

**Subject Association, Department of Sociology**  
JMI

Invites you to

## **Karvan-e-Fikr – 2011-12**

The Annual Students' Seminar and Academic Fair

On

### **The Coming of Consumer Society**

**Date: 14<sup>th</sup> and 15<sup>th</sup> March, 2012**

### **The Events**

#### **Inter-University Students' Seminar**

Theme: 'The Coming of Consumer Society'

Day 1: 14<sup>th</sup> March, 2012

Time: 9:30 am

Venue: Tagore Hall, Mir-Taqi Mir, JMI

Day 2: 15<sup>th</sup> March, 2012

Time: 9:30 am

Venue: Mir Anis Hall, Mir-Taqi Mir.

#### **Tentative Sessions**

1. Theorizing consumption by engaging in classic and contemporary intellectual debates
2. The role of media, the popular culture and the middle classes
3. Symbolic economies with emphasis on globalization, new world economic order
4. Spaces of consumption and their impact on cities
5. Gender and consumption; body and sexuality
6. Role of public policies such as economic reforms

#### **Concept Note**

The transition from industrialism to consumerism over the last century cannot be called a simple change in technologies and relations of production but signifies a far deeper shift in the very manner we conceive and understand our societies today. It represents the onset of another form of social organization that shakes the very roots of who we think we are, or the way we imagine ourselves as 'species beings'. The earlier intellectual language has been

replaced by a new lexicon of consumerism, signaling that the consumer society has finally arrived and come into its own.

This has been accompanied by a simultaneous shift in the focus on the class analysis embedded in production relations to those defined by consumption. Much of the burgeoning interest in this new consumer society remains influenced by the classic Marxian ideas about commodity fetishism, false needs and the relationship between use value and exchange value – be it in its favor or against. A host of other theoretical perspectives, nuanced by postmodernism, cultural studies, and feminism have equally enriched and modified our understandings of the underpinnings between capitalism and consumerism. In fact, ‘consumerism’, together with terms like ‘postmodernism’ is one of the most important terms to have populated theoretical debates about the socio-political nature of late capitalist society, its identity politics, the so-called “new world order”, the mass media and representation, and about that slippery concept of “culture”.

So is consumerism then simply the act of going to the supermarket and buying what you evidently do not ‘need’? Or is it a state of mind, where alienation has reached such a point that any sustained and productive engagement within our social worlds has become impossible? Is there a need to resist it? Or has resistance itself become an object of consumption, up for sale in the media created spectacle society?

In the present scenario, consumption is not so much about needs (eating, clothing, transportation, entertainment) but rather a statement of ‘lifestyle’, ‘status consciousness’, and ‘distinction’. The global restructuring of commodity production since the 1970’s has led many cities to adopt ambitious consumption based economic development in their downtowns and waterfronts. This raises a gamut of questions for observers and students of society. The ‘collective consumption’ and the ‘leisure class’ of earlier historical epochs is supplanted by the growing ‘felt’ need for individualization and differentiation leading us to ponder over the very fundamentals of socio-political and economic organization of contemporary societies. The corridors that consumer society throngs are the new media, the world of advertisements and the virtual superhighways. So do shopping malls, supermarkets and entertainment parks, the infrastructure of this consumer world, enshrine a new ‘sociality’ instead of ‘community’?

This student seminar is meant to bring together the many themes of consumer society which may be philosophical, abstract and theoretical. We especially welcome papers with critical inputs informed by empirical insights. It is open to students from all streams at graduate, post-graduate and research levels.

(The seminar is closed for abstracts)

Coordinator: Bhumika Chauhan 9810928194

## Sharp Focus: The Photography Competition and Exhibition

Theme: Capturing Consumer Society

Date of exhibition: 14<sup>th</sup> and 15<sup>th</sup> March, 2012

Venue: Mir Taqi Mir and Ansari Auditorium, JMI

### Rules and Regulation:

1. The theme of the photographs is Capturing Consumer Society.
2. Maximum number of entries per person is 2.
3. First three places will be awarded.
4. The prints should be **8 inches x 10 inches** and mounted on a card-board sheet of 9 inches x 11 inches.
5. Digital special effects are not allowed.
6. The entries should have a caption on the front.
7. Name and college of the photographer only with the digital copy, not on hard copy.
8. Email **digital copies** for **registration**. Send to: [karvanefikr@gmail.com](mailto:karvanefikr@gmail.com)
9. The **hard copies** should be submitted by **12<sup>th</sup> March, 2012** at the following address:  
Dr. Kulwinder Kaur, Dept. of Sociology, Jamia Millia Islamia, New Delhi – 110025

Coordinator: Ridhima Bahl (9871081330)

## Critique in Colour: The On-the-Spot Poster Making Competition

Topic - Consumer Mania and Sustainable Development

Venue - Mir-Taqi Mir Lawn, JMI

Date -14<sup>th</sup> March 2012

Timings - 10:45 am to 12:15 pm

A poster can allow creative expression and encourage critical thinking. Through this event we hope to give the artistic student a forum to express his or her thoughts on consumerism and consumer society, and the challenge it poses to sustainable development.

### Rules and Regulations:

1. The poster should be related to the theme.
2. Only sheets and water will be provided. Participants should get their own supplies.
3. There should be only 1 participant for 1 poster.
4. Only 1 hour will be given to complete the poster.
5. Posters may or may not include text or slogans.
6. Registration starts on **5<sup>th</sup> March 2012**. Participation will be limited, and decided on **first come, first served basis**. Participation will be confirmed on 13<sup>th</sup> March 2012.
7. To register, e-mail: [karvanefikr@gmail.com](mailto:karvanefikr@gmail.com) with your name, class, educational affiliations, and phone number.

Coordinator: Shazina Parveen 9718723183

## Thinking beyond... : A Debate Competition

Topic: 'Consumerism is an irreversible phenomenon in this age of advanced capitalism'

Date: 15<sup>th</sup> March, 2012

Time: 9:00 am – 11:00 am

Venue: Ansari Auditorium, JMI

This event requires that participants to argue either in favour or against the motion. Clarity of thought, consistency of argument, and analytical thinking will be the parameters of judgement.

### Rules and Regulations:

1. Participation will be allowed in **teams** comprising of two speakers.
2. One speaker will speak 'against' the motion and the other 'for'.
3. Each speaker will have a time limit of 2+1 minutes.
4. Every speech will be followed by one interjection question.
5. Speakers will be marked for manner, matter, method and interjection answers.
6. Registration starts on **5<sup>th</sup> March 2012**. Participation will be limited, and decided on **first come, first served basis**. Participation will be confirmed on 14<sup>th</sup> March 2012.
7. To register, e-mail: [karvanefikr@gmail.com](mailto:karvanefikr@gmail.com) with the name, class, educational affiliations, and phone number of both team members.

Coordinator: Lakshita Malik 9818072889

## QnA: The Quiz

### PRELIMINARY ROUND

Date: 15<sup>th</sup> March, 2012

Time: 9:00 am

Venue: Mir Anis Hall, JMI

This round is schedule to select ten teams out of total registrations. For this, teams have to answer a written quiz which will consist of 15 questions.

### THE MAIN QUIZ

Date: 15<sup>th</sup> March, 2012

Time: 11:15 am – 1:00 pm

Venue: Ansari Auditorium, JMI

## ELIMINATION ROUND:

This is the beginning of the quiz show. It has 2 parts.

1. **Quick fire:** In this round quick questions will be asked continuously for 1 minute and answers are expected followed by the questions. For every right answer 2 points will be given. There will be no negative points.
2. **Question with Answer options:** In this round 5 questions will be asked along with answers options. 15 seconds will be allocated to answer each question. For each right answer, 2 points will be given and for wrong answer there will be 2 negative points. Questions would not be passed so, answering each question is mandatory.

After these rounds, 5 teams will be selected for the final round. This selection will be based on obtained points in the earlier rounds.

## FINALE:

This round has two stages:

1. **Long quick fire round:** Again questions will be asked continuously for 2 minutes and answers are expected after every question. 2 points will awarded for correct answers and 1 negative point for wrong answers. Team will be free to pass the question.
2. **Limited time period round:** In this round, 5 questions will be asked in each team and they have to answer within 15 seconds. Two points per each correct answer and 2 negative points per each negative answer, and 1 negative point for passing the question to next team.

After this round, points will be calculated and the top 3 teams will be declared.

## Rules and Regulations:

1. Teams should comprise of two members. The team members cannot be changed once the competition has started.
2. *These questions will be asked from the field of current affairs, sports, cinema, politics, national & international affairs, literature and academics.*
3. Registration starts on **5<sup>th</sup> March 2012**. Participation will be limited, and decided on **first come, first served basis**. Participation will be confirmed on 13<sup>th</sup> March 2012.
4. To register, e-mail: [karvanefikr@gmail.com](mailto:karvanefikr@gmail.com) with the name, class, educational affiliations, and phone number of both team members.

Coordinator: Ishita Sinha 9873639303 and Md. Wahid 9015753557

# The Written Word: On-the-Spot Essay Writing Competition

Date: 15<sup>th</sup> March, 2012

Time: 11:15 am – 12:30 pm

Venue: Mir Anis Hall, Mir-Taqi Mir, JMI

We welcome those who have a way with words to participate in the Essay writing competition. This event will require one to exhibit analytical and critical thinking, clarity of thought, creativity and the ability to express oneself through the written word.

Rules and Regulations:

1. The topics will be given on the spot.
2. Under-graduates and post-graduate students will be judged separately.
3. The content of the essay should be original.
4. Total time to write the essay is 1 hour.
5. The essay should have a minimum of 500 words.
6. Only paper sheets will be provided.
7. Registration starts on 5<sup>th</sup> March 2012. Send an e-mail to [karvanefikr@gmail.com](mailto:karvanefikr@gmail.com) with your name, class, educational affiliations, and phone number.

Coordinator: Meghna 9871655628; Faisal 8882573227

## Just-A-Minute

Date: 15<sup>th</sup> March , 2012

Time: 2:00 p.m. – 2:30 p.m.

Venue: Mir Anis Hall

If you think you have the wits to take our hits, then we invite you to try the J-A-M.

The participants will be given topics related to current affairs, social problems or social concepts. They will get exactly one minute to present their take on it. They have to speak for one minute *without* any "repetition, hesitation, or deviation". "Repetition" means the repetition of any word or phrase, or argument. "Hesitation" and momentary pause will be closely watched. "Deviation" could mean deviating from the topic, from the English language as we know it, from grammar as we understand it, from the truth, and from logic.

Rules and Regulations:

1. The participants will get **no more than one minute** to speak.
2. 30 seconds of preparation time will be given.
3. Topics will be assigned randomly.
4. Presence of mind, creative approach, good reasoning, humour, language, style of speech will all be judged.
5. Pauses, repetitions, deviations from the topic or grammatic errors will be negatively marked.

6. Judges' decision will be final in case of disputes.
7. Registration starts on **5<sup>th</sup> March 2012**. Participation will be limited, and decided on **first come, first served basis**. Participation will be confirmed on 14<sup>th</sup> March 2012.
5. To register, e-mail: [karvanefikr@gmail.com](mailto:karvanefikr@gmail.com) with your name, class, educational affiliations, and phone number.

Coordinator: Vaishali Thapa 9871027240

## **Film Screening and Discussion**

Date: 15<sup>th</sup> March, 2012

Time: 2:30 pm – 4:30 pm

Venue: Ansari Auditorium

Coordinator: Appu Lenin 8800217472

## **Prize Distribution :**

Date: 15<sup>th</sup> March, 2012

Time: 4.30 to 5.00 p.m

Venue: Ansari Auditorium

## **Vote of Thanks:**

Date: 15<sup>th</sup> March, 2012

Time: 5.30 p.m.

Venue: Ansari Auditorium