(DRAFT – To Be Confirmed)

South Asian Media and Cultural Studies Conference

February 1-2, 2018

Center for Global and Multicultural Engagement

Florida State University
Welcome to the South Asian Media and Cultural Studies Conference, February 1-2, 2018, at the Center for Global and Multicultural Engagement and the School of Communication at Florida State University, Tallahassee, Florida.

This region attracts much attention, both for its history and culture, but also for the significance of contemporary cultural, political, and economic developments. Graduate and undergraduate students from a range of universities and colleges are presenting research papers, work in progress, and service projects dealing with South Asia at the South Asian Media and Cultural Studies Conference 2018.

The conference will begin with an “Engage Your World” public event on Thursday evening, February 1, 2018, at the Center for Global and Multicultural Engagement, Florida State University. The main student conference will run from 9:00 am 5:00 pm on Friday, February 2, also at the CGE, and include lunch and coffee breaks. We plan to share materials from the presentations prior to and after the conference. There is no registration cost, but we invite presenters and attendees to register online so we can plan for numbers.

The conference has sponsorship and faculty support from the following:

- Center for Global Engagement, FSU
- John H. Phipps Fund of the FSU Foundation
- South Asian Media and Cultural Studies research program
- The Department of Religion FSU
- The College of Social Sciences and Public Policy FSU
- The College of Education FSU
- The College of Communication and Information FSU
- Institute for Intercultural Communication and Research FSU
- South Asian Student Association FSU
- Global Peace Exchange FSU

The organizing committee includes Ayesha Khurshid, College of Education, FSU; John Mayo, College of Social Sciences and Public Policy, FSU; Tanu Kohli Bagwe, Center for Global Engagement; Azmat Rasul, School of Communication, FSU and Valdosta University; Rebecca Peters, Department of Religion, FSU; Kailash Koushik, School of Communication, FSU; Vaibhav Diwanji, School of Communication, FSU, and; Stephen McDowell, College of Communication and Information, FSU. Thanks to Stephanie Vivirito in CCI for her assistance in producing conference materials.
The conference webpage, including the registration form, can be found at:
http://comm.cci.fsu.edu/research/south-asian-media-and-cultural-studies-conference/

**Other Details:**

Coffee and tea breaks will be provided on Friday, February 2, as well as lunch. Attendees are asked to register at the conference webpage above so we have a sense of numbers of attendees.

As part of the conference preparations, we request presenters to upload your final presentation file in the shared conference folder by Monday, January 29, using the link here:
https://www.dropbox.com/request/IGkH5mNzInuyu9LOjT8

Please feel free to contact Steve McDowell at steve.mcdowell@cci.fsu.edu if you have any questions, or call at 850-644-2276.

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**In Loving Memory of Dr. Kathleen Erndl (1954-2017)**

Professor, Department of Religion
Florida State University

Dr. Kathleen Erndl passed away suddenly in February 2017. She was a founding and continuing member of the organizing committee for this conference. She always made a thoughtful and supportive contribution to our planning, and recruited her students to be part of this event. Her charm, humor, and partnership will be greatly missed, but we appreciate all the assistance she gave to students and faculty at FSU and the broader academic community.
Ambassador Husain Haqqani

“Seeking Lost Glory: Lessons of Islamist Extremism"

Reception: 5:00 pm, Talk: 5:30-6:30 pm
Thursday, February 1, 2018, Auditorium, Center for Global Engagement, FSU
Part of the FSU Engage Your World Series and the Broad Lecture Series.

The conference will begin with a keynote speech by Ambassador Husain Haqqani. Husain Haqqani served as Pakistan's ambassador to the United States from 2008-2011 and is widely credited with managing a difficult partnership during a critical phase in the global war on terrorism. He also served as advisor to four civilian Pakistani Prime Ministers including Benazir Bhutto and as Pakistan's Ambassador to Sri Lanka in 1992-93.

Considered an expert on radical Islamist movements, he is currently Director for South and Central Asia at Hudson Institute in Washington DC. Haqqani also co-edits the journal ‘Current Trends in Islamist ideology.’ His books include Pakistan Between Mosque and Military (2005); Magnificent Delusions: US, Pakistan and an Epic History of Misunderstanding (2013) and India v Pakistan: Why can’t we just be friends?

Born in Karachi, Pakistan, Haqqani acquired traditional Islamic learning as well as a modern education in International Relations. His journalism career started with work as East Asian correspondent for Arabia — The Islamic World Review during the turbulent years following the Iranian revolution. During this period he wrote extensively on Muslims in China and East Asia and Islamic political movements. Later, as Pakistan and Afghanistan correspondent for the Far Eastern Economic Review, he covered the war in Afghanistan and acquired a deep understanding of militant Islamist Jihadi groups.
Friday, February 2, 2018

8:30: Coffee/ Tea

9:00-10:15: Welcome, Panel One, Auditorium GME

Welcome: Stephen McDowell, College of Communication and Information, FSU

Chair: Ayesha Khurshid, College of Education, FSU

S. Qalb-i-Abid, Concordia Colleges, Pakistan
An Appraisal of Pakistani Media: Some Socio-Cultural Aspects

Marianne Sharlene Nazareth, St. Joseph's College, Bangalore, India
Cauvery dispute: Is the media responsible for the violence in Karnataka and Tamil Nadu in India?

10:15 - 10:30: Break

10:30 – 12:00: Panel Two – GME Room 2400

Chair: Tanu Bagwe Kohli, Center for Global Engagement, FSU

Muhammad Qasim Sodhar, Shanghai University, Shanghai, China
The Left-Wing Movement Against the One-Unit Scheme in Pakistan (1955-1970): The Case of Left of Sindh

Sheeva Dubey and Dhamma Darshan Nigam, School of Communication, University of Miami
A critical analysis of the Swachh Bharat Campaign

Madhulika Vajjhala, Education Leadership and Policy Studies, FSU
Understanding caste based affirmative action in Indian higher education using a diversity lens
Binod C Agrawal, School of Communication, Manipal University (SKYPE?)
Human Future in the Digital Era in India

10:30 – 12:00: Panel Three – GME 2500

Chair: TBA

Shehla Jabeen, Department of Mass Communication, Lahore College for Women University, Jhang, Pakistan (SKYPE?)

Muhammad Rasul, Department of Psychology and School of Communication, FSU
Between the Family and the Deep Political Sea: Portrayal of Female Politicians in Hollywood and Bollywood Films

Anushka Kahandagama (SKYPE ??) South Asian University
Depiction of Militarized Masculinities in Sri Lankan Sinhala Cinema

12:00-1:00: Luncheon, Auditorium GME

1:00-2:30 Panel Four GME Room 2400

Chair: TBA

Md Khorshed Alam, University of South Florida
Neocolonial Gaze of Surveillance: A critique of TI’s analysis of corruption in Bangladesh

Dr. Anis Rahman, School of Communication, Simon Fraser University (?? SKYPE)
The Political Economy of Licensing Private Television Channels in Bangladesh and its Implications for Media Studies in South Asia

Sheeva Dubey, School of Communication, University of Miami
Indian Feminism as Brahminical Feminism: A Dalit Bahujan Feminist Critique

1:00-2:30 Panel Five, GME Room 2500

Chair: TBA

Kaushalya Kumarasinghe (SKYPE) South Asian University
From Soap Operas to Mythology: Revisiting the Discourse of Romantic love in Sinhalese Culture

Ovenore Eliassaint, Management Information Systems, FSU
Examining South Asian Linkages in Kenya

Awais Saleem, Lamar University
Panamagate: Pakistani TV stations & framing of the Supreme Court verdict

1:00-2:30 Panel Six, GME Room 2600

Chair: Azmat Rasul, Valdosta State University

Vaibhav S. Diwanji, Juliann Cortese, School of Communication, Florida State University
Of the Consumers, By the Consumers, For the Consumers: A Comparison of the Impact of User Generated Branding versus Brand Generated Content on Online Consumers’ Purchase Intentions in India and the United States

Mudassir Mukhtar, National University of Modern Languages, Islamabad (SKYPE)
The Critical Boundaries of Activism in Public Relations in Pakistan: Effects of Activist Pressure on Professional Practice in Public and Private Sector Organizations

S. Beena Butool, Department of Religion, Florida State University
Freedom of the Spoken Word: Vulnerabilities of Media Discourse inside Pakistan

2:30-3:00 Break

3:00- 4:30 Panel Seven, GME Room 2400

Chair: John Mayo, College of Social Science and Public Policy, FSU

Azmat Rasul, Valdosta State University, Defne Bilir, Florida State University, Barbara Robinson, Stephen McDowell
Brand Bollywood: The political economy of product placement in Hindi movies

Brittany Pitts & Melba Marin-Velasquez, Educational Leadership & Policy Studies, College of Education, Florida State University
Education, Agency, & Power: Challenging Patriarchal Archetypes of Muslim Masculinity

Lochan Kumar Batala, School of Public Affairs, university of Science and Technology of China (SKYPE?)
Migration of Youth Labour from Nepal

3:00- 4:30 Panel Eight, GME Room 2500

Chair: Prosper Yao Tsikata, Valdosta State University

Mariam Shaikh, Florida State University
Media Innovations and the last mile warning communication-A case study of southern province Sindh-Pakistan

Olivia Bravo & Vaibhav S. Diwanji, School of Communication, Florida State University
Measuring the Impact of Celebrity Licensing versus Celebrity Endorsement in two cricketing nations – India and the Caribbean

Roland Mullins, Department of Religion, Florida State University
Atharvaveda Paippalādasanāthī 13.1 and ascetic royal power in the Mahābhārata

3:00- 4:30 Panel Nine, GME Room 2500

Chair: TBA

TBA

5:00 - 6:00: All are welcome to attend the International Coffee Hour, Main Floor Lounge, GME

6:00: Panel and Film

Chair: Rebecca Peters, Department of Religion, FSU

“Reflecting on Masaan: How modern technology, especially media, impacts lives in modern day small-town India.”

The film Masaan focuses on the intersection of several lives. It presents modern-day Varanasi as in a transitional state, both technologically and socially. The film addresses issues of caste, gender, class, and religious tradition. The film is in Hindi/Urdu and English, with English subtitles, and runs 109 minutes. There will be an introduction before the film, and a Q/A Panel afterwards. All are welcome to attend.