

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.

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