5th Annual

International Symposium ON Media Education AND Research

ISMER 2026

CELEBRATING KNOWLEDGE, CREATING IMPACT

25th - 27th OF *March*

CONCEPT NOTE

THEME

From *Classroom* to *Community*:

Media Communication for Transformitive Social Impact.

Conference Proceedings WITH **ISBN & Scopus** - Indexed Publication

AMRITA
VISHWA VIDYAPEETHAM
DEEMED TO BE UNIVERSITY UNDER SECTION 3 OF UGC ACT. 1956
KOCHI CAMPUS

ORGANISED BY
Department of Visual Media & Communication

ISMER *2026*

About Amrita Vishwa Vidyapeetham

Where learning inspires compassion, and knowledge transforms communities.

Amrita Vishwa Vidyapeetham is a NAAC A++ accredited, top-tier multidisciplinary university ranked 8th in India in the overall category by NIRF 2025. With seven vibrant campuses across Amritapuri, Coimbatore, Bengaluru, Chennai, Kochi, Mysuru, and Amaravati, Amrita offers over 250+ cutting-edge programs spanning Engineering, Medicine, Management, Social Sciences, Arts & Humanities, and Spiritual Studies.

Guided by the humanitarian vision of Sri Mata Amritanandamayi Devi (Amma), Amrita stands for education with a heart, combining academic excellence with compassion-driven research that uplifts communities and advances sustainable development. Through global partnerships with 150+ international universities and 60+ interdisciplinary research centres, Amrita fosters education that transforms both minds and communities, echoing the 2026 ISMER theme: From Classroom to Community: Media Education for Transformative Social Impact.

Key Highlights

- **NAAC A++** accreditation and ranked 8th among top universities in India (**NIRF 2025**)
- **7 Campuses | 250+ Programs | 150+ Global Collaborations**
- World-class research ecosystem with **60+** interdisciplinary centres of excellence
- Strong alignment with the UN Sustainable Development Goals (**SDGs**) through community- driven initiatives
- International partnerships with leading institutions in the **US**, **Europe**, **Japan**, and **Australia**
- **Value-based** education rooted in compassion, ethics, and inclusivity

Department of Visual Media and Communication

Shaping storytellers who speak the language of change.

The Department of Visual Media and Communication at Amrita Vishwa Vidyapeetham, Kochi Campus, champions a new generation of communicators who use media to educate, empower, and engage communities. Its programs merge creative practice with social responsibility, guiding students to turn knowledge into action — through films, digital storytelling, campaigns, and research that bridge classroom insights with community realities.

Aligned with the ISMER 2026 theme, the department envisions media education as a movement for transformative social impact, where every story told becomes a catalyst for change.

Key Features

- Undergraduate to Doctoral programs combining creativity, research, and ethics
- Community-focused curriculum integrating classroom learning with field engagement
- Industry-aligned training in media production, digital communication, and sustainability storytelling
- Research excellence in media literacy, emerging technologies, and social transformation initiatives
- Collaborative initiatives connecting students with NGOs, policymakers, and social innovators
- Dynamic learning ecosystem with hands-on workshops, international symposiums, and outreach projects
- Alumni leading change in journalism, digital strategy, academia, and community media

Amrita at ISMER 2026

As the proud host of ISMER 2026, Amrita Vishwa Vidyapeetham, Kochi continues its mission to connect education with empathy and research with real-world relevance. This year's theme — "From Classroom to Community: Media Education for Transformative Social Impact" — embodies Amrita's core philosophy: that true education is not complete until it changes lives.

About ISMER 2026

Media today is more than a channel of communication, it is a powerful force for shaping communities, consciousness, and change. The 5th Annual International Symposium on Media Education and Research (ISMER 2026) aims to bring together a global community of media professionals, educators, researchers, and industry leaders to engage in meaningful discussions on the critical role of media in reimagining media education as a journey that begins in the classroom and extends into the heart of society. This year's theme, "From Classroom to Community," celebrates the potential of media learners to become changemakers, bridging academic insight with community engagement, and transforming knowledge into real-world action.

Vision

To create a platform that empowers the next generation of communicators to use media literacy, design innovation, and ethical technologies for building a more aware, inclusive, and compassionate world.

Background

ISMER has a legacy of impactful discussions, with the previous editions exploring themes such as empowering change, inclusive communication, cross-border media engagement, and innovations in media practices. ISMER 2025, for instance, emphasized on leveraging media's transformative potential to address pressing global challenges and foster sustainable development, setting the stage for groundbreaking ideas on media's societal role. Building on this foundation, ISMER 2026 takes a step further by aligning its discussions to ensure a global outlook on media's role in transforming knowledge to connect with communities.

Objectives

- Promote media literacy as a tool for social transformation and civic participation.
- Encourage design and storytelling as vehicles for positive change.
- Examine AI and emerging technologies through an ethical lens.
- Amplify youth voices and showcase their impact-driven projects.
- Bridge the gap between research and real-world action.

Expected Impact

- Cultivating socially responsible media learners and educators.
- Strengthening collaboration between academia, media industry, and community organizations.
- Inspiring student-led communication initiatives for social awareness.
- Publishing conference proceedings and policy insights to guide the future of media education.

Target Audience

- Academicians, Researchers, Media professionals and Industry leaders
- Policymakers and Government Representatives
- Representatives from NGOs
- Social Innovators and Entrepreneurs
- Students and Emerging scholars

Event Highlights

- Keynote Sessions by thought leaders and pioneering researchers from globally renowned institutions
- Panel Discussions on themes like the influence of media scholarship on public policy, ethical frameworks, and strategies for promoting information integrity.
- Paper Presentations featuring research papers that demonstrate the tangible results and social impact of media scholarship.
- Workshops on practical skills such as data visualization for advocacy, designing community-based media projects, and leveraging digital analytics for social campaigns.
- Impact Project Showcase of innovative projects, campaigns, and media startups that successfully translate academic knowledge into measurable social impact.
- Networking Opportunities to foster collaborations between scholars, practitioners, NGOs, and policymakers to turn knowledge into impactful partnerships.

Event Outcomes

- Insights into innovative practices and strategies in translating academic research into practical, community-oriented media projects and social campaigns.
- Strengthening collaboration between academia, industry, civil society, and policymakers, aimed at co-creating media solutions for social challenges.
- Comprehensive understanding of the latest scholarly advancements in media education and communication
- Insights into a collection of evidence-based recommendations and strategy briefs derived from research, designed to inform public policy and advocacy efforts
- Access to innovative teaching methods and curriculum ideas that empower educators to train the next generation of media professionals as effective agents of social change.
- Contributing to scholarly research on the intersection of media and Future Agendas that prioritize tangible, positive impact on society.

Expert - Led Panel Discussions

The Symposium will feature thought-provoking panel discussions on critical topics that bridge theory and practice.

- **Beyond the classroom walls:** Media pedagogy that builds socially responsible citizens.
- **Storytelling for Change:** Leveraging media narratives to shape communities.
- **Tech-enabled futures:** AI, XR & Digital media education for social good.
- **Empowering voices:** Media Literacy, Critical thinking & community resilience.
- **The new public sphere:** Collaborative media ecosystems between academics & society.

Call for Papers & Participation

ISMER 2026 looks forward to **empirical** and **theoretical** papers aligned with the following key themes:

1. Media Literacy & Digital Citizenship

- Combating misinformation and promoting digital resilience
- Critical analysis and responsible online engagement
- Media literacy for civic participation

2. Creative Communication & Social Impact Storytelling

- Visual and multimedia narratives for social change
- Design thinking for community-centered communication
- Documentary and digital storytelling for awareness

3. AI, Emerging Media & Ethical Futures

- Ethical implications of AI in media and communication
- Immersive media (AR/VR) for learning and empathy-building
- Algorithmic influence, transparency, and digital ethics

4. Youth Voices, Activism & Community Engagement

- Youth-led media initiatives creating social impact
- Student journalism and participatory communication models
- Campus-to-community media outreach projects

5. Research Translation, Policy & Social Innovation

- Converting academic research into community action
- Media for policy advocacy and sustainable development
- Evidence-based communication strategies for NGOs and communities

6. Psychology of Empathy & Prosocial Communication

- Emotional intelligence in media learning
- Communication strategies that promote empathy and compassion
- Behavioral insights for effective social messaging

> **Participants are also encouraged to submit papers on other relevant topics aligned with the main theme, beyond the listed sub-themes.**

Abstract & Full Paper submissions Guidelines:

- Abstract - **Max 250 words**
- Include: **Title**, **Author(s)**, **Designation**, **Institutional Affiliation**, **3–5 Keywords**, **Email ID**, **Contact Number**
- Format: **Times New Roman**, **Font Size 12, 1.5 Spacing**, **APA Referencing**
- Language: **English**
- Full Paper word count: **Max 5,000 words** (approx. 15 pages)
- File Format: **Word** (.docx)
- Cover Page: **Title**, **Author(s) Details**, **Sub-theme**, **Contact Info**, **Bio (50 words)**
- Submission Email: **amritaismer@gmail.com**

Certification for Participants and Presenters:

- E-certificates for all online participants and presenters.
- Presentation certificates for all paper presenters.

Publication Opportunities:

- Accepted papers may be published in the conference proceedings.
- Best Paper will receive special recognition.
- Scopus-indexed publication available through partner journals
  (subject to acceptance & additional fees)
- Soft copy of the Book of Abstracts will be provided to all participants.

Registration Fee

(ALL FEES ARE EXCLUSIVE OF GST)

REGISTRATION FEE				
Mode of Participation	**Paper Presentation**	**Category**	**Early Bird***	**Standard Rate****
Online	No	Research Scholars/ Students / Academicians / Media Educators / Industry Experts	₹800.00	₹1,000.00
	Yes	Research Scholars / Students / Academicians / Media Educators / Industry Experts	₹1,500.00	₹1,700.00
In-Person	No	Research Scholars / Students	₹1,500.00	₹1,700.00
		Academicians / Media Educators / Industry Experts	₹2,000.00	₹2,500.00
	Yes	Research Scholars / Students	₹2,200.00	₹2,400.00
		Academicians / Media Educators / Industry Experts	₹2,500.00	₹2,700.00

*Early Bird offer ends on **Janurary 10, 2026.**
** Registration closes on **February 5, 2026.**

> **Accommodation can be arranged on request for in-person participants. Please contact the organisers for booking information.**

Deadlines

Subject	Deadline	
Abstract Submission	**31st December 2025**	
Intimation of Acceptance of Abstract	**7th January 2026**	
Online Submission of Full paper with Abstract	**26th January 2026**	
Registration and Payment	**10th January 2026** (Early Bird)	**5th Feburary 2026** (Standard)
Date of Event	**25th, 26th, & 27th March, 2026**	

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"Join us as we celebrate **knowledge**, **creativity**, and **compassion**, where classrooms spark change, and communities become classrooms of the future."

We welcome you to ISMER 2026.