

Registration Form

National seminar on 'Development, Globalization & Media'
September 25-26, 2017

Name of Participant: _____
Sex: (Male/Female): _____
Paper Title: _____
Sub Theme: _____
Category : (Faculty/ Research Scholar / Media Professional) _____
Organization: _____
Department: _____ Designation: _____
Correspondence Address: _____

_____ Pin: _____
Mobile. No: _____ E-mail: _____
Will you participate in the Seminar (Yes/No): _____
Accommodation Required (Yes/No): _____
Duration (1 or 2 Night) from (date and time of arrival): _____

Registration Fee Details:

DD in favor of "Registrar, BHU" Payable at Varanasi should be sent to Dr. Bala Lakhendra, Organizing Secretary, National Seminar, Department of Journalism & Mass Communication, BHU, Varanasi, Mob. No. 9706368169

Signature: _____ Date: _____

*Last date to submit abstract (maximum 300 words): **August 30, 2017**

*Last date to submit full paper (maximum 4000 words): **September 10, 2017**

Note - Selected papers will be published in the book form. with ISBN number.

Registration Procedures

The registration form duly filled in all respects along with the prescribed fee needs to be sent to the Organizing Secretary, National Seminar, Department of Journalism & Mass Communication, Banaras Hindu University, Varanasi - 221005

*Registration is based on first come first served basis only.

*Limited accommodation is available on advance payment basis.

*For registration & accommodation contact:

Dr. Dharendra Rai, Mb. No. 9532456796

Arun Prakash, Mb. No. 9654008377

Gaurav Prakash, Mb. No. 9415172978

Badri Narain, Mb. No. 8574824331

*Abstract & Full Paper should be sent at:

nationalseminarjmcmbhu@gmail.com

Registration Fee:

Research Scholar: Rs. 500

Faculty/ Media Professional: Rs. 1000

On spot: Rs. 1200

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY



National Seminar
on

Development Globalization & Media

September 26 & 27, 2017

Organized By:

Department of

Journalism & Mass Communication

Banaras Hindu University

Varanasi 221005

About BHU

Banaras Hindu University (BHU) is a public central university located in Varanasi, Uttar Pradesh. Established in 1916 by Pandit Madan Mohan Malaviya, BHU is the largest residential university in Asia, with over 38,000 students. The university comprises all castes, creeds, religions and genders, and is on the list of Institutes of National Importance.

The university's main campus spread over 1,300 acres was built on land donated by the Kashi Naresh, the hereditary ruler of Banaras ("Kashi" being an alternative name for Banaras or Varanasi). The Banaras Hindu University, South campus, spread over 2,700 acres, hosts the Krishi Vigyan Kendra (Agriculture Science Centre) and is located in Barkachha in Mirzapur district, about 60 km from Banaras.

The Department of Journalism and Mass Communication was established in 1973 in the Faculty of Arts. The departmental library has more than 5 thousand titles. It has a computer laboratory of 40 systems with Internet connectivity. The departmental film library has more than 200 CDs and DVDs of classical films. It has the state of the art equipment for TV and radio programme production. The department publishes UGC approved journal The BHU Journal of Communication Studies (ISSN: 2231-5578).



Courses:

- Ph.D in Journalism & Mass Communication
- MA in Mass Communication
- Master in Corporate Communication Management
- PG Diploma in Health Communication
- PG Diploma in Journalism & Mass Communication

Seminar Keynote

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 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 UP-structures, struggles and scope today
- h. Development, Globalization and Social Media
- i. Globalization and New Media
- j. Virtual world and youth development