

# National Seminar on

## Cinema in the Digital Age: A Medium in Crisis/Transformation



4-5 February 2022

**ORGANISED BY: DEPARTMENT OF JOURNALISM & MASS COMMUNICATION  
NORTH-EASTERN HILL UNIVERSITY, SHILLONG (MEGHALAYA)**

### About the Seminar:

Digital technology has put the world through a whirlwind; it has impacted not only the economy of the world but also the way we communicate and consume media. It has become part of our lifestyle choices. Its ramifications are widespread and inescapable for most people. In the digital era, cinema has been reformed into an advanced craft of art. The digital medium has penetrated the entire scenario of cinema including the way films are made, distributed and consumed. From the equipment used in the production to the software used in editing films are all practically in the digital realm now. The archiving and reproducing of the film materials have also gone through tremendous changes since digital took over from analogue system. Movies have gone out of the dark space of the movie halls and are now available in the 'cloud.'

Cinema's transition towards the digital started towards the end of the twentieth century and has since then accelerated at a geometric progression in the last two decades. Distribution systems became simpler and faster than previous distributing process through internet or satellites, etc. Digital products can be delivered to those who want instantly via satellite link or digital OTT platforms. The digital acceleration of cinema has been increased considerable by the ongoing pandemic that has affected the whole world. During this pandemic, the cinema industries faced difficulties in releasing the films in the theatres which are confined spaces where many people are packed together for a couple of hours. The theatre became a place full of peril. Undoubtedly, there are some OTT platforms to overcome the jeopardy of the great loss of film industries all over the world.

The digital revolution has necessitated a look at the direction cinema is going to take. Is film going to take a big turn because of this, or is it going to absorb it and go on in an unchanged direction? There have been major upheavals in the history of cinema whenever a technological revolution happened within the medium or in its vicinity. When sound was introduced to the 'silent' cinema, there were lots of resistance, difficulty in adapting and adjusting to the new technology for the filmmakers, actors as well as the audiences. Other such turning points came with the introduction of colour, with the introduction of television, and with the introduction of video cassettes. Was cinema supposed to go through the evolutionary process that it did, or were these upsets? One of the differences between analogue and digital is the 'packaging' of information in the continuous and discrete styles respectively. However, Lev Manovich considers that film already had "discrete representation, random access, and multimedia" properties even before digital came. Nonetheless, digital technology has effected large scale changes in the film world that theories about films have to make room to accommodate, find new ways to explain and understand the medium.

## Objectives of the Seminar:

The seminar, through the research papers presented by different scholars and teachers, aim to have meaningful discourse on the following objectives:

- Discuss the present status of cinema in the digital age.
- Explore the new approaches in studying and appreciating films.
- Deliberate on the impact of digital technology on the aesthetics, narrative, and genre of films.
- Look into the possible future path the cinema could take.

**Sub-themes:** Papers may be submitted following the themes, but not limited to, as below:

Cinema: Intermediality and Intermodality  
Cinema and New Media  
Cinema's future and OTTs  
New approaches to cinematic space and time  
Historiographies of cinema  
Narrative styles  
Cinema as a Pedagogic tool  
Film Archiving  
Film theory and visual culture  
New genres of cinema  
Cinema and Identity  
Cinema and Censorship  
Experimental Cinema  
Film and its relation to other arts  
Film Adaptation

## Important Dates:

Submission of Abstract	:	5th December 2021
Confirmation of acceptance	:	10th December 2021
Registration fee payment	:	20th January 2022
Submission of full paper	:	25th January 2022

**Guidelines for authors:** Abstract should be around 200-250 words with 3-4 keywords. The abstract should have the author(s)' name, designation, institution, complete address, telephone number and email id. The full paper should be not less than 3000 words. Both abstract and the paper must be typed in Times New Roman font, 12 pt size. APA 7th Edition style referencing should be followed for referencing style. The seminar will be held through online mode.

**Registration Fee:** Rs. 500 (same for all participants). E-certificate as well as hard copy certificate will be provided. Mode of payment of Registration fee will be intimated later.

All correspondences regarding the seminar, including sending the abstract, should be addressed to [kchirom@nehu.ac.in](mailto:kchirom@nehu.ac.in).

## CO-ORDINATOR:

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