

The Indian Media Economy: New Perspectives from New Zealand



Research Symposium, 25-26th February 2014.

Hosted by:

The Faculty of Arts and Social Sciences, University of Waikato
Centre for Culture Media and Governance, Jamia Millia Islamia University
Centre for Study of Culture and Society, Bangalore



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato



Jamia Millia Islamia



**Centre for Study of Culture
and Society**

Sponsored by the New Zealand India Research Institute

Event Programme:

Day 1: 25th February

10.00-10.30

Welcome

Associate Professor Asad Mohsin, New Zealand India Research Institute

Professor Robert Hannah, Dean, Faculty of Arts and Social Sciences, University of Waikato

10.30-11.30

Locating the Media Economy Of/In India

Associate Professor Vibodh Parthasarathi, Centre for Culture Media and Governance

11.30-12.30

Media Industries to Leisure Economy: The Commercial and Cultural Dynamics of Social Change

Associate Professor Adrian Athique, University of Waikato

12.30-1.30

Lunch Break

1.30-3.00

Panel 1 (Chair S.V. Srinivas, Centre for Study of Culture and Society)

Profit for Power or Power for Profit? - The State of Television Industry in Andhra Pradesh

Professor Padmaja Shaw, Osmania University

News Media Economy in Post-Liberal India - Narratives of Nation, Region and Power in Neoliberal Times

Dr. E. Sathya Reddy, University of Hyderabad

Examining Digital Competencies Within the Entertainment Industry

Dr. Shishir Jha and Niraj Mankad, IIT, Mumbai.

3.00-3.30

Afternoon Tea

3.30-5.00

Panel 2 (Chair Adrian Athique, University of Waikato)

From Zero to One-Hundred in Ten Seconds: Local and Global Aspects of Economic Value in Indian Popular Music

Associate Professor Greg Booth, University of Auckland

Media Infrastructure, Political Economy and Urban Development in Kolkata

Dr. Douglas Hill, University of Otago

Advertising the Movies in Contemporary India

Associate Professor Lynne Ciochetto, Massey University

Day 2: 26th February

10.00-11.00

Media: Economies and Externalities

Dr. S.V. Srinivas, Centre for the Study of Culture and Society, Bangalore

11.00-12.00

The Guilty Secret: Bharat Shah and the Latter Career of the Cinema's Illegitimacy

Professor Ashish Rajadhyaksha, Centre for the Study of Culture and Society, Bangalore

12.00-1.00

Lunch Break

1.00-2.00

IPL: Cricket's Game Changer

Professor Brian Stoddart, Distinguished Fellow, Australia India Institute, University of Melbourne

2.00-3.00

Panel 3 (Chair Vibodh Parthasarathi, Jamia Millia Islamia)

Institutions, the Video Turn and Liberalisation: Networks, Destabilisation and Re-assembly

A Case Study of CENDIT, India

Shweta Kishore, Monash University

Assembling Nascent Video Practices Throughout India: Video Volunteers and Activism

Ben Lenzer, University of Waikato

3.00-3.30

Tea Break

3.30-4.15

NZIRI Funding Partnerships in 2014

Associate Professor Adrian Athique, University of Waikato

4.15-5.00

Regional Research Collaborations: India and Australasia

Professor Brian Stoddart

Day 3: 27th February

9.00-12.00

Workshop Sessions (for paper presenters)

12.00-13.00

Lunch Break

Location:

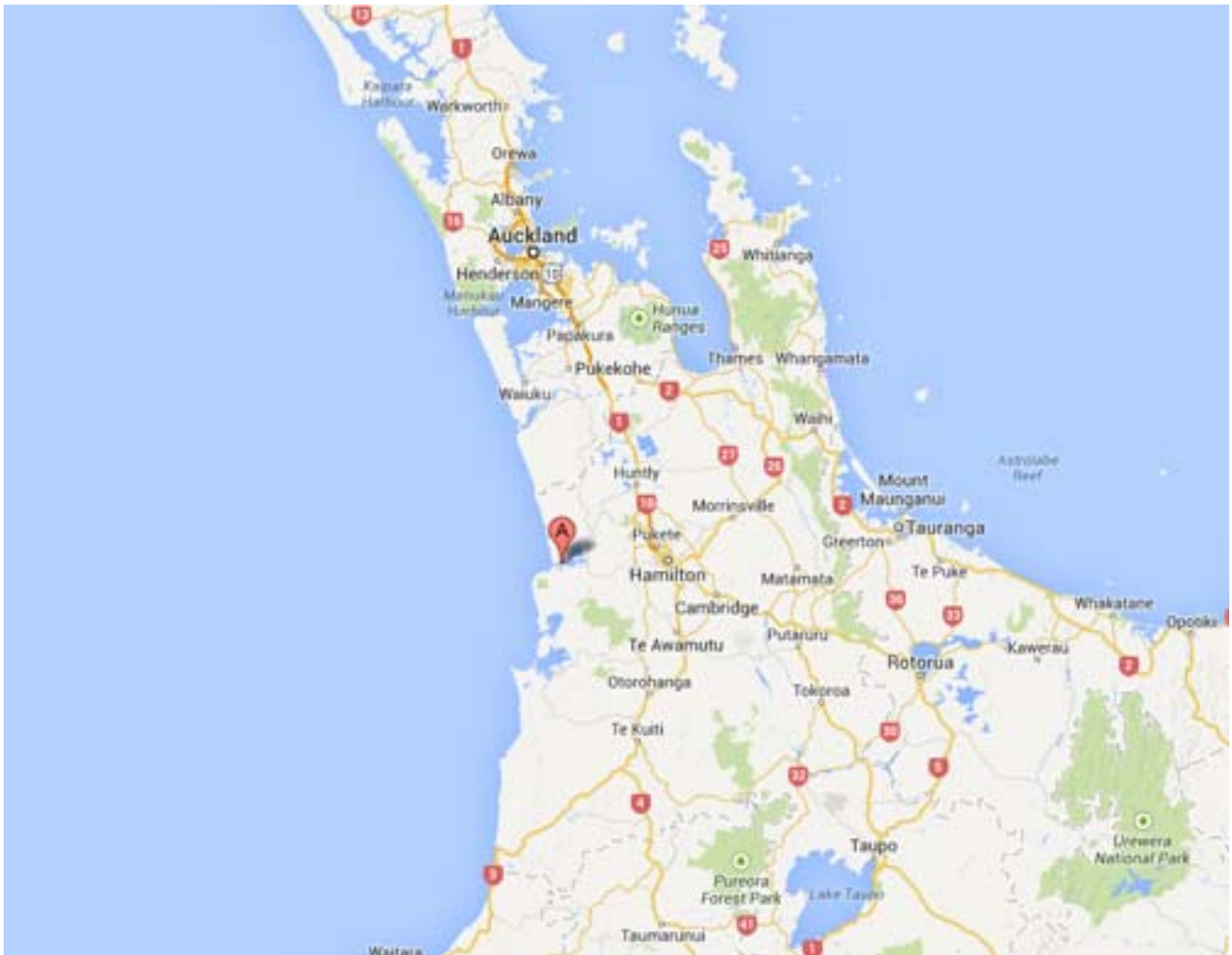
The symposium is located in the small but vibrant coastal town of Raglan, which is 45 minutes from the University of Waikato main campus in Hamilton (<http://www.waikato.ac.nz>).

Raglan has a range of accommodation options as well as a good selection of dining options and its famous beaches (<http://www.raglan.net.nz/about-raglan/>).

The symposium venue will be the Sunset Motel Conference Centre (<http://www.raglansunsetmotel.co.nz>).

The travel time from Auckland International Airport is two hours.

Auckland to Raglan



Raglan Street Map (Showing Venue):

