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ABOUT ADBU

DON BOSCO UNIVERSITY IS A PROJECT OF THE SALESIANS OF DON BOSCO (SDB) EXECUTED BY DON BOSCO SOCIETY, AZARA, GUWAHATI. PRESENTLY, SALESIANS ARE WORKING IN 132 COUNTRIES CATERING TO OVER NINE MILLION YOUNG PEOPLE WORLDWIDE; SALESIANS HAVE BEEN RECOGNIZED BY GOVERNMENT OF INDIA AS THE SINGLE LARGEST PROVIDER OF TECHNICAL EDUCATION IN INDIA, SECOND ONLY TO THE GOVERNMENT. MORE THAN 100 SALESIAN TECHNICAL SCHOOLS AND 25 COLLEGES HAVE BEEN ESTABLISHED IN INDIA. SCORES OF NON-FORMAL TRAINING CENTERS, AGRICULTURAL TRAINING CENTERS, RELIEF AND REHABILITATION CENTERS, LITERACY CENTERS AND SHELTERS FOR STREET CHILDREN IN INDIA ARE MANAGED BY THE SALESIANS OF DON BOSCO

CALL FOR PAPERS

**POST MODERNISM :
EMERGING CHALLENGES &
OPPORTUNITIES IN MEDIA**

**STUDENT RESEARCH SEMINAR
2017**



ORGANIZED BY
DEPARTMENT OF MASS COMMUNICATION
ASSAM DON BOSCO UNIVERSITY

CONCEPT NOTE:

POSTMODERNISM IS A GENERAL AND WIDE RANGING CONCEPT WHICH EVOLVED IN LATE 20TH CENTURY, AND IS APPLIED TO MEDIA, ART, LITERATURE, PHILOSOPHY, ARCHITECTURE, FICTION, CULTURAL AS WELL AS LITERARY CRITICISM AMONG OTHERS TO EXPLAIN REALITY. IT IS A CONTINUOUS TREND, IN DEVELOPING THE WAYS OF LIFE. THE CONCEPT HAS BEEN WIDELY DISCUSSED AMONG SCHOLARS FROM DIFFERENT PERSPECTIVES. JEAN BAUDRILLARD, CONSIDERED THE FATHER OF POSTMODERN CULTURE, PAINTS AN UNINVITING PICTURE OF OUR CURRENT POSTMODERN CONDITION, ARGUING THAT WE HAVE LOST CONTACT WITH REALITY IN VARIOUS WAYS THAT WE HAVE NOTHING LEFT BUT A CONTINUING FASCINATION WITH ITS DISAPPEARANCE. HIS VISION IS HIGHLY DYSTOPIC. IN HIS VERSION OF POSTMODERNITY, THERE IS HARDLY ANY SPACE FOR OPPOSITION OR RESISTANCE BECAUSE OF THE SUPREME DOMINATION OF THE CONTROLLING SYSTEM: ACCORDING TO HIM, EVERYWHERE, ALWAYS, THE SYSTEM IS TOO STRONG IN THE SOCIETY. WHAT HE IMPLIES IS THAT THE MEDIA INTENSIFIES INFORMATION BY PRODUCING INFORMATION FOR EXPERIENCE. ON THE OTHER HAND, HE CLAIMS THAT THE AUDIENCE ABSORBS ALL MEDIA CONTENT, NEUTRALIZES, OR EVEN RESISTS, MEANING, AND DEMAND AND OBTAIN MORE SPECTACLE AND ENTERTAINMENT, THUS FURTHER ERODING THE BOUNDARY BETWEEN MEDIA AND REALITY. IN THIS SENSE, THE MEDIA IMPLodes INTO THE MASSES TO AN EXTENT IT IS UNKNOWABLE WHAT EFFECTS THE MEDIA HAVE ON THE MASSES AND HOW THE MASSES PROCESS THE MEDIA

THEREFORE IT IS CLEAR THAT MASS MEDIA HAS WIDE RANGING IMPLICATIONS ON THE MASSES, RANGING FROM THE PSYCHOLOGICAL TO THE INTELLECTUAL TO THE CULTURAL. POSTMODERNISM BECOMES AN IMPORTANT LENS TO UNDERSTAND THE EFFECTS IN THE HIGHLY DYNAMIC 21ST CENTURY. IN THIS CONTEXT, IT IS PERTINENT TO STUDY WHAT HAS BEEN THE IMPACT OF POSTMODERNISM IN FIELD OF COMMUNICATION AND MEDIA – THE OPPORTUNITIES IT GENERATES AND THE CHALLENGES THAT IT POSES. DISCUSSIONS ON THESE ISSUES ENABLE GRADUATE STUDENTS AND RESEARCHERS TO EXPLORE DEEPER INTO IN THE REALM OF MASS MEDIA AND ITS EFFECTS ON VARIOUS DISCIPLINES

SUB THEMES

- MEDIA AND EDUCATION
- EFFECTS OF MEDIA ON CULTURE
- COMMUNICATION TECHNOLOGY AND ITS IMPACT ON SOCIETY
- ETHICS AND VALUES OF MEDIA IN THE POSTMODERN SOCIETY
- THE POLITICAL-ECONOMY OF NEW MEDIA
- DIGITAL PLATFORMS AND CIVIL SOCIETY ACTIVISM
- E-GOVERNANCE AND DEMOCRACY
- THE PSYCHOLOGICAL EFFECTS OF MEDIA IN THE SOCIETY
- MEDIA, RADICALISATION AND TERRORISM

TIMELINE

DATE: 03RD NOVEMBER 2017

LAST DATE FOR FULL PAPER SUBMISSION

18TH OCTOBER 2017

SUBMIT YOUR FULL PAPERS AT :

ADBUMEDIA@GMAIL.COM

REGISTRATION FEE

REGISTRATION WILL BE DONE ON-THE-SPOT

REGISTRATION FEES FOR PAPER PRESENTERS **Rs.800**

ONLY FOR PARTICIPANTS : **Rs 500**

VENUE

ASSAM DON BOSCO UNIVERSITY
TAPESIA GARDEN
KAMARKUCHI VILLAGE
SONAPUR- 782402

ACCOMODATION

PARTICIPANTS AND PAPER PRESENTERS WILL HAVE TO ARRANGE FOR THEIR OWN ACCOMMODATION

MEDIUM OF PRESENTATION

PRESENTERS ARE ENCOURAGED TO PRESENT THEIR PAPERS IN ENGLISH

CERTIFICATES WILL BE PROVIDED FOR BOTH PRESENTERS & PARTICIPANTS