TWO-DAY INTERNATIONAL CONFERENCE

(09th & 10th December 2026)

ORGANISED BY

the

Department of Mass Communication and Journalism

Maulana Azad National Urdu University, Gachibowli, Hyderabad, Telangana, India



ڈیجیٹل دور میں بصری بیانئے:
سینما، آواز، اسٹریمنگ اور اردو جمالیات

TWO - DAY INTERNATIONAL CONFERENCE

Visual Narratives in the Digital Age: Cinema, Sound, Streaming and Urdu Aesthetics

Organised By
Department of Mass Communication and Journalism
Maulana Azad National Urdu University
Gachibowli, Hyderabad, Telangana, 500032 India

CONCEPT NOTE

The contemporary media environment is undergoing a profound transformation in the ways in which human experiences, Social realities, cultural Identities and public concerns are represented and communicated. The convergence of cinema, Journalism, Documentary, Digital Media, Sound, Streaming Platforms and Emerging Technologies has expanded the possibilities of visual storytelling beyond conventional screen cultures. Stories are now created, circulated and experienced across Films, News Platforms, Documentaries, Web Series, Podcasts, Social Media and other Digital environments. This transformation calls for a closer examination of how visual narratives represent human life, communicate public concerns, shape social understanding and influence contemporary culture.

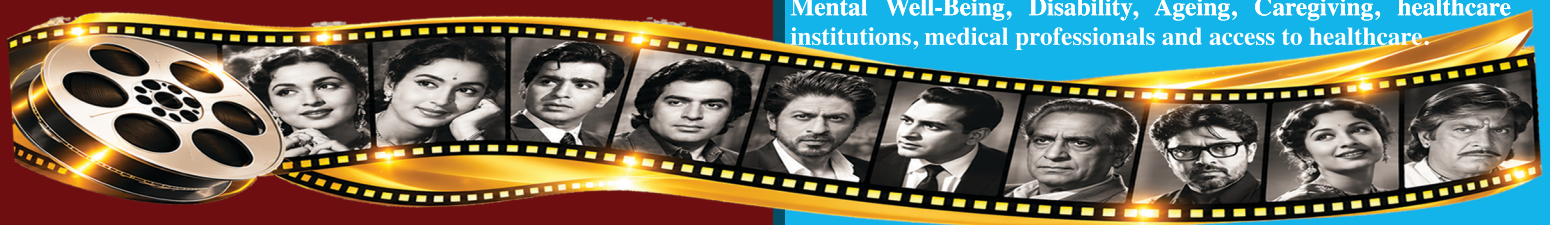
The visual narrative is also inseparable from Sound. Dialogue, Music, Voice-Over, Ambience, Silence and Sound Design contribute significantly to the emotional, narrative and interpretive dimensions of Cinema, Documentary and Journalism. Sound can intensify human experience, communicate vulnerability and emotion, establish atmosphere and strengthen the public communication of complex issues. From Cinematic Storytelling and Documentary practice to Podcasts, Digital Journalism and Audiovisual platforms, Sound and Image increasingly function together as interconnected elements of contemporary communication.

Within this changing environment, Urdu Aesthetics and Literary traditions provide an important cultural dimension to Visual Storytelling. Urdu Poetry, Literature, Dialogue, Metaphor, Symbolism, Narrative Traditions and Linguistic Expression have made a significant contribution to Indian cinema and Popular Culture. These traditions continue to influence screen narratives and can be reinterpreted through cinema, Documentary, Journalism, Web Content and other Digital forms. Examining Urdu Aesthetics alongside contemporary Visual Cultures can therefore illuminate questions of cultural memory, identity, representation, adaptation and creative transformation.

The rapid development of Artificial Intelligence and emerging Media Technologies is adding another layer to these transformations. AI-Assisted Writing, Image Generation, Editing, Translation, Dubbing, Subtitling, Production Design, Content Recommendation and Audience Analysis are beginning to influence audiovisual production and distribution. These technologies offer new creative and communicative possibilities while simultaneously raising questions of Authorship, Authenticity, Accuracy, Copyright, Representation, Misinformation, Bias and professional Ethics. These questions become particularly significant when media narratives deal with sensitive subjects such as Health, Disability, Mental Well-Being and Vulnerable Communities.

The emergence of Streaming and OTT platforms has further transformed the Production, Circulation and consumption of Audiovisual narratives. Digital platforms have created new opportunities for Filmmakers, Journalists, Documentary Practitioners and Independent Creators to address subjects that may previously have received limited space within conventional Media structures. Health-related narratives, social documentaries, independent Films and regional cultural stories can now reach diverse audiences through Digital distribution. At the same time, streaming raises questions concerning Algorithms, Audience Analytics, Discoverability, Monetisation, Platform Governance, content moderation and changing patterns of Media Consumption

Cinema remains one of the most powerful forms through which societies see, understand and interpret human experiences. through Image, Sound, Performance, Narrative, Editing, Cinematography and Production Design, Films can bring individual experiences and wider social concerns into public and cultural discourse. Indian Cinema provides numerous examples of health-related experiences entering mainstream cultural discourse. Films such as Paa, Taare Zameen Par, Black, Ghajini, Guzaarish, Margarita with a Straw, Phir Milenge, My Name Is Khan, Barfi and Dear Zindagi, among others, have engaged with disability, neurological conditions, HIV/AIDS, cancer, Alzheimer's disease, autism, dyslexia and mental-health concerns. The relationship between Cinema and Health therefore extends beyond the representation of particular diseases or medical conditions. Cinema also engages with Public Health, Sanitation, Nutrition, Gender and Reproductive Health, Mental Well-Being, Disability, Ageing, Caregiving, healthcare institutions, medical professionals and access to healthcare.



Dear Delegates, Research Scholars, Students and Participants,

We are pleased to welcome you to the proposed International Conference on "Visual Narratives in the Digital Age: Cinema, Sound, Streaming and Urdu Aesthetics," being organised by the Department of Mass Communication and Journalism, School of Mass Communication and Journalism, Maulana Azad National Urdu University, Hyderabad.

The International Conference seeks to provide an interdisciplinary platform for scholars, filmmakers, journalists, documentary practitioners, media professionals, health-communication experts, research scholars and students to critically engage with the rapidly changing landscape of visual communication.

The central focus of the International Conference is to examine how cinema, journalism, documentary, sound, streaming platforms, Urdu aesthetics and emerging technologies, including Artificial Intelligence, are transforming the creation, representation, circulation and reception of contemporary narratives. Particular attention will be given to the relationship between Cinema, Health and Society, including representations of public health, disability, mental well-being, ageing, caregiving, healthcare and other human and social concerns.

Participants are encouraged to explore both theoretical and practical dimensions of visual storytelling, including representation, narrative practices, sound and cinematography, digital platforms, audience engagement, cultural identity, ethics, technology and media responsibility. The Conference also seeks to highlight the contribution of Urdu literary and aesthetic traditions to Indian cinema and contemporary digital cultures.

We hope that the International Conference will encourage meaningful academic dialogue, professional interaction and interdisciplinary collaboration, while providing research scholars and students an opportunity to present their ideas and engage with eminent academics and media practitioners.

We warmly welcome your participation and look forward to your valuable contributions towards making the International Conference intellectually enriching, creative and meaningful.

let the dialogue begin...

معزز مندوبین، ریسرچ اسکالرز، طلبہ اور شرکاء:

ہمیں یہ اعلان کرتے ہوئے خوشی ہورہی ہے کہ مولانا آزاد نیشنل اردو یونیورسٹی، حیدرآباد کے شعبۂ ترسیل عامہ و صحافت، اسکول آف ماس کمیونیکیشن اینڈ جرنلزم کے زیر اہتمام مجوزہ بین الاقوامی کانفرنس "ڈیجیٹل دور میں بصری بیانئے: سنیما، آواز، اسٹریمنگ اور اردو جمالیات" میں آپ سب کا خیر مقدم ہے۔

اس بین الاقوامی کانفرنس کا مقصد ریسرچ اسکالرز، فلم سازوں، صحافیوں، دستاویزی فلموں کے ماہرین، میڈیا پروفیشنلز، صحت سے متعلق ترسیل کے ماہرین، ریسرچ اسکالرز اور طلبہ کے لیے ایک ایسا بین شعبہ جاتی پلیٹ فارم فراہم کرنا ہے، جہاں وہ بصری ترسیل کے تیزی سے بدلتے ہوئے منظرنامے کا تنقیدی جائزہ لے سکیں۔

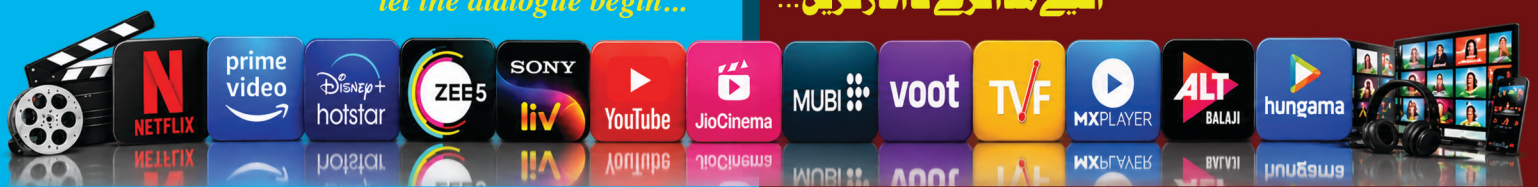
کانفرنس کا بنیادی مقصد یہ دریافت کرنا ہے کہ سنیما، صحافت، دستاویزی فلمیں، آواز، اسٹریمنگ پلیٹ فارمز، اردو جمالیات اور مصنوعی ذہانت (اے آئی) سمیت جدید ٹیکنالوجیز کس طرح عصرِ حاضر کے بیانیوں کی تخلیق، پیش کش، ترسیل اور تفہیم کو تبدیل کر رہی ہیں۔ اس ضمن میں سنیما، صحت اور سماج کے باہمی تعلق پر خصوصی توجہ دی جائے گی، جس میں صحتِ عامہ، معذوری، ذہنی صحت، عمر رسیدگی، تیمارداری، طبّی نگہداشت اور انسانی و سماجی مسائل کی عکاسی جیسے موضوعات شامل ہوں گے۔

شرکائے کانفرنس کی تشویق کی جاتی ہے کہ وہ بصری کہانی گوئی کے نظریاتی اور عملی دونوں پہلوؤں کا جائزہ لیں۔ ان میں نمائندگی، بیانئے کے طریقۂ کار، آواز اور سنیماٹوگرافی، ڈیجیٹل پلیٹ فارمز، ناظرین کی شمولیت، ثقافتی شناخت، اخلاقیات، ٹیکنالوجی اور میڈیا کی ذمہ داری جیسے موضوعات شامل ہیں۔ اس کانفرنس کا ایک اہم مقصد ہندوستانی سنیما اور عصرِ حاضر کی ڈیجیٹل ثقافتوں میں اردو کی ادبی اور جمالیاتی روایات کے کردار کو اجاگر کرنا بھی ہے۔

ہمیں امید ہے کہ یہ بین الاقوامی کانفرنس علمی مکالمے، پیشہ ورانہ روابط اور بین شعبہ جاتی اشتراک کو فروغ دے گی۔ ساتھ ہی ریسرچ اسکالرز اور طلبہ کو اپنے خیالات پیش کرنے اور ممتاز ماہرینِ تعلیم و تدریس اور میڈیا پروفیشنلز کے ساتھ تبادلۂ خیال کرنے کا موقع بھی فراہم کرے گی۔

ہم تمام شرکاء کا اس اہم موقع پر گرم جوشی کے ساتھ استقبال کرتے ہیں اور امید کرتے ہیں کہ آپ کی گراں قدر شرکت اور علمی و تخلیقی تعاون اس بین الاقوامی کانفرنس کو فکری اعتبار سے بامعنی، مؤثر اور یادگار بنانے میں اہم کردار ادا کرے گا۔

آئیے مذاکرے کا آغاز کریں...



INTERNATIONAL CONFERENCE

Objectives of the Conference

I To examine the role of cinema and visual narratives in representing human experiences, health concerns and social realities.

II To explore the relationship between cinema, journalism, documentary, digital media and contemporary forms of visual storytelling.

III To analyse the representation of health, disability, mental well-being, ageing, caregiving and public-health concerns in audiovisual media.

IV To examine the contribution of Urdu literature, aesthetics, language and cultural traditions to cinema and contemporary visual narratives.

V To explore the changing production, distribution and consumption of audiovisual content through OTT and streaming platforms.

VI To examine the creative and communicative significance of sound, music, dialogue, voice and sound design in visual storytelling.

VII To critically assess the impact of Artificial Intelligence and emerging technologies on media production, representation, authorship and ethics.

VIII To foster interdisciplinary dialogue among scholars, filmmakers, journalists, health-communication experts, media professionals, researchers and students.

IX To strengthen academia-industry engagement and encourage research, knowledge exchange and collaborative initiatives in Cinema, media and communication.

X To contribute to contemporary scholarship and practice on the interconnected dimensions of cinema, health and Society and their role in creating awareness and shaping public discourse.

INTERNATIONAL CONFERENCE

Themes and Sub-themes

Visual Narratives and the Changing Media Landscape

Visual Storytelling from Cinema to Digital Media | Changing Forms of Audiovisual Narratives | Cinema & Digital Media Convergence | Short-Form, Mobile & OTT-Based Storytelling | New Narrative Structures & Transmedia Storytelling | Audience Participation & Changing Viewing Practices | Visual Culture & Transformation of Media Industries

Cinema, Filmmaking and Contemporary Screen Cultures

Direction & Visual Storytelling | Cinematography & Visual Aesthetics | Screenwriting & Narrative Construction | Independent & Regional Cinema | Documentary & Experimental Cinema | Film Education & Industry Integration

Sound, Music and Audiovisual Storytelling

Sound Design in Cinema & Digital Media | Music & Narrative Construction | Foley, Ambience & Acoustic Storytelling | Spatial & Immersive Audio | Journalistic Documentary, Narratives & Sound | Music, Poetry & Cultural Memory | Sound Technologies & Changing Production Workflows | Urdu Poetry, Lyrics & the Sonic Traditions of Bollywood

Visual Narratives in the Digital Age: Cinema, Health and Society

Cinema, Health & Human Experience | Cinema, Public Health & Well-being | Cinema, Ethics & Social Responsibility | Cinema, Health, Disability & Inclusion | Cinema, Mental Health & Psychological Well-being | Cinema, Health Inequality & Social Justice | Cinema, Gender, Family and Reproductive Health | Cinema and Visual Representation

Streaming, OTT and Digital Distribution

OTT Platforms & Changing Film Exhibition | Streaming & New Production Cultures | Regional & Independent Content on Digital Platforms | Urdu, Indian-Language & OTT Content | OTT Commissioning & Distribution Models | Audience Analytics & Algorithmic | Platform Economics & Creative Practices | Regulation & Governance of Streaming Content

Urdu Aesthetics, Literature and Indian Screen Cultures

Urdu Literary Traditions & Indian Cinema | Urdu Poetry, Dialogue & Lyricism | Urdu Screenplay & Narrative Traditions | Urdu Cultural Identity in Visual Media | Urdu Cinema & Contemporary Filmmaking | Translation, Subtitling & Dubbing | Multilingual Storytelling in Indian Cinema | Digital Possibilities for Urdu Audiovisual Content

Artificial Intelligence and Emerging Media Technologies

AI in Screenwriting & Filmmaking | AI-Assisted Journalism & Media Production | Generative AI & Audiovisual Storytelling | Virtual & Augmented Reality | Virtual Production & Real-Time Rendering | Automated Editing & Production Workflows | Questions of Copyright, Labour & Authenticity | Ethics, Bias & Accountability in AI Media

Representation, Journalism, Culture and Indian Cinema

Gender & Representation | Representation of Indian Media in Bollywood Movies | Caste, Religion & Minority Representation | Multiculturality & Representation | Marginalised Communities & Counter-Narratives | Changing Audiences & Visual Media

Khwaja Ahmad Abbas's Creative Journey across Print and Screen



INVITED DISTINGUISHED SPEAKERS

Eminent Film Scholars, Filmmakers, Screenwriters, Journalists, Health Communicators, OTT/Digital Media Professionals and Media Management Professionals



A Filmmakers, Screenwriters & Directors

1. **Mr. Anubhav Sinha**
Filmmaker, Screenwriter & Producer, Mumbai
2. **Mr. Sudhir Mishra**
Filmmaker & Screenwriter, Mumbai
3. **Mr. Prakash Jha**
Filmmaker, Producer & Screenwriter, Mumbai
4. **Mr. Anjum Rajabali**
Screenwriter & Screenwriting Educator, Mumbai
5. **Mr. Zaman Habib**
Screenwriter, Television Writer & Producer, Mumbai
6. **Ms. Alankrita Shrivastava**
Filmmaker, Screenwriter & Producer, Mumbai
7. **Mr. Sriram Raghavan**
Director, Screenwriter & Producer, Mumbai
8. **Mr. Muzaffar Ali**
Filmmaker / Artist / Designer, New Delhi
9. **Mr. Sudhanshu Dube**
Screenwriter, Producer & Director, Mumbai
10. **Mr. Anand Patwardhan**
Documentary Filmmaker, New Delhi
11. **Mr. Ambarnath Sinha**
Documentary Director & Producer, Mumbai
12. **Mr. Irfan Ali**
Producer/ Presenter, New Delhi

B Film Scholars, Media & Academicians

13. **Mr. Chandra Mohan**
Veteran Investigative Journalist, Mumbai
14. **Mr. Sukant Panigarhi**
Art Director & Production Designer, Mumbai
15. **Mr. Zia Us Salam**
Film Critic, Journalist & Author, New Delhi
16. **Prof. M. Shafey Kidwai**
Ex HOD, Dept. of Mass Communication, AMU, UP
17. **Prof. Sanjay Dwivedi**
HOD, Dept. of Mass Comm. MCNUJ, Bhopal
18. **Prof. Awadhesh Pradhan**
Ex HOD, Dept. of Hindi, B.H.U, UP
19. **Mr. Imtiyaz Khaleel**
Filmmaker & Senior Journalist, Mumbai
20. **Mr. Sudhakar Vajjha**
Assist. Prof. Film & Television, Parul University, Vadodra
21. **Mr. Asif Azmi**
Author and Director, Maati, New Delhi

C Filmmakers / Cinematographers / Visual Storytellers

22. **Mr. Javed Siddiqui**
Iconic Screenplay & Dialogue Writer, Mumbai
23. **Mr. Sameer Nair**
Media Executive / Content Producer, Mumbai
24. **Mr. Uday Shankar**
Media & Entertainment Executive, Mumbai
25. **Mr. Paritosh Saha**
Star/JIO, Broadcast Engineer, Mumbai
26. **Prof. Syed Asghar Wajahat**
Documentary Filmmaker, New Delhi
27. **Mr. S. Hussain Zaidi**
Author, Investigative Journalist, Mumbai
28. **Mr. Syed Tanveer Tahir**
Assistant Professor, FTII, Pune
29. **Ms. Sameena Kidwai**
Jamia Millia Islamia, New Delhi

D OTT / Streaming / Digital Media

30. **Mr. Ronnie Screwvala**
Film Producer & Founder, RSVP Movies, Mumbai
31. **Mr. Mihir Shah**
Digital Media & Entertainment Professional, Mumbai
32. **Mr. Arunabh Kumar**
Producer & Founder, The Viral Fever, Mumbai
33. **Ms. Aparna Purohit**
Film & OTT Content Executive, Mumbai
34. **Ms. Monika Shergill**
Vice President, Netflix India, Mumbai
35. **Ms. Ruchika Kapoor Sheikh**
Film & Streaming Executive, Mumbai
36. **Mr. Salim Arif**
Writer & Theatre Director, Mumbai

E Senior Journalists / Media Professionals

37. **Mr. Satish Jacob**
Eminent Journalist, New Delhi
38. **Mr. Saeed Naqvi**
Eminent Journalist, New Delhi
39. **Mr. Vinod Sharma**
Eminent Journalist, New Delhi
40. **Mr. Rahul Dav**
Eminent Journalist, New Delhi
41. **Mr. Pankaj Pachuri**
Eminent Journalist, New Delhi
42. **Rajdeep Sardesai**
Eminent Journalist, New Delhi
43. **Prof. Saba Naqvi**
Journalist & Author, New Delhi
44. **Ms. Seema Mustafa**
Founder, Editor, The Citizen, New Delhi
45. **Mr. Seshadri Chari**
Writer & Eminent Journalist, New Delhi
46. **Mr. Swapan Das Gupta**
Columnist & Eminent Journalist, New Delhi
47. **Mr. Madhukar Upadhyay**
Eminent Journalist, New Delhi
48. **Mr. Saurabh Dwivedi**
Editor, Indian Express Digital (Hindi), New Delhi
49. **Mr. Sanjay Pugalia**
CEO, AMG Media Network / Director, NDTV, New Delhi
50. **Mr. Punya Prasun Bajpai**
Sr. Journalist & News Presenter, New Delhi

51. Mr. Javed Naqvi
Senior Journalist, New Delhi
52. Mr. Qurban Ali
Senior Journalist, New Delhi
53. Ms. Naghma Sahar
Senior Journalist, New Delhi
54. Mr. Iqbal Ahmad
Senior Journalist, BBC, New Delhi
55. Mr. Sanjay Kapoor
Editor, Hardnews, New Delhi
56. Mr. Shakeel Hasan Shamsi
Senior Journalist / Columnist, New Delhi
57. Mr. Mohammed Azam Shahid
Eminent Journalist / Columnist, Bengaluru
58. Mr. Mohammed Wajihuddin
Senior Journalist / Author, Mumbai
59. Mr. Bilal Bhat
Editor (Network) ETV Bharat, RFC, Hyderabad
60. Ms. Seema Chishti
Eminent Journalist, New Delhi
61. Mr. Syed Asdar Ali
Editor-in-Chief, Sach Ki Awaz, New Delhi
62. Dr. M. H . Ghazali
Senior Journalist, New Delhi
63. Mr. Shams Tabrez Qasmi
Chief Editor, Millat Times, New Delhi
64. Mr. Mr. Rehan Fazal
Senior Journalist & Presenter, BBC, New Delhi
65. Mr.Anirudh Bahl
Eminent Investigative Journalis, New Delhi
66. Mr. Sandeep Chaudhry
Editor, ABP News, New Delhi
67. Mr. Javed Ansari
Eminent Journalist, New Delhi
68. Mr. Rajeev Ranjan
Eminent Journalist, New Delhi
69. Mr. Dibang
Eminent Journalist, New Delhi
70. Mr. Abdul Wadood Sajid
Chief Editor, North Edition, Inquilab, New Delhi
71. Ms. Tavleen Singh
Eminent Journalist, New Delhi
72. Ms. Nalini Singh
Eminent Journalist, New Delhi
73. Mr. Om Thanvi
Eminent Journalist, New Delhi
74. Mr. Ashraf Ali Bastavi
Editor, Asia Times, New Delhi
75. Mr. Tarique Faridi
Editor, Salam TV, Noida

Technical Sessions تکنیکی سیشنز

Technical Session - I	Cinema, Filmmaking and Contemporary Screen Cultures	تکنیکی سیشن-اول سنیما، فلم سازی اور موجودہ دور کی اسکرین ثقافتیں
Technical Session - II	Visual Narratives in the Digital Age: Cinema, Health and Society	تکنیکی سیشن-دوم ڈیجیٹل دور میں بصری بیانئے: سنیما، صحت اور معاشرہ
Technical Session - III	Streaming, Digital Distribution and Emerging Technologies	تکنیکی سیشن-سوم اسٹریمنگ، ڈیجیٹل نشریات اور ابھرتی ہوئی ٹیکنالوجیز
Technical Session - IV	Sound, Urdu Aesthetics, Representation, Culture and Society	تکنیکی سیشن-چہارم آواز، اردو جمالیات، نمائندگی، ثقافت اور معاشرہ

F Health Communication / Media, Health & Society

76. Dr. Deepti Soni
Health / Communication Professional, Mohali
77. Dr. Rukmini S.
Health Communication Professional, New Delhi
78. Dr. Soumya Swaminathan
Former WHO Chief Scientist, New Delhi
79. Dr. K. Srinath Reddy
Founder & Past President, PHFI, Hyderabad
80. Mr. Shahid Akhter
Ex- Editor, The Economic Times Online, New Delhi

BBC WORLD NEWS · The Telegraph · THE HINDU · The Indian EXPRESS · TOI · انقلاب · THE WIRE · THE CARAVAN · scroll.in · DW
the quint · दैनिक भास्कर · NEWS 24 Think First · ईटीवी · The Print · Jist · FRONTLINE · WION · العربية Al Arabiya · alt news

Business Sessions

بزنس سیشنز

Business Session - I	Visual Narratives and the Changing Media Landscape	بزنس سیشن-اول بصری بیانئے اور بدلتا ہوا میڈیا منظر نامہ
Business Session - II	Language, Dialogue and Identity: Raahi Masoom Raza's Contribution to Hindi Cinema	بزنس سیشن-دوم زبان، مکالمہ اور شناخت: ہندی سنیما میں راہی معصوم رضا کی خدمات
Business Session - III	Visual Narratives in the Digital Age: Cinema, Health and Society	بزنس سیشن-سوم ڈیجیٹل دور میں بصری بیانئے: سنیما، صحت اور معاشرہ
Business Session - IV	Streaming, Digital Distribution and Emerging Technologies	بزنس سیشن-چہارم اسٹریمنگ، ڈیجیٹل نشریات اور ابھرتی ہوئی ٹیکنالوجیز
Business Session - V	Sound, Urdu Aesthetics, Representation, Culture and Society	بزنس سیشن-پنجم آواز، اردو جمالیات، نمائندگی، ثقافت اور معاشرہ
Business Session - VI	Panel Discussion / Industry Roundtable: "The Future of Visual Narratives: Cinema, Journalism, Streaming and Society"	بزنس سیشن-ششم بصری بیانئے کا مستقبل: سنیما، صحافت، اسٹریمنگ اور معاشرہ

URDU MEDIA CONCLAVE - 3.0

"Indian Cinema and Marginalised Issues of the Society"

Organised alongside the Two-day International Conference, the Urdu Media Conclave will bring together eminent media personalities, distinguished academicians, celebrated filmmakers, journalists, and leading voices from the creative industries for an evening of dialogue and intellectual exchange. The conclave will provide a platform to reflect on the evolving role of Urdu journalism, the social responsibility of media, and the trans formative power of cinema and storytelling in shaping public understanding. It aims to foster meaningful conversations on the contribution of Urdu Media and Cinema to peace, mutual understanding, cultural exchange, and the promotion of an inclusive and just society.

Manuscript Requirements

The Research Articles (Urdu/English/Hindi) are invited from the Research Scholars/ Academicians/ Journalists/ any Individual / UG & PG Students who may contribute scholarly research articles on the 'Sub-Themes/ Topics'.

Guidelines for Authors:

Author Details: (Name, Designation, Department, College, State, Country, Phone Number, E-Mail)

Abstract: The Abstract shall be written in maximum 300- 500 words.

For Hindi

Font: Kruti Dev 010 & Kruti Dev 050

Size:14 pt Text, 16 pt Title

Manuscript Structure

1. सारांश 2. मूलशब्द 3. प्रस्तावना 4. अध्ययन क्षेत्र 5. निष्कर्ष 6. संदर्भग्रन्थ

For English

Font: Times New Roman

Size: 12 pt Text, 18 pt Title

Manuscript Structure

1. Abstract 2. Keywords 3. Introduction 4. Study Area 5. Conclusion 6. References

For Urdu

Font: Jameel Noori Nastaleeq

Size: 16 pt Text, 18 pt Title

Articles should be prepared in Word or InPage

1. تلخیص 2. کلیدی الفاظ 3. تمہید 4. مطالعہ کا دائرہ 5. نتیجہ 6. حوالہ جات

Details of the Registration Fee

S. No.	Category	Physical Mode	Virtual Mode
1.	UG/PG Students	₹750/-	₹500/-
2.	Research Scholar	₹1,500/-	₹1,000/-
3.	Indian Faculty	₹2,500/-	₹1,500/-
4.	International Research Scholar	$50	$30
5.	International Faculty	$75	$40

Conference Proceedings and Publication:

The selection of Abstracts and Research Papers will be undertaken by the Editorial Board, whose decision shall be final. Abstracts will be evaluated for their relevance to the conference themes and sub-themes. Accepted and presented papers will undergo further review to assess their academic quality and suitability for publication. Only selected Research Papers meeting the required standards will be considered for publication.

Criteria for Selection of Abstracts:

The International Conference welcomes Abstracts addressing the diverse themes and sub-themes outlined in the conference prospectus. Participants are encouraged to select distinct research topics to minimise repetition, broaden the range of discussions, and enhance the scope for meaningful academic exchange. All "Abstracts" must demonstrate relevance to the conference theme, clarity of objectives, and academic merit.

Plagiarism Check:

All Research Papers submitted to the conference will be subject to Plagiarism screening to ensure originality and uphold academic integrity. Authors are required to submit original, unpublished work and appropriately acknowledge all sources, citations, and references used in their papers. Papers that do not meet the required standards of originality may be rejected.

Important Dates:

Activity	Dates
Last date for Abstract submission	10 November 2026
Notification of Abstract acceptance and invitation to submit the full Research Paper	15 November 2026
Last date for full Research Paper submission	25 November 2026
Notification of Research Paper acceptance	01 December 2026

Submission Guidelines:

Participants are requested to submit their Abstracts and final Research Papers via email to:

vnda2026ic@gmail.com

Please mention the Title of the Paper, the Name(s) of the Author(s), Institutional Affiliation(s), and Contact Details in the submission.



Conference Organisers and Contact Details

Chief Patron

Prof. Syed Ainul Hasan
Vice-Chancellor, MANUU, Hyderabad

Patron

Prof. Sk. Ishtiaque Ahmed
Registrar, MANUU, Hyderabad

Conference Director

Prof. Ehtesham Ahmad Khan
Dean & Head, School/Department of MCJ, MANUU, Hyderabad

Conference Convener

Dr. Mohd. Mustafa Ali Sarwari
Associate Professor, Department of MCJ, MANUU, Hyderabad

Conference Co-convener

Dr. Meraj Ahmed Mubarki
Associate Professor, Department of MCJ, MANUU, Hyderabad

Conference Co-ordinators

Mr. Syed Husain Abbas Rizvi
Assistant Professor, Department of MCJ, MANUU, Hyderabad
Phone: 78936 20604

Mr. Mohd. Tahir Qureshi
Assistant Professor, Department of MCJ, MANUU, Hyderabad
Phone: 98732 20786



Organising Committee Members

Prof. Mohammad Fariyad
Professor, Department of MCJ, MANUU, Hyderabad

Dr. Meraj Ahmad
Assistant Professor, Department of MCJ, MANUU, Hyderabad

Mr. Shams Imran
Assistant Professor, Centre for Distance and Online Education (CDOE), MANUU, Hyderabad

Contact Details

Prof. Ehtesham Ahmad Khan
Dean & Head, School/Department of Mass Communication and Journalism, MANUU, Hyderabad, 500032, T.S

Email: vnda2026ic@gmail.com
Email: hod.mcj@manuu.edu.in
Phone: +91-9440039625



About the Department of Mass Communication and Journalism:

The Department of Mass Communication and Journalism at Maulana Azad National Urdu University (MANUU), Hyderabad, is a distinctive academic centre dedicated to media education and research through the Urdu language. It offers undergraduate, postgraduate, and doctoral programmes in Mass Communication and Journalism, providing Urdu-speaking students with opportunities to pursue higher education and professional careers in the media and communication industries. The department also offers a doctoral programme in which research scholars may submit their theses in either Urdu or English.

Established on 13 September 2004, the department has made significant contributions to Urdu journalism and media education in India. Its academic programmes combine theoretical knowledge with professional training, preparing students to meet the changing demands of Print, Electronic, and Digital Media, as well as Communication Research. Graduates of the department have pursued careers across Urdu, Hindi, English, and other vernacular media organisations, contributing to journalism, broadcasting, and the wider media industry. The department continues to play an important role in strengthening Urdu journalism while expanding opportunities for students from Urdu-speaking backgrounds.

Recognising Urdu's historic contribution to Indian Cinema and the growing demand for professionally trained media practitioners, the department is introducing the M.A. in Filmmaking from the Academic Session 2026–27. The programme integrates cinematic theory with practical training in Film Direction, Cinematography, Editing, and Digital Storytelling. It aims to equip students with the creative, technical, and critical skills required for Contemporary Filmmaking while encouraging culturally informed and socially responsible cinematic expression.

With its emphasis on professional competence, creative practice, and academic inquiry, the M.A. in Filmmaking seeks to establish a distinctive pathway for Urdu-speaking students to enter the film and audiovisual industries. The programme aspires to combine the academic rigour of university education with the practical orientation associated with leading film-training institutions in India, including the Film and Television Institute of India (FTII).

Ghazal and Sufiyana Kalaam غـــزل اور صوفیـــانـــہ کلام



By

Ms. Smita Rao Bellur
An Indian Singer of Hindustani Classical Music, Khyal Genre, Sufi Devotional Music & Qawwali
(Entry through VIP Passes)

اسمیتا راؤ بلور
ہندوستانی کلاسیکی موسیقی کی
گلوکارہ، خیال گائیکی، صوفیانہ کلام
اور قوالی میں مہارت رکھتی ہیں

About Maulana Azad National Urdu University:

Maulana Azad National Urdu University (MANUU) is a Central University established at the National level in 1998 by an act of parliament to promote and develop Urdu language and to impart vocational and technical education in Urdu Medium through conventional and distance modes. The students and staff of the university are drawn from throughout India. They are attracted by its commitment to excellence in quality Urdu education in all disciplines and knowledge.

The Maulana Azad National Urdu University Headquarters is based at Hyderabad. The University has two Satellite Campuses and eight Colleges of Teacher Education, five Polytechnics, three ITIs and three Urdu Model Schools.

The distance education programme of MANUU are offered through Directorate of Distance Education (DDE), which has a network of nine Regional, and five Sub Regional Centres spread across 11 States of India. There are around 134 Regional and Sub regional centres. In which 16 are in Uttar Pradesh including Lucknow.

MANUU has been accredited with A+ grade by National Assessment and Accreditation Council (NAAC). Presently, the University is having 9 Schools, 24 Departments and 12 Centres at its Headquarters.

Glimpses of MCJ Department: Learning, Creating & Inspiring

2007



2008



2009



2010



2011



2012



2013



2014



2014



2015



2016



2017



2019



2021

KARWAAN-E-URDU SAHAFAT
(Celebrating 200 years of Urdu Journalism: 1822-2022)

2022



2022



2023



2024



2025



2026



Associate Partners

unicef

Food Partners

PAKWAAN GRAND MULTI CUISINE
RESTAURANT, HYDERABAD

Institutional Partners

SHAHEEN GROUP OF INSTITUTIONS

PRESIDENCY UNIVERSITY

Tech Partners

Media Partners

رہنمائے دکن

منصف MUNSIF TV INDIA

سیاست The Siasat Daily

روزنامہ تعمیل ارشاد

سچ کی آواز SACH ki AWAZ • सच की आवाज़

TheRahnuma.com

Salaam TV

Event Partners

OVER 100 YEARS OF SERVICE
Maqbool BROS

HIMALAYA BOOK WORLD

KARKHANA ZINDA TILISMATH

Digital Media Partners

ETV بھارت

Communication Partners

Banking Partners

J