Objectives
- To facilitate multifaceted discussion with professionals in media and communication and to demonstrate and exemplify their work and skills.
- To evaluate the effectiveness of global socio-cultural discourses in the debate of media dichotomy.
- To understand how the traditional media will sustain in this digital age.
- To provide a forum for diverse interdisciplinary research perspectives.
- To develop and encourage media and communication research interest for social and technological development.

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Conference Tracks
- Track 1: Media, Culture and Society
- Track 2: Media Laws, Ethics and Policies
- Track 3: Focus on New Media
- Track 4: Business and Marketing Communications
- Track 5: The Epistemological Shift in Marketing and Media Analytics

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- Industry professionals: Rs 8,000
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Important Dates
- Last date for Abstract submission: April 30, 2016
- Intimation of Abstract acceptance: May 10, 2016
- Last date for Full Paper submission: June 30, 2016
  (between 6000 and 8000 words)
- Review of papers and Intimation: July 31, 2016
- Final submission of Full Papers: Aug 31, 2016
- Conference dates: Oct 6-7, 2016
- Early bird registration deadline: May 30, 2016

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Conference Venue: Symbiosis Institute for Media and Communication, Symbiosis Knowledge Village, Lavale, Pune, India
Contact: connect@icmac.in Ph: 8308827639
For Submissions: icmacsubmission@simc.edu
For queries, if any: icmacqueries@simc.edu
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