

National Seminar
on
‘Development, Globalization and Media’
30-31 October, 2017

Department of Journalism & Mass Communication
Banaras Hindu University, Varanasi.

Concept Note - The role of media in development has been a discourse marked with continuous change following the evolution of communication technology as well as the changing theories of development. The continuous readjustments that happened in this interrelationship made an impact on the theoretical understanding of this subject where strong debates have emerged between those who saw great potential in effective use of communication technology towards social change, and those who dismissed such claims as technological determinism. Notwithstanding such debates one thing that has been unique to this discipline of communication for development (C4D), as distinct to many other domains of communication studies, is the strong connection between theory and practice. Scholars have theorized about the best use of media for development and activists have tried to implement those findings. The media imperialism thesis is the most widespread systemic account of cultural globalization. This is in spite of the fact that various ethnographic studies of culture consumption continue to produce evidence that shows that the predictions derived from this approach are not consistent with what is observed. Instead of homogeneity of consumption, there is diversity of interpretation; instead of a decline in the production of domestic local culture, there is increasing revitalization of folk cultures under globalization.

The media imperialism thesis is the most widespread systemic account of cultural globalization. This is in spite of the fact that various ethnographic studies of culture consumption continue to produce evidence that shows that the predictions derived from this approach are not consistent with what is observed. Instead of homogeneity of consumption, there is diversity of interpretation; instead of a decline in the production of domestic local culture, there is increasing revitalization of folk cultures under globalization. The process of globalization has been further augmented with the coming of new age information and communication technology (ICTs) so as to influence all spheres of social organization in a manner that we are today said to be the ‘digital natives’ in an ‘information society’. Proliferation of ICTs has effected both who are part of this ‘network’ as well as those excluded, in multifaceted ways.

All these calls for serious deliberation and inquiry in to the impact of this process on developing nations like India, where there are marginal sections of the population in terms of gender, age, culture and region, who are constantly trying to adopt and adapt to these newer challenges posited by globalization.

The proposed seminar is an attempt in this regard to understand how the media in India in general and the northeast in particular have responded to these developments.

Sub themes:

- a. Development discourses – emerging role of media
- b. Putting the last first - media and the marginal voices
- c. e-Merging technologies - new media and development
- d. The other half - gender and media
- e. Corporatization of media – moral and ethical perspectives
- f. Negotiating globalization – cultural imperialism Vs. cultural resurgence
- g. Media in Eastern Uttar Pradesh - structures, struggles and scope today
- h. Development, Globalisation and Social Media
- i. Globalisation and Social Media
- j. Virtual world and Youth development

Last date for sending the abstract - 20.10.2017

Last date for sending the final paper - 26.10.2017

Abstract/ Paper should be sent to – **Dr. Bala lakhendra , Organising Secretary, National Seminar
Department of Journalism & Mass Communication,
Banaras Hindu University, Varanasi – 221005**

E-mail – nationalseminarjmcbbhu@gmail.com

Registration

Students- 500/

Faculty/ Industry Personnel – 1000/

On the spot – 1200/

Note – Abstract and paper in Hindi is also accepted.

For accommodation and registration please call to-

1. Dr. Dharendra Rai – 09532456796
2. Sh. Swarn Suman - 09386955123
2. Sh. Arun Prakash - 09654008377
4. Sh. Gaurav Prakash - 09415172978

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Name:

Position:

Institution:

Corresponding Address

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Email ID:

Mobile and landline No.:

Whether presenting paper: Yes No (Tick the choice)

Sub theme of the paper:

Accommodation required: Yes No (Tick the choice) Number of accompanying person/s.....

Title of the abstract:

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