



Two-Day National Conference

Topic

Digital Journalism and Technological Innovation: Changing Values and Forms of Journalism

Date

26th & 27th October, 2026

Organized By

Centre for Digital Humanities and Social Science,
GOVIND BALLABH PANT SOCIAL SCIENCE INSTITUTE
(GBPSSI) Jhunsi, Prayagraj, Uttar Pradesh

In Collaboration with

Uttar Pradesh Hindi Sansthan, Lucknow





CONCEPT NOTE



1. Introduction

The rapid expansion of digital technologies has transformed the nature and functioning of Journalism, Social Media, Blogs, Podcasts, YouTube, Mobile Journalism, and other Digital Platforms have made information dissemination faster, more interactive, and more participatory. Digital media has also expanded citizen participation in news production, providing greater space for diverse social, cultural, linguistic and regional voices. However, this transformation has also created significant challenges. The rapid spread of misinformation, disinformation, rumours and unverified content has raised concerns about the accuracy, credibility and accountability of journalism. The boundaries between professional journalism, opinion, entertainment and user-generated content are increasingly becoming blurred. Algorithms, data and platform structures can also influence the visibility and consumption of news, contributing to concerns such as echo chambers, filter bubbles and algorithmic bias.

At the same time, Artificial Intelligence (AI), data journalism, automated news production and deepfake technologies are creating new opportunities for innovation while raising questions about authenticity, privacy, copyright, transparency and professional responsibility. Against this backdrop, the proposed Two-Day National Conference will critically examine the changing technological, social, ethical and democratic dimensions of digital journalism. It will bring together journalists, media professionals, academics, researchers, students and technology experts to deliberate on emerging trends and challenges. The conference will particularly explore how journalism can adapt to technological change while preserving its fundamental values of truth, accuracy, independence, fairness, transparency, accountability and public interest.

2. Relevance of the Conference

Digital platforms have made journalism more accessible, participatory and interactive, enabling diverse and regional voices to reach wider audiences. The growth of Hindi and regional-language digital journalism has further expanded this reach. However, digital transformation has also brought challenges such as misinformation, rumours, click-driven content, algorithmic influence, hate speech, online harassment and declining trust. The changing role of audiences as both consumers and producers of news has also raised questions about verification, professional standards and journalistic responsibility. Emerging technologies such as Artificial Intelligence, data journalism and deepfakes offer new opportunities while raising concerns about transparency, bias, privacy, copyright and accountability. The conference will therefore examine how journalism can adapt to technological change while preserving its core values of accuracy, credibility, ethics, independence, accountability and public interest.

3. Objectives of the Conference

The conference aims to:

- **Examine** the changing nature and practices of journalism and the impact of technological innovations on news production, distribution and consumption.
- **Analyse** the role of social media, digital platforms, algorithms and data in shaping public discourse and information consumption.
- **Examine** challenges related to misinformation, disinformation, rumours, deepfakes and the credibility of digital journalism.
- **Explore** emerging ethical issues, including privacy, data protection, copyright, Artificial Intelligence, transparency and journalistic accountability.
- **Develop** academic and policy-oriented perspectives through dialogue among journalists, media professionals, academics, researchers and technology experts for a **credible, responsible and socially responsive digital media ecosystem**.

4. Themes

Theme: Digital Journalism and Technological Innovation: Changing Values and Forms of Journalism

डिजिटल पत्रकारिता एवं तकनीकी नवाचार: बदलते परिप्रेक्ष्य में पत्रकारिता के मूल्य एवं स्वरूप



4.1 Sub-Themes

A. Digital Journalism: Concept, Evolution and Ecosystem

- Evolution of journalism from print to digital media
- E-journalism and mobile journalism
- Multimedia and immersive storytelling
- Changing patterns of news production, distribution and consumption
- Platform-based journalism and traditional media
- Social media and alternative media platforms
- Podcasts, YouTube, blogs and emerging digital formats
- Influencer culture and the changing news ecosystem
- Hindi and regional-language digital journalism
- Citizen journalism and user-generated content

B. Technology and Innovation in Journalism

- Artificial Intelligence and journalism
- Generative AI and news production
- Automated journalism
- Data journalism and data visualisation
- Digital tools for investigative journalism
- Virtual and augmented reality
- Deepfake technology and synthetic media
- Emerging technologies and journalistic practices
- Opportunities and risks of technological innovation

C. Algorithms, Ideology and Information Control

- Media narratives, framing and agenda-setting
- Digital public sphere and alternative discourse
- Algorithms and information visibility
- Data-driven media and platform power
- Echo chambers and filter bubbles
- Algorithmic bias
- Personalisation and news consumption
- Platform governance and content moderation
- Datafication of journalism

D. Truth, Trust and Media Credibility

- Fake news, misinformation and disinformation
- Rumours in the digital age
- Post-truth and contemporary communication
- Crisis of trust in journalism
- Fact-checking and verification mechanisms
- Digital source verification
- Deepfakes and the challenge of establishing truth
- Building credibility and public trust in digital journalism
- Verification in the age of generative AI

E. Ethics, Accountability and Social Responsibility

- Ethics of digital journalism
- Journalistic codes of conduct
- Accuracy, fairness and impartiality
- Privacy, data protection and informed consent
- Copyright and intellectual property
- Hate speech and online harassment
- Gender-based digital violence
- Cyberbullying and online safety
- Ethical challenges of AI-generated content
- Transparency and accountability in digital media



F. Journalism, Democracy and Citizenship

- Citizen journalism and democratic participation
- Digital citizenship and media literacy
- Youth and digital media
- Digital activism and networked publics
- Social media and public communication
- Media freedom and public interest
- Corporate ownership and commercialisation of media
- Advertising and the click economy
- Journalism and social inclusion
- Representation of marginalised communities
- Digital media and democratic participation

G. Future of Journalism

- Future of professional journalism
- Human–AI collaboration in newsrooms
- New journalistic skills and competencies
- Digital journalism education
- Media and information literacy
- Sustainable business models for digital journalism
- Hindi and regional journalism in the digital era
- Digital humanities and media studies
- Emerging directions in journalism research

H. Journalism, Democracy and Indian Cinema

- Journalism, Democracy and Indian Cinema
- Cinema and Freedom of Expression
- Media Ethics and Journalistic Values in Films
- Fake News, Misinformation and Indian Cinema
- Digital Journalism and Changing Cinematic Narratives
- Gender and Representation of Women Journalists in Cinema
- Tribal, Rural and Indigenous Narratives in Indian Cinema
- Journalism, Cinema and Cultural Identity
- Gender, Marginalized Communities & Representation

5. White Paper

Following the successful completion of the conference, a **White Paper on Digital Journalism and Technological Innovation** will be prepared based on academic deliberations, expert discussions, panel discussions, and research contributions presented during the conference.

The proposed White Paper may focus on the following areas:

- Responsible use of social media and digital platforms
- Media and digital literacy
- Fact-checking and information verification
- Ethical use of Artificial Intelligence
- Privacy and data protection
- Transparency and accountability
- Professional standards in digital journalism
- Protection of journalistic values in the digital environment
- Responsible digital media governance
- Strengthening institutional and professional mechanisms for credible journalism

The White Paper may subsequently be shared with relevant stakeholders and submitted to appropriate government authorities for consideration in the development and strengthening of policies, standards and regulatory mechanisms concerning digital media.



6. Call for Research Papers

Researchers, faculty members, journalists, media professionals, research scholars, and students are invited to submit original research papers on the conference's broad theme and sub-themes.

Abstract

Word Limit: 300 words

Last Date for Submission: 15 October 2026

Full Paper

Word Limit: 4,000–5,000 words

Last Date for Submission: 20 October 2026

Authors are encouraged to submit empirical, theoretical, conceptual, comparative and interdisciplinary research papers.

Selected papers may be considered for publication in an **edited volume/proceeding**, subject to academic review and editorial requirements.

7. Registration Details

Category	Registration Fee
Faculty/Professionals – Without Accommodation	₹1,000/-
Ph.D. Scholars/Students – Without Accommodation	₹500/-
Accommodation	Available on a payment basis

Note

No TA/DA will be provided to participants.

Bank Details for Payment for Registration Fees

Bank Name: Bank Of Baroda

Branch Name: Nyaynagar, Jhusi

A/C Name: Development and Research fund

A/C No: 86360100017333

IFSC Code: BARB0DBNYAY

Google Form Link for Registration: <https://forms.gle/yJ4jbTrhZtS5JHs6A>

8. Important Dates

Activity	Date
Conference	26–27 October 2026
Last Date for Abstract Submission	15 Oct 2026
Last Date for Full Paper Submission	20 Oct 2026

CHIEF PATRON



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