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University College of Arts

### Organizing Secretary

Sri Padmanabha K. V.  
Assistant Professor of Journalism  
University College of Arts, Tumkur  
**Phone:** +91 9449525854  
**Email:** journalismtut@gmail.com

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### Registration details

Registration is mandatory to attend the conference or to present the paper. Both the author and the co-authors are expected to pay the registration fee. The registration fee details are as follows:

Research Scholars : Rs. 500

Academicians/ faculty : Rs. 750

Payments should be made through DD/ Cheque in favour of The Principal, University College of Arts, Tumkur payable at Tumkur. The last date of registration is March 26, 2018.

### Accommodation

Paid accommodation can be arranged on prior request at a nominal cost for the outstation delegates. However, it should be communicated at least five days in advance. For more details please contact the Organizing Secretary.

### Important dates

Submission of abstracts : March 10, 2018

Acceptance of the abstracts : March 12, 2018

Submission of full papers : March 24, 2018

Last date for registration : March 26, 2018

Conference date : March 28, 2018



**TUMKUR UNIVERSITY**

**University College of Arts**

B. H. Road, Tumkur-572103, Karnataka

(Reaccredited with NAAC A Grade)

**DEPARTMENT OF JOURNALISM**

## National Conference on Traditional Media and Social Communication



**Date:** March 28, 2018

**Venue:** Sir M. Visvesvaraya Auditorium,  
Tumkur University

**Organized by:**

**Department of Journalism**

University College of Arts

B. H. Road, Tumkur-572103, Karnataka

**Phone:** +91 9449525854

**Email:** journalismtut@gmail.com

## University College of Arts

University College of Arts is a Constituent College of Tumkur University located beside B.H. Road, Tumkur. The college is a pioneer in delivering quality education and is arguably among the most prestigious colleges affiliated to Tumkur University. Established as an intermediate college in 1940, the institute became Government College in 1948. It was renamed as University College of Arts after it was made the constituent college of Tumkur University in 2009.

The College predominantly caters to a non-metropolitan student population who, more often than not, come from marginalized sections of the society. The College has been re-accredited with 'A' grade by NAAC. The college offers Journalism as a core subject in BA along with Political Science, Optional Kannada, Optional English, History, Psychology and Library & Information Science in various combinations. The Department of Journalism puts maximum efforts towards providing practical knowledge to the aspiring journalists in order to meet the expectations of the modern media world.

## The Conference Theme

Despite the surge in the modern tools of mass communication, the importance of traditional/ folk media cannot be overlooked. Even the revolution in social media cannot replace the relevance of traditional media like folk theatre, folk music, folk dances, street plays, story-telling, puppet shows, riddles, proverbs, etc. *Tamasha, Burrakatha, Yakshagana, Jatra, Harikatha, Lavani, Bhavai, Terukoothu, Povada*, Puppetry, *Nautanki* and hundreds of such traditional media have not only been the integral part of the Indian culture and heritage but also the powerful means of communication.

It has been proved time and again that traditional media have an indispensable role in enhancing one's social reciprocity, social interaction, social skills and communication skills. Therefore traditional media have been instrumental in the process of development communication across the globe.

While there are apprehensions that the traditional media is moving towards extinction due to the dominance of modern mass media, there is a strong urge from experts, researchers and policy makers that the traditional/ folk media should be preserved and used for better social and development communication. In this pretext, the present conference intends to have a relook into the potentialities of the traditional media in social communication and their role in the process of development.

## Objectives of the Conference

To re-explore the communication abilities of the traditional or folk media; to examine the potentialities of traditional/ folk media in disseminating development messages; to explore social communication abilities of traditional media; to study the impact of modern mass media on traditional/ folk media; to study the application of traditional/ folk media in cinema, animation, television, advertising and other media; to explore further avenues in folklore research and their application in extension communication.

## Call for papers

The conference invites original and unpublished research papers on the theme **Traditional Media and Social Communication** from academicians, research scholars, students and professionals from media, literature, folklore studies and related areas. The following sub-themes have been identified.

1. Folk arts as media of communication
2. Social communication through traditional/folk media
3. Traditional media vs. new media
4. Traditional media and cinema
5. Commercialization of traditional media
6. Traditional/folk media in development communication
7. Folk media in advertising
8. Status of traditional/ folk media and folk artistes

Researchers may identify any other related dimension to the main theme.

## Abstract Submission

Paper presenters should send their abstracts to the Organizing Secretary on e-mail ID: [journalismtut@gmail.com](mailto:journalismtut@gmail.com) by March 10, 2018. The abstract should contain the title of the paper, full address and contact number of the author/s, and keywords, and it should be sent as a MS Word document. The abstracts will be peer reviewed by a panel of experts, and the authors will be intimated on the acceptance of their abstracts.

## Submission of Full Papers

Authors whose abstracts are accepted should submit their full papers latest by March 24, 2018. The papers, not exceeding 4000 words, should be set in 12 point Times New Roman font. APA style should be followed while preparing the paper including the references.

## Publication of proceedings

Selected papers will be published in the form of a book with ISBN, after the conference. Peer reviewed papers of high quality will only be published. Any form of plagiarism is strictly prohibited.