

Indian Sociological Society
RC 14 Culture and Communication
43rd All India Sociological Conference, Lucknow
November 9-12, 2017
Programme Schedule (Revised and Final)

PARALLEL SESSION I: 10.11.2017 (9.00 am to 10.30 am)

S.N.	Time	Author(s)	Title
1.	9.00 am	Chetri Sarita	India's encounter with consumer culture: role of internet and communication technologies
2.	9.12 am	Chitta Ram	Normalizing consumption desires : a study of e-retail commercials
3.	9.24 am	Ektaa Jain	Creating culture through clothing: the shared khadi
4.	9.36 am	Gajendra Maharia	Globalization and consumption culture: an empirical study in popular youth culture of India
5.	9.48 am	Usha Narasimhan	Fashion as lived experience and the urban Indian consumer
6.	10.00 am	Rajshree Indwar	Salesgirl: vaishvikarn tatha ubharte bajar ke pripechaya me ek samajshastriy addhyan ranchi sahar ke sandrbh me
7.	10.10 am	Anchita Sen	What is your Selfie Story?
	10.20-10.30 am	Discussion	

PARALLEL SESSION II: 10.11.2017 (9.00 am to 10.30 am)

S.N.	Time	Author(s)	Title
1.	9.00 am	Manju Goyal and Virendra P. Singh	Transformation of modern mass media in the era of globalization: a study of Indian television
2.	9.12 am	Sushmita Bhattacharyya	Portayal of Women in Bengali Films
3.	9.24 am	Prakash Keshav	Media jansanchar avam samajik parivartan : ek samajshastriya addhyan (bihar rajya ke Muzaffarpur nagar ke sandarbh mein)
4.	9.36 am	Prabhas Kumar	Neo-liberalism and the role of electronic mass media in social transformation and development in India
5.	9.48 am	Balaji Bhosle	Suchna ka adhikar : satta sanskriti ka badalta paridrasya
6.	10.00 am	Khirod Deori	Impact of mass communication and social change among the Deori community: a study in Nam Deori gaon in Jorhat Deori district, Assam
	10.10-10.30 am	Discussion	

PARALLEL SESSION III: 10.11.2017 (2.30 pm to 4.00 pm)

S.N.	Time	Author(s)	Title
1.	2.30 pm	Antony S. J. Palackal	Class versus commodities contesting identities in a liberalized world
2.	2.42 pm	Rajesh Agarwal	consumerism and consumer culture
3.	2.54 pm	Sushil Nandal	mass media, consumption culture and social change in India
4.	3.06 pm	Nidhi Srivastava	Perspective of consumers towards life and society: tracing change through the lens of television advertisements
5.	3.18 pm	Jitendra Kumar Yadav	Globalization, technology and culture: a case study of carpet industry workers in Bhadohi region of Uttar Pradesh
6.	3.30 pm	Sishupal Singh	Nav udarvad, upbhog evam sanskriti ko viksit/protshahit krne me vigyapan ki bhumika
	3.40 to 4.00 pm	Discussion	

PARALLEL SESSION IV: 10.11.2017 (2.30 pm to 4.00 pm)

S.N.	Time	Author(s)	Title
1.	2.30 pm	Trisha Bakshi	Looking through gender lenses: a study of how the representation of women in media affects the words view of its audience
2.	2.40 pm	Deepak Kumar	Jansanchar madhyamon se gramini mahilayon ki samajik sthiti mein badlav: ek samajshastriya visleshan
3.	2.50 pm	Brijesh Yadav	Mahila sashaktikaran avam viaks mein jansanchar madyamon ki bhumika
4.	3.00 pm	Ajeet Kumar	Role and empowerment of women as consumers versus advertisement in India
5.	3.10 pm	Chirashree Chakraborty	Gender, consumer culture and communication technology: a study on the colleges students of Burdwan
6.	3.20 pm	Zarin Mahmood	Culture and communication: an analysis on how the culture influences and affects the communicative patterns with reference to gender, creating gendered roles in society
7.	3.30 pm	Abha Mishra	Bhomanalikaran ki bazarvadi sanskriti mai stiri: Samajshastriya visleshan
	3.40 to 4.00 pm	Discussion	

PARALLEL SESSION V: 11.11.2017 (9.00 am to 10.45 am)

S.N.	Time	Author(s)	Title
1.	9.00 am	Debanjana Nag	Globalization, communication and cultural change in India: a study of middle class youth in Dhubri town of Assam
2.	9.12 am	Shamama Mirza	Samajik evam sanskritik privartan ke vibhinn aayam: lucknow ki sanskriti ke sndrbh me

3.	9.24 am	Tania Sen	Cultural practices and the art of tattoo making in Indian tradition
4.	9.36 am	Deependra Mohan Singh	Bharat me maddhyam varg ka samajik evam sanskritik mahatva
5.	9.48 am	Vilok Singh	Mithak, etahas tatha vivek- bharat me sanskriti tatha rashtir nirman
6.	10.00 am	Vinita Singh	situating “ culture of silence” within changing “work culture/s” : experiences from the field.
7.	10.12 am	Vijay Jyoti	globalization and its impact on culture of Indian society
	10.24-10.45 am	Discussion	

PARALLEL SESSION VI : 11.11.2017 (9.00 am to 10.45 am)

S.N.	Time	Author(s)	Title
1.	9.00 am	Pankaj K. Singh and Virendra P. Singh	Globalization, gender and new media: patterns of interaction of Facebook users in India
2.	9.12 am	Vinay Singh Chauhan	Globalization, new media and society: an analysis of socio-cultural changes
3.	9.24 am	Preeti Tiwari	Globalization, new media and postmodern culture: a study of patterns of consumerism in Indian middle class
4.	9.36 am	Shamasul Haque Wani	Social media as an agent of consumer socialization
5.	9.48 am	Vivek Kant Kumar	Internet freedom social media and Indian democracy: prospects and challenges
6.	10.00 am	Snehil Singh	New media and women empowerment in India
7.	10.12 am	Deepanjali Yadav	Social media ka madhyam vargiya mahilaon par prabhaav
	10.24-10.45 am	Discussion	

PARALLEL SESSION VII: 11.11.2017 (2.30 pm to 4.00 pm)

S. N.	Time	Author(s)	Title
1.	2.30 pm	Shruti Singh, Pooja Dureja and Merin Thomas	Impact of demonetization: a comparative study of indian express and dainik jagran
2.	2.40 pm	Sita Ram Singh	Gramin vikas evam jansanchar: ek samajshastriy adhyan
3.	2.50 pm	Anupama Singh	Adim janjati phidito ke jivan me digital takniki ka prbhav-ek samajshastri adhyan
4.	3.00 pm	Naveen Isarapu	The ‘spectacle’ of caste and culture in telugu cinema
5.	3.10	SHIPRA SINGH	Literary Expression of Consumer Culture: Reflection on Madame Bovary of Gustav Flaubert
	3.20 to 3.30 pm	Discussion	
	3.30 to 4.00 pm	Business meeting	

Note:

1. Each paper presenter is supposed to give a power point presentation of not more than 10 slides.
2. A soft copy of the power point presentation must be submitted to the convenor by e-mail latest by 5th November 2017.
3. The paper presenter has to submit one hard copy and soft copy of the full paper at the time of presentation.
4. In case paper is presented in Hindi, it must be the font Kruti Dev 010. Papers in other formats will not be accepted.
5. Selected papers may be published in the form of an edited book/ in a reputed research journal.

Prof. Parvez A. Abbasi

Covenor