



### Registration Fee

Registration of names will be done before the Inaugural Session, at Bipin Chandra Paul auditorium on 4th October 2018.

Professional - Rs 1000.00  
Research Scholars - Rs 500.00

#### Chief Patron

**Prof. (Dr.) Dilip Chandra Nath**  
Vice Chancellor  
Assam University, Silchar

#### Chairman

**Prof. (Dr.) G.P. Pandey**  
Head, Dept. of Mass Communication  
Dean, Abanindranath Tagore School of Creative  
Arts and Communication Studies

#### Convener

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#### Organizing Committee

**Dr. S.M. Alfarid Hussain**    **Kutubuddin Ansari**  
**Dr. Ayesha T. Rashid**    **Pradip Kumar Sinha**  
**Dr. Partha Sarkar**        **Dr. Arindam Sarkar**  
**Dr. Charvak**                **Kakali Dey**  
**Pranab Bhattacharya**    **Noor Amin Khan**  
**Swagata Das**

#### Venue:

Bipin Chandra Pal Auditorium  
Assam University, Silchar

#### CONTACT DETAILS

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# CALL FOR PAPERS



*NEC Sponsored*

**National Seminar**

on

**CULTURAL DIVERSITY AND ROLE OF MEDIA WITH  
SPECIAL REFERENCE TO NORTHEAST INDIA**

**(4<sup>th</sup> - 5<sup>th</sup> October 2018)**



**NORTH EASTERN COUNCIL  
GOVT OF INDIA**



**Organized By**

**Department of Mass Communication  
Abanindranath Tagore School of Creative  
Arts And Communication Studies  
Assam University, Silchar - 788011**

## Concept Note

North East India is one of the most beautiful regions of India. The area is characterized by rich biodiversity and undulating hills and plains endowed with forest wealth and a wide variety of rare and exotic flora and fauna. Each of these states is more beautiful than the other, each with its own cultural and beliefs, each having its own charm. Because of the regions inaccessibility from the rest of world, it has been lucky enough to maintain most of its natural diversity and have been untouched from the modernization.

The region has a high concentration of tribal population. Each tribe has its own distinct tradition of culture, dance, music, art, and life styles. The North East is one of the most ethnically and linguistically diverse regions in India. Each of the states that form this region has its own culture and tradition.

The culture of any society is important because that is what differentiates one society from another and media has the power to affect our relationship with the world and have a transformative impact on culture and the society at large.

However, one needs to ensure that efforts are centered around bridging the gap between high and low culture, between elite and pop culture, creating a transparent media strategy for the public rather than closing in to narrow specialist groups; creating a strategy of improved criteria and raised standards in promoting culture content in high circulation media and news broadcasts which include culture reports; supporting culture projects which have no recognizable commercial market; promoting a dimension of the new in culture in relation to existing culture and lastly preserving, promoting the nations rich heritage of our north-eastern region.

### Following are the Sub themes:

- History, Religion and culture of Northeast India
- Cultural diversity and sustainable development
- Media in promotion & preservation of Culture
- Media and Cultural studies
- Media coverage of cultural ethnicity
- Media and tribal culture of Northeast India
- Media and ethnic groups

### SUBMISSION OF ABSTRACT AND FULL PAPER:

Papers Pertinent to the themes are invited. The text of the paper has to be in Times New Roman, 12-point font size and 1.5 spacing. The Bibliography should be in API format. (If any one fails to follow API format, then his/her paper will not be selected for publication). The paper should be in English Language.

The soft copy of both the abstract (not exceeding 300 words) and full paper (not exceeding 2500 words) should be submitted on or before 21st September 2018.

The Screening committee will review all the papers and quality papers will be preferred for publication.

**N.B :** It is necessary for the researcher to bring the hard copy of their paper along with them during the seminar session and later they have to submit the hard copy to the undersigned:

**Anuradhadey and Jyotish Dutta (cordinators)**

The soft copy of the paper can be sent to the following email id:  
nationalseminarpd2018@gmail.com

## The University:

*Assam University came into existence through Assam (Central) University Act, 1989 (Established under an Act of Parliament). It was established in 1994, since then the University is steadily becoming an excellent center of learning. The campus has been situated in Dargakona, about 20 kms away from Silchar. The campus has an area of 600 acres surrounded by lakes and mountains which provides an ideal environment for academic pursuit. Drawing its 300 plus faculties from many disciplines, from all over the country. The university provides multidisciplinary approach to higher education. The university has sixteen schools on major disciplines. There are 42 departments under these sixteen schools.*

### The Department

*The Department of Mass Communication, which started functioning in 1996, has over the years established itself as a premier center for communication studies in North East India. The Department provides quality training and media education at post graduate and doctoral levels. Equal weightage is assigned to theoretical aspects and practical training. The Department enables students to learn directly in different reputed media organizations in order to provide them with the necessary exposure to various media practices and also arranges special training programmes. The infrastructure of the department comprises of a video studio, audio studio, associated control rooms and a comprehensive postproduction facility with audio edits suites, FCP non-linear editing, computer lab and screening hall. The department TV studio is fully equipped with broadcasting quality equipment coupled with online multi camera production facility.*

### Boarding and Lodging

*The participants will be provided only with the local hospitality i.e. lodging and food.*

### How to reach

*Silchar is the Headquarter of Cachar district in the state of Assam in India. It is 343 kilometers away in south east of Guwahati. Silchar is popularly known as the second gateway of North East and it is also the second largest town of Assam.*

*The town is well connected by all modes of transportation i.e. by Road, Railway and Airways. Nearest airport is in Kumbhirgram, which is 22 km away from Silchar.*