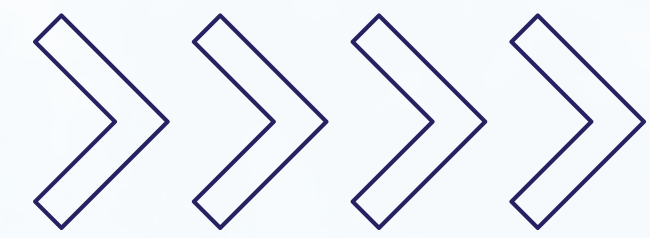
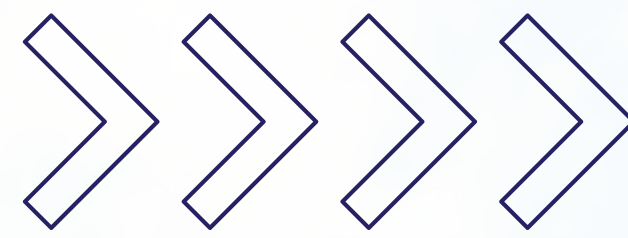




ICA MANIPAL REGIONAL HUB INTERNATIONAL CONFERENCE 2025



**Disrupting & Consolidating Communication
Research in a Transforming South Asia**

13 - 16 JUNE, 2025



Regional Hubs 2025

Disrupting & Consolidating
Communication Research
in a Transforming South Asia

#ICA2025 #ICA25Hubs



Overview >>>>



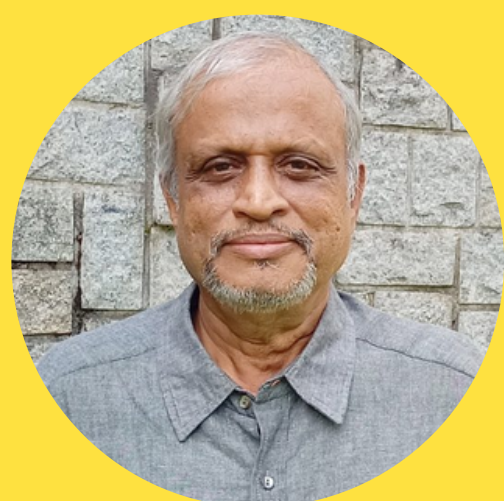
The **75th Annual International Communication Association (ICA) Conference**, scheduled from **13-16 June, 2025**, is based on the theme "*Disrupting and Consolidating Communication Research in a Transforming South Asia*." This theme aims to critically assess the evolution of communication research in India, challenge dominant paradigms, and explore new frameworks that reflect the country's socio-political and technological transformations.

Against this backdrop, the **ICA Manipal Regional Hub, which is in its fourth consecutive year of existence** will host its parallel conference in alignment with ICA's global event, continuing its role as a key site for scholarly engagement in South Asia. The conference will provide a platform to evaluate the trajectory of Indian communication research, bringing together academicians, practitioners, and emerging scholars to explore methodological shifts, interdisciplinary approaches, and the impact of communication on democracy, technology, and social transformation.

Communication research in India has evolved from modernisation-centric paradigms to critical examinations of power, identity, and local knowledge systems. This shift is particularly relevant in the contemporary context, where AI, digital platforms, and information ecosystems shape public discourse and governance. The conference aims to disrupt existing narratives by amplifying voices from the Global South, fostering dialogues on technological adaptation, political communication, and public engagement.

In addition, the conference commemorates **50 years of the Satellite Instructional Television Experiment (SITE)**, a milestone in India's communication history, by reflecting on lessons learnt from media interventions and their relevance to contemporary technological challenges.

Through **plenary sessions**, thematic **paper presentations**, an **ICA India Chapter event**, and collaborative networking opportunities, ICA Manipal 2025 will serve as a crucial forum for reshaping communication research in India and South Asia. It seeks to bridge academia and practice, challenge dominant methodologies, and chart a course for the future of communication studies in an era of rapid socio-technological change.



Dr. Sanjay B P
President, ICA India Chapter
Professor, Manipal Institute of
Communication, MAHE



Dr. Padma Rani
Member Secretary, ICA India Chapter
Professor, Manipal Institute of
Communication, MAHE



Dr. Shubha HS
Director & Professor, Manipal
Institute of Communication, MIC -
MAHE



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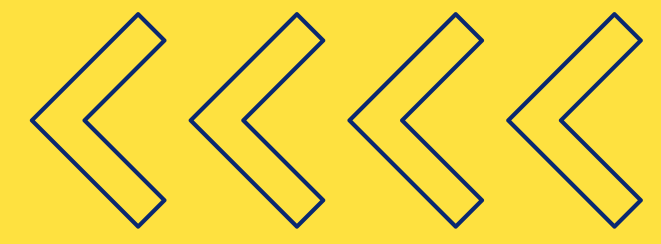
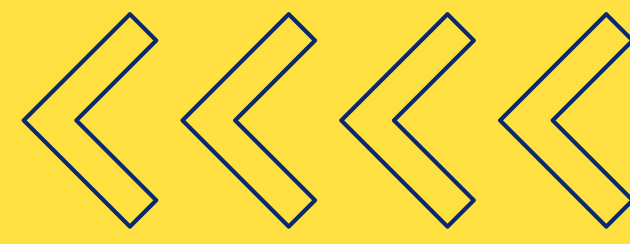
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Themes



1. Communicating in Polyphonic Societies

Linguistic and cultural diversity, Global theories vs. local contexts, Vernacular media and discourse, Digital platforms and plurality, Alternative knowledge systems

2. The Role of Communication in Shaping Indian Democracy

Media and political narratives, Misinformation and public opinion, Social media and mobilization, Grassroots and alternative media, Democracy and media influence

3. Technological Disruption & Local Adaptations

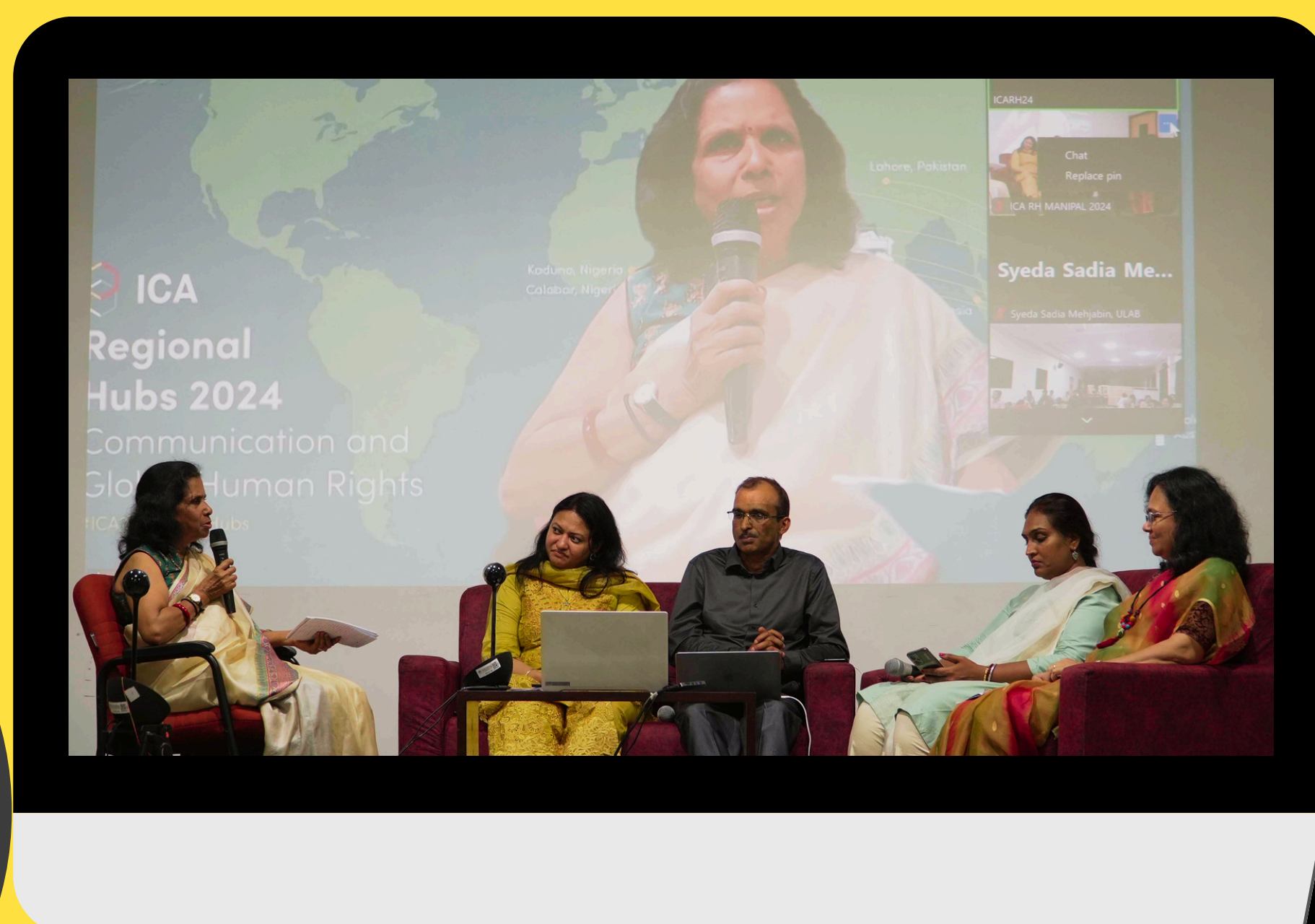
AI in media practices, Ethics of automation & surveillance, Digital divide and access, Local resistance to technology, Platformization and governance

4. Amplifying Voices from the Global South

Decolonizing communication research, Indigenous knowledge and methods, Alternative storytelling traditions, Digital culture and transformation, South Asian media contributions

5. Public Scholarship & Social Transformation

Media and social justice, Caste, gender, and environment, Policy advocacy and activism, Climate communication impact, Traditional vs. digital media



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The four-day ICA Manipal Regional Hub 2025 conference, hosted by Manipal Institute of Communication, will feature a dynamic program comprising plenary sessions, thematic panels, parallel paper presentations, and a dedicated panel led by emerging scholars from India and the broader Global South.

Attendees will represent diverse academic and professional backgrounds, contributing empirical research, theoretical advancements, and case studies that critically engage with the conference theme, "Disrupting and Consolidating Communication Research in a Transforming South Asia." Special emphasis will be placed on ongoing work by research scholars, fostering dialogue on evolving methodologies, interdisciplinary perspectives, and regionally relevant communication practices.



Important Dates

Abstracts submission deadline - 30 March 2025
Acceptance notifications - 30 April 2025.
Full paper submission - 30 May 2025.

Registration Details

Early Bird Registration (Emerging Scholars) - INR 1500/-
Late Registration (Emerging Scholars) - INR 3000/-
Early Bird Registration (Faculty & Media Professionals) - INR 3000/-
Late Registration (Faculty & Media Professionals) - INR 6000/-

CONTACT US ON SOCIAL MEDIA

ICA Regional Hub Manipal
Manipal Institute of Communication
Madhav Nagar, Eshwar Nagar, Manipal,
Karnataka 576104
Email:- icaregionalhub@manipal.edu

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