



**LOYOLA COLLEGE**

*(Autonomous), Chennai - 34*

**DEPARTMENT OF VISUAL COMMUNICATION,  
MEDIA ARTS & BMM ANIMATION**

**COVID-19 LOCKDOWN:  
A VIRTUAL CONFERENCE**

**A GAME CHANGER IN COMMUNICATION AND MEDIA - DIMENSIONS AND IMPLICATIONS**



**MON, TUE  
22, 23  
JUNE 2020**

**INAUGURAL SESSION  
& KEYNOTE ADDRESS**

**22-6-2020 | 9.30AM - 10.30 AM**

**PRAYER SONG**

**WELCOME ADDRESS**

**REV DR A IRUDAYARAJ SJ**

*Convener & HOD (In-Charge)*

**FELICITATION**

**REV DR A THOMAS SJ**

*Principal,  
Loyola College (Autonomous)*

**FELICITATION**

**DR J MADHAVAN**

*Dean of Research,  
Loyola college*

**KEY NOTE ADDRESS**

**DR T T SREEKUMAR**

*Professor,  
Department of Communication,  
EFL University, Hyderabad.*

**VOTE OF THANKS**

## PAPER PRESENTATIONS

**22.06.2020**

**I SESSION | 10.30AM – 12.30PM  
COVID-19, HEALTH & INNOVATIONS**

**CHAIRPERSON:**

**DR M S BEXCI,**

*Associate Professor,  
Department of Mass Communication,  
Lincoln University, Malaysia.*

**1 Impact of News Media Consumption on Personal Health Beliefs in the context of COVID-19**

*Prof. Deepa Makesh, Dr. Sandhya Rajasekhar & Dr. Jaishree | M.O.P. Vaishnavi College for Women (Autonomous), Chennai.*

**2 Music as the Medium of Healing in Distress**

*Prof. Alex Parimalam & Ms. Yazhini,  
Loyola College, Chennai.*

**3 Analysing the Effectiveness of Government Health Care App - AarogyaSetu**

*Mr. Pradeep Kumar & Dr. Sri Jothi | VELS Institute of Science, Technology & Advanced Studies (VISTAS).*

**4 A Content Analysis of Paleo Diet Videos on YouTube during Quarantine time in Covid-19**

*Ms. M. Yazhini | University of Madras.*

**5 Addressing the Health issues among Tribal people during Pandemics**

*Mr. Shobin Mathew | Madurai Kamaraj University*

**6 The Stance: Textual Analysis of COVID-19 Editorial in two selected English Newspapers**

*Prof. Rachel Jacob | Madras Christian College.*

**II SESSION | 3.00PM – 5.00PM  
COVID-19 AND DIGITAL MEDIA**

**CHAIRPERSON:**

**DR JAYAPRAKASH C R**

*Associate Professor and Head,  
Department of Communication,  
PSG CAS, Coimbatore.*

**1 New media Platforms as Communication tools for Education during lockdown-Access vs. Equity**

*Dr. Machunwangliu Kamei  
SVKM's Usha Pravin Gandhi College of Arts,  
Science and Commerce, Mumbai.*

**2 Digital Divide during lockdown - A study on undergraduate students in rural area**

*Prof. D. Vaishnavi  
D.R.B.C.C.C Hindu College, Chennai, Tamil Nadu*

**3 A study on changing consumption pattern of education through virtual reality faced by working parents and transgender parents during COVID'19 quarantine.**

*Ms. V. Sarmila | University Of Madras*

**4 Exclusion of 2.61 lakh students: how the Kerala education system digitally divided the underprivileged.**

*Prof. Monu N. C.  
Malabar Christian College, Calicut, Kerala*

**5 The Face of Digital Divide in the Lockdown**

*Prof. Lazarus Lepcha | Loyola Degree College*

**6 A comprehensive assessment of the "Atmanirbhar Bharat" package**

*Prof. Deepa Mariam Alex  
Mahatma Gandhi University, Kottayam, Kerala.*

**7 Reported and Unreported Violence Against Women During Lockdown.**

*Ms. Asmathunnisa. G  
JSS Law College Mysuru, Research Scholar KSLU.*

**23.06.2020**

**I SESSION | 10.00AM – 12.00PM  
COVID 19-SOCIETY AND TECHNOLOGY**

**CHAIRPERSON:**

**DR D PUNITHA**

*Associate Professor and Head, Department of  
Communication, Women's Christian College (WCC),  
Chennai.*

**1 Covid 2019- Effect of the lock-down period on family dynamics in Chennai**

*Mr. J. Dinesh Kumar & Dr. S. Arulchelvan  
Anna University.*

**2 Lockdown and its impact on changing Communication Patterns among Women in Households: A Case Study**

*Prof. K. S. Ragini | Malayalam University, Kerala.*

**3 The lockdown paradox: Domestic violence and its negative consequences on women.**

*Prof. Jenin Raj. S & Ms. Hetvi Vashi  
St. Paul's College, Bengaluru*

**4 Problems and Concerns of Personal Data Protection in India**

*Prof. Linto Antony & Ms. Abiya Babu  
St. Paul's College, Bengaluru.*

**5 OTT platforms and viewing habits of youth during the pandemic - A study on the youth audience in Tiruchirappalli District.**

*Prof. S. Tamarasi & Prof. S. Radha Lakshmi  
St. Joseph's College (Autonomous), Tiruchirappalli*

**6 Media Consumption Pattern of Prospective Teachers' from Rural and Urban**

*Prof. A. Jasmine Christy  
Loyola College of Education, Chennai*

**7 Media and the spread of communal hatred during the pandemic: A perspective towards the minorities**

*Prof. Jenin Raj. S & Ms. Sushmitha Kalyani  
St. Pauls College, Bengaluru.*

**II SESSION | 3.00PM – 5.00PM**

**COVID-19 LOCKDOWN AND MASS MEDIA CHAIRPERSON:**

**DR P ANBARASAN,**

*Associate Professor, Department of Communication and Journalism, Tezpur University, Assam.*

**1 Crisis Management - A media and entertainment industry perspective**

*Prof. Usha S | Women's Christian College.*

**2 Advertising and Covid 19: Examining Strategies in Content Creation**

*Prof. Rosemary Ishorari,  
St. Anthony's College, Shillong.*

**3 Journalism Today-Redefining or Reinventing'- Dealing with News, Views and Other Grey Areas**

*Dr. Suparna Naresh & Yash Kariwal  
CHRIST (Deemed to be University) Bengaluru.*

**4 Covid 19: A Game Changer for OTT Platforms in the Entertainment Sector**

*Dr. Komal Shah & Mr. Leslin Bastian  
Gujarat University, Ahmedabad.*

**5 Fake News & Responsibility of the Government agencies during COVID-19**

*Dr. Antony Raj, | L N Govt College, Ponneri, TN.*

**6 Deceits: Indian Fascism and the art of distracting citizens on a daily basis.**

*Rev. Fr. Justin Prabhu SJ | Loyola College, Chennai.*

**7 Media trolls on Covid 19: An analysis on misinformation spread in the society**

*Prof. Jayalakshmi V  
Asan Memorial College of Arts and Science.*

**III SESSION | 5.00PM – 5.30PM**

1. Welcome Address
2. Summary of the two-day conference
3. Observers' comments: All the Chairpersons
4. Valedictory address:

**DR. MELCHIAS GABRIEL,**

*Deputy Principal, Loyola College, Chennai.*

5. Feedback from the Participants
6. Vote of Thanks

**GENERAL GUIDELINES**

You are eligible to get the e-certificate, only if you fulfill the criteria mentioned below:

1. Attendance is mandatory for two days
2. At the end of the conference, you will be requested to take up an assessment feedback form which confirms your attendance. The name filled up in the form will be used in the e-certificate also.
3. Kindly don't share the link to non-registered participants or co-authors.
4. Kindly join the link 10 minutes before the commencement of the session.
5. At the last of every session we will have the Question-Answer round. So, if you have any relevant query related to the topic then kindly message it in the chatbox.
6. As you join the session, kindly mute your microphone and video to avoid unwanted disturbances/noise.

**INSTRUCTIONS TO THE PRESENTERS**

1. Each presenter is allowed 10+2 minutes (including questions and answers) to present his/her paper.
2. Any one author can present the paper.
3. Be present in your allotted slot (mentioned in the schedule) at least before 20 minutes. This will help the organizers to sort technical issues if any.
4. Check your PPT before presentation.
5. Keep your presentation brief and lucid

**NOTE:** Full Paper should be submitted on or before **21/06/2020**. Certificate will be issued within **10** days of completion of the conference.

**KINDLY FOLLOW THE INSTRUCTIONS GIVEN BELOW**

- Preferably use your desktop or laptop.
- Avoid choosing a space prone to disturbances.
- We recommend that you present your paper within closed doors.
- Use headsets or earphones if available.
- Do speak clearly
- Do keep body movements minimal
- Do move and gesture slowly and naturally
- Do maintain eye contact by looking into the camera
- Please be well groomed for the meeting (well dressed) because the meetings will be recorded and archived for future use.
- Make sure that you turn on both your Audio & Video of the computer/mobile.
- Sit against a wall & not a window.
- If your background is too bright, we will not be able to see you.
- Please ensure a bright room & sit against the light.
- Do not sit behind the light.

*We look forward to your interactive participation to make this event a grand success! Stay safe & healthy.*