



**South Asian Media and Cultural Studies
Conference**

February 1- 2, 2018

**Center for Global and Multicultural
Engagement**

Florida State University



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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.

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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/IGIkH5mNzlnuyy9LOjT8>

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



**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.



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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.



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Friday, February 2, 2018

8:30: Coffee/ Tea

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

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

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

S. Qalb-i-Abid, Concordia Colleges, Pakistan

An Appraisal of Pakistani Media: Some Socio-Cultural Aspects

Anis Rahman, School of Communication, Simon Fraser University, Canada

The Political Economy of Licensing Private Television Channels in Bangladesh and its Implications for Media Studies in South Asia

10:15 - 10:30: Break

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

Chair: Rebecca Peters, Department of Religion, FSU Pakistan

Madhulika Vajjhala, Education Leadership and Policy Studies, FSU

Understanding caste based affirmative action in Indian higher education using a diversity lens

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

Binod C Agrawal, School of Communication, Manipal University (SKYPE)

Human Future in the Digital Era in India

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10:30 – 12:00: Panel Three – GME 2600

Chair: S. Qalb-i-Abid, Concordia Colleges

Shiraz Hasnaat (Bureau Chief) and Shafique Sharif (Senior Reporter), HUM TV, Lahore (SKYPE)
Covering Terrorism: How Journalists Cope with the Challenges in a Conflict-Prone Region

Jawwad Rizvi (Senior Reporter), The News International and Univ. of Central Punjab (SKYPE)
Framing Corruption: An Analysis of the coverage of Panamagate in the elite English Press of Pakistan

Awais Saleem, Lamar University (SKYPE)

Panamagate: Pakistani TV stations & framing of the Supreme Court verdict

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

Lunch is provided by Da Khyber Grill, 2819 Mahan Drive.

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

Chair: Anis Rahman, School of Communication, Simon Fraser University, Canada

Muhammad Khorshed Alam, University of South Florida

Neocolonial Gaze of Surveillance: A critique of TI's analysis of corruption in Bangladesh

Sheeva Dubey, School of Communication, University of Miami

Indian Feminism as Brahminical Feminism: A Dalit Bahujan Feminist Critique

Cassandra Nicolace, Nicole Uthuppan, Zed Layson, Nicholas Ordieres, FSU

Laboring in South Asia: A Media Snapshot of Labor Conditions in the Global South

S. Beena Butool, Department of Religion, Florida State University

Freedom of the Spoken Word: Vulnerabilities of Media Discourse inside Pakistan

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

Chair: Azmat Rasul, Valdosta State University

Vaibhav S. Diwanji, Juliann Cortese, School of Communication, FSU

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

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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

Prosper Yao Tsikata, Department of Communication, Valdosta State University
South Africa's Witchcraft policy: An infectious retrogressive traditionalism for the global south, including South Asia

2:30-3:00 Break

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

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

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

Brittany Pitts & Melba Marin-Velasquez, Ed. Leadership & Policy Studies, College of Education, FSU
Education, Agency, & Power: Challenging Patriarchal Archetypes of Muslim Masculinity

Emily Leyava, Dept. of Education Leadership and Policy Studies, College of Education, FSU
Examining bilingual education policy in China's Tibet in a global context

3:00- 4:30 Panel Seven, GME Room 2600

Chair: Prosper Yao Tsikata, Department of Communication, Valdosta State University

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

Roland Mullins, Department of Religion, FSU
Atharvaveda Paippalādasamhitā 13.1 and ascetic royal power in the *Mahābhārata*

Mariam Shaikh, Department of Communication, FSU (VIDEO)
Media Innovations and the last mile warning communication: A case study of the southern province Sindh in Pakistan

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.”

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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.