

One day National Seminar

On

Media and Governance

March 29, 2018

Department of Mass Communication

University of Burdwan

Burdwan, West Bengal

**Call for Paper:**

The term Governance has become a buzzword across disciplines, policy makers and the practitioners in the recent times. While it remains yet a conceptual confusion, however, much of the disciplines and policy makers have engaged with the term in their respective field. To be specific, the field of media is not left untouched in the recent years. Governance provides a fresh perspective to engage with media and engaging media in other spheres of social life.

Media scenario today transcends geography and national boundaries. In an era of liberalization and globalization, the question of media needs to address issues of jurisdiction, regulation and different stakeholders engaged in making and managing media. Conventional issues of development and communication need scrutiny as well as renewed engagement. Along with decline of state subsidy and the shift from welfare provision to neoliberal vision of state, questions of communication needs to engage with questions that are posed not only by the state but also by other stakeholders. These questions are not only posed within media but also allows rethinking about our way of extending media to other spheres of governance because the neoliberal conditions compel us to rethink about less government and more governance.

The proposed one day national seminar will engage in deliberations on the conceptual issues related to media Governance, various actors and agencies engaged in media Governance, new instruments of policies and institutions engaged in media Governance and finally role of media in the various spheres such as environment, health, gender, population(youth and ageing) and Urban governance, transparency, accountability. In a rapidly changing world, where media has come to occupy and permeate the entire spectrum of human activity a critical understanding of media, governance and culture and the interplay between them becomes difficult without an intensive analysis of media studies and more specifically an interdisciplinary discussant forum. The forthcoming National Seminar will try to generate that platform.

### **Major Themes-**

- Democracy and media- current issues
- Accountability and transparency in administration and role of media
- Digitalization of public administration service-problem and prospect
- Rural administration-role of media
- Spheres of Governance and message design for media content

**Guidelines for Call for Paper:**

	<i>Abstract</i>	<i>Full paper ( for ISBN Publication )</i>
Title	14 pt, Times roman, bold , centre	14 pt, Times roman, bold , centre
Subtitle	12 pt, Times roman, bold, left align	12 pt, Times roman, bold, left align
Text	12 pt, Times roman, 1.5 space, justified	12 pt, Times roman, 1.5 space, justified
Name of author/s	11 pt, Times roman, bold , centre	11 pt, Times roman, bold , centre
Designation / email address and mobile no of the author/s	11 pt, Times roman, normal , centre	11 pt, Times roman, normal , centre
Reference	---	APA style
Word limit	300 should mention the research problem, methodology and major findings	Approx 3000
Keywords	Max 5, 11 pt, Times roman, bold ,italic, left align	-----
Last date of submission	18 <sup>th</sup> March	18 <sup>th</sup> March, 2018
<b><i>##Please follow these guidelines accordingly</i></b>		

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*Regards:*

- *Dr. Saswati Gangopadhyay (Director, National Seminar)*
- *Mr. Rajesh Das & Mr. Mugdha Sengupta ( Jt. Convenor)*