

Contemporary Media Scenario in South Asian Region

A two days International Conference

University of Burdwan & MAKAIAS

19-20th November, 2014

South Asia today is the location of some of the most turbulent societies of the world, which confront problems ranging from ethnic separatist movements in India and Sri Lanka to challenges related to the restoration of democracy in Nepal and Maldives to the role of military in Pakistan to terrorism and developmental issues in Afghanistan and Bangladesh. Also located in this region is a country – Bhutan – with a unique perspective on development, namely Gross National Happiness.

Such a diverse, complex, and changing context makes it particularly important for the media to remain impartial, maintain the utmost accuracy, and offer insightful analyses in providing news and information to the public of the region and the world at large. This requires a democratic attitude on the part of political parties and media houses towards reporters in the field and news editors in newsrooms and studios, so that they may work independently and maintain high professional standards. However, it is often heard that such independence and adherence to professional norms are sorely lacking.

South Asia is also home to a large segment of the world's illiterate population, for which visual media and radio are the primary sources of information. With more and more corporate interests entering this sector, the intentions of these news providers have come under scrutiny.

These circumstances make it necessary for academics and practitioners to meet and discuss these issues in order to evolve a road map towards an improved news delivery mechanism for the region.

With this in view, the conference will study forms of communication and information networks currently existing among South Asian countries, at both state and non-state levels, and explore ways in which social, political, economic, cultural and technical factors influence these structures and processes. It will also attempt to determine whether current strategies of communication are adequate for enhanced relations among the countries of South Asia. The conference will produce a working paper on possible ways and means of instituting a new communication order, keeping in mind the bottlenecks and availability of social support and technological inputs in the age of globalization.

Papers may address the following sub-themes:

- (a) Political system, political parties and media in South Asia

- (b) Globalization and network of media across South Asia
- (c) Corporatization of media houses – management policy and ethical norms
- (d) Media and elections in South Asia
- (e) Globalization, neoliberalism and South Asian cinema in transition
- (f) Social movements and social media – the South Asian experiences
- (g) Commercialization, consumerism and convergence – media policy and ownership in South Asia
- (h) Transnational media and growth of the market – redefining media & advertising in South Asia
- (i) SAARC and its organization – building a communication bridges in South Asian region
- (j) Road to prosperity – notions of rural communication in South Asia

IMPORTANT DATES:

October 21, 2014: Last date of submission of abstract (maximum 500 words) and author profile (100 words).

October 23, 2014: Notification of acceptance of abstract.

November 8, 2014: Last date for submission of full paper (maximum 5000 words including references in APA style).

Papers should be mailed simultaneously to Rajesh Das <rajesh.das.cal@gmail.com> and Tapas Ray <tapas.ray@makaias.gov.in>.

REGISTRATION:

For Paper Presenters: Rs. 2,000.00

For Participants: Rs. 1,000.00

The registration fee can be be paid through Demand Draft (DD) drawn in favour of "The Finance Officer, University of Burdwan", payable at State Bank of India (SBI), Burdwan University Branch, Burdwan and should be sent to the following address:

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