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### Registration Fee

Students / Learners.....Rs 500/-  
Counsellors.....Rs 500/-  
Other participants.....Rs 750/-

For Online Registration please visit:

**www.osou.ac.in**

## Instruction to Authors

- The paper should have a **350-500** words abstract, which provides a summary of the paper. Abstract should contain the key words, author's name, organizational affiliation, postal address, email Id and telephone number
- Full paper should be around **2500-3000** words including figures and tables.
- Abstract and paper should be typed in MS-Word; Font Type: **Times New Roman**; Font size **12**; Line Spacing: **1.15** on **A4** size.
- Only soft copies of the abstract and full length paper should be submitted on the above mentioned dates.
- Abstract and full length paper should be submitted through e-mail only to **nsjmc2020@osou.ac.in**
- Each of the submissions shall go through a process of review. Submitted paper shouldn't be published or accepted for publication elsewhere. Selected papers will be published only after peer review.

### Important Dates

**5<sup>th</sup> March 2020** - Submission of Abstract  
**31<sup>st</sup> March 2020** - Submission of Full paper

Contributors are requested to submit the papers to

**nsjmc2020@osou.ac.in**

### Contact Persons

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**ODISHA STATE OPEN UNIVERSITY  
SAMBALPUR**

Organises

*National Seminar  
on*

**MEDIA**

**A VOICE  
for the VOICELESS**

**(17<sup>TH</sup>-18<sup>TH</sup> APRIL 2020)**



Venue: District Auditorium 'Tapaswini'  
(Near Panthanivas), Sambalpur

RSVP

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## **Odisha State Open University at a glance**

Odisha State Open University (OSOU) was created in 2015 by the Government of Odisha for promotion of Open University and Distance Education Systems in the state. It has the mandate to provide an innovative system of University level education, flexible and open, in regard to methods and pace of learning, eligibility for enrolment, age of entry and operation of programs with a view to promote learning and encourage excellence in the fields of knowledge. The primary goal of OSOU was to ensure access and equity in higher education particularly for disadvantaged groups.

Headquartered in Sambalpur, Odisha State Open University has established Regional Centres and Study Centres in different parts of the state to provide student support services. Regional Centres have been established at Bhubaneswar, Berhampur, Jeypore and Balasore. University has established study centres covering all the districts of Odisha.

### **Objectives of the seminar:**

- *Device ways and means to focus on the marginalized sections of our society and make every attempt to improve their lot.*
- *To exchange ideas on the need for media coverage of people living below poverty line, women, children and transgender.*
- *To exchange ideas on the need for media coverage of backward castes and religious minorities.*
- *To discuss strategies with a view to ensure that media behaves as a true representative of the pluralistic society that we live in.*



#### **Chief Patron**

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## **Broad Theme: "Media: A voice for the voiceless"**

As the nation watched with shock and disbelief, televised images of Dana Majhi, a tribal from Odisha, while the latter walked with Amang Dei, his dead wife, placed right on his shoulders, after being denied hearse by the hospital, a few questions were bound to arise. How come we as a civilized society, for so long, stayed so oblivious to the plight of Dana Majhis, who apparently, aren't at a great geographical distance from us? How come our mainstream media never pre-warned us about the plight of people living in Melgar, Dana's home? Why did Dana have to travel all the way to his district hospital at Bhawanipatna to seek medical help? Wasn't there a hospital at his block? And how is it that the District Hospital, where Amanga died, with 165 sanctioned beds, functioned with just one ambulance? And how come our media isn't answering a very vital question, how do we ensure that Dana Majhis don't recur in future?

Media is considered to be the fourth pillar of democracy. It is seen as a watchdog of democracy. Media provides us with news and information. They manufacture views and help create a public opinion. In a way newspapers and television mediate our world to us. Such news can and does shape our perception of this world. Our understanding of the contemporary world, is the result of the combined efforts of the media outlets that we are exposed to. While this certainly bestows tremendous power upon media, there seems to be no mechanism to ensure that the same is actually behaving as a watchdog of democracy. What if media presents a partial picture of our world to us? What if it, consciously or unconsciously, considers as unimportant, people or issues, which any democracy can ignore at its own risk.

What appears as obvious to the unsuspecting eye needn't and shouldn't be left out from an academic debate. The seminar does exactly that. Instead of discussing issues and themes which media so extensively covers, it focusses on areas that newspapers and news channels choose not to cover. While trying to weigh these issues with reference to the democratic ideals enshrined in our Constitution, the seminar, quite naturally, assumes a multidisciplinary character. It invites inputs from fields such as Political Science, Sociology, Rural Development, Language and literature, Economics, Tribal Studies not to mention Journalism and Mass Communication. The seminar welcomes academicians, research scholars, students, social workers, legal experts as well as media practitioners.

## **Papers are invited on the following sub-themes**

### **Media and Grassroots**

- Focus on Poverty
- Fostering Grassroots movements in India
- Role of Regional Media in addressing the local issues
- Highlighting the role of Rural Local Governance in Disaster Preparedness
- Role of Community Radio

### **Media and Rural Life**

- Coverage of Rural Employment
- Media and Rural Skill Development
- Strengthening of Rural Infrastructure
- Empowerment of Rural Women
- Addressing Issues of healthcare in Rural India
- Rural reporting in India

### **Press and the Periphery**

- Highlighting the concerns of Senior Citizens
- Coverage of physically challenged and differently abled
- Addressing Dalit issues
- Addressing the concerns of Religious Minorities
- Impact of Media on Children

### **Media and Gender**

- Media and Portrayal of Women
- Women Empowerment through Media
- Perpetuation of Gender Stereotypes
- Media and the Third Gender (LGBT)
- Status of Female Journalists / Media Workers
- Feminist Media Theories
- Media and Female Entrepreneurs
- Objectification of Women in Media

### **Social Media solutions**

- Social Media and India
- Marginal Voices and Social Media
- Rural Problems and the Social Media
- Social media and Public Sphere
- Women Empowerment and Social Media

## **Advisory Committee**

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Director

Centre for Media,

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Jamia Millia Islamia (New Delhi)

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Regional Director

Indian Institute of

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