

## **National Seminar organised by Department of Journalism, Kalindi College on “Communication and Social Change for the Marginalized and the Underprivileged”**

Convener: Dr Sunita Mangla and Dr. Nivedita Giri.

The department of Journalism, Kalindi college organized a two- day national seminar on the 5th and 6th September, 2019 sponsored by University Grants Commission. The seminar focused on the need for strengthening and supporting communication to bring about a social transformation which is an utmost necessity for the marginalized groups. The seminar was conducted under the guidance of honorable vice Principal Dr. Anjula Bansal and was convened by Dr. Sunita Mangla and Dr. Nivedita Giri. The seminar began with a welcome address by Dr. Anjula Bansal, Vice Principal, Kalindi College. This was followed by Idea and Theme Introduction by Dr. Sunita Mangla, Coordinator, Department of Journalism and Seminar Convenor. The inaugural ceremony was graced by Chief Guest- Prof. (Dr.) Biswajit Das, Director at Centre for culture, media and governance, Jamia Millia Islamia, Guest of Honour Prof. R.K. Dhar, Jagannath International Management School and Key note speaker Prof. Vivek Kumar, School of social sciences, Jawaharlal Nehru University. Prof. Vivek Kumar emphasized on the need for the study of Indian society in media studies in order to understand the concept of marginalization. Prof. Das discussed the post-media scenario and focused on the need for an Indian identity of communication. The seminar was divided into 6 technical sessions. Session 1 touched upon the theme of Communication for Social Change and Development. It was chaired by Prof. (Dr.) Surabhi Dahiya, Course Director, English Journalism, IIMC. Faculty members from other universities presented their papers in this session. A total of 10 papers were presented in this session. The presenters focused on the role of communication and development and how government brings about a change in the lives of the marginalized people through an implementation of various policies. Technical Session 2 talked about the importance of Media in providing a platform to the voiceless. This was chaired by Prof. Amit Channa, Dean, VIPS, GGS IP University. It was covered by 7 presenters. The chief focus was on the role of media in the empowerment of women. However, Rekhta v/s Rekhti was one such paper that focused on the genre of Ghazals and how men dominate the area. This was followed by Technical session 3 which talked about media as a tool to bring about a social change and development and was chaired by Dr. Suraiya Tabassum, Assistant Professor, Sarojini Naidu Centre for Women’s Studies, Jamia Millia Islamia. The presenters threw light on how new media has improved and gave a platform to women in raising their opinions and ideas. The remaining sessions were conducted on the second day of the seminar.

The second day of the seminar saw an ardent start with the beginning of Technical session 4, which focused on the idea of how Television and Cinema act as an agent of development and social change. It was chaired by Professor Sahiba Hussain, director at Sarojini Naidu Centre for Women’s Studies, Jamia Millia Islamia, New Delhi. Some of the movies talked about in the session included Satyajit Ray’s era and his movies, Padman, Period end of sentence and Kabir Singh. There was a vast discussion on cinema from 1900’s to today’s times. This was combined with Technical session 5. It shed light upon the idea how Digital media and Communication policies are revolutionizing a new phase of development. It was also chaired by Professor Sahiba Hussain. Presenters talked about how financial inclusion for the marginalized and the underprivileged has been revolutionized by digital media platforms and also talked about the various contributions of the government to bridge the digital gap in India. This was followed by technical session 6 chaired by Dr. Umesh Chandra Pathak. It focused on two contradictory topics that is Development Journalism and Media Ethics, and Sensationalism and Commercialization. The papers mainly addressed the impacts of digital media on political communication, democracy, and people. The seminar received massive participation from eminent institutions and universities like Jawaharlal Nehru University, Jamia Millia Islamia, Aligarh

Muslim University, Banasthali, VIPS, Benette University, GGS IP University, Punjab Technical University, Central University of South Bihar, Patliputra University, Patna, IITM Janakpuri, Manav Rachna University and colleges of Delhi University – Maitreyi College, PGDAV College, Institute of Home Economics and Kalindi College to name a few. A huge participation was witnessed from Kalindi College itself. A total of 73 scholars presented their papers. The seminar concluded with the Valedictory session where the seminar report and the vote of thanks was given by Dr. Nivedita Giri