CONFERENCE PROCEEDINGS



NEW INSTITUTE OF SOCIAL COMMUNICATIONS, RESEARCH AND TRAINING A-2, Sector 1, Vaishali, Ghaziabad, U.P. - 201012

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3rd NATIONAL MEDIA CONFERENCE (NMC 2025)

CONFERENCE THEME:

ARTIFICIAL INTELLIGENCE, RELIGION, AND THE FUTURE OF MASS COMMUNICATION: EVOLVING PERSPECTIVES AND RESEARCH.

Conference Date: March 8, 2025

in collaboration with



ASIAN RESEARCH CENTER FOR RELIGION AND SOCIAL COMMUNICATION (ARC), Thailand.

Saint John's University, Bangkok 10900, Thailand

asianresearchcenter.org

NISCORT MEDIA COLLEGE

A-2, Sector-1 Vaishali, Ghaziabad NCR-Delhi-U.P, 201012



Official Website of the conference: www.niscort.com

Conference Proceedings of 3rd National Media Conference (NMC 2025)

Conference Theme: Artificial Intelligence, Religion, and the Future of Mass Communication: Evolving Perspectives and Research.'

Conference Date: 08- 03- 2025

Edited by Fr. Rodrigues Robinson Sylvester, Director, NISCORT Media College

Ms. Amala T Chacko Registrar, NISCORT Media College

Designed by, Ms. Ruchika Mahajan Assistant Professor, NISCORT Media College

Disclaimer: The responsibility for opinions expressed in articles, studies and other contributions in this publication rests solely with their authors.

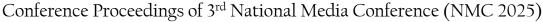
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About NISCORT Media College:

NISCORT is a professional media college offering Journalism and Mass Communication programs, including BJMC, MAJMC, and various diploma and certificate courses. Located in NCR-Delhi, it caters to the growing media industry by training skilled and knowledgeable professionals. Founded in 2001 by the Catholic Bishops' Conference of India, NISCORT emphasizes creating media personnel committed to ethical and culturally enriching content. Affiliated with Chaudhary Charan Singh University since 2018, it also serves as a hub for advanced learning, training, and research in media and communication.

About Asian Research Center for Religion and Social Communication (ARC)

The Asian Research Center for Religion and Social Communication (ARC) is the only research center in Asia dedicated to exploring the intersection of religion and social communication. Established in April 1999, it was initiated by 23 Asian scholars at a roundtable conference on "Church/Religion and Social Communication Research," sponsored by the Federation of Asian Bishops' Conferences Office of Social Communication (FABC-OSC). Since its inception, ARC has been based at Saint John's University (SJU) in Bangkok, Thailand.

About NISCORT NMC 2025:

The National Media Conference 2025 will gather global experts to examine the intersection of Artificial Intelligence (AI), Religion, and the Future of Mass Communication. As AI reshapes communication and religious discourse, the conference will explore its implications for journalism, ethics, misinformation, and the democratic role of media. Discussions will focus on how AI-driven tools influence content accuracy, narrative control, and collaboration among researchers, practitioners, and policymakers. By addressing these critical issues, the conference aims to provide insights to navigate AI's impact on mass communication and foster interdisciplinary solutions.

CONFERENCE SCHEDULE

TIME	PROGRAMME
9:00 - 10:00 AM	Registration
10:00 – 11:30 AM	Inaugural Session Chief Guest: Guests:
11:30- 11:45 AM	 Prof. (Dr.) K G Suresh (Professor Emeritus Apeejay Stya Education (Svran Foundation) Prof. (Dr.) Prashant Kumar (Director & Professor, Tilak School of Journalism and Mass Communication, CCS University, Meerut, UP) Dr. Anthony Le Duc (SVD, Executive Director, Asian Research Center for Religion and Social Communication, St. John's University, Thailand) Bishop Henry D'Souza (Chairman, NISCORT) Rev. Fr. Robinson Rodrigues (Director, NISCORT) Dr. Ritu Dubey Tiwari (Principal, NISCORT) Tea Break
11:45- 1:00 PM	Session – I: The Impact of Social Media on the Evolving Landscape of Journalism
	Session Chair: Prof. Archana Kumari (Associate Professor, Centre for Media Studies, School of Social Sciences, JNU, New Delhi) Moderator: Dr. Aditya Kumar Shukla (Offg. Director, Amity School of Communication, Amity University, Madhya Pradesh)
1:00-2.00 PM	Lunch
2:00 - 3:15 PM	Session – II: Impact of AI And Digital Media on Religion, Religious Dialogue, and Religious Life. Session Chair: Dr. Fr. Sudeep Paul (Director, Sandesha Foundation for Culture and Education) Moderator: Dr. Fr. Jenith Sekar (General Manager (Technical), Madha TV, Chennai)
3:15 - 4:15 PM	Panel Discussion Topic: Artificial Intelligence, Religion, and the Future of Mass Communication: Evolving Perspectives and Research.
	Moderator: Dr. Magimai Pragasam (Communication and Leadership Trainer, Chennai) Panelists: Dr. Fr. Stanley (President, SIGNIS, Asia) Mr. Pratyush Ranjan (Head of Digital Services, Multimedia, Social Media & Fact Checking at Press Trust of India (PTI)) Dr. Jolly Jose (Associate Professor, Amity School of Communication, Amity University, Noida)
4:15- 4:30 PM	Tea Break
4:30 – 5:00 PM	Valedictory Function Chief Guest: Bishop Henry D'Souza (Chairman, NISCORT)
5:00 – 5:30 PM	Photo Session & Networking Session





TABLE OF CONTENTS

		Page No
01.	HARDWARE AND SOFTWARE OF AI: ITS IMPLICATIONS FOR ENVIRONMENT, ETHICS, AND COMMUNICATION THEOLOGY Sebastian Periannan	6
02.	UNDERSTANDING NEWS AVOIDANCE IN SOCIAL MEDIA: A SYSTEMATIC LITERATURE REVIEW Annapurna Sharma	7
03.	FROM TELEVANGELISM TO ANTIQUA ET NOVA: NAVIGATING THE SHIFTING SANDS OF FAITH IN THE AGE OF AI Tessy Jacob	8
04.	THE REPRESENTATION OF WOMEN IN FILM SEQUELS: A COMPARATIVE ANALYSIS Muktha Chand & Shabin PK	9
05.	BREAKING DOWN BARRIERS: AN EXPLORATION OF OBSTACLES TO ENVIRONMENTAL COMMUNICATION IN THE CONTEXT OF LAUDATO SI' Shajan Maria Micheal M	10
06.	RELIGION AND DIGITAL INFLUENCERS: SHAPING FAITH IN THE AGE OF SOCIAL MEDIA Fr. Samuvel Animoottil	11
07.	SIGNIFICANCE OF ZOMBIE SCROLLING SYNDROME - A QUANTITATIVE STUDY Sr. Michelle Mathias & Fr Ritesh Gomes	12
08.	ASSESSING THE IMPACT OF PARENTAL MEDIATION ON THE SMARTPHONE HABITS OF TEENAGERS THROUGH A QUANTITATIVE SURVEY STUDY IN DELHI NCR Dr. Patricia Michelle Mathias	13
09.	A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIAL NETWORKING SITES: CURRENT TRENDS AND FUTURE PROSPECTS Kamakshi Singh Thakur	14
10.	DIGITAL APOSTLESHIP IN THE DIOCESE OF DARJEELING: A CALL FOR THE NEW WINESKIN AMONG PRIESTS AND RELIGIOUS Fr. Danish Lepcha	15
11.	THE IMPACT OF SMARTPHONE JOURNALISM (MOJO) ON THE QUALITY OF NEWS REPORTING Sarika Gautam	16



HARDWARE AND SOFTWARE OF AI: ITS IMPLICATIONS FOR ENVIRONMENT, ETHICS, AND COMMUNICATION THEOLOGY

Sebastian Periannan

Professor, Annai College of Arts & Science (Autonomous), Kumbakonam.

Abstract

The rapid development of Artificial Intelligence (AI) has significant implications for various aspects of religious life and creativity, including the environment, ethics, and communication theology. This study explores the intersection of AI's hardware and software components and their impact on these domains. The increasing demand for AI-powered devices and systems has led to a substantial rise in energy consumption, e-waste generation, and carbon emissions, posing significant environmental concerns. Furthermore, the development of AI raises important ethical questions regarding accountability, transparency, and bias in decision-making processes. This research examines the implications of AI's hardware and software components for environmental sustainability, ethical decision-making, and theological communication. By analyzing the complex relationships between AI, environment, ethics, and theology, this study aims to contribute to a deeper understanding of the opportunities and challenges posed by AI and to inform the development of more sustainable, equitable, and theologically informed AI systems. The study draws on insights from theology, ethics, environmental science, and computer science to explore the intersections of AI, environment, and communication. It argues that a more nuanced understanding of the hardware and software components of AI is essential for developing AI systems that are environmentally sustainable energy, ethically social justice, and theologically religious in values & wisdom. By examining the implications of AI for environment, ethics, and communication theology, this research seeks to contribute to a more comprehensive and multidisciplinary understanding of the complex relationships between technology, human society, and the natural world.



UNDERSTANDING NEWS AVOIDANCE IN SOCIAL MEDIA: A SYSTEMATIC LITERATURE REVIEW

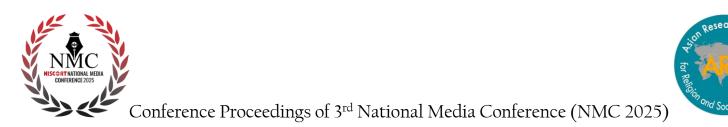
Annapurna Sharma

Research Scholar, Central University of Punjab

Abstract

In the age of digital media, news avoidance behaviour is continually increasing. This behaviour has brought new challenges for society and democracy. Research on news avoidance has recently experienced a surge, particularly in the wake of the COVID-19 pandemic. However, there are many uncertainties on this topic and this systematic literature review attempts to resolve them. This research uses the PRISMA framework to answer the research questions. Two databases are used for this study: Web of Science and Scopus. The study uses inclusion criteria of research papers published in English and exclusion criteria of review papers. The research study is based on a quantitative and qualitative analysis of 23 selected articles from both databases. Quantitative results show a sudden increase in the number of news avoidance studies in 2023. The analysis also revealed a dominance of quantitative methods and non-probability samples. The regional distribution of the studies underlines the concentration of research in Europe and North America. The qualitative analysis highlights the causes of news avoidance, the profile of news avoiders, the connection between news avoidance and news overload, social media and engagement, disadvantages of avoidance, and solutions to avoidance. The study concludes that trust in news, interest in news, enjoyment of news consumption, news curation and constructive news provide a solution to news avoidance behaviour.

Keywords: News avoidance, digital media, social media, democracy, PRISMA



FROM TELEVANGELISM TO ANTIQUA ET NOVA: NAVIGATING THE SHIFTING SANDS OF FAITH IN THE AGE OF AI

Tessy Jacob

XIM University, Bhubaneshwar

Abstract

The intersection of artificial intelligence (AI) and religion presents an innovative yet complex landscape, demanding careful consideration of its ethical and anthropological implications. The recent joint doctrinal note, Antiqua et Nova, issued by the Dicasteries for the Doctrine of the Faith and for Culture and Education, highlights the potential ethical challenges posed by inundated dependency on AI. This review paper examines the evolving relationship between faith and technology, tracing its trajectory from early media evangelism, like televangelism, to the challenges posed by increasingly sophisticated AI tools. The paper explores the progression from "religion online" to "online religion" and "digital religion," highlighting how these phases have shaped religious practice and discourse. 'Antiqua et Nova' serves as a crucial document not only in terms of religious usage of technology but also addresses the anxieties surrounding the potential diminishment of human knowledge and the ethical quandaries arising from the integration of AI into daily life. This paper analyses Antiqua et Nova within the broader context of technology's influence on religion, questioning whether the current fascination with AI represents a beneficial evolution or a potentially detrimental shift in the understanding and practice of faith. Ultimately, the paper seeks to understand how religious institutions and individuals can navigate this new technological era while preserving core values and fostering authentic human connection.

Keywords: Antiqua et Nova, Televangelism, AI, ethics, Digital Religion



THE REPRESENTATION OF WOMEN IN FILM SEQUELS: A COMPARATIVE ANALYSIS

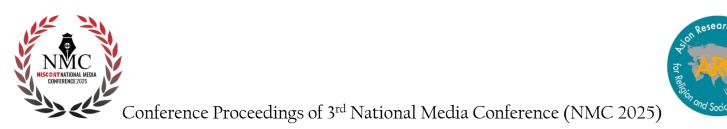
Muktha Chand¹ & Shabin PK²

¹Assistant Professor, Christ University, Bangalore, ²Assistant Professor, Garden City University, Bangalore

Abstract

Cinema continues to be one of the most popular mass media forms of the time with India being the industry bringing out the most number of films every year. Cinema also got its industry standards by giving homes to multiple film labourers. Film sequels have been a major money-spinning practice in contemporary film markets all across the globe. Every major production house belonging to industries like Hollywood comes up with a sequel of a successful film eyeing the financial benefits. Very few sequels have lived up to the expectations that the viewers had, in comparison to the first film of the series. In the Indian regional film scenario, we can see that there are many industries like Malayalam which have seen a significant number of film sequels being made and generating huge financial as well as critical success. Though there have been studies on the impact, relevance and financial gain of these films and their sequel, one of the areas which hasn't been explored is how women are represented in these films. One major aspect of many of these films and their sequels is that they mostly ignore the female characters (including the female lead in many cases) which had importance in the first film, but not in the sequel. In this paper titled 'The Representation of Women in Film Sequels: A Comparative Analysis', we will be looking at selected movies and their sequels (2013 - 2023) which belong to the past decade in Malayalam. Through content analysis and critical discourse analysis, the research investigates the relevance of the role played by the female lead or other female characters in comparison to the first film. By comparing the representation of women in original films with their depiction in subsequent sequels, this research aims to bring to light the patterns of continuity, progression or regression of female characters

Keywords: Gender, Film studies, Female portrayal, Sequel, Malayalam cinema.



BREAKING DOWN BARRIERS: AN EXPLORATION OF OBSTACLES TO ENVIRONMENTAL COMMUNICATION IN THE CONTEXT OF LAUDATO SI'

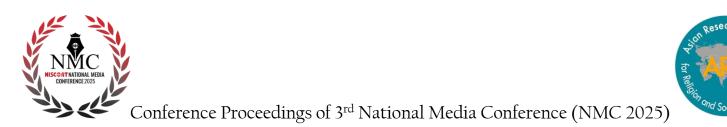
Shajan Maria Micheal M

Post Graduate Student, NISCORT Media College

Abstract

This paper explores the critical role of environmental communication in addressing the ecological crises highlighted in Pope Francis' encyclical, Laudato si'. Emphasizing the moral obligation of humanity to care for our common home, the article investigates the intertwined issues of environmental degradation, social injustice, and the disproportionate impact on vulnerable communities. Various barriers that impede effective environmental communication are identified, including technocratic paradigms, consumerism, and insufficient political responses. The paper underscores the need for a holistic approach that integrates ethical, spiritual, and practical dimensions to foster a collective responsibility towards sustainable practices. Strategies for effective engagement, including stakeholder participation and educational initiatives, are discussed as means to enhance awareness and action in pursuit of environmental justice and sustainability. Ultimately, the paper advocates for transforming individual and collective behavior to restore balance and ensure a liveable future for all beings sharing our planet.

Keywords: Environmental Communication, Ecological conversion, Collective Responsibility, Ethical Consideration, Barriers to Communication, Education and Awareness and Sustainability.



RELIGION AND DIGITAL INFLUENCERS: SHAPING FAITH IN THE AGE OF SOCIAL MEDIA

Fr. Samuvel Animoottil

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Abstract

Social media has become a vital platform in the digital era for shaping religious identity and influencing faith communities. Digital influencers, people like religious leaders, theologians, and laypersons, use online platforms to propagate religious teachings, foster spiritual engagement, and create virtual faith communities. This paper will explore the role of digital influencers in shaping faith, analyse their impact on religious identity, belief systems, and interfaith interaction. This paper also explores the challenges and ethical issues of digital religious influences, like misinformation, commercialization of faith, and online extremism. Through an assessment of case studies and academic literature, this study seeks to contribute to the comprehensive understating of the intersection of religion and digital influence in this contemporary society.

Keywords: Social Media, Religion, AI, Religious Identity, Interfaith



SIGNIFICANCE OF ZOMBIE SCROLLING SYNDROME - A QUANTITATIVE STUDY

Sr. Michelle Mathias & Fr Ritesh Gomes

Assistant Professor, NISCORT Media College & Post Graduate Student, NISCORT Media College

Abstract

Zombie Scrolling Syndrome (ZSS) is a modern behavioral phenomenon characterized by the habitual and mindless scrolling of social media and digital content without conscious awareness or engagement. Coined by McAfee in 2016, the term describes the compulsive tendency to browse through endless social media feeds, often resulting in lost time, decreased productivity, and adverse psychological effects. This study uses a Quantitative, Cross-Sectional study was conducted Online in order to investigate the prevalence and impact of ZSS among people, particularly in Delhi, where digital media consumption is massive.

Keywords: Scrolling, Addiction, Mental Health, Social media platforms, Smartphone

ASSESSING THE IMPACT OF PARENTAL MEDIATION ON THE SMARTPHONE HABITS OF TEENAGERS THROUGH A QUANTITATIVE SURVEY STUDY IN DELHI NCR

Sr. Michelle Mathias

Assistant Professor, NISCORT Media College

Abstract

In view of guiding the smart devices usage and protecting their children from varied media and internet related dangers, Parents tend to monitor, scold, chat or discuss media content with their kids. This sort of mediation is termed as Parental mediation. The Quantitative Survey Study sample enlisted a survey of 400 students and 203 parents from Delhi, Delhi NCR, India . The results showed that most Parents were active users of Restrictive, Monitoring and Active Mediation. However, the Quantitative study also proved that a large percentage of teenagers from Delhi, Delhi NCR do not prefer their Parents' presence on their social networking forums. This research also significantly identifies Sibling monitoring mediation as a category by itself, especially applicable to the Indian context.

Keywords: Parental Mediation, Parental Control, Digital Parenting, Social Media Monitoring, Parental Supervision



A STUDY ON THE IMPACT OF ARTIFICIAL INTELLIGENCE ON SOCIAL NETWORKING SITES: CURRENT TRENDS AND FUTURE PROSPECTS

Kamakshi Singh

Assistant Professor, NISCORT Media College

Abstract

Artificial Intelligence (AI) has revolutionized the landscape of social networking sites (SNS), reshaping user experiences, content moderation, and platform security. This study explores the current applications of AI in social media, including personalized content recommendations, automated moderation of harmful content, chatbots, deepfake detection, and sentiment analysis. With AI-driven algorithms optimizing user engagement, concerns regarding privacy, misinformation, and algorithmic biases have also emerged. The research further delves into the ethical and regulatory challenges posed by AI integration in SNS. Looking ahead, advancements in AI, such as generative models, explainable AI, and enhanced predictive analytics, are expected to redefine digital interactions. The study examines how future developments may influence user behaviour, marketing strategies, and regulatory frameworks. Methodology used in this Research is Quantitative Research and sampling used is non -probability Convivence Sampling. By providing a comprehensive analysis of AI's role in social networking sites, this research offers insights into the evolving digital ecosystem and potential directions for responsible AI deployment.

Keywords: Artificial Intelligence, Social Networking Sites, AI Ethics, Misinformation, Content Moderation, Future Trends

DIGITAL APOSTLESHIP IN THE DIOCESE OF DARJEELING: A CALL FOR THE NEW WINESKIN AMONG PRIESTS AND RELIGIOUS

Fr. Danish Lepcha

Post Graduate Student, NISCORT Media College

Abstract

In an era of rapid technological advancement and digital connectivity, the Catholic Church is called to embrace innovative means of evangelization and pastoral care. This study explores the concept of digital apostleship in the Diocese of Darjeeling, emphasizing the need for a "new wineskin" (Mark 2:22), a transformative approach among priests and religious to effectively engage with digital tools in their mission. Using a qualitative research approach through indepth interviews among priests and religious who are actively working in Darjeeling Diocese, this study captures the experiences and challenges faced by them in adopting digital platforms for pastoral outreach, faith formation, and community building. The study also outlines suggestive steps to promote digital apostleship in the Diocese. The findings reveal both opportunities and obstacles, highlighting the importance of digital literacy, cultural sensitivity, and pastoral creativity. This research advocates for comprehensive formation programs that equip clergy and religious with the skills and vision necessary for effective digital evangelization. By embracing digital innovation, the Diocese of Darjeeling can foster a more vibrant, inclusive, and accessible Church, responsive to the evolving needs of its faithful in the contemporary world.

Keywords: Digital Apostleship, New Wineskin, Diocese of Darjeeling, Evangelization, Pastoral Care, Digital Literacy, Faith Formation, Community Building



THE IMPACT OF SMARTPHONE JOURNALISM (MOJO) ON THE QUALITY OF NEWS REPORTING

Sarika Gautam

Assistant Professor, Head of the Department Rudra group of institutions

Abstract

Smartphone journalism (Mojo) has revolutionized the field of news reporting by enabling real-time coverage, cost-effective content production, and enhanced accessibility. Journalists equipped with smartphones can capture, edit, and broadcast news instantly, ensuring rapid dissemination of information. This immediacy improves audience engagement and facilitates coverage of breaking news events that traditional media may struggle to reach quickly. However, Mojo also raises concerns about the quality of news reporting. While smartphones provide convenience and mobility, they often lack the high-end production quality of professional cameras and audio equipment. Additionally, the rapid nature of Mojo can sometimes lead to inaccuracies, insufficient fact-checking, and sensationalism. In conclusion, Smartphone journalism has had a profound impact on the quality of news reporting, presenting both opportunities and challenges. While it enhances immediacy and accessibility, ensuring journalistic integrity and accuracy remains crucial in maintaining high-quality reporting in the digital era.

Keywords: Smartphone, Reporting, Journalism, Technology, Digital.



NATIONAL MEDIA CONFERENCE ON ARTIFICIAL INTELLIGENCE, RELIGION, AND THE FUTURE OF MASS COMMUNICATION: EVOLVING PERSPECTIVES AND RESEARCH.

March 8, 2025



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