

ICSSR, UGC & MWCD Sponsored National Conference on “Gender and Popular Culture: Representations and Embodiment” organized by Women Development Cell (WDC)

The WDC has successfully hosted the **National Conference on “Gender and Popular Culture: Representations and Embodiment” on December 14-15, 2016** at Indian Law Institute, New Delhi with nearly 300 participants. The presence of dignitaries, an impressive line-up of scholars from across the globe, the support of sponsors and media partners, an array of carefully selected, well-researched and well-presented papers on the subject, all came together to help Team WDC (SLC) to admirably conclude this huge endeavour. The Conference owes its success to the able guidance of Principal Dr. Rabi Narayan Kar, and the hard work put in by the entire WDC team led by Dr. Alka Sharma, Dr. Kusha Tiwari, Dr. Komilla Suri and student volunteers. The Hon’ble Chief Guest Prof Manoj Kumar Sinha, Director, ILI inaugurated the Conference, with Ms. Savita Gupta, the Chairperson of SLC Governing Body being the Chair for this session. Luminaries from the world of academics and business that graced the event included Prof. Ruchira Gupta, New York University, USA (Keynote Speaker), Prof. Madhu Kishwar (Founder, MANUSHI), Prof. Savita Singh (Centre for Gender and Development Studies, IGNOU), Mr. Pankaj Butalia (Film-maker), Prof. Karen Gabriel (St. Stephen’s College), Prof. Rajkumar (University of Delhi, Delhi), Prof. Uma Chakravorti (University of Delhi, Delhi), Prof. Kshiti Bhusan Das (Utkal University, Odisha), Prof. Charu Gupta (University of Delhi, Delhi) Prof. Baran Farooqi (Jamia Millia Islamia, Delhi), Dr. Lakshmi Kannan (Writer), Ms. Kamla Bhasin (Gender Activist), Ms. Madhureeta Anand (Filmmaker), Sh. S.C Prusty (Registrar, ILI), Prof. Shuchi Sinha (IIT, Delhi), Ms. Nandita Pania (Mazars India), Ms. Sumati Sharma (BHEL), Dr. Minakshi Kar (University of Delhi). The valedictory

addresses of Prof. Kavita A. Sharma, President, South Asian University, Delhi (Chief Guest), Sh. Sidharth Mishra, Consulting Editor, Millenium Post and Sh. Shakti Sinha, Director, Nehru Memorial Museum & Library - the Guest of Honour and Chairperson Smt. Savita Gupta offered an apt conclusion to the conference with specific summing up of the theme of the conference and the acknowledgment of the efforts of the whole WDC team, Shyam Lal College in general and Dr. Kusha Tiwari in particular. Few of the selected papers are published in a special issue of the ICSSR sponsored Journal, the Discussant January-March, 2017 Issue.









For More Pics:

https://www.facebook.com/pg/SLCMDU/photos/?ref=page_internal&tab=album&album_id=1135549386557761

Poster:



SLC (UNIVERSITY OF DELHI)

Women Development Cell
organises

NATIONAL CONFERENCE

In Association with
ICSSR, UGC AND MWCD, Govt. of India

GENDER AND POPULAR CULTURE: REPRESENTATIONS AND EMBODIMENT

December 14-15, 2016

Plenary Hall, ILI, New Delhi

(Opp. Supreme Court)



Chief Guest

Yogesh K Tyagi

Vice Chancellor, University of Delhi, Delhi

Distinguished Guests

Sh. Shakti Sinha

Director, NMML, Delhi

Prof. Manoj Kr. Sinha

Director, ILI, Delhi

Prof. Kavita A. Sharma

President, SAU, Delhi

Mr. Himanshu Gupta

Managing Director, S.Chand & Group

Sh. Sidharth Mishra

Millennium Post, Delhi

Key Note Speaker

Prof. Ruchira Gupta

New York University, New York

Plenary Speaker

Prof. Munim K. Barai

APU, Japan

PROMINENT SPEAKERS

Prof. Sunita S. S. Gupta

University of Delhi, Delhi

Prof. Madhu Kishwar

Founder MANUSHI, Delhi

Prof. Shuchi Sinha

IIT, Delhi

Prof. Charu Gupta

University of Delhi, Delhi

Prof. Kavita Sharma

University of Delhi, Delhi

Ms. Kamla Bhasin

Gender Activist

Prof. Karen Gabriel

University of Delhi, Delhi

Prof. Baran Farooqi

Jamia Millia Islamia, Delhi

Prof. Savita Singh

IGNOU, Delhi

Ms. Madhureeta Anand

Filmmaker

Prof. Kshiti Bhushan Das

Utkal University, Odisha

Mr. Pankaj Butalia

Documentary Filmmaker

Ms. Nandita Pilania

Mazars Group

Dr. Lakshmi Kannan

Writer

Ms. Sumati Sharma

BHEL, Delhi

& many more....

KEY FEATURES

Plenary Sessions, Concurrent Sessions,
Corporate Plenary Session, Workshop,
Round Table, etc.

CHAIRPERSON & ADVISOR

Smt. Savita Gupta

PATRON & PRINCIPAL

Dr. Rabi Narayan Kar

ORGANISING COMMITTEE

Dr. Kusha Tiwari

(Convenor)+91 9971569310

Dr. Komilla Suri

(Organizing Secretary)

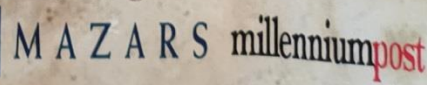
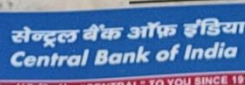
Dr. Samrendra

(Treasurer)

Dr. Alka Sharma

(Director)

SUPPORTED BY



*Confirmation Awaited

Brochure:

SLC (University of Delhi)
Shyam Lal College
Women Development Cell

NATIONAL CONFERENCE

Gender and Popular Culture:
Representations and Embodiment

14-15 December, 2016

Pleanery Hall, ILI, New Delhi

(opp. Supreme Court)



SLC (University of Delhi)
Shyam Lal College
Women Development Cell
National Conference-2016

Call for Papers

Women Development Cell, Shyam Lal College, University of Delhi takes immense pleasure in announcing UGC and ICSSR sponsored National Conference on “**Gender and Popular Culture: Representations and Embodiment**” to be held on 14-15 December, 2016. This National Conference will be of great interest to faculties, research scholars, experts, gender activists, students and media professionals. Shyam Lal College was established in 1964 by Padmashree Late Shri Shyam Lal Gupta, the then Chairman of Shyam Lal Charitable Trust under University of Delhi. The College is housed in a spacious building on G.T. Road, Shahdara, Delhi with a sufficiently large infrastructure for both academic as well as extra-curricular activities.

The College is rapidly emerging as a prominent educational institution of the University. The endeavor of the College has always been to make higher education more enjoyable, job oriented, meaningful and practical, and at the same time more adaptable to the ever changing demands of our society.

CONFERENCE THEME

The theme of the conference is “Gender and Popular Culture: Representations and Embodiment”. Gender and popular culture are connected in multiple ways. Popular culture is a comprehensive and highly mediated phenomenon that consists of an extensive range of cultural texts and practices from films to newspaper and television, from designing computer games to creating cartoon series. Gender as a social and religious construct is continually produced, consumed and represented in popular culture and it is these processes of consumption, production and representation that interact to create what we commonly identify as gender identities (Meyer and Milestone et al., 2012). Media spaces/texts are central to the popular culture as they construct narratives of fanciful youthful experiences. Representations of gender in mass media/new media create exclusive ideas of masculinity and femininity that are internalized and imbibed as behavioral attributes by society.

The stereotypes associated with the masculine and the feminine further affect the developing understanding of the adolescent mind about his/her environment. Men and women are expected to perform, believe in, and adhere to precise gender roles and stereotypes that have been established by society. Males are expected to be strong, self-reliant and athletic whereas females are expected to be gentle, submissive and attractive nurturers. Social conformity to such gender attributes is boosted by media representations. Gender differences in dress and behavior are overtly pronounced in Ads featuring children such as the Surf Excel (*daag achae hai*) commercial that features little boys as dirty, naughty and rowdy while the little girls are projected as delicate creatures in beauty soap commercials like *masoom* Pears. It is as if girls cannot play mud puddle or boys are not *masoom* enough to promote beauty soaps. Our daily experience is continually mediated through such omnipresent symbolic media practices including film songs such as *baby doll* and *paani wala dance* that portray women as agents of titillation. Talking about T.V serials women have commonly been portrayed as *Devi* or as vamps and currently it is trendy is to (re)present women as either *naagins* or *dayans* in family dramas. Video games and cartoons hardly have any female character as superhero. Then there are Whatsapp jokes on gender stereotypes spammed in bulk and pornography that legitimizes overtly violent and degrading sexual acts among others. There are other facets of the popular culture that are part of lived experiences such as wedding spectacles, religious rituals, glamorized festive extravaganzas and gendered world of sports. All these cultural constituents create/promote gender identities that are mediated through discourses of power and inequality.

On the other hand there are counter popular culture narratives that contend that the categories of sex and gender are not fixed but fluid and should not be restricted to conventional gender identity binaries. With this approach in mind, this conference plans to provide a platform for exchange of ideas among academics, social scientists, gender activists, researchers and practitioners about the role that popular culture plays in creating or dismantling gendered identities in the contemporary world. Some of the Eminent Scholars and Resource Persons have already given their confirmation of participation in the Conference. Prof. Ruchira Gupta, New York University; Prof. Baran Farooqi, Department Of English, Jamia Millia Islamia; Prof. Charu Gupta, Associate Professor, Department of History, Faculty of Social Sciences, University of Delhi; Prof. Sunita Singh Sen Gupta, Faculty of Management Studies ,University of Delhi; Prof. Karen Gabriel, Associate Professor, Department of English, Director, Centre for Gender, Culture and Social Processes, St Stephen's College; Prof. Kamla Bhasin, Gender Activist; ; Prof. Ritu Tripathy, IIM Bangalore; Prof. Savita Singh , Poet and Director at IGNOU; Prof. Uma Chakravarti, University of Delhi; Prof. Madhu Purnima Kishwar, Founder MANUSHI, Centre for the Study of Developing Societies; Mr. Pankaj Butalia, Documentary Filmmaker are some of the eminent resource persons who would enlighten the audience with their presentations.

CONFERENCE OBJECTIVES

The aim of the conference is to address those aspects of popular culture that resist or reproduce dominant gender norms and stereotypes. This becomes significant mainly because gender itself is a deeply political and contentious concept. The conference also intends to explore how gender is

a performance and is so customary and naturalized in the practical world that it is imperceptible. The conference also intends to have special focus on how popular narratives like Hindi films (mis)represent queer identity (LGBT community) using homophobic jokes.

WHO SHOULD PARTICIPATE?

This national conference will be of great interest to faculties, research scholars, gender activists, writers, experts working and researching on the areas related to gender and popular culture/narratives.

CONFERENCE TRACKS AND PAPERS

We welcome original research papers as per the following tracks. However, this list is indicative and not restrictive.

1. Gendered patterns/identities in society and literature
2. Notions of femininity and masculinity as constructed in popular culture
3. Representation of gender in mass media (films/Ads/serials/cartoon..)
4. Gender stereotypes in cross-cultural contexts
5. Consumer as producer of gender binaries in new media culture (blogs/social networking/youtube/whatsapp...)
6. Popular cultural practices (weddings/rituals/festivities) as discourses of power and inequality
7. Counter popular narratives and changing gender perceptions
8. Popular narratives and the Queer discourse
9. Gender discourse and practices in the Corporate world
10. Gendered consumption in popular culture

Original research papers, to be submitted, should not exceed 5000 words in length and be in 12 point size font, Times New Roman with 1.5 line spacing. The papers would be shortlisted after rigorous reviewing process.

IMPORTANT DATES

Original Research Papers/Conceptual Papers and case Studies are invited from research scholars, faculty, members of universities and colleges as well as students. The papers should be submitted at **wdc@shyamlal.du.ac.in** in Docx/(or readable PDF) format with the main track (listed in the attachment) mentioned in the subject line as per the following schedule:

Research Paper Submission Start Date.....August 16, 2016

Research Paper Submission End Date.....October 15, 2016

Acceptance Notification.....October 25, 2016

Early Registration Start Date.....August 16, 2016

Early Registration End Date.....October 30, 2016

Registration Fee	Early	Late
• Research Scholars and Students	₹ 1000	₹ 1200
• Faculty Members	₹ 1200	₹ 1400
• Corporate/Industry Delegates	₹ 1500	₹ 2000

The registration fee may be sent in the form of Demand Draft in favour of “Principal, Shyam Lal College”, payable at Delhi. The registration fee (with the name of the participant and the title of the conference stated in the covering letter) should reach the Principal at the office address. The registration fee can also be paid through electronic money transfer system and confirmation of such transaction is to be intimated by sending the snapshot and UTR No. of your transaction to wdc@shyamlal.du.ac.in with “Payment Registration Fee” as the subject. The required details for such transfers are:

1. Name : Shyam Lal College
2. Banker Name : Central Bank of India
3. Address : G.T. Road, Shahdara, Delhi-110032
4. IFSC Code : CBIN0283941
5. Account Type : S/B
6. Account Number : 01247800135

CERTIFICATES

Certificates for paper presentation/participation would be handed over in the valedictory function of the conference.

CONFERENCE DELEGATION FEE AND ACCOMODATION

The Registration form and the Conference Concept Note with major Conference tracks is attached herewith. The Conference delegation fee is mentioned above for the participants of different categories. The Conference delegation fee entitles the participants to a conference kit, writing pad with pen, a copy of the conference proceedings, conference program and two days’ refreshments and lunch.

The conference organizers will arrange the accommodation for paper presenters and resource persons, from outside Delhi, in suitable Guest houses.

CONFERENCE PROCEEDINGS

The selected and peer-reviewed complete papers will be published as an edited volume with an ISBN number. The original research papers, to be submitted, should not exceed 5000 words in length and be in 12 point size font, Times New Roman with 1.5 line spacing.

Feel free to contact for any type of conference related query.

Dr. Kusha Tiwari (Convenor)
9971569310, 9811753440, wdc@shyamlal.du.ac.in
Dr. Komilla Suri (Organizing Secretary)
9650953573

Dr. Alka Sharma (Director)

Dr. Samrendra (Treasurer)

Conference Patron/s

Dr. Rabi Narayan Kar
Principal, SLC

Smt. Savita Gupta
Chairperson, SLC, Governing Body

Principal Sponsor

ICSSR



UGC



Central Bank of India



Ministry of Women &
Child Development



SLC (University of Delhi)

Shyam Lal College

G.T.ROAD, SHAHDARA, DELHI -110032

Tel:+91-011-22324086 ; Fax: +91-011-22322201

Website: www.shyamlal.du.ac.in