



**Global Research and Educational
Foundation India (GREFI)**

**International Conference (Hybrid) on
Media, Gender, and Development in the Era of Globalization
(November 24-27, 2023)**

This conference is part of the activities of the Global Research and Educational Foundation India in collaboration with ISA Working Group 01 Sociology on Local-Global Relations, ISS RC 14 Globalization and Culture, ISS RC 08 Inequalities, Stratification and Exclusion Studies.

Mass media communication has played an important role in strengthening the project of modernity in different parts of the world in postwar period. The nations which got independence from the colonial rule largely adopted modernization approach of development in Asia, Africa and Latin America. Mass communication helped in disseminating the messages of development used by development agencies. Apart from the print media, radio, cinema and television constituted the modern mass media of communication. Although Frankfurt School of Critical Theory viewed mass media in a critical manner and labeled it as producer of a mass society and mass culture which promote high level of consumption and consumer culture. They also point out that media also project false needs through various advertisements propagated through mass media.

The rise of feminist movement in later half of twentieth century had a great impact on social science research and opened a new area of social enquiry in the form of research focusing on the issues related to women and their marginalization in different walks of life. As a result, today gender inequality has become a prominent area of social science research. The scholars of development studies developed distinct approaches/perspectives to analyse the relationship between women and development. In the early phase, social scientists adopted welfare approach to understand the issues related to women. Women in Development (WID) was another approach to analyse the issue. Later on, emphasis was laid on Women and Development (WAD) by adopting neo-Marxist approach and dependency theory. In 1980s there was a paradigm shift with an emphasis on “gender” and a new perspective Gender and Development (GAD) was introduced which emphasized on gender equality and other gender concerns in the process of development. Another perspective on women looks upon the effectiveness of the development measures in eradicating the gender inequality in different spheres of social life. Mainstreaming Gender Equality (MGE) perspective represents to a new approach in dealing with the problems of women in development process and emphasizes on the equal participation of both the men and women in development process. These developments have transformed the focus of social science research and a number of social scientists have examined the interrelation between gender and development.

A number of researches have been conducted on the role of women in mass media communication. Women were neglected on mainstream mass media organizations with a limited role. However, the communication revolution which took place from the last decade of 20th century with the advent of globalization era has transformed the media and opportunities to women folk increased in all the spheres of media communication. Information technology and digitalization of media brought new opportunities to the women in entertainment industry. The transformations in the field of mobile telephony have further revolutionized the fields of personal and mass communication. A global communication system which

emerged in last two decades has a capacity to influence social, economic, political, environmental, cultural spheres throughout the world.

In the emerging new world order, media, gender and development constitute important variables. The conference is aimed to deliberate on the issues related to this pertinent area of research with an emphasis on the configurations of the communication and development processes and gender issues both at the global and local levels.

In the light of the above discussion, the conference is aimed to discuss the following themes/issues:

- Globalization, Modernity and Development
- Neo-Marxian approach to Globalization and development
- Neo Liberalism and gender equality in media
- New media, convergence of media platforms and gender
- Gender issues as reflected in editorial, entertainment content of mass media
- Gender as portrayed in marketing content of mass media
- Paradigm changes in development and representation of women in new media
- Women in Development Approach (WID) and media
- Gender construct in media discourse
- Cultural approach to gender and media
- Post structuralist feminism, media and development
- Women empowerment, gender transformation and development
- LGBTQ discourse in society and media with development perspective
- Gender and media use patterns
- Gender and media industry
- Participatory approach of development, gender and media
- Social media and gender equality
- Underrepresentation, misrepresentation, stereotyping and objectification
- Media, gender mainstreaming and development
- Gender role and development in North East India
- Minority, tribal and marginalised community women and development

The above sub-themes are only indicative. Other themes related to main topic of conference will also be considered.

Venue: Institute of Social Sciences, 8, Nelson Mandela Road, C1, Vasant Kunj, New Delhi, India

Language: English and Hindi

Deadlines:

- (a) For sending Abstracts by foreign offline (in person) presenters: 10 September 2023;
- (b) For Indian (Offline and Online) and Foreign Delegates (online): 30 September 2023
- (c) Full paper by 15 October 2023
- (d) All the Foreign delegates (in person) must submit the abstract of the paper along with registration form and passport details not later than 10 September 2023 to official email of GREFI : grefiplus2018@gmail.com so that political clearance can be obtained from the Ministry of External Affairs Govt. of India in time

Abstracts with title and keywords should not exceed 400 words. Additional requested information should include: name(s); affiliation(s); and Email of all the author(s). Abstract and Full Paper should be sent to : Prof. Virendra P. Singh, Organizer of the Conference & Chairman, GREFI & Former Professor of

Globalization and Development Studies, University of Allahabad, Prayag Raj, India; Former professor of Sociology, Assam University Silchar, India; E-mail: grefiplus2018@gmail.com Contact: +919235608187; +919936868187; The publication of the selected papers is being planned before and after the Conference in two volumes. Last date for submitting full paper for publication is October 15, 2023. For further details please check our website: www.grefiglobal.org.

Prof. Virendra P. Singh

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Chairman

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