

GLOBAL MEDIA JOURNAL —Indian Edition

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Theme: New Media - A Critical Introspection

EDITORIAL

New Media has been undoubtedly promoting democratization of information. The easy and economic methods of digital reproduction have geared up communicative abundance resulting dismantling of elite privileges, like confining electronic communication facilities to the selected few.

The emergence of the new media has marked the advent of cyber activism all across the globe. New media provides a platform to all to come together on issues. Before the Internet, only professional journalists had access to the technology and organizational infrastructure. If the common citizen wanted to contribute to the process of information sharing he or she could write a letter to the editor or bring out his or her own newspaper. The reach of such endeavour was limited. Today, with a PC or even smaller gadget like mobile phone with an access to Internet, anyone can share newsworthy information and opinions with a worldwide audience.

Not only information gathering and sharing, this medium has also made an impact on the culture of a society, commerce of a nation and on top of all – the development of a country. Digital platform assists everyone's voice to be heard and mind expressed. The community can be brought closer through a variety of Internet sites, groups and social networks. Individual sensitivity can be recognized at once publicly. The Internet is a low cost extremely flexible platform. It is also widely available. Through these directions, E-democracy, thanks to the Internet, is able to play an active role in societal change. The low cost of information exchange, as well as the wide reach, has made the 'New Media' an attractive medium for the people's voice.

One of the strongest global trends today is the empowerment of citizens and recognition of their desire for dignity and freedom. During the past year alone, the world witnessed many citizen-led movements across all continents, which were heavily dependent on new media. New media, therefore, is considered by many a liberating technology, inherently democratic and the key to positive changes.

India has also witnessed online intervention to supplement several movements. So, considering all the facets of new media usage, its potential in bringing revolutionary changes in every strata of society is becoming widely accepted. On the other hand new media platform is also being used to promote self interest of individuals or groups in terms of politics, culture and commerce.

Keeping the above concerns in mind, the Global Media Journal – Indian Issue (Summer 2014) is trying to enlighten the powers, prospects and challenges pertaining to the new media in today's context.

The views expressed by the individual contributors are not being 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.

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

Call for Papers
Announcement for the

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Deadline for Submission: 1 February 2014

This subject has been chosen not only because of the rise of netizens both in India and abroad. But the wide spectrum of the topic rather gives an opportunity to introspect several other issues embedded with that. The word new appears as prefix to media initially but the ever changing form of technology keep it new almost every moment. Its digital character, interactiveness, networked nature, simulated appearance, flavor of virtual existence and autonomous using practice have added element of gratification among the users of mass media both in the global and Indian contexts. It will surely be a matter of academic interest to critically delve into these areas of new media.

With the increase of the footprint areas of New Media, its impact and ever-changing nature is giving birth of series of new discourses. The aim of this particular issue is to look into those diverse angles in those discourses. GMJ-Indian Edition therefore invites researchers and scholars for submission of papers on various contours of this topic towards all socio-cultural facets.

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

- New Media and interactivity
- New Media and social structure
- New Media and information society
- New Media and privacy
- New Media and playfulness referring over-emphasis on enjoyment, entertainment as against utility
- New Media and technological bias
- New Media and ethical issues
- New Media and question of autonomy
- New Media and virtual existence
- Globalization and dependency

Please see '**Submission Guidelines**'.

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.

GUEST EDITOR FOR THE ISSUE:

Please direct your submissions and queries to the Guest Editors of the Issue

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Book Review submissions and queries should be directed to **Prof. Buroshiva Dasgupta**, Book Review Editor,
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All papers must be submitted via electronic attachment.

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