



# NATIONAL CONFERENCE ON EXPLORING COMMUNICATION'S HISTORICAL ORIGIN: ECHO 2025



26 & 27 March, 2025



Manav Rachna International Institute of Research and Studies (MRIIRS), Faridabad



**CONFERENCE PARTNER**



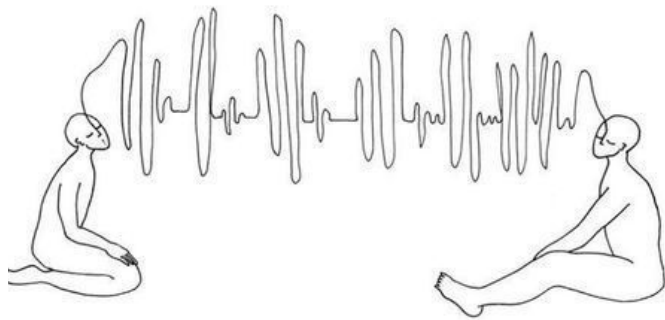
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# STRATEGIC BRIEF

Communication, as a cornerstone of human civilization, has evolved through diverse historical contexts, shaping and being shaped by its time's socio-cultural and technological landscapes. From the oral traditions of ancient communities to the immersive digital experiences of the 21st century, communication serves as a powerful medium of human expression and interaction.

India, with its rich tapestry of the Indian Knowledge System (IKS), offers unique contributions to the historical progression of communication. The National Conference on Exploring Communication's Historical Origin: ECHO 2025 explores these intersections and their influence on contemporary communication paradigms. The theme encapsulates a critical examination of the historical dimensions of communication, emphasizing the Indian Knowledge System (IKS) and its global intersections.



## OBJECTIVES

- ✓ Investigate the historical roots of communication across global and regional contexts.
- ✓ Explore the contributions of Indian Knowledge Systems (IKS) in shaping traditional and modern communication.
- ✓ Analyze the evolution of communication technologies and their socio-political and cultural impacts.
- ✓ Bridge historical narratives with contemporary media practices and innovations.
- ✓ Provide a platform for academicians, professionals, and students to engage in collaborative research and discussions.

# THEMES AND SUB-THEMES

## **Echoes of Expression: Tracing the Evolution of Communication Mediums**

- ✓ From cave paintings to AI-driven platforms: Technological and cultural shifts.
- ✓ Ancient Indian storytelling forms and their parallels in modern communication.
- ✓ The convergence of oral, print, and digital legacies in contemporary media ecosystems.

## **News Through the Ages: Chronicles of Journalism's Transformations**

- ✓ The rise of vernacular journalism as a voice of resistance and reform.
- ✓ Investigative journalism's historical battles and triumphs.
- ✓ The metamorphosis of the newsroom: From quill pens to real-time analytics.

## **The Art of Persuasion: Advertising and Marketing Across Eras**

- ✓ The journey of branding from hand-crafted emblems to global icons.
- ✓ Folk media as the precursor to experiential marketing in Indian traditions.
- ✓ The psychology of advertising: Lessons from history for the digital marketers.

## **Frames of Time: The Visual Evolution of Communication and Cinema**

- ✓ Indian classical art and its influence on visual storytelling across mediums.
- ✓ The cinematic lens as a historical recorder and cultural commentator.
- ✓ The power of photography: Archiving revolutions, traditions, and transitions.

## **Scrolls to Screens: The Historical Foundations of Social and Digital Media**

- ✓ Social movements and mass mobilizations in the pre-digital era: Lessons for today's influencers.
- ✓ The digital reincarnation of historical communication models.
- ✓ Curating digital legacies: The historian's challenge in the era of ephemerality.



# THEMES AND SUB-THEMES

## Whispers of Reputation: Corporate Communication and PR Through the Ages

- ✓ The early art of rhetoric and reputation in ancient Indian diplomacy.
- ✓ Public relations strategies and significance through history.
- ✓ From press releases to viral campaigns: Timeless strategies of trust-building.

## Spectacles of Connection: Event Management and Cultural Messaging in History

- ✓ Ancient festivals and fairs as proto-event management showcases.
- ✓ How historical public spectacles shaped today's mass events and corporate narratives.
- ✓ The evolution of immersive experiences: From folk theatre to augmented reality.

## Society Speaks: Communication as the Fabric of Cultural and Social Identity

- ✓ Media's role in amplifying marginalized voices throughout history.
- ✓ Gender and communication: How media shaped societal roles over centuries.
- ✓ Bridging generations: Preserving cultural identities through media in a globalized world.

## Sanskriti and Script: Indian Knowledge Systems as Communication Blueprints

- ✓ Ancient Gurukul methods as prototypes for interactive communication.
- ✓ The narrative power of the Mahabharata and Ramayana: Storytelling for the ages.
- ✓ Indian wisdom in communication ethics: Lessons from the past for the digital future.

## Echoes of Resistance: Media, Power, and Political Narratives

- ✓ Journalism's role in shaping India's freedom struggle.
- ✓ Political rhetoric through history: Communicating revolutions and reforms.
- ✓ The symbiotic relationship between media and power in shaping societal narratives.



# PAPER SUBMISSION GUIDELINES

## ***Abstract Submission***

- ▶ Maximum of 500 words in MS Word format.
- ▶ Include introduction, objective, research questions, hypotheses, research method, results/findings, implications, conclusion, and up to six keywords.
- ▶ To be submitted on [djmc.smeh@mriu.edu.in](mailto:djmc.smeh@mriu.edu.in)

## ***Full Paper Submission***

Full-length paper: Max 5000 words, 1.5 spaced, Times New Roman (12-point font).  
Follow APA referencing style for formatting.

**Selected papers will be published in Scopus-indexed journals of Taylor & Francis"**

## ***Registration Details:***

Academicians / Industry Researcher: ₹1500

Joint Papers academicians: ₹1500

Ph.D. Scholars with Guide: ₹1000

Students: ₹500



Scan to Register

Note: Best papers in each session will receive awards and Certificate.

Author(s) with multiple papers must register separately for each paper.

## ***Mode of Payment***

Payment details are included in the description of the registration form. Before you proceed to submit the form, please make the payment as receipt is required to be attached to the form.

## **IMPORTANT DATES**

### **Event Details**

### **Deadline**

Abstract submission deadline

10 February, 2025

Acceptance of abstract

Within 2-3 days after receiving the abstract

Full paper submission deadline

20 March, 2025

Last date of registration

25 March, 2025

## ORGANIZING TEAM

### *Patrons*

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Dr. Amit Bhalla, Vice- President, MREI

Prof. (Dr.) Sanjay Srivastava- Vice Chancellor, MRIIRS

Prof. (Dr.) Naresh Grover- Pro Vice Chancellor, MRIIRS

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## CONTACT INFORMATION



Registration Form



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