

**New Media, Old Media, Social Media:  
Changing South Asian Communications Scholarship**

**Call for Paper Proposals/ Abstracts**

Research paper abstracts are invited for this pre-conference workshop, to be held on June 16 and 17, 2013 prior to the International Communication Association 2013 meetings in London, England. The pre-conference will include panels of research papers, as well as invited speakers.

Abstracts of 300 words should be sent to Sahana Udupa ([udupa@mmg.mpg.de](mailto:udupa@mmg.mpg.de)) and Steve McDowell ([steve.mcdowell@cci.fsu.edu](mailto:steve.mcdowell@cci.fsu.edu)) by December 1, 2012. Authors will be notified of acceptance by January 15, 2013. Full papers will be requested by May 15, 2013 for online posting for other participants.

The workshop is co-sponsored by the ICA Communication Law and Policy Division, the University of Pennsylvania, Jamia Millia Islamia, Shiv Nadar University, the School of Oriental and African Studies at the University of London, and Florida State University.

The workshop will be held at the Khalili Lecture Theatre (Russell Square), School of Oriental and African Studies, University of London on June 16 and 17, 2013.

Registration cost will be \$75 USD per person, which covers breaks, lunches, and a reception.

**Background:**

Home to more than a billion and one half people, South Asia enjoys a shared history combined with a unique cultural, religious, political, linguistic, and ethnic diversity. South Asian media reflects this diversity through its cultural products, which are becoming increasingly popular throughout the region and in other parts of the world. The rapid growth of media and communication, including print, sound recording, television, new media, telecommunications, and mobile devices and applications, point to the importance of South Asia, of its linkages to other parts of the world, of media industries, and of public policies that govern these sectors. The expanding media in South Asia and their growing salience in the processes of globalization call for a robust research agenda with diverse disciplinary approaches and concerted efforts to strengthen communications scholarship in the region.

First of its kind to focus exclusively on South Asian media, this preconference showcases most recent scholarly work on media growth and communications policy in the region and their significance for broader communications scholarship. It is a major meeting point for scholars studying South Asian media and communication, and an opportunity to review and advance communications research and training in the region. It will cover a range of topics on new media as well as conventional media, to provide a critical account of the media changes underway in South Asia and their implications for national politics, regional political dynamics and public cultures.

The preconference will be a major contribution to consolidate, review and reflect on the existing body of communications scholarship and communications education in the region. It will provide a fillip to the emerging area of communications scholarship by strengthening the networks of knowledge and professional collaboration and exchange among media educators. It will complement and expand existing efforts of communications scholars studying the profound political and cultural changes unleashed by media in the last two decades of rapid globalization in the region.

The preconference will address most important issues related to new media and conventional media, by

inviting presentations from scholars exploring South Asian media from various disciplinary perspectives including anthropology, cultural studies and political science, alongside media and communications studies. The list of topics covered by the preconference includes, if not limited to: media enabled political cultures and political activism; mapping media and communications systems; media and information policy; labour in the communications sector; the state and futures of public service media; emerging fields of interest in communications studies; and, media uses and media cultures within South Asia and among the South Asian diaspora. The panels will be followed by a round table discussion among members of the organizing committee and invited experts to review the field of communications scholarship on South Asia and discuss plans and agendas for future research. The preconference also aims to establish a venue for discussing emerging trends and challenges of communications training in the region and develop a communications education agenda for media educators and scholars. It will explore ways to enhance regional cooperation in developing curriculum and pedagogical practices for communications studies.

Recognizing the growing importance of media for the political and cultural landscapes of South Asia and for the South Asian diaspora, the preconference will also invite some guests from the government, media, and community sectors in London to present as appropriate, in a keynote or roundtable/panel capacity. This will allow us to make use of the unique attributes of London as a city with strong representation of media and South Asians. This preconference builds on an earlier preconference on Indian media organized in Chicago (ICA 2009), and a network of scholars set up as part of our on-going efforts to boost communications scholarship on South Asia.

Members of the organizing committee include:

Biswajit Das, Jamia Millia Islamia  
Radha Hegde, New York University  
Steve McDowell, Florida State University  
Vibodh Parasarathi, Jamia Millia Islamia  
Monroe Price, University of Pennsylvania  
Jyotika Ramaprasad, University of Miami  
Azmat Rasul, University of the Punjab. Florida State U  
Subir Sinha, University of London  
Laura Stein, University of Texas at Austin  
Sahana Udapa, Max Planck Institute  
Mohammad Sahid Ullah - University of Chittagong