

BEYOND BORDERS

February 4-6, 2021



The 7th
ANNUAL SOUTH ASIAN
MEDIA & CULTURAL
STUDIES CONFERENCE
(VIRTUAL-ONLY)

FLORIDA STATE UNIVERSITY, TALLAHASSEE, FL

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SAMCS

SOUTH ASIAN MEDIA
& CULTURAL STUDIES
CONFERENCE

WELCOME

The 7th South Asian Media & Cultural Studies Conference (SAMCS) will be held on February 4-6, 2021. It will be a virtual conference. The SAMCS has been successfully using a hybrid format since 2016, with some remote presenters, well before the COVID-19 pandemic forced event organizers worldwide to shift to virtual formats.

We will hold the conference during the mornings in North America over three days, beginning at 8:00 Eastern Time each day. This timing, and the virtual conference format, will enable scholars and practitioners in South Asia and Europe to present their work and network with their peers from other parts of the world.

In 2021 we are glad to be partnering with the Department of Media Studies, CHRIST (Deemed to be University) Bangalore, India in the conference. CHRIST (Deemed to be University) runs an important annual conference, Media Meet, each year, and held its 11th annual conference in August 2020.

The theme for this year's SAMCS conference is "*South Asia: Beyond Borders.*" This theme provides a nexus for scholars and researchers to share perspectives on various aspects of the ever increasing global influence of South Asia. We seek to understand the South Asia region, beyond its borders. We especially invite research and presentations that examine the region through its intersectionality, from the perspective of media and cultural studies, in both historical and contemporary contexts.

We cordially invite you to a productive and stimulating conference! Please register to attend so we can send you links to session live streams.

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Sincerely,
The Organizing Committee,
South Asian Media & Cultural Studies Conference,
Florida State University



OPENING KEYNOTE

Dr. Deb Aikat,

Associate Professor, Hussman School of Journalism and Media
University of North Carolina at Chapel Hill

Title: Media Platforms for Pride and Prejudice: Triumphs, Trials and Tribulations for Journalism and Public Affairs in South Asia and Beyond

Abstract

With over one-fourth of the world's population, South Asia has emerged as an important region for politics, security, health, culture, media and other relevant issues across the repertoire of our field. In our commitment to the 2021 South Asian Media and Cultural Studies Conference theme "*South Asia: Beyond Borders*," Dr. Deb Aikat will enunciate the effects of media agendamelding, which theorizes how people mix and meld media messages to create their worldview. In the 21st century digital age, the people of South Asia blend media agendas to reinforce their own positions and close out dissenting views. Media platforms have, therefore, elevated and exasperated the power of public affairs and journalism in South Asia and the South Asian diaspora worldwide.



Bio:

A former journalist, Dr. Deb Aikat has been a faculty member since 1995 in the Hussman School of Media and Journalism at the University of North Carolina at Chapel Hill. Dr. Aikat was elected as the 2020-21 Vice-President of AEJMC, one of the premier scholarly organizations in our field. He will serve as the AEJMC President for the 2022-23 year culminating in the 2023 AEJMC conference in Washington, D.C. The Scripps Howard Foundation recognized Aikat as the inaugural winner of the "National Journalism Teacher of the Year" (2003) for his "distinguished service to journalism education."

Dr. Aikat joined AEJMC members in 2015 to institute the South Asia Communication Association (SACA), which has brought together 1,625 scholars and professionals in examining media and communication in South Asia and its diaspora worldwide. As a journalist in India for the Ananda Bazar Patrika's The Telegraph newspaper from 1984 through 1992, he analyzed the impact of politics, education and culture. He also reported for the BBC World Service. Aikat earned a Certificate in American Political Culture from New York University and a PhD from Ohio University.

An award-winning scholar, Aikat is co-author of the 2019 book, *Agendamelding: News, social media, audiences, and civic community* with Don Shaw, Milad Minooie and Chris Vargo. Agendamelding theorizes how audiences meld the media messages in our 21st century digital age. Recognized as a winning title in the 2016 AEJMC-Peter Lang Scholarsourcing competition, this book marks the 50th anniversary of the seminal agenda-setting study that was conducted in UNC-Chapel Hill in 1968.

PROGRAM AND SCHEDULE

FEBRUARY 4, 2021 (8:00AM TO 1:00PM EASTERN)

8:00AM - 8:30AM

Welcome, Vaibhav Diwanji, School of Communication, Florida State University

Welcome Address: Dr. Stephen McDowell, Florida State University

Dr. Larry Dennis, Dean, College of Communication and Information, Florida State University

Dr. Cynthia Green, Director, Center for Global Engagement, Florida State University

CHRIST (Deemed to be University) Leadership Address

8:45AM - 10:00AM

KEYNOTE & "Anderson-Ashby Lectureship on Journalism & Public Affairs" Lecture

Keynote Speaker Introduction: Dr. John Mayo, Florida State University

KEYNOTE ADDRESS: Dr. Deb Aikat, University of North Carolina at Chapel Hill, USA

("Media Platforms for Pride and Prejudice: Triumphs, Trials and Tribulations for Journalism and Public Affairs in South Asia and Beyond")

10:15AM - 11:30AM

"Journalism Beyond Borders"

Panel Leader: Dr. Awais Saleem, Lamar University, USA

Mr. Raza Rumi, Director-Park Center for Independent Media, Ithaca College, USA

Dr. Kailash Koushik, CHRIST (Deemed to be University), India (*"Newscaste: A Qualitative Study On Working Conditions Of Dalit Journalists In India"*)

11:45AM - 1:00PM

"Musical/Performative Communication Beyond Borders"

Panel Chair: Dr. Anup Kumar, Cleveland State University

Prof. Md. Alamgir Parvez, Department of Music, University of Rajshahi, Bangladesh (*"Music tradition of Bengal: Unity of West Bengal and Bangladesh beyond borders"*)

Mr. Salauddin Ahmed, Communication and Journalism, Bangladesh (*"Musical Communication and Internet: A Study on Tribal Music of Bangladesh"*)

Ms. MD Pallavi, Singer, Actor, Filmmaker, India

PROGRAM AND SCHEDULE

FEBRUARY 5, 2021 (8:00AM TO 1:15PM EASTERN)

8:00AM - 9:00AM

KEYNOTE: *"Pakistan's Priorities in South Asian Peace and Stability"*

Speaker Introduction: Dr. Stephen McDowell, Florida State University

KEYNOTE ADDRESS: Ambassador Munir Akram, Permanent Representative of Pakistan to the United Nations, New York

9:15AM - 10:15AM

"Extreme Speech, Digital Hate and Connectivities in and beyond South Asia"

Speaker Introduction: Dr. Elizabeth A. Cecil, Dept of Religion, Florida State University

Address: Prof. Dr. Sahana Udupa, Ludwig-Maximilians-Universität München

10:30AM - 11:45AM

"Communication for the Greater Good in South Asia"

Panel Leader: Dr. Elanie Steyn, University of Oklahoma

Dr. Shruti Nair, Communication & Impact Evaluation Expert at Ashoka India
Dr. Mohammad Sahid Ullah, University of Chittagong (*"Scholarly Engagement for South Asian Communication and Media Researchers: Problems and Opportunities"*)

Rawshon Akhter and Dr. Md Azalanshah Md Syed, University of Malaya (*"Women's Empowerment through Strategic Disobedience: A study of the role of community radio in rural Bangladesh"*)

12:00PM - 1:15PM

"South Asia in 2020" Paper Presentations

Panel Chair: Dr. Kailash Koushik, CHRIST (Deemed to be University), India

Prof. Shudipta Sharma, Department of Communication and Journalism, UC Bangladesh (*"COVID-19 pandemic, social media and violent extremism: Experiences from Bangladesh"*)

Dr. Machunwangliu Kamei, Shri Vile Parle, and Kelvani Mandal (*"Mediatization: infodemic and online propaganda during the COVID - 19 Pandemic"*)

Dr. Embassy Lawbei, Dept of Media Studies, CHRIST (Deemed to be University, India (*"Assam-Mizoram border conflict: Examining the media coverage of the conflict"*)

Mr. Karthik G., CHRIST (Deemed to be University), India (*"The Health sector in India: Examining of Health communication through media"*)

Dr. Aakriti Taneja & Ms. Anjulika Ghoshal, Indira Gandhi National Open University (IGNOU), Delhi, India (*"Assessing Factors Influencing Engagement and Participation of Adolescents on Online Media Spaces: A Case Study of YouTube on Informal Learning"*)

PROGRAM AND SCHEDULE

FEBRUARY 6, 2021 (8:00AM TO 1:30PM EASTERN)

8:00AM - 9:00AM

KEYNOTE *"Disinformation Across Borders: WhatsApp, Political Hate and Vigilante Publics in India and beyond"*

Speaker Introduction: Dr. Kelly Kelly, Florida State University

KEYNOTE ADDRESS: Prof. Shakuntala Banaji, Professor of Media, Culture and Social Change, Department of Media and Communications, London School of Economics and Political Science

9:15AM - 10:30AM

Speaker Introduction: Dr. Radhika Parameswaran, Indiana University Bloomington

Feature Film Showcase & Presentation: Dr. Harjant Gill, Faculty - Towson University (*"Coming of Age in Macholand: Masculinity Migration and Popular Culture in India"*)

Feature Film: *"Sent Away Boys"*

10:45AM - 12:00PM

"Media & Entertainment Beyond Borders"

Panel Leaders: Dr. Harjant Gill & Ms. Rebecca Peters, Florida State University

Dr. Tejaswini Ganti, Professor in Anthropology, NYU, USA (*"Blurring Borders: Hollywood in India"*)

Prof. Xenia Zeiler, University of Helsinki, Finland (*"Video Games beyond Borders: Indian Developments and Global Audiences"*)

Dr. Ranjani Mazumdar, Professor in Cinema Studies, Jawaharlal Nehru University, India (*"The Affective contours of the Global in Popular Hindi Cinema"*)

12:15PM - 1:15PM

"South Asian Cinema Beyond Borders" Paper Presentations

Panel Chair: Dr. Tanu Kohli Bagwe, Florida State University

Dr. Rekha Sharma & Dr. Tewodros Workneh, Kent State University, USA (*"Untold Stories: Giving Voice and Visibility to South Asian and African Diaspora Communities through Film"*)

Sherin Farhana Moni & Md Khorshed Alam, University of Southern Mississippi, USA (*"Media Representation of Bangladeshi Safer Road Movement 2018 in Global Media"*)

Dr. Ipsita Barat, St. Xavier's College (Autonomous) Kolkata, India (*"Conglomerated Structure of Multiplex Business in India"*)

PROGRAM AND SCHEDULE

FEBRUARY 6, 2021 (8:00AM TO 1:30PM EASTERN)

12:15PM - 1:15PM (CONTD.)

"South Asian Cinema Beyond Borders" Paper Presentations

Panel Chair: Dr. Tanu Kohli Bagwe, Florida State University

Annalise Benjamin, Mithibai College of Arts, India & Finoshka Rodrigues
Chowgule, College of Arts and Science, India (*"Prevailing Typecasts in Hindi
Cinema"*)

Amrita Biswas, PhD researcher at "Configurations of Film" research collective,
Goethe University, Frankfurt (*"Mapping the Urban Cinephilia: An Analysis of
Film Festival Networks in Kolkata"*)

1:15PM - 1:30PM

Valedictory Address:

Dr. Stephen McDowell, Florida State University

Dr. John Mayo, Florida State University

Dr. Tanu Kohli Bagwe, Florida State University

Leadership, CHRIST (Deemed to be University)

END OF SAMCS 2021 CONFERENCE

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PARTNER CONFERENCE



Media Meet

Started in 2010, Media Meet is an initiative by the Department of Media Studies of CHRIST (Deemed to be University), Bangalore, India. Over the years, the event has brought together many pioneers of the media disciplines together with industry leaders, providing a space for networking. In order to address all avenues of the media industry

CHRIST (Deemed to be University)

CHRIST (Deemed to be University) Bangalore, founded in 1969, remains one of the finest educational institutions in India. The motto of the university is Excellence and Service. The University offers nationally and internationally recognised undergraduate, postgraduate and research programs in academic disciplines such as Humanities, Social Sciences, Sciences, Law, Engineering, Business Administration, Commerce, and Management. The university has around 18,000 students from all over India and the world, and over 800 faculty members. Along with the central campus, the university has off-campuses in Bengaluru, Pune, and Delhi NCR.

The Department of Media Studies at CHRIST (Deemed to be University) offers undergraduate, postgraduate and doctoral courses at the department. A dynamic curriculum, innovative pedagogy, learner-centric values, intensive research, and relevant industry exposure in the form of internships and projects are defining features of the Department. The Department provides consultancy services to a variety of stakeholders and conducts outreach programs for the community, fulfilling the University's motto of excellence & service.