

Dear Sir/Madam,

It gives us immense pleasure to invite you to a UGC-sponsored National Seminar on “Mass media and Society” to be held in our college premises on 13th and 14th May, 2014. We are sure that your active participation in the two-day Seminar will benefit the academicians, research scholars, teachers, students and others.

With warm regards,

Dr. Lutfun Nahar

Principal i/c and Chairperson

Dr. Protim Sharma

Coordinator

Pranjal Borah

Joint Coordinator

Ranjit Kumar Boruah

Joint Coordinator

**National Seminar Organizing Committee
Dikhowmukh College**

THEME OF THE SEMINAR

In this age of information explosion, mass media occupy an important place in our society. The day to day life and events from all around the globe are invariably covered by the mass media, both print and electronic. It is needless to say that the media have a great responsibility with regards to truth and objectivity

in presenting news and information. But it is often seen that the media houses are engaged in unhealthy competition with each other in the name of news reporting. We are sometimes fed with sensational and fabricated news; and they seem to cross all limits of ethics. The same is true with a few stories about crimes, which are overdone with unnecessary repetitions. They seem to lack social responsibility and tend to make us immune to the system. Dangerous business practices and cut-throat competitions in the field of media have also affected the fabric of our democracy. In post-liberalization India, transnational media organizations have arrived with their global interest : we often witness big industrial conglomerates threatening the existence of pluralistic viewpoints.

Media, as the Fourth Estate of democracy, should ideally be the agent of social change and watchdog of government activities. They should help educating the masses for their social uplift and also in opinion building. They should give more stress on developmental journalism, not negative journalism. Media should not contribute to mistrust among the masses. But is it always so? In this context, it is pertinent that we consider different aspects and roles of mass media in our society. Such issues and others have encouraged us to organize the national seminar on the topic ‘Mass Media and Society’ in our college. Our objective in organizing the seminar is to elicit responses from students, scholars, media personalities and practicing journalists about the present role and desired role of the mass media. It is also hoped that the research papers and discussions during the two-day seminar will help the mass media organizations and people involved in it find a road-map, which in turn will help build a positively developed society.

SUB-THEMES

- a) Mass Media and the youth
- b) Mass Media and Women
- c) Consumerism and Mass Media
- d) Scientific attitude and objectivity in News reporting
- e) Role of Media in policy decisions
- f) Role of Media in conflict situations
- g) Impact of visual media
- h) Cinema as a Mass medium
- i) Role of Social Media, New Media and Alternate Media
- j) Any other topic related to the main theme.

ABOUT THE COLLEGE

The Dikhowmukh College nestles snugly in a picturesque and serene campus beside the historic tank ‘Moglow’, reminding one of the glorious saga of Kuranganayani, the Manipuri Princess and wife of Ahom king Rajeshwar Singha. The college got off to a humble start in 1982. The Dikhowmukh College is the only institution of higher education in the vast locality of Dikhowmukh. The historic ‘Bor Ali’ connects this area, once known as Rupahinagar, with the rest of the world. A few kilometers away from the college is Dikhowmukh, or the confluence of the rivers Dikhow, Darika and Gariajan, which is also the seat of the saint Ajan Peer saheb and Ramkha Peeth, one of the holy shrines of ‘Sati’. The scenic beauty of the vast expanse of paddy fields stretching far beyond, migratory birds flocking around the numerous water bodies of the area in winter and the exotic ‘chang ghar’ of the indigenous Mising tribe here would surely give you an out-of-the-world experience

LOCATION OF THE COLLEGE

The Dikhowmukh College is located some 20 km away from the historic town of Sivasagar, and just 5 km from the township of Gaurisagar. Bus, shared auto and tracker service is available from Gaurisagar Tiniali to the College. However, arrangements have been made to guide you to the College at Gaurisagar Tiniali on the first day of the Seminar.

CALL FOR PAPERS

The Seminar is inter-disciplinary in nature and original research papers, either in English or Assamese, of about 2000 words in any of the sub-themes are invited from you. Selection of papers will be made on the basis of the Abstract which should not be more than 200 words. You may submit either a hard copy or a soft copy; however, we encourage electronic submission for speedy processing. The Electronic copy should preferably be in MS WORD format, 12 point size of Times New Roman font (Font size 10 for Tables and Figures) and with 1.5 line spacing. Please label the saved file as <your name_surname.doc>. The email addresses are : dikhowmukhcollege@gmail.com & protim.sharma@gmail.com

We have plans to bring out a proceeding volume of selected research papers, which will be published by a reputed publisher.

IMPORTANT DATES

- a) Last date for submission of Abstract : May 05, 2014
- b) Last date for submission of Full Paper : May 10, 2014

REGISTRATION

- a) Participants with paper : Rs. 500/-
- b) Participants without paper : Rs. 300/-

Registration fee includes admission to Academic Sessions, conference kit (including printed copy of the conference programme, pen, notebook etc.) and breakfast, tea and lunch during the two days of the National Seminar. The Registration fee is waived for working journalists as a goodwill gesture to encourage their participation.

FACILITIES

- a) Projection facility for power-point presentation
- b) Accommodation for outstation participants on nominal payment. But they have to inform the organizers about their requirement at least one week before the Seminar.
- c) Local sightseeing can be arranged on request.

CONTACT PERSONS

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UGC SPONSORED

NATIONAL SEMINAR

ON

MASS MEDIA AND SOCIETY

13th and 14th May, 2014

Organized by



DEPARTMENTS OF ENGLISH AND SOCIOLOGY

DIKHOWMUKH COLLEGE
P.O. BHARALUA TINIALI, GAURISAGAR
DIST.- SIVASAGAR (ASSAM)
PIN: 785 664

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