

Frames of Reference 2014 | Mediatised India 2.0

Wednesday, 17 December 2014.....

Welcome Address **10:00**

Dr. Shilpa Phadke

Dean, School of Media and Cultural Studies (SMCS), Tata Institute of Social Sciences (TISS)
Mumbai

Introduction to the theme **10:20**

Ashwin Nagappa

MA in Media and Cultural Studies, SMCS, TISS Mumbai

Panel 1: Do-It-Yourself (DIY) Media **10:30 - 11:45**

Discussants: Nayantara Nayar and Prateek Shekhar, SMCS, TISS Mumbai

Frame to fame- Internet trolling in India and its PR function

Ankita Bhatkhande and Aditi Maddali, SMCS, TISS Mumbai

Most Satire Ever: The Internet Humour Revolution as a Social Corrective

Aneesha Puri and Ishita Jain, Miranda House, University of Delhi, New Delhi

The Crowd and the DIY Filmmaker: A Study of the DIY Funding Circuits of the Dilettante

Akriti Rastogi, School of Arts and Aesthetics, Jawaharlal Nehru University, New Delhi

Tea Break **11:45 - 12:00**

Panel 2: The Inheritance of Caste **12:00-13:00**

Discussants: Kritika Agarwal and Rajendra Jadhav, SMCS, TISS Mumbai

Whose Media Is It Anyway?

Atul Anand, SMCS, TISS Mumbai

Representing the Dalits in Mainstream Marathi Media: Romanticisation of the Past & Criticism of the Present

Ajinkya Chandanshive, Krantijyoti Savitribai Phule Women's Studies Centre, Savitribai Phule Pune University, Pune

Lunch **13:00 - 14:00**

Panel 3: Media, Power, and Resistance **14:00 – 15:30**

Discussants: Akshat Jain and Smita Vanniyar, SMCS, TISS Mumbai

Resisting Multiple Media Monopolies: Cellphones and Multimedia Consumption Among Users of Limited Technological Access and Economic Means

Rashmi M, National Institute of Advanced Studies (NIAS), Bangalore

The Role of Mass Media and New Media in Students' Movement: A Reading of Hakkolorob Movement
Shreemoyee Chakraborty, Jadavpur University, Jadavpur

The News Making in Web 2.0: #Hashtag Revolution and Social Media Addiction
Nithin Kalorth, School of Social Sciences, Mahatma Gandhi University, Kottayam, and Rohini Sreekumar, Monash University, Malaysia

Digital Media and Internet Activism: Understanding Issues of 'Access and 'Agency'
Kanika Sud, University of Mumbai, Mumbai

Tea Break **15:30 - 15:45**

Panel 4: Gender and New Media **15:45 – 17:15**
Discussants: Shreya (Alia) Sinha and Tanvi Khemani, SMCS, TISS Mumbai

Exploring the Self(ie): Understanding Subjectivity of Young Girls Through Practices of Self-Representation in Social Media
Sujatha Subramanian, Advanced Centre for Women's Studies, TISS Mumbai

Hijab in the Age of Instagram: Collision of Physical and Cyber-space?
Arpita Chakraborty, Dublin City University, Ireland, and Naima Nasir, Ambedkar University, Delhi

The Situated Cyborg: Inking and Hyperlinking 'Eastern' Feminism
Kanupriya and Mantra Mukim, University of Delhi, New Delhi

Ambedkar, Virtual Reality and the Legacy of Gendered Spaces
Akansha Tyagi, Ambedkar University, Delhi

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Panel 5: Cinematic Imaginaries **10:00 – 11:30**
Discussants: Atul Anand and Geetha Wilson, SMCS, TISS Mumbai

Roti, Kapda, Makaan and Documentaries
Saurabh Verma, SMCS, TISS Mumbai

We Too Need To Be Seen: Small Towns as the 'Other' in Hindi Cinema
Manish Prakash, Jawaharlal Nehru University, New Delhi

Bollywood Cinema's Islam and Muslims
Abdullah A Rahman, Hyderabad Central University, Hyderabad

The 'Bhadramahila' of Bengal: Construction through Regional Films
Priyanka Guha, University of Mumbai, Mumbai

Tea Break **11:30 - 11:45**

Panel 6: Regimes of Control**11:45 – 13:15**

Discussants: Aditi Saraswat and Shubhra Dixit, SMCS, TISS Mumbai

Portrayal of Other in New Media: Analysing the Role of Facebook as a Platform for the Depiction of Minority Students

Khadeeja Amenda CP, SN School of Arts and Communication, University of Hyderabad, Hyderabad

New Forms, Old Traditions, False Sense of Control: Mediatizing Events in the Age of New Media

Ashwin Nagappa, SMCS, TISS Mumbai

'Beep:' The Sound of Erasure, The Censored Text as an Aesthetic Device

Ishani Dey, School of Arts and Aesthetics, Jawaharlal Nehru University, New Delhi

Finger on your Lips: Indian Sanitary Napkin Advertisements and the Culture of Silence

Tarishi Verma, SMCS, TISS Mumbai

Lunch**13:15 - 14:15****Panel 7: Of Love and Transgression****14:15 - 15:30**

Discussants: Maanvi and Faebitha Rahman, SMCS, TISS Mumbai

Love Jihad: Media, Sexuality, and Political Agency

Sambuddha Jash, University of Delhi, New Delhi

Transgression and Sexual Citizenship: Mapping the Queerscape in The Welcome and The Seatbelt Crew

Rahul Sen, University of Delhi, New Delhi

The Warped Spaces of Desire: Investigating Love(s) in a Mediatized India

Silpa Mukherjee, School of Arts and Aesthetics, Jawaharlal Nehru University, New Delhi

Tea Break**15:30 -15:45****Panel 8: The Politics of the Spectacle****15:45 – 17:00**

Discussants: Ankita Bhatkande and Arjun Chavah, SMCS, TISS Mumbai

Fashioning the Media Spectacle: Reading the Narrative of 'MS Dhoni'

Indrani Das Gupta, Jamia Millia Islamia, New Delhi

Theatrical Body in Motion: Hindutva Violence and Media Spectacle in Mangalore Pub Attack

Priyam Ghosh, School of Arts and Aesthetics, Jawaharlal Nehru University, New Delhi

Digital India

Akshat Jain and Aditi Saraswat, SMCS, TISS Mumbai

Valedictory Session**17:00**

Launch of the DiverCity portal

Introduction to the Sites

Mr. Faiz Ullah and Prof. KP Jayasankar, SMCS, TISS Mumbai

Introduction of Prof. Arvind Rajagopal

Prof. Anjali Monteiro, SMCS, TISS Mumbai

*Valedictory Address - '**Politics and Political Aesthetics: Indian Media in a Time of Crisis**'*

Prof. Arvind Rajagopal, New York University, USA

Media, as a relatively new object on the horizon of social theory, has rapidly gained in importance. Meanwhile, the challenge of comprehending it has also grown. In addressing this challenge, this talk will seek to situate Indian media within recent debates on politics and political aesthetics, and specifically, in relation to transformations in Indian politics from the Emergency onwards.

Vote of Thanks

Pratik Shekhar, SMCS, TISS Mumbai