO EFFECT: ASSESSING THE IMPACT OF CRISTIANO RONALDO'S TRANSFER ON SAUDI ARABIAN FOOTBALL DEVELOPMENT
10	MN2024-47	M SUPRAJA DEVI	BREAKING STEREOTYPES: BRAND CAMPAIGN STRATEGIES TO ENGAGE GEN Z AUDIENCES
11	MN2024-88	RAKESH V	MEDIA'S PIVOTAL ROLE IN THE GAMING INDUSTRY'S TRANSFORMATION IN INDIA
12	MN2024-89	ALIYA KHANUM FLORA JOHN	INTERACTIVE ANIMATION IN GAMING: METHODS AND IMPACT

<p align="center"><b>PLENUM SESSION – V</b>  <b>3:00 to 4:00 PM   ROOM NO – 210</b>  <b>Coordinators: Kalpitha, Sangeetha &amp; Mamatha</b>  <b>DR. VASUNDHARA PRIYADARSHINI</b>  <b>ASSISTANT PROFESSOR</b>  <b>DEPARTMENT OF COMMUNICATION, BANGALORE UNIVERSITY</b></p>			
SL. NO	PAPER CODE	AUTHOR	TITLE OF THE PAPER
1	MN2024-48	MONISH KUMAR R PREM SAGAR	EXPLORING THE LATEST INNOVATIONS IN DEEP LEARNING: A COMPREHENSIVE REVIEW
1	MN2024-49	VINAYAKA MALARKHAN	MARKETING BY PUSH NOTIFICATIONS: A STUDY IN INDIAN STARTUPS
2	MN2024-50	RITU BENJAMIN	ROLE OF PRINT MEDIA IN CRISIS COMMUNICATION
3	MN2024-51	FATHIMATHUL ANNA N	PORTRAYAL OF WOMEN IN ADVERTISING
4	MN2024-52	RIYA HUSSAIN	THE ROLE OF ADVERTISING IN HEALTHCARE SECTOR
5	MN2024-53	SHRIZA CHAKRABORTY DR ANTO P CHEEROTHA	SOCIAL MEDIA INFLUENCERS' VISUAL FRAMING OF MANIPUR CONFLICT ON YOUTUBE
6	MN2024-55	MADIHA M UMME KULSUM	GAMING COMMUNICATION AND ITS EFFECTS
7	MN2024-57	SHRAAVYA B R GOUTHAMI PRIYA	MEDIA ADVERTISEMENT'S EFFECT ON CONSUMER BEHAVIOUR
8	MN2024-58	NAJIYA SEMREEN MADHURYA	EXPLORING THE ROLE OF RADIO IN PUBLIC LIFE AND CULTURAL PRESERVATION
9	MN2024-59	YAKSHITH KUMAR S	GAMING AND ANIMATION, TRICK OR TREAT
10	MN2024-60	VRIDHI UPPAL BRUNDHA M	MISUSE OF BROWSING INFORMATION IN MEDIA
11	MN2024-90	BRINDA GOWDA PREM SAGAR	UNVEILING THE ENIGMA OF SERICULTURE: A TRANSCENDENT JOURNEY INTO THE WORLD OF SILK PRODUCTION
12	MN2024-91	ADITYA SINGH	EXPLORING THE IMPACT OF BLOCKCHAIN TECHNOLOGY

**PLENUM SESSION – VI**  
**3:00 to 4:00 PM | ROOM NO – 211**  
**Coordinators: Abhiya & Lakshmiprabha**

**DR. SUPRIYA M**  
**ASSISTANT PROFESSOR**  
**DALAI LAMA INSTITUTE FOR HIGHER EDUCATION**

<b>SL. NO</b>	<b>PAPER CODE</b>	<b>AUTHOR</b>	<b>TITLE OF THE PAPER</b>
1	MN2024-61	VARNIKHA SHEKAR DR AJAY KUMAR	USER-CENTRIC DESIGN APPROACH IN E-GOVERNANCE: A STUDY IN INDIAN STATE GOVERNMENT WEBSITES
1	MN2024-62	SALLY ABRAHAM	PROMOTING EQUITY AND RESILIENCE: A STUDY ON MEDIA AND PRESERVATION OF CULTURE AND HERITAGE IN INDIA
2	MN2024-65	NAVYASHREE P BHAVANA N	OTT V/S TELEVISION
3	MN2024-66	KAVYA K P PLATISHA WONNIANA CHISNIVA	ANIMATING EXPERIENCES: THE FUSION OF GAMING AND AND ANIMATION IN DIGITAL ENTERTAINMENT
4	MN2024-67	ABHRAMI ANIL KRISHNAPRIYA K M	UNVEILING THE LAYERS: EXPLORING THE CASTE DYNAMICS IN THEYYAM - A CONTEMPORARY MEDIA PERSPECTIVE
5	MN2024-69	KHYATI SINGH DR AJAY KUMAR	PRESERVING THE MAGAHI HERITAGE OF RURAL BIHAR: INSIGHTS FROM THE 'BOL MAGAHIYA' ORAL HISTORY PROJECT
6	MN2024-70	AATHMI K SHETTY	MIRROR, MIRROR: THE IMPACT OF MEDIA REPRESENTATION ON WOMEN'S BODY IMAGE PERCEPTION
7	MN2024-71	SHWETHA K	REDEFINING DIVERSITY: DISABILITY REPRESENTATION AND INCLUSION IN MALAYALAM CINEMAS
8	MN2024-72	ROHIT RICKY R	E-NEWSPAPERS AND NEWS APPLICATIONS
9	MN2024-73	HARSHINI R	THE RISE OF OTT AND ENTERTAINMENT
10	MN2024-85	KHANSA TARANUM NITHYA B	OTT (OVER THE TOP) AND ENTERTAINMENT

**PLENUM SESSION – VII**  
**3:00 to 4:00 PM | ROOM NO – 212**  
**Coordinators: Jeni & Vaishnavi**

**DR. RAJASHEKAR D**  
**ASSISTANT PROFESSOR**  
**CHRIST (DEEMED TO BE UNIVERSITY), YESHWANTPUR**

<b>SL. NO</b>	<b>PAPER CODE</b>	<b>AUTHOR</b>	<b>TITLE OF THE PAPER</b>
1	MN2024-74	MEGHNA GHOSH	AI POWERED SOCIAL MEDIA PLATFORMS AND ITS IMPACT ON PERSONALIZED POLITICAL COMMUNICATION AND CONSUMPTION PATTERNS
1	MN2024-75	BERNIE RODRIGUES DR PRASHANTH V	DYNAMICS AND IMPLICATIONS OF GAMING ADDICTION AMONG YOUTH: A COMPREHENSIVE STUDY
2	MN2024-76	P JEVAATHIKA CH. ABHISHIKTA	OTT REVOLUTION: TRANSFORMING ENTERTAINMENT CONSUMPTION IN THE DIGITAL AGE
3	MN2024-77	STEFIN S	HARNESSING THE POWER OF INTERACTIVE MEDIA: A STUDY ON THE POTENTIAL OF GAMING AND ANIMATION FOR DRIVING POSITIVE SOCIAL CHANGE AND EQUITY.
4	MN2024-78	SANDRANJALI GOWRI PARVATHY	THE DIGITAL FRONTIER: EXAMINING HOW MARKETING STRATEGIES RESHAPE BRANDING
5	MN2024-79	SURABHI VINOD K T	IMPACT OF DIGITAL MARKETING HEALTHCARE DURING COVID-19
6	MN2024-80	PRAVEENA P MENON	PROMOTING TRADITIONAL MEDIA ALONGSIDE DIGITAL MEDIA: A MUTUALISTIC APPROACH FOR EFFECTIVE COMMUNICATION
7	MN2024-81	ASHMI T SRI KANTH R	FROM COUCH TO SCREEN - HOW COVID-19 TRANSFORMED THE OTT LANDSCAPE
8	MN2024-83	SHIKHA SIKARWAR	COMPARATIVE ANALYSIS OF E-NEWSPAPER AND NEWS APPS
9	MN2024-84	V NAYONIKA BHOO MIKA R KESARKAR	BEHIND THE CLOSED DOORS: EXPOSING ABUSE IN A SHELTER HOME WITH REFERENCE TO THE HINDI MOVIE, BHAKSHAK
10	MN2024-92	HARINLB DR N SANJEEVA RAJA	DISSEMINATION OF HEALTH INFORMATION ON SOCIAL MEDIA: A STUDY

**PLENUM SESSION – VIII**  
1:30 to 2:30 PM | (VIRTUAL on ZOOM PLATFORM)  
Coordinator: Rashi Shetty

**REV FR DR SHAIJU JOSEPH**  
Vice Principal & Assistant Professor,  
Department of Journalism and Mass Communication, ST PAULS COLLEGE

SL. NO	PAPER CODE	AUTHOR	TITLE OF THE PAPER
1	MN2024-09	NANEETHA R	A STUDY ON AI APPLICATION IN CRAFTING IDENTITY AND ASPIRATIONS AMONG THE VISUALLY CHALLENGED THROUGH SOCIAL MEDIA
2	MN2024-10	SHAMIKA SRIHARI	THE INTERSECTION OF KANNADA CINEMA AND ECOLOGY - AN ANALYSIS
3	MN2024-54	MEGHNA VESVIKAR	SUPPRESSED MASCULINITIES AND RAP MUSIC
4	MN2024-63	PRIYANGA G	AN ANALYSIS OF MOBILE APPS DEVELOPED BY THE INDIAN GOVERNMENT FOR SOCIAL RESPONSIBILITY
5	MN2024-64	DIPIKA MONDAL BANDITA KUMARI PANDA	UNDERSTANDING OTT SERVICE ACCEPTANCE AND WILLINGNESS TO PAY: A SUPPLIER-CENTRIC APPROACH.
6	MN2024-68	SOHINI BISWAS BANDITA KUMARI PANDA	ART AND SCIENCE OF LOGO REDESIGNING: A COMPREHENSIVE EXAMINATION
7	MN2024-08	DR. SHIVAJI JADHAV POORVA GODASE	CONTRIBUTION OF ANIMATED INDIAN GAMES IN GAMING INDUSTRY
8	MN2024-02	SWAPNIL KAMBLE RESEARCH SCHOLAR, TATA INSTITUTE OF SOCIAL SCIENCES, MUMBAI	DIGITAL IDENTITIES: A STUDY OF IDENTITY CREATIONS ON SOCIAL MEDIA AMONG URBAN YOUTH OF PUNE
9	MN2024-05	DR.S.SHRIDEVI & DR.V.JAYALAKSHMI	INVESTIGATING THE GENDER INTERPRETATIONS IN FILMS: A SOCIO-CULTURAL PERSPECTIVE

**SESSION 4**  
**VALEDICTORY EVENT**  
**04:30 pm to 05:30 pm**

<b>Emcee: Ms. Elizabeth Jancy</b>			
<b>On Dais from Left:</b> <b>Dr Shailaja, Dr. Prashanth V., Fr. Dr. Thomas M J, Dr Babu V, Fr. Dr. Shaiju Joseph and Ms. Ananya</b>			
<b>Sl. No.</b>	<b>Flow of the Programme</b>	<b>Speakers</b>	<b>Timings</b>
1	Welcome address	Ms. Elizabeth Jancy	04:30 - 04:35
2	Presidential address	Rev Fr Dr Thomas MJ	04:35 - 04:40
3	Valedictory address	Fr. Dr. Shaiju Joseph	04:40 - 04:45
4	IQAC Remarks	Dr Babu V	04:45 - 04:50
6	Certificate distribution	Dignitaries	04:50 - 04:55
7	Vote of thanks	Dr Prashanth V	04:55 - 05:00

**THANK YOU**