

### REGISTRATION FEE DETAILS FOR PAPER PRESENTERS

Academicians And Faculty Members ₹ 700/-  
Research Scholars/Students ₹ 400/-

### FOR ATTENDEE/NON-PAPER PRESENTERS

Academicians And Faculty Members ₹ 500/-  
Research Scholars/Students ₹ 300/-

### ACCOUNT DETAILS

Account no. : 65124263218  
Account Name : Principal, Punjabi University College,  
Ghudda.  
Name of Bank : State Bank of India  
IFSC Code : SBIN0050985

Attach the screenshot of the transaction in the Registration Form

Link for Registration (Online)

<https://forms.gle/CL4sCHtN68VgtohP9>

### CONTACT DETAILS

94631-33136, 79867-54146  
82642-05001

#### CHIEF GUEST

**PROF. ARVIND**

Vice-Chancellor, Punjabi University, Patiala

#### GUEST OF HONOUR

**DR. MUKESH THAKKAR**

Director, Constituent Colleges, Punjabi University, Patiala



**DR. JAGDISH C. MEHTA**

Head, Department of Sociology,  
DAV College, Chandigarh & Fellow, PU (Chd.)

#### KEY NOTE SPEAKER

**DR. DEEPAK KUMAR**

Head, Department of Sociology and Social Anthropology,  
Punjabi University, Patiala.

**DR. KIRANDEEP KAUR**      **DR. REETU SHARMA**  
Organizer / Principal                      Convener

#### ORGANIZING COMMITTEE

Dr. Jaspal Singh	Sh. Manish Goyal
Sh. Kamaljeet Singh	Ms. Amandeep Kaur
Sh. Sumit Garg	Sh. Balwinder Singh
Dr. Veerpal Kaur	Ms. Gurminder Kaur
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Ms. Davinder Kaur	



## ICSSR

(NORTH-WEST REGIONAL  
CENTRE P.U. CHANDIGARH)

Sponsored

# National Seminar

## THE POWER AND INFLUENCE OF SOCIAL MEDIA IN CONTEMPORARY SOCIETY

on  
4<sup>th</sup> May, 2023



Organised by  
**DEPARTMENT OF SOCIOLOGY,  
UNIVERSITY COLLEGE, GHUDDA (Bathinda)**  
(A Constituent College of Punjabi University, Patiala)

## ABOUT THE COLLEGE

University College Ghudda is a constituent college of Punjabi University, Patiala established in 2011 recognized under Section 2 (f) & 12 (B) of the UGC Act, 1956. The college is situated in village Ghudda and is at a distance of 25 km from Bathinda city on Badal-Bathinda road. The college is imparting quality education to nearly 2100 students. The college is relatively young but offers an array of higher educational options in various streams namely Arts, Science, Commerce, Computer Applications with Masters in Political Science and Punjabi. The college has faculty with impeccable credentials and upgraded knowledge. It renders unique services to society by providing knowledge, skills, abilities, attitudes and beliefs that are essential for productive and successful life.

## ABOUT THE SEMINAR

Social media has penetrated in each and every domain of people's lives. It is no longer a platform where the people spend their free time. Social media has provided the stage where the people can demonstrate their skills and make it easily accessible to the society. Social media has given the new meaning to the social networking by introducing the online communication. Now, the traditional image of social networking has revolutionized every domain of life by involving various tools for information exchange. Besides being advantageous for every aspect of society, it has its demerits too. A false information can ruin the peace and harmony of the society by affecting the education system, by invading the people's privacy, by affecting the business negatively and much more. This seminar will be very significant in exploring the power as well as influence of social media in contemporary society from different perspectives such as social, economic, political, administrative etc. As we know that the importance of social media grew many folds during Covid-19 Pandemic in each and every domain of life and this seminar will also be helpful to gauge in to changed role of social media in today's society.

## CALL FOR PAPERS

Papers on the following Sub-Themes are invited

- Historical Evolution of Social Media
- Influence of Social Media on Contemporary Social Issues
- Social Media and Marginalized Sections
- Advantages and Disadvantages of Using Social Media
- Impact of Social Media on Youth
- Role of Social Media in Education
- Impact of Social Media on Mental Health
- Cultural Influences of Social Media
- Role of Social Media in Promoting Healthy/Unhealthy Lifestyles
- Power of Social Media in revolutionizing the marketing
- Influence of Social Media on Today's Economy
- Is Social Media Connecting or Isolating the People?
- The Growth of Social Media during the Covid-19 Pandemic
- Power of Social Networking Websites as Political Campaign Tools
- Impact of Social Media in Journalism
- Power of Social Media in Employment Generation
- Role of Social Media in Disaster Management
- Role of Social Media in Public Administration as well as in Police Administration

*The topic of papers can be cross cutting across these broad themes. The themes are indicative only and not exhaustive.*

## SUBMISSION GUIDELINES FOR AUTHORS

- Soft copies of abstract should not exceed 250 words on the above mentioned sub-themes.
- Abstract and paper should have Title, Full Name of the Author (s), Designation, Department, Institution Affiliation, Email id and Contact number
- Full paper in the range of 3000-4000 words as MS word file
- Font- Times Roman, Size-12 and spacing 1.5
- Not more than three delegates are allowed to submit one paper
- Paper should be original and not presented and submitted for publication elsewhere
- End notes should appear at the end of the paper
- The paper should have a complete and accurate bibliography, placed at the end of the text in APA style
- Intimation to the participants about registration and abstract confirmation shall be given on their email

## PUBLICATION

Selected papers as recommended by our referees will be published in the form of Edited Book from a publisher of International/National repute with ISBN Number. Only original and unpublished paper will be selected for publication. Plagiarism should be less than 10 percent.

## IMPORTANT DATES

Last Date for Submission of Abstract	20th April, 2023
Submission of Full Paper	30th April, 2023
Last Date for Registration (Online)	30th April, 2023

Kindly send your abstract and full paper to Email ID [ICSSRGhudda23@gmail.com](mailto:ICSSRGhudda23@gmail.com)