

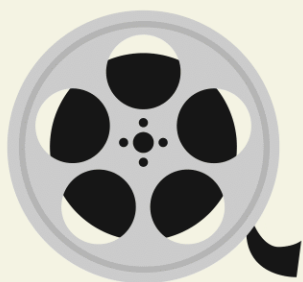
SVKM'S NMIMS  
KIRIT P. MEHTA SCHOOL OF LAW'S

# 3<sup>RD</sup> NATIONAL SEMINAR

on

## Media & Law

23rd January 2021



*Organised by*  
Centre for Excellence

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Shri Vile Parle Kelavani Mandal (SVKM) first established Narsee Monjee Institute of Management Studies as a social initiative in 1981 to cater to the rising demand of management institutes in the country, and since then it has emerged as a globally reputed university. Built on this inspiring legacy today, NMIMS stands proud as a Deemed-to-be University offering multiple disciplines across multiple campuses. NMIMS (Deemed-to-be University) today is a top ranked multidisciplinary University with **Category-I** status given by UGC, and **A+** Accreditation by NAAC with 3.59 CGPA. With 17 specialized schools, 8 campuses, more than 17000 students and about 750 full-time faculty members, 10 faculty members with Fulbright Scholarship and Humboldt International Scholarship for post-doctoral researchers, it has been the vortex of rich ideas for the academic community. Consistent academic quality, research focus, faculty from top national and global institutes, and strong industry linkages at NMIMS have placed it amongst the nation's prime centers of educational excellence and research today.





## About SVKM's NMIMS

### Kirit P. Mehta School of Law

The Kirit P. Mehta School of Law (KPM SOL) of SVKM's NMIMS (Deemed-to-be-University) established in the year 2013 approved by the Bar Council of India aims to provide quality legal education to learners of law. With a global focus and international outreach, the law school sensitizes learners to advance human dignity, social and economic welfare, and justice through knowledge of law. It aspires to be a global centre of scholarly excellence in the field of law and justice, and prepare outstanding and innovative law professionals with a socially responsible outlook through comprehensive legal education.

NMIMS School of Law has its campuses in Mumbai, Navi Mumbai, Bengaluru, Hyderabad, Indore, Chandigarh, and Dhule.



# About Centre for Excellence

The Centre for Excellence was established as a research centre of NMIMS Kirit P. Mehta School of Law, Mumbai in 2018. The Centre aims to significantly enhance legal research & development, through its integration with allied disciplines.

CFE engages in a discourse between various stakeholders to interact and exchange ideas. Democratic traditions of critical scrutiny of governmental institutions, executive powers, legal policies, judicial guidelines receive close examination. The centre endeavors to promote effective ideas as recommendations to various policy-making institutions for making existing legal provisions more humane. All new ideas and innovations germinating from budding legal minds that work towards access to justice is welcomed and shaped by expert resource persons.

In its endeavor to promote research and training in the domain of Law and allied fields, the Centre aims to conduct National Seminar with diverse themes for soliciting quality articles from acclaimed experts, and students in essential dissemination of knowledge. Researchers can look forward to an engaging experience in CFE's seminar during presentation of papers, and receive expert inputs for developing it into quality research worthy of publication.

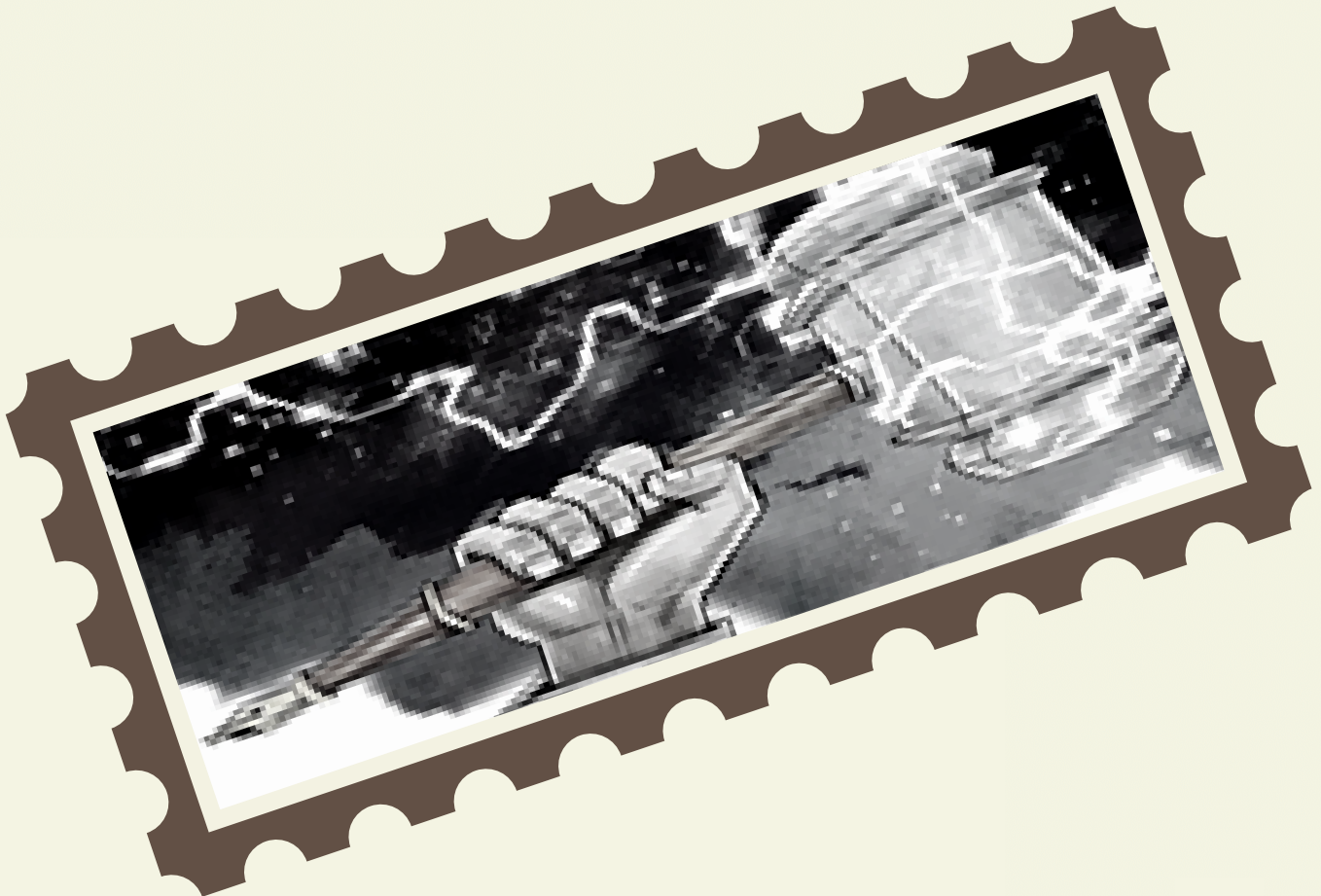


Centre For Excellence



## INTRODUCTION

The 3rd edition of the NMIMS Kirit P. Mehta School of Law's National Level Seminar, as spearheaded by the Centre for Excellence, aims to be an interdisciplinary forum for the fruitful exchange of knowledge. The program will consist of plenary, half plenary, invited and contributed papers falling broadly within the scope of the conference. Some of the invited papers may be tutorial in nature from keynote speakers, while others will review recent work in specialized fields.



## Background

Media's role in society today has never been fully realized. It serves to provide information, education, and an outlet for the imagination on one side, to entertainment on the other, from serving as a public forum for the discussion of important issues, to acting as a watchdog on government, business, and other institutions. British Parliamentarian Edmund Burke in 1787 was the first libertarian to underline the institution of media and call it as the "fourth estate of democracy", entrusting it with great responsibility and power. In this sense, media functions to be the "voice of the people" subjecting public machinery towards greater accountability and transparency.

Historically, the power of the media was realized in 1450s when Gutenberg began his printing press. It was not just used to spread religious gospels, but even pamphlets were distributed to awaken social issues among people. As the printing mode and industry expanded, the state increasingly started taking interest in the published content. From thence began the battle to regulate the media by the powers that be, and on the other side, the clamor to free it from the establishment. New forms of licensing norms and regulations of the media were introduced because of its impact on the general audience.

With technological progress and rapid industrialization, new forms of mediums were discovered for dissemination of information and broadcasting posing myriad challenges. Today, it can be done through print medium, radio, television, and internet. Unlike the other three mediums, internet allows faster penetration of communication, and thus content regulation has become sore point for all governments. Innovative forms of content available on mobile applications through internet have created serious challenges to other mediums to fiercely compete, or face extinction. At another level, giant multimedia corporations have begun making inroads to acquire media houses and monopolize media narratives. It is at this stage that the watchdog requires true support from other estates of democracy.

British colonial period passed laws against media to protect British interest, and many editors had to face repression and imprisonment for exposing exploitation. Knowing its role in the freedom struggle, the makers of Indian Constitution, allowed more freedom to media with reasonable restrictions. Since more than seven decades after independence, various acts, sections, and guidelines have been passed or issued, to allow or curtail freedom of the media. Attempts to allow self-regulation of print media through Press Council Act has shown promise and its success has prompted many to call for its replication in other mediums. Today indeed, nothing has prevented encroachment of political interference in the media, and despite the dark days of Emergency and Sedition laws, the threat remains as long as the laws are constitutional.

Fortunately, for the media, both judiciary and civil society have stood-up when its survival was tested. The courts have struck a reasonable balance using constitutional principles to liberate it from any repressive government of the day. Yet, the media is not unfettered and lives with the readership that hangs overhead as a Damocles sword. With new competition in the market, post liberalization, media's hunger for TRP ratings has taken it towards popular viewership. Theatrics in the media, sleazy content on television, media trials fake information, and news compromising the security and integrity of the nation add new challenges questioning self-regulatory mechanisms.

The role of an informed civil society is crucial at this juncture so as to: temper media and remind its responsibility towards the people; compel executive bodies to remove unnecessary fetters; support and lower the burden of judiciary by proposing effective guidelines; and strengthen media self-regulatory mechanisms towards better vigilance. Vigilant researchers of today, hold the mantle of an informed civil society, so as to ring true the adage "eternal vigilance is the price we pay for liberty".



## OBJECTIVES OF THE SEMINAR

- To set up a stage for the students and researchers to discuss this issue in detail and to clarify the idea, thought and reasoning of emerging laws and policies.
- To spread awareness and discuss the newer concerns and to create this issue as the center of concern, keeping in mind the landmark judgments given by the Supreme Court in the past few years.
- To seek public opinion with the intent to begin a healthy conversation about the viability of Media laws with a focus on the events that have taken place in the recent past.
- To have a discussion that enlightens the outcome, unsolved questions, and further explore new directions.

## FORMAT OF THE SEMINAR

Submissions in the form of 700-1000 words synopsis are invited from academicians, research scholars, and students. A presentation will be made by the participants through PPT or any other means of presentation, upon selection of their synopsis. Further, we will strongly encourage speakers to emphasize the presentation of new and unpublished work. The seminar shall be conducted on an online platform, which is yet to be decided by the organizers.



# 1. LAWS ON MEDIA IN INDIA AND THE WORLD

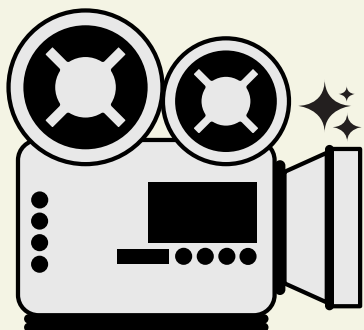
- Role of Government in Media sector and Public Relations
- Role of Private Bodies and Corporates in media sector and Public Relations
- Media in Democracies and non-democratic polities
- Ownership and control of media by government and private sector
- Media and Diversity
- Competition and Regulation of monopoly in media
- Legal restrictions, regulations and self-regulation

## 2. CREATIVE MEDIUMS

- Role of creative mediums in popular imagination
- Trends in Advertising Industry and role of Advertising Standard Councils of India (ASCI)
- Creativity v. Social Morality
- Rise of internet-based content applications and web series

## 3. Protecting Intellectual Property Rights In Media And Entertainment

- Media Industry: From Innovation to IP
- Protecting media and entertainment through Copyright (Protectable Works, Idea and Expression Dichotomy, Available Rights, Licensing)
- Copyright Infringement, Fair Use, and Available Defense
- Trademarks, Rights of Publicity and Merchandising
- Monitoring for Piracy and Plagiarism



## 4. Crowd Media And Social Media Management In The Age Of Artificial Intelligence And Blockchain

- Social Media v/s Crowd Media
- Legal Regulations for Social Media
- Self-regulation for Social Media
- Social Media and Artificial Intelligence

## 5. TRENDS IN MEDIA: POPULAR DEBATES

- Politics on Social Media Slander and Hate Speech
- Effect of Social Media on traditional Media Houses
- Paid news and propaganda: Government and Corporate Houses
- Think-tanks and lobbyists: Shaping opinions through popular media
- Media Trial to Social Media Trials
- Media coverage during Elections
- Media and Ethics
- Abuse of power: Invasion of privacy and sensationalism
- Self-Regulation v/s Authority to regulate the media
- Treacherous terrains: Whistleblowing and Investigative Journalism

**Please Note- These Themes are not Exhaustive and the Author(s) is/are free to explore any other topic related to Media and Law**





# Author's Guidelines

1. Original research papers are welcomed on the above mentioned topic but not restricted to the sub-themes as given.
2. The paper can be co-authored. However, a maximum of three authors per entry is allowed.
3. The author(s) shall specify in the synopsis and the full paper :
  - i. Title of the paper with the sub-theme.
  - ii. Names of author(s).
  - iii. Name of the College/University.
  - iv. Email address and contact number.
4. The Synopsis and the Full paper should be submitted in .doc/.docx format with the following specifications:
  - i. Font Type: Times New Roman
  - ii. Font size: 12 pts
  - iii. Line spacing: 1.5
  - iv. Footnotes Font Type: Times New Roman
  - v. Footnotes : Font size: 10 pts
  - vi. Footnotes Line spacing: 1
  - vii. Margin to be of 1 inch on all sides
  - viii. Citation: Any uniform pattern of citation.
5. Top 3 presenters will receive cash prizes
6. The participants are required to submit the final papers post the conference; the date for the same shall be communicated by the organizers during the seminar.

## Top 3 presenters will receive cash prizes

# Important Dates

Last date for Synopsis submission	17 January 2021
Communication for selected Synopsis	18 January 2021
Last date for payment of registration fees	19 January 2021
Date of Seminar	23 January 2021

The dates given above will be strictly followed. The organizers may not entertain any requests for extension of deadlines.

Student Single Author	Rs. 500/-
Student Co-Authors (1)	Rs.800/-
Students Co-Authors (2)	Rs.1000/-
Professionals/Academicians/Research Scholars.	Rs.900/-

The synopsis, soft copy submissions, and queries related to the seminar should be addressed via email to [kpmsol.nationalseminar@gmail.com](mailto:kpmsol.nationalseminar@gmail.com)

Director of the Seminar  
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For more info, click on the following icons:



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