

Invitation and Call of Papers for seminar on 'Gender Discrimination In Media : Need For Positive Reporting'

Venue: NISWASS

Date : 24-25 February, 2014

National Institute Of Social Work And Social Sciences, Bhubaneswar with the association of Friedrich Ebert Stiftung, New Delhi is going to organize a seminar on 'Gender Discrimination In Media : Need For Positive Reporting' between 24-25 February, 2014.

Background of The Conference :

The status of women in media has been subject to many great changes over the past few years. As the society is experiencing certain dynamic changes, the reflection of women in Indian media is also facing various transitions. Mass Medias like films, documentaries, advertisements, and prints are portraying various genres of women's image. Women empowerment and representation of women in mass media needs a social transformation.

Aims of The Conference :

The mass media from very beginning has been limiting the status of woman. Everything today is flashier, bigger, better, and more glamorous than before so why would women fall to any exception? The need is to bridge the gap between Information and Entertainment with a mutual result of Infotainment. Therefore, if we want social transformations then we have to provide equal media opportunities for man and women. Mass Media can't neglect the existence of women and her dignity. The recent studies show that there are unequal pattern of women's employment in Doordarshan. Representation of women in senior managerial position in various news channel are very limited. We can hardly find any women on top managerial level in mass media, who is playing a crucial role in decision making. The decision making in media organizations remain overwhelmingly the domain of man. In order to improve images of men and women in television and radio, representation of women as decision makers needs to be strengthened.

Sub Themes :

- Contemporary manifestations of gender discrimination in the media
- Role of media in breaking down gender stereotypes
- The need for media regulation to abolish gender stereotypes
- Promoting leadership and participation of women in the media

- Best practices, innovative approaches to improve gender equality and reduce stereotypes

Invitation :

We invite papers on any of the above mentioned themes. Contributions are expected to explore the significance of the questions emerging within the scope of each theme. However, good quality papers not falling under any of the above mentioned themes are also welcome. Papers are invited from philosophers of mass media, philosophers of women studies, educationists, practitioners in mass media and students. Authors are advised to limit their contributions to 2500-3000 words. Papers should be prepared for blind review, and sent along with a 300-words abstract on or before February 5, 2014. The papers may be sent either through email to niswass1@bsnl.in/niswass2@bsnl.in or they can be sent to the following address:

National Institute Of Social Work And Social Sciences,
3 Chandrasekharpur,
Bhubaneswar, 751023,
India

A top sheet containing the following information must be affixed to each contribution:

- (i) Author Name(s)
- (ii) Title of the Paper
- (iii) Designation and Institutional Affiliation
- (iv) E-mail ID.

Please send the documents in Windows format.