

NATIONAL SEMINAR ON

# FOLK MEDIA AT THE INTERSECTION OF CULTURE AND TECHNOLOGY

28<sup>th</sup> February- 1<sup>st</sup> March 2019

***Organised by:***

Department of Journalism & Mass Communication,  
NEHU

***Sponsored by:***

North-Eastern Hill University, Shillong  
&

Indian Council of Social Science Research  
(NERC)  
Shillong



## About the Seminar

Folk media, which are indigenously developed channels of communication, have the capability to adapt itself to social changes, while also incorporating those changes. They provide a feeling of intimacy, while being flexible and forms an important source of entertainment for a majority of the masses, especially in countries like India. The collective information that a group of people has collected over the ages through experience becomes culture and is passed on generation through generation imbibing more and more information and knowledge through the process. Folk or traditional media is one of the important media that is used for this transmission of knowledge. According to veteran folk media scholar Balwant Garhgi "Folk media represents the people in their natural habitat, with all their contradictions and multifarious activities. It gives a glimpse of their style of speech, music, dance, dress and wisdom."

Since technology has developed so much there have been profound changes in the field of communication and thus changing the way we think of and theorise communication. Computer-based digital forms of New Media is pushing communication towards a converged platform bringing the hitherto known unique forms of communication under a single medium. The Internet itself is evolving day by day and is already stepping towards Web 2.0 which will have more dynamic and more organised Web. The fifth generation of wireless technology or 5G is being started and is expected to create the "network of networks" that will give more reliable and faster transfer of data. All these have created a world where the people are undeniably using different modes of New Media more commonly. According to ITU (International Telecommunication Union), 48% of the world population is using the internet. Gartner forecasts that the number of networked devices will soar from approximately 5 billion in 2015 to 25 billion by 2020.

"In this context, ICT, insofar as they have a direct impact on the way cultural expressions are created, produced, disseminated and accessed and play an increasingly pertinent role in the safeguarding and transmission of cultural heritage, can respond to major global challenges through the exercise of freedom of expression and the promotion cultural diversity." (UNESCO, 2015) New Media can be a platform for cultural dialogue and sharing of heritage knowledge. The passage of cultural goods can happen in a faster way. The question now arises as to how New Media can help develop new cultural products. What is the role of Folk Media at this juncture? Folk Media that does not have the innate flaw of 'alienation' as that of the mass media, still holds an edge. Can Folk Media still be a boon in the modern era of New Media?

### Sub-themes:

1. Evolution of Folk Media
2. Folk Media vis a vis New Media.
3. Folk Media's place in Mass Media like radio, television and print.
4. Folk Media's role in Politics
5. Intercultural Communication and Folk Media
6. Cinema and Folk Media
7. Folk Media and social development
8. Folk Media's role in Indigenous Learning systems
9. Transmission of history through Folk Media
10. Traditional Folk Media in the Northeast India.

### Important Dates:

Submission of Abstract	:	20 <sup>th</sup> January 2019
Confirmation of acceptance	:	23 <sup>rd</sup> January 2019
Submission of full paper	:	20 <sup>th</sup> February 2019
Registration fee payment	:	25 <sup>th</sup> February 2019

**Guidelines for authors:** Abstract should be around 200-250 words with 3-4 keywords. The abstract should have the author(s)'s name, complete address, telephone number and email id. The full paper should be not less than 3000 words.

### Registration Fee:

1. For students and research scholars : Rs. 500.
2. For faculty/teachers : Rs. 1000.

Mode of payment of Registration fee will be intimated later. No TA/DA will be provided for attending the seminar.

### All correspondences regarding the seminar should be addressed to:

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