



# Two Days Virtual National Seminar on Realities of Marginalisation and Marginality in Media

Department of Mass Communication  
Mizoram University  
21 April 2022 & 22 April 2022



## Concept Note

In 21<sup>st</sup> Century, Media has proven to be the most powerful entity under the sun. The omnipotent and omnipresent media has influenced every sphere of human sustenance- from society to culture, from politics to economics. The ever dynamic domain has given rise to many new phenomena and notions to galore. The New Media and tech driven communication has also ushered in a plethora of possibilities to explore. The Digital Media has set up complete newer approaches of information dissemination, cultural production and control. The burgeoning media industry has also seen ethics and regulatory issues under continual flux. The distinctions are getting difficult to ascertain and media, which once was perceived as a socializing agent, is alienating audience with regards to issues like identity, fragmentation and image of the self. Social, political and economic institutions have not been any exception and media has brought in changing equations in terms theory and praxis in each and every domain. It is also pertinent to talk about media ethics and dwell upon the challenges media present before society today.

The media is affecting our aesthetic, cultural, civic, social, political and economic outlook. Since media is an intricate part of the social matrix, it commands continual deliberation, discourse and debate in a myriad of timelines and settings.

The purpose of the seminar is to explore, experience and exchange of media scholarship on media and its relation and impact on postmodern world. In the discipline of media and communication studying the representation of marginalized people is an important area in academia. In Indian society many groups are treated as insignificant or peripheral, they are categorized as marginalized.

In India studying the representation of Women, Dalits, Tribes, Religious and linguistic minorities comes under the broad research area of Media and Marginalised. According to Stuart Hall, "Representation is the production meaning in the minds of the people". Apart from the inclusion and exclusion of news about marginalize in mainstream media, it is important to focus on how the media is constructing the meaning about the marginalized people through its language.





Since the mainstream media is dominated by privileged power structures, the question of representation is naturally arises. So it is important to analyse present situation of media and representation.

India's Northeast could be considered as cultural and regional minorities in Indian context. The population of eastern India 'north-east India in our vocabulary' includes a large population of tribal and minority people who speak languages closely related to languages of south-east Asia rather than to the languages of India proper, and their cultures in many ways resemble the cultures of neighbouring south-east Asian peoples. North-east India rarely comes up in the mainstream media coverage. The media usually covers only the bomb blasts, the massacres, the shootouts – threats posed by the region to the sanctity of the Indian state. The lack of coverage of the region in the national media means its events and issues rarely figure in the public agenda and little pressure is put on the government to 'do something' to address its myriad problems. Here the media includes Print, television, radio, advertising, cinema, new media and social media.

## Sub Themes:

1. Caste and communication
2. Media and Dalits
3. Media representation of North east India
4. Contours of marginalization of margins
5. Media, Social Inclusiveness and politics of power
6. Media, religion and ethnicity
7. Media diversity and Media Pluralism
8. Politics of representation in visual media
9. Media and Gender
10. Representation of Marginalized in Media coverage and Newsroom
11. Politics of Media Representation and Media stereotyping
12. Marginalisation and Social Media
13. Periphery voices through alternate Media
14. Resistance from Margins
15. Media infrastructures of subaltern resistance
16. Media and race
17. Societal inequality in terms of health and development
18. Hate speech and cyber bullying against the margins
19. Media world Vs Real world

*The objective of the two day seminar is to engage the media scholars from all parts of India and the North East in order to discuss the problems of representation in Indian media. The seminar will act as a platform for the academicians, scholars and different stakeholders of the country to meet and interact for finding out the various issues, and challenges of Media representation of the Marginalised.*





## Call for Papers

Papers relating to above themes are invited from academia, professional, NGOs/activists, media persons, research scholar and students. Prospective authors are invited to submit abstract or full papers electronically. The abstracts will be evaluated on basis of the theoretical contribution, quality and originality of research.

Paper proposals should include the title, an abstract (max 500 words) and a brief biographical note (max 250 words). Participants are requested to send abstracts and general enquiries to [nationalseminar2022@gmail.com](mailto:nationalseminar2022@gmail.com) on or before (10 March,2022). Full papers should be submitted on or before April 15,2022. The participants who submit the full papers will only be permitted to present the paper in the seminar. The selected papers will be published in an edited volume by a reputed publisher.

\*Submission of full paper after last date will not be entertained in any manner.

### Key dates

Conference date : 21<sup>st</sup> and 22<sup>nd</sup> April, 2022

Submission of Abstracts : On or before 10 March 2022

Decision on acceptance : On or before 20 March 2022

Last date of Registration : On or before 31st March

Submission of Full Papers : 15<sup>th</sup> April 2022

Registration Fee:

@ Rs. 500/- for faculty, students, research scholars and Media Professionals.

@ Rs. 200/- participants without papers

Account details will be provided to participants after acceptance of the abstract.

Participants without paper shall enquire at the email provided for registration

([nationalseminar2022@gmail.com](mailto:nationalseminar2022@gmail.com))





## Guidelines to authors:

1. The manuscript should be in MS Word 2007 format. Manuscript must be 1.5 spaced, with 1 inch margins with “Times New Roman, Font size 12, black”.
2. In the first page of the paper please provide Paper Title, full name of the author(s) and full addresses (institute’s address along with designation and corresponding address) along with the email address of the author(s).
3. The abstract, followed by relevant keywords, should not be more than 250 words and should adequately describe the work and highlight its significance.
4. The complete manuscript should be in the range of 3000-5000 words.
5. The papers submitted will be reviewed by a group of experts. Original Research work will only be accepted.
6. All correspondence will be done through e-mail only.
7. Suggestive framework of the paper : Introduction, Rationale of the study, Objectives, Research Questions, Research Methodology, Analysis and Findings, Conclusion and Recommendation (if any).
8. The authors should follow the APA seventh edition for referencing.
9. UGC’s guidelines on plagiarism will be adhered to.

All queries relating to seminar should be addressed to [nationalseminar2022@gmail.com](mailto:nationalseminar2022@gmail.com)

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