

## Venue

Seminar Room, Kalindi College

## Organized By

Department of Journalism

## About the Department

The Journalism Department of Kalindi College was established in the year 1995, and since then has been the trademark grace of Kalindi. The Journalism Society of Kalindi College is dedicated towards developing a worldview that incorporates a holistic method of inquiry for the greater good of society. It is designed to train young minds to investigate events that eventually become an integral part of national development.

The Department espouses and instills ideas of professional ethics and standards among budding journalists. The Journalism Society also encourages a participative environment so that students feel free to interact with their peers as well as with experts in the field. Workshops, seminars, talks and interactions with film-makers, cinematographers, senior journalists, and professors are a regular feature of the departmental activities. To enable students to experience a journalist's world, field visits to press and broadcast agencies are encouraged. The students produce radio programmes for Delhi University Community Radio (DUCR 90.4 MHz). Internships with media houses is also an integral part of the curricular activities. The students also produce films, radio and video documentaries, advertisements and other audio-visual products, some of which have either been nominated or won awards at various film and documentary competitions held at colleges and university levels and at film festivals.

## Registration Details

Registration Fee	
Paper Presenter – Industry Experts	1500 INR
Paper Presenter – Faculty	1000 INR
Paper presenter – Postgraduate/ Research Scholar	700 INR
Paper Presenter – Under Graduate Student	500 INR
Attendees	400 INR
Attendees (Undergraduate Students)	300 INR

*Important: A copy of receipt generated after the online payment must be mailed on [nsjournalism2019@gmail.com](mailto:nsjournalism2019@gmail.com) and the hard copy of the same should be produced at the time of the conference.*

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<b>Account Number</b>	8670101001650
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<b>Type of Account</b>	Savings Account
<b>MICR</b>	110015048



ज्ञान-विज्ञान विमुक्तये

**KALINDI COLLEGE**

(NAAC "A" Grade)

University of Delhi

&

**University Grants Commission**

Government of India

Presents

**Two - Day National Seminar**

On

**Communication And Social Change For  
The Marginalized And  
The Underprivileged**

**5<sup>th</sup>- 6<sup>th</sup> September 2019**

**Patron**

Dr. (Ms.) Anula Maurya  
Principal

**Conveners**

**Dr. Sunita Mangla**  
Assistant Professor  
Department of Political Science  
&  
Coordinator  
Department of Journalism

**Dr. Nivedita Giri**  
Assistant Professor  
Department of Political  
Science

## Call For Papers

Communication as a tool for social change in India has been a powerful medium which empowers the citizenry. It empowers them to collectively as well as individually identify social problems, participate in decision making and, finally, implement community-based solutions on developmental issues. Media in the form of community radio, participatory videos, citizen journalism, social media etc. has involved and empowered every individual. It has, today, become the voice for the voiceless. The seminar will primarily focus on the need for strengthening and supporting communication to bring about a social change in the society. The change is utmost necessary for the marginalised groups to bring a social equilibrium in our society. Many communities experience social exclusion on the basis of gender, caste, class, religion, race, economy etc. The gap between the underprivileged and privileged has only widened over the period of time.

Today, we need to channelize communication system towards achieving developmental goals. When we see media being the mouth-piece of the capitalist bourgeoisie trying to manipulate the dominant view and acting to destabilise the public sphere to gain monopoly, communication becomes a powerful alternative for the marginalised groups. The hegemony created by the powerful elites was also echoed in the work of Karl Marx which says, “The class that has

the means of material production has control, at the same time, over the means of mental production (i.e. concept)... regulates the production and distribution of ideas of that age.”

Development programmes cannot produce change without an ongoing, culturally and socially relevant communication dialogue among development providers and clientele, and within the recipient group itself. The essence of communication is the sharing of knowledge aimed at reaching a consensus for action that takes into account the interests, needs and capacities of all concerned. It is, thus, a social process. Communication media are important tools in achieving this process but their use is not an aim in itself—interpersonal communication too must play a fundamental role. This basic consensus on communication for social change has been interpreted and applied in different ways throughout the past century. Both at theory and research levels, as well as at the levels of policy making and implementation, divergent perspectives are on offer.

The seminar proposes to address the following:

The seminar would focus on the study of society and culture involved in formulating media and its outreaching strategies, thus ensuring that target audiences are reached in an appropriate manner to affect knowledge transfer. This is particularly so in developing countries, where access to information supporting health, agriculture, literacy and other initiatives can be vital.

- ◇ Identifying the elements of social change through communication.
- ◇ Using communication for achieving the desired results in the field of development.

- ◇ Deliberating upon responsibility factor of the media towards achieving the development goals.
- ◇ Examining the journalistic complexities between media ethics and media commercialization.

### Seminar Sub-themes:

- ◆ Digital India: A new revolutionary phase of development.
- ◆ Communication Policies, Strategies and Exemplars
- ◆ Media a voice to the voiceless: Media converge on Dalits, tribals, minorities, women, children etc.
- ◆ Media as informer and motivator: From awareness campaigns for CSR activities
- ◆ TV and Cinema as an agent of development and social change.
- ◆ Media censorship
- ◆ Rural India: Empowering the geographical peripheries
- ◆ 'Development Journalism & Media ethics' versus 'Sensationalism & Commercialisation': A tussle for existence.
- ◆ Folk Media: A traditional tool to bring about a social change & development.
- ◆ Community Media and Conflict Resolution.
- ◆ Political communication and social change