



NATIONAL CONFERENCE
ON
GENDER AND MEDIA :
THE EMERGING CONCERNS

16-17 OCTOBER, 2015





The powerful role of media in presentation and misrepresentation of social reality is well known. Media has played an important role in the promotion, representation and framing of women. It also casts great impact on how women are viewed globally and how they (women) view themselves. In Indian context, making an open impact on aesthetic sensibilities of mass audiences and the ambition to produce works of art or intellect that suits women is by no means exclusive goals.

From its earliest years, media has negotiated the role of women and her centrality to various narratives and generic patterns. The contents that are there are no doubt glossy, colorful and glitzy but as far as women and their portrayals are concerned, everything just goes against them. Women leaders, professional, achievers and their abilities, contributions and advancements are reality check on women's competence. Media shapes and influences this reality. It also documents the victimization, isolation and alienation of women to uncover strong parallel realities. Further media's contribution towards exploring, challenging and examining women's reality issues also need to be analyzed.



Women need to know their rights and should give away with the discrimination which is deep rooted in the age-old traditions and prejudices. The exposure to mass media channels like newspaper, magazines, radio or television and films as tools of communication processes can help in gaining knowledge and change attitudes which can help in women empowerment. Determining selective issues relating to women on their status, political participation, economic contribution and the social importance and further projecting these in mass media would create awareness. To build a sustainable future, the minds of the society need to be cultured and all issues related to women have to be understood and responded.

The objective of the conference is to map the history and changes within the media industry and provide an interpretive framework within which role of media can be apprehended as a distinctive agency in portraying, constructing, deconstructing and violating images of women in Indian cultural context. The challenge for scholarly intervention into studying interrelationship between media and women involves if there are really new kinds of media trends giving women a space to negotiate their images.

The conference aims to discuss relationship between media and women from different perspectives. The conference seeks to explore media's influence on development, empowerment and encroachment of women's rights. It will also focuses on studies on media, its architecture, the patterns of narratives and screening/ projection of sexes that tend to centre on women. This includes and highlights issues related to underrepresentation of women in mainstream media and the role of media academicians. Studying the complex inter-relationship between media and women is not about only watching images of women in films, multiplexes, theme parks, on television and in literature but also understanding what the interplay of women and media means within a cultural setting and how they fit into broader range of entertainment or social activities.





THEMES

- **Feminism and Media**
- **Media and violence against women**
- **Portrayal and performance**
- **The fair sex : A victim of objectification**
- **Changing role of women in production and reproduction of media content**
- **Future agenda for challenging gendered construction of media.**
- **Addressing women's issues : The Role of Media**

These themes are by no means exhaustive and are meant only as prompts to the scholars interested in participating in the conference. We invite a variety of engagements with the broad theme of the conference, especially as they enable conversations across humanities and social sciences. We also encourage submissions from scholars working with non-English language materials.

Venue:

The conference will be held in University Maharani's college, a premier institution providing world class education to girls of not only state of Rajasthan but also other states since 1944. It has distinguished alumni which have not only brought laurels to the college but also to the country. Having student strength of more than 8000 students, it is the largest multi faculty college in Asia.

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Vice Principal, Maharani College, U.O.R., Jaipur



SUBMISSION DEADLINE

250 words abstract is to be submitted by 10th October, 2015. The abstract should have a title for the presentation along with the name and institutional affiliation of the presenter and should be mailed as an email attachment to pragyamaharani@gmail.com. Complete papers should be limited to about 3000 words (approximately 15 minutes of presentation time). For more details visit www.universitymaharanicollege.ac.in

REGISTRATION

The registration fee for the conference is as follows:

Delegates On the spot registration

Rs. 1000/- Rs 1200/-

The registration fee may be remitted by cheque /DD drawn in favour of '**Principal, National Conference on Gender and Media**'. Registration fee includes Certificate of Participation, Conference Kit, Tea & Snacks and Lunch. The registration fee is non-refundable.

All correspondence may be sent on the following address:

Dr Rashmi Jain

Organizing Secretary

National Conference 2015

Maharani College

Ram Singh Road

Jaipur-302001

Email: pragyamaharani@gmail.com



**National Conference on
Gender and Media: The Emerging Concerns
October 16-17, 2015**

*Organized by
University Maharani College, UOR, Jaipur
0141-2373628*

REGISTRATION FORM

(To be filled in and sent with the Demand Draft to the Organizing Secretary)
(Tick mark whichever option in this form is appropriate to you)

1. Name (Block): Mr./Ms./ Dr. _____
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3. Designation: _____
4. University/Organisation: _____
5. Mailing Address: _____
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6. Date of Arrival & Departure:

Arrival: _____ Departure: _____

7. Details of DDs/Cash Enclosed of Registration Fees:

Bank Draft No. _____ Dated _____

Drawee Bank _____ for Rs. _____

Crossed DD to be drawn in favour of "Principal, National Conference on Gender and Media" payable at Jaipur should be sent to Organizing Secretary, University Maharani College, Sawai Ram Singh Road, Jaipur-302001

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Signature of the Delegate

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Note: If anyone requires accommodation, you may contact the Organizing Secretary for arranging accommodation on payment basis.