





## Concept Note

As a significant social agent, the media has the potential to influence community perceptions. Its influence through representation can impact on minority groups by subjecting them to exclusionary pressures by the majority. Media can imply that a group does or doesn't hold 'foreign' characteristics which do not correspond with the values and ethos of the mainstream.

Multiculturalism has contributed to a unique Indian experience that makes India a 'tapestry of harmony'. Yet this experience has not been without its challenges. Post partition's Muslims have found this process to be in fact more challenging. This is in part due to religious and cultural differences and misperceptions that arose as a result. Issues of terrorism and national security concerns appear to have made matters worse, as Muslims have at times been identified with extremism.

This conference is not just concerned with the type of language that media employs to describe Muslims; nor just the frequency of coverage in relation to major events that affect Muslims. But asks pertinent questions: Should the media explore the diversity of Muslim cultures by highlighting their ethnicities, cultural practices, and even theological differences. The aim of the conference is to gain an understanding of

the ways in which the media plays a role in shaping perceptions opinions and views on the Muslims Indian community and how they do so in response to particular events either at home or abroad.

The following questions have provided the framework for this conference:

- **How Muslims are generally represented in the media?**
- **How Muslims are susceptible to misrepresentations and stereotypes?**
- **Is the media in India and across the globe becoming increasingly Islam phobic and biased?**
- **How has the Indian media evolved in the Post-Liberalization Age?**

Political debates and speculations run rife among TV commentators and the mainstream media about the way in which the supposedly monolith community votes. While popular opinion projected through the mainstream media may deem the community to be monolithic and homogenous, and Muslim voters as people who vote en masse, the community displays great cultural and ethnic diversities, speaking a vast array of Indian languages such as Kashmiri, Bengali, Malayalam, Gujarati, Telegu, Tamil, Marathi and Hindi, besides Urdu.

Muslim Indians have shown a great diversity both in their political preferences and in

their cultural practices. And despite images to the contrary Muslims Indian like their compatriots exhibit a great multifariousness in their cultural, ethnic, political and even culinary practices. The Islam followed in the south Asian milieu skillfully acknowledges the great cultural diversity of the region without losing sight of its egalitarian principles and monotheistic principles. Because of the stigma of Partition purportedly carved out on their behalf, Muslims Indians have consciously by and large avoided any political formation that is either overtly communal, or based on explicit communal identity. Yet despite acts that should have instilled confidence, the community finds itself being subjected to glaring inquisitions with regards to the politics of appeasement and is accused of harboring separatist tendencies and ambitions. 66 years after the Indian Republic came into existence, Muslims Indian finds themselves staring at remarkable levels of deprivation as a group, as highlighted by the Sachhar Committee's report published in 2005, which pointed to glaring levels of deprivations relative and absolute in the community vis a vis other communities.

Despite a rich cultural background and a history that dates back over to a millennia, Muslims Indians now finds themselves increasingly straitjacketed and excluded

from the discourse of development, caught between political dispensations that either keep them out from all political discourses and refrain from any meaningful engagement or increasingly use them for vote bank politics. India's media, highly corporatized and increasingly driven by advertisement revenues will inevitably favor dominant social groups and is now increasingly being geared to advance the interests of groups that command greater purchasing power and higher disposable incomes.

What does the future hold for the Muslim Indians who find themselves increasingly marginalized from mainstream politics and mainstream media? What portends for India, when a section of its citizenry perceives itself to be left out?

### OBJECTIVES OF THE CONFERENCE:

The objective of the conference is provide for a platform for a meaningful dialogue to take place between scholars, academicians, researchers, media personnel, policy makers, opinion shapers, social activists and students, appraising each other with views, observations and analyses of the scenario.

The conference will provide an opportunity to opinion makers to exchange views on the status of the media, and the problems confronted by the community vis a vis the media. The conference will raise issues

pertaining to representation, misrepresentation and under representation of the under-privileged and the marginalized, the increasing commercialization of the Indian media that is seeking to reinvent itself solely in terms of advertising revenue generation and eyeballs. In such a scenario, it becomes obvious that the media will align with big industrial houses that are themselves allied with dominant political formations. It becomes all the more important for professionals of the media, the policy makers and the academia at large to raise questions and seek answers. The conference can go a long way in creating a conducive environment and establish a framework for an exchange of ideas, negotiate the challenges that the media faces in Indian sub-continent in relation to a large segment of population that is ignored, goes unnoticed and unobserved, unseen and overlooked. It is hoped that the conference will lead to the beginning of a dialogue of and between media and the marginalized community.

### SUB-THEMES OF THE CONFERENCE:

The conference proposes to address the following broad themes and sub-themes:

1. **Minorities, Muslims and the Media:**
  - **Minorities and the Media**
  - **Muslims, Ethnic Media and the Problems of Marketing and Advertising**

- **Muslims and Popular Cinema**
- **Muslims and Popular Television**
- **Muslims and the Urdu TV Channels: Adequacies and Inadequacies**
- **Challenges for Ethnic/Regional Media**
- **Muslims and the lack of Corporatization of Ethnic Media**
- **Urdu Media and Secularism**
- **Muslims and International Media**
- 2. **Politics in Media and Media in Politics**
- **Muslims, Communalism and Indian Media**
- **Muslims, Urdu Media and Muslim politics**
- **Muslims, Secular Democracy and the Media**

### OUTPUT OF THE CONFERENCE:

The conference shall throw light on the issues of popular representation or misrepresentation of the community within the larger vortex of pop culture of news, electronic, print media and cinema, explore the problems of marketing of ethnic media such as the Urdu press, Muslims and their representation in cinema and popular culture, the problems of under-representations, the inadequacies of the ethnic media in advancing the interests of the Muslims, and reaching out to the non-

Urdu speaking population in India. Selected papers from the conference will be published in the due course.

### DATE:

March 17 & 18, 2015

### GUIDELINES FOR PAPER SUBMISSION:

Original papers are invited on any one of the themes proposed. The papers are to be neatly typed in double space along with an abstract not exceeding 300 words. The text should be in 12 fonts, Times New Roman with 1.5 cm margins on all sides. Each submission should have a separate title page, including its theme, and author's details. All papers will be blind referred by experts and information about their acceptance or otherwise will be intimated. The author's details should not appear anywhere else in the paper. Please send your abstract at [mcjicmdm@gmail.com](mailto:mcjicmdm@gmail.com)

### COPYRIGHT ISSUES:

The organizers of the conference would have the first right to publish the papers presented at the conference and they can publish the papers in the form of booklets, proceedings or book volumes in consultations with the author(s). If any paper is not published within one years' duration from the date of the conference then the author(s) may exercise their discretion to publish those papers anywhere else.

### TRAVEL SUPPORT:

Delegates are advised to explore funding possibilities from their respective institutions and other sources.

### LOCAL HOSPITALITY:

Conference lunch, dinner and refreshment during the two days of the Conference will be provided by the organizers. The delegates are expected to take care of any additional expenditure incurred by them.

### ACCOMMODATION:

Limited accommodation is available in the University campus for the out-station delegates. We will try our best to accommodate all the delegates, but we cannot guarantee accommodation.

### REGISTRATION FEES:

Teachers/Academicians	Rs 1000/-
Media Persons/NGOs	Rs 1000/-
MANUU Faculty & Students	Rs 500/-
Foreign Delegates	\$ 50
International Students	\$ 25

Demand drafts should be drawn in favour of **Maulana Azad National Urdu University, Gachibowli, Hyderabad** after receiving the acceptance of abstract by Conference Co-ordinators. All the communication should be addressed to : Conference Co-ordinators, International Conference,

