



XAVIER UNIVERSITY, BHUBANESWAR SCHOOL OF COMMUNICATIONS

In Association with
Doctoral Program Office of Xavier University, Bhubaneswar
Presents

DOCTORAL CONGRESS IN MASS COMMUNICATION 2021 (DoCoMaCo 2021) Online, 10-11, April 2021

ABOUT THE DoCoMaCo 2021

The online Doctoral Congress in Mass Communication 2021 (DoCoMaCo 2021) is an excellent platform and opportunity for doctoral scholars (regular/full-time/part-time) to participate and present their on-going research with peers, scholars, and professors to take insights for their doctoral thesis. It offers PhD scholars a unique possibility to present and discuss their research directions, share their ideas, receive feedback, and exchange comments, create research network and views on their work in an inspiring academic community of fellow scholars. Further, it will be an opportunity for scholars to receive valuable feedback from eminent professors/scholars from India and abroad. The DoCoMaCo 2021 will be held online on April 10-11, 2021 (Saturday and Sunday) due to the COVID-19 pandemic.

OBJECTIVES OF THE DoCoMaCo 2021

- To offer a platform for scholars in sharing their research ideas/concepts/theory/findings in the field of media and communication.
- To provide an opportunity for scholars to meet domain experts and get guidance/feedback for improvement.
- To help scholars to create a network with their peers from other institutions of India and abroad.

CALL FOR PAPERS

Research scholars who have made progress towards their thesis work such as completion of pilot or main data collection; data analysis; pre-submission seminar; near submission/submitted; and waiting for defense are expected to participate. Participants need to follow the given structure for paper submission: Introduction, extensive literature review, research gaps, objectives, hypothesis, methodology, interpretation of results, conclusion and policy implications. The PhD scholars working on the below themes or its allied subjects are encouraged to apply for the DoCoMaCo 2021.

- Advertising, Marketing and Communication
- Business and Management Communication
- Community Media and Radio
- Development Communication-Health and Environment
- Digital Media and Communication Environment
- Film and Audio-Visual Studies
- Journalism Studies and Ethics
- Media and Gender
- Media and Marginalization
- Media and Well-being
- Media Audience and Effects
- Media, Culture and Diversity
- Media, Religion and Society
- Political Communication
- Press, Freedom and Democracy
- Public Relation and Corporate Communication
- Regional Language Media
- Social Media, Culture and Consumption



WHO CAN PARTICIPATE?

The DoCoMaCo 2021 invites PhD scholars who are either at the advance stage of their research or early stage of their research. The advanced stage scholars are typically in the third or early fourth/fifth year of their studies and can present their works starting from conceptual problem of the research till data analysis and/or results (preliminary) leads to conclusion (contribution to the theory and/or practice of knowledge and continuous innovation). Scholars of the selected abstract will be invited to present their research papers in the congress. Research Scholars from communication or social sciences domain working on the above-mentioned themes can also apply. Interested early-stage PhD scholars can only register and participate in the DoCoMaCo 2021.

Award

One best research paper from selected presentation and submission will be awarded with certificate and cash prize of Rs. 5000/- (INR)

ABSTRACT SUBMISSION AND REGISTRATION PROCESS

To apply for participation in DoCoMaCo 2021, advance stage scholars must submit/upload an extended abstract of up to 1000-1500 words outlining their research work (literature excluded): the key elements to be included in the abstract such as research problem, theoretical foundation, research question(s), methodology and preliminary findings (if any). Besides, a Statement of Purpose (SoP) up to 500-700 words stating why you would like to participate, and which questions you want to see addressed. Abstract along with SoP must be uploaded while registering for the doctoral Congress. Early PhD scholars need to register by only providing personal details along with uploading their PhD scholar's or student ID card. Interested scholars can register online here: [Click Here](#)

Notification of Acceptance and Preparation:

Applicants will be notified of the acceptance of their abstract by 22 March 2021. Successful applicants will then be asked to prepare and submit the final version of their paper on or before 5 April 2021 and the slide presentation on or before 8 April 2021.

IMPORTANT DATES

Last date of registration and submission of extended abstract: **14 March 2021** (Note: No Registration Fees)

Intimation on acceptance of the abstract: **22 March 2021**

Last date for submission of full paper: **5 April 2021**

Last date for submission of presentation slides: **8 April 2021**

Date of congress: **10-11 April 2021**

FULL-LENGTH PAPER SUBMISSION GUIDELINES

Cover page - Each full length paper should have a cover page which includes title of the paper, abstract (not more than 200 words), author names and affiliations with full postal address, email address, mobile number and supervisor/guides name and affiliation. Full length paper may be sent by an e-mail to the congress co-convenor and coordinator Dr. Jyoti Ranjan Sahoo at <docomaco@xub.edu.in> on or before 5 April 2021.

Structure of the paper - Introduction followed by literature review, research gaps, objectives, hypothesis, methodology, interpretation of results, conclusion and policy implications.

Font - Times New Roman, Size-12, Space-1.5, Word limit -6000 to 8000 words.

References - APA 7th Edition style guide available at:

<https://apastyle.apa.org/products/publication-manual-7th-edition/>.

List all the references in alphabetical order at the end of the paper. All references must be single spaced and must be distinguished by hanging indents.

Publication Opportunity: PhD scholars may get an opportunity for publication. A few selected good research papers shall be sent for publication to either a Scopus indexed, or UGC-CARE approved journal.

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ABOUT SCHOOL OF COMMUNICATIONS

The School of Communications at Xavier University, Bhubaneswar is one of the many schools of Xavier University, Bhubaneswar bearing the 34 years legacy of Xavier Institute of Management Bhubaneswar (XIMB) which is widely known for its management education. Apart from PhD program, the School of Communications offer MA and BSc (Hons.) in Mass Communication programs; training young minds both in practical and theoretical aspects of communication in Journalism (Broadcast, Print & Digital), Television Production, Advertising & Public Relations, Film Studies, Digital Audio Production, Photography, Documentary Film Production, Event Management, Digital & Social Media Marketing and Content Curation. The School of Communications is a place for relentless learning, complements classroom teaching, research with practical experience of various kinds to the students. Collaborations with industry leaders, experts, media professionals, and creative practitioners are a norm at the school. A functional career advisory unit exists at the University/School, and this unit works day-in and day-out preparing the students to convert themselves to employable professionals, and at the same time provide them enough career guidance and learning opportunities. Apart from teaching, academic research and other sponsored projects, research activities are also currently being undertaken in the department.

All queries can be addressed to the DoCoMaCo 2021 Co-convener and Coordinator
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