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SCHOOL OF
DIGITAL MEDIA AND
COMMUNICATION

Human and Digital Mutualism

Code, Culture and Communication

An Interdisciplinary Conference

21-22 November 2025

Conference Schedule

Day One: 21 November 2025

Time	Session	Speakers	Location
8:00 am - 5:00 pm	Registration		SDMC
9:00 - 11:00 am	Inaugural	Yajulu Medury , Vice Chancellor, Mahindra University Shashidhar Nanjundaiah , Conference chair; Dean, SDMC, Mahindra University Sanjay Bharthur , ICA India chapter lead; Senior Professor of Communication, Manipal Institute of Communication, MAHE, Karnataka Noshir Contractor , former ICA president; Jane S. & William J. White Professor of Behavioral Sciences, Northwestern University, Evanston, Illinois, USA	IMSE auditorium
11:00 - 11:15 am	Break		SDMC
11:15 am - 1:15 pm	Industry panel Humans and algorithms: Epistemic challenges for the industry and academia to achieve mutualism	Darryl Vaz , Senior Director, Product and Program Management, Broadcast Studio OTT, LTIMindtree Derek Ham , Director of Entertainment Technology Center, Carnegie Mellon University Jay Barchas-Lichtenstein , Senior Research Manager, Center for News, Technology & Innovation, USA Khalid Viqar , Managing Director, gTools, Automation and Infrastructure, Google Manish Bhide , Distinguished Engineer & CTO - watsonx.governance, IBM Data & AI Nikhil Malhotra , Chief Innovation Officer and Global Head of AI and Emerging Technologies, Tech Mahindra Rajat Ojha , CEO and Co-Founder, Gamitronics Rudra Kasturi , Founder, AI Vidhyarthi AI Strategy & Growth, Times Internet KV Kurmanath (Moderator) , Associate Editor, The Hindu Business Line	IMSE auditorium
1:15 - 2:15 pm	Lunch		International Guest House

2:15 - 3:15 pm	Masterclass “@AI, is it true?": Changing Informational Needs and Practices	Jay Barchas-Lichtenstein , Senior Research Manager, Center for News, Technology & Innovation, USA Prabhat Mishra , Senior Fellow, Center for News, Technology & Innovation, USA	Vivekananda
3:15 - 3:30 pm	Break		
3:30 - 4:15 pm	Plenary 1 Innovation through play	Derek Ham , Director of Entertainment Technology Center, Carnegie Mellon University	Vivekananda
4:15 - 5:00 pm	Plenary 2 Computational media and empathy: The science of immersive storytelling	Sri Kalyanraman , Senior Associate Dean for Research, Michigan State University	Vivekananda
5:00 - 6:30 pm	Technical session 1 Who am I, IRL? <i>Coding identities and subjectivities</i>	<p>Entangled realities: Code, culture and the communication of the digital self. Priya Goel, <i>Jamia Millia Islamia</i></p> <p>Counterpublics on digital platforms: A study of Instagram influencers from Kumaon. Simran Singh, <i>O.P. Jindal Global University</i></p> <p>Cultivating indigeneity and resilience on new media: (Re)construction of the Kurukh past. Keshav Vivek, <i>SRM University AP</i></p> <p>Media advocacy and empowerment through digital mutualism: A survey of LGBTQ voices in central Mumbai. Priti Saroj, <i>Guru Nanak College of Arts, Science and Commerce</i>; Amrin Moger, <i>Guru Nanak College of Arts, Science & Commerce</i>; PJ Mathew Martin, <i>University of Mumbai</i></p> <p>From ritual to reel: Reimagining Kerala's folk characters in contemporary Malayalam cinema. Soumya P, <i>SDMC, Mahindra University</i></p> <p>Moderator: Sunder Bukya, <i>Department of Humanities & Social Sciences, Mahindra University</i></p>	Tagore

5:00 - 6:30 pm	Technical session 2 Who's weaving the tangled web? <i>Emerging complexities in digital media</i>	<p>Disability and digital platform inclusivity: A case study of Indian women working from home. Riddhi Basu, Nirmala MN, Christ University</p> <p>Understanding malleable computational media platforms for participatory development communication: A case study of MyGov, Gram Vaani, Devdiscourse, and Ushahidi India. Y Sravan Kumar, Indira Gandhi National Open University</p> <p>A communication model of technology hype cycles in platform capitalism. Allan Harold Rex, SDMC, Mahindra University</p> <p>The AI and communicative ecology nexus: Foundations of a symbiotic evolution. Abhishek Kumar, IIM Indore</p> <p>Too close for comfort: How hyper-personalized advertising redefines the relationship between people and algorithms. Tanya Bhutani, IILM University</p> <p>Moderator: Sreedhar Nemmani, SDMC, Mahindra University</p>	Vivekananda
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5:00 - 6:30 pm	Technical session 3 Who's the generative generation, really? <i>Platforms, cultures and ecology</i>	Algorithmic publics and generative AI: Navigating ethical communication in platformized cultures. PV Satya Prasad , <i>Nitte University</i> ; Archan Mitra , <i>Amity School of Communication</i> Parasocial policing and the female public: Gendered visibility, widowhood, and moral economies in Kerala's digital culture. Anjitha Gopi , Ashraf Pulikkamat , <i>VIT-AP University</i> Scroll, like, share, and influence: How Instagram reels are shaping political communication in India. Akash K , Mochish K , <i>FLAME University</i> Understanding social media usage preferences of senior citizens- types of content, platform choices, and device utilization. Glen D'Silva , <i>SDMC, Mahindra University</i> ; Gurminder Pal Singh , <i>St. Joseph's Degree & PG College</i> Moderator: Anuja Premika , <i>SDMC, Mahindra University</i>	Ramanujam
7:00 - 8:15 pm	Cultural programme		Abdul Kalam auditorium
8:15 - 10:00 pm	Dinner		International Guest House

Day Two: 22 November 2025

Time	Session	Speakers	Location
8:15 - 10:00 am	Technical session 4 Documentary screenings	Kitchen Films (Telugu). Lavanya Ramaiah , <i>O.P. Jindal Global University</i> Ti Nadi Hoti (She Was a River) (Marathi). Shashank Gadilkar , <i>SP Pune University</i> Bhram Nagri: The Land of Pushkar (Hindi/English). Danish Khan, Janvi Singh , <i>Bennett University</i> Beyond the Binary: Voices of Trans Lives (English/Kannada). Bhargavi D Hemmige , <i>Jain University</i> Mahashamshana: Jahan Mrityu Amar Hai (Hindi). Krish Gaba, Diti Menghani , <i>Bennett University</i> Moderator: Gunjan Sharma , <i>SDMC, Mahindra University</i>	IMSE auditorium
10:00 - 10:45 am	Plenary 3 Mutualistic media? Rethinking human–digital relations in hybrid publics	Sundeep R Muppidi , Professor of Digital Media & Communication, University of Hartford	IMSE auditorium
10:45 - 11:30 am	Plenary 4 The First Line of Defense: Digital Care making within Technology Facilitated Gender and Sexual Violence (TFGSV)	Nishant Shah , Associate Professor of Global Media & Culture, The Chinese University of Hong Kong	IMSE auditorium
11:30 am - 11:45 am	Break		
11:45 am - 12:30 pm	Plenary 5 Governing dislocations in the platform economy	Vibodh Parthasarathi , Associate Professor, Jamia Millia Islamia	IMSE auditorium
12:30 - 1:15 pm	Plenary 6 Regions of attention: Human–AI mutualism in the platformized world	Harsh Taneja , Associate Professor of New and Emerging Media, University of Illinois Urbana-Champaign	IMSE auditorium
1:15 - 2:15 pm	Lunch		International Guest House

2:15 - 3:45 pm	<p>Technical session 5 Who's framing our world <i>now</i>? <i>Digital cultures and visual narratives</i></p>	<p>What to expect? Materialism and consumerism in the popular online discourse on maternity. Rinisha P, Francis P Barclay, Haritha Harilal, <i>Central University of Tamil Nadu</i></p> <p>Attention economy and the fragmented epic: Reimagining long-form Indian mythology through AI-driven short-form narratives. Harsh Vardhan Sinha, Gauri D Chakraborty, <i>Bennett University</i></p> <p>Dream team? An advertising framework analysis of Dream 11's "apke team mein kaun" advertising campaign. Susmita Das, <i>Independent Scholar</i></p> <p>Exploring ecological advocacy in Nila Madhab Panda's movies with special reference to "Kaun Kitney Paani Mein," "Jalpari: The Desert Mermaid," and "Kadvi Hawa." Ajanita Kalita, <i>Dakshin Kamrup Girls' College ; Bharati Bharali</i>, <i>Gauhati University</i></p> <p>Human–digital mutualism in malayalam cinema: semiotic reflections on Iijo Jose Pellissery's visual language. Alga Albin, <i>SDMC, Mahindra University</i>.</p> <p>Moderator: Deepthi Krishna Thota, <i>SDMC, Mahindra University</i></p>	Vivekananda
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2:15 - 3:45 pm	Technical session 6 Who tells stories anymore? <i>News media in the algorithmic world</i>	Redefining journalism competencies in the age of AI: A case study of Mumbai's media ecosystem. Amrin Moger , <i>Guru Nanak College of Arts, Science & Commerce</i> ; PJ Mathew Martin , <i>University of Mumbai</i> ; Sunder Rajdeep , <i>University of Mumbai</i> Predatory journalism: An AI-assisted critical discourse analysis of news corpus. Francis P Barclay , N Boobalakrishnan , Akila S , Showkat Ahmad Jan , <i>Central University of Tamil Nadu</i> Populist outrage and the algorithmic subject: A media framing study of 'India's Got Latent' controversy. Lydia Glory Jose , <i>IILM University</i> Human-machine interaction and journalistic autonomy in newsrooms. Amaresh Jha , <i>UPES</i> ; Sanjeev Ratna Singh , <i>Chandigarh University</i> AI at the ballot box: Media literacy and the role of generative AI in the 2024 Lok Sabha elections. Vagdevi HS , Ravithej SP , Priya Evangeline , <i>St. Philomena's College</i> Moderator: Sumanth Inukonda , <i>City University of New York</i>	Tagore
3:45 - 4:00 pm	Break		
4:00 - 5:00 pm	Academic panel Uncertain Times: The Future of Higher Education in Media and Communication	Ruchi Kher Jaggi , Professor, Director & Dean, Symbiosis Institute of Media and Communication Sanjay Bharthur , Senior Professor of Communication, Manipal Institute of Communication, MAHE Shashidhar Nanjundaiah , Dean and Professor, SDMC, Mahindra University Usha Raman, Professor, University of Hyderabad, Telangana Vinod Pavarala (Moderator) , Senior Professor, University of Hyderabad	IMSE auditorium
5:00 - 5:30 pm	Valedictory and closing remarks		IMSE auditorium