

**GLOBAL MEDIA JOURNAL—Indian Edition**

Sponsored by the University of Calcutta

ISSN 2249 – 5835

WINTER ISSUE / December 2014

Volume: 5 / Number: 2

**Theme: Challenges before the Indian Media**

**EDITORIAL**

Starting from Hicky's Gazette, the Indian media has come across a long way. Since its inception it has come upon the formation age, it has grown in the pre-national era, and it has further been matured as a character in the nationalist struggle and independent movement. After independence the face of India has undertaken a major change. It has been a multifarious experience – on the one hand its reach kept on increasing and on the other it came through the dark era of emergency. By virtue of those experiences it has steadily emerged as a huge media market. The increasing number of forms of mass media has been the testimony of its growth. It has grown in all possible formats, even in the age of New media.

There are questions too. Whether the content of the mainstream media is being manipulated by the corporate interest? Does Indian media-scope have enough scope to experiment true spirit of development communication? Do they represent all stratum of the society? Whether it has been true enough in the process of democratisation? Whether there exist any possibilities to explore alternative content?

Keeping all these concerns in mind, the Global Media Journal – Indian Issue (Winter/ December 2014) is trying to highlight the power, prospect and challenges pertaining to the Indian media in today's context.

The views expressed by the individual contributors are not curtailed. We are thankful to the contributors. We are thankful indeed to all our colleagues, students and Calcutta University Library authorities for their constant help and support.

**Guest Editor: Santwan Chattopadhyay**

Assistant Professor and Coordinator of the P G Diploma in Mass Communication

Department of Adult, Continuing Education & Extension,

Jadavpur University, Kolkata, West Bengal, India

E mail: santwanchattopadhyay@yahoo.com

The full text of the Call for Paper circulated for the current issue is given below:

### **Call for Papers**

Announcement for the  
**GLOBAL MEDIA JOURNAL -- Indian Edition**  
Sponsored by the University of Calcutta  
ISSN 2249 – 5835  
WINTER ISSUE/ DECEMBER 2014  
Volume: 5 / Number: 2

### **Theme: Challenges before the Indian Media**

Deadline for submission: 31 October 2014

This subject encompasses a vast arena. In the sixty seven years of independence, the position of media has taken a radical shift in India. The ingrained transformation of the Indian society during its journey in the last odd seven decades, especially in the post-globalization period, has left a noteworthy impact on media.

The evolution mentioned has also placed challenges before the Indian media scenario. Challenges, no doubt, were there. But the character of those challenges kept on changing with the mutating socio-cultural-political context. The Indian media had a sound complementary as well as supplementary role in the struggle for independence. But can their role in present scenario match with their glorious past? There are many debates over this issue. Researchers may supply substantive views in this regard.

Subsequently the Foreign Direct Investment (FDI) has been entering into all forms of media. Though the entertainment media industry has been the prime area of FDI, the other genres like print, electronic even radio industries are now becoming lucrative targets of FDI. Though many people focus on the expansion of facilities or creation of new geographic market to speak high about FDI in media sector, experience and apprehensions manifold several negative aspects. The uneven competition may create hindrance in the blooming of several indigenous local media houses. Its impact on unilinear content generation may also be not congenial for heterogeneity. The loss of job may be another area of concern. The conglomeration in the name of FDI, therefore, provokes several questions for the media scholars.

Several ethical issues also appear thereafter. Commodification of the media industry, many opine, is pushing the role known as social responsibility far behind. Researchers may find the area interesting to go for an in-depth study. The ever changing ownership pattern may also be another important genre to be handled.

The aim of this particular issue is to look into these diverse angles in those discourses.

Contributions might address, but not be limited to, such topics as:

- Indian media and the challenges of national development;
- Indian media and social issues;
- Indian media and economic issues;
- Indian media and ethical issues;

Indian media and political issues;  
The negative impact of corporate control;  
Indian media and new technology;  
Foreign Direct Investment in Indian media;  
Impact of Globalization on the Indian media;

Please see 'Submission Guidelines'

[http://www.caluniv.ac.in/Global%20mdia%20journal/submission\\_guideline.html](http://www.caluniv.ac.in/Global%20mdia%20journal/submission_guideline.html)

All submissions should be accompanied by the following information which should be presented on the front page only:

- (a) Article title,
- (b) Author name/s,
- (c) Current position/affiliation,
- (d) Brief biography (approximately 50 words),
- (e) Email and mail addresses,
- (f) A brief abstract (approximately 200 words)
- (g) Five to ten keywords reflecting the contents of paper,
- (h) Word count (excluding notes)
- (i) The URL for author/s' personal web page
- (k) A brief statement that clearly indicates the article/review etc is not submitted simultaneously for consideration to any other publication.

Word Limit:

For Articles: Approximately 7000 words, excluding notes.

Students' Research: Approximately 7000 words, excluding notes.

Commentaries: Between 2500 and 3500 words.

Book Reviews: Approximately 1500 words.

All papers must be submitted via electronic attachment.

EDITOR, GLOBAL MEDIA JOURNAL--Indian Edition Email: [globalmediajournal@caluniv.ac.in](mailto:globalmediajournal@caluniv.ac.in),

Book Review submissions and queries should be directed to Prof. Buroshiva Dasgupta, Book Review Editor, Email: [buroshiva.dasgupta@gmail.com](mailto:buroshiva.dasgupta@gmail.com)