

HOW TO REACH KAKATIYA UNIVERSITY

The city of Warangal is well connected by rail, road and air, its is 140 KM from Hyderabad, the State Capital of Telangana and 176 KM from Rajiv Gandhi International Airport Hyderabad, the University Campus stand at Distance of about 5KM from both railway stations of Warangal and Kazipet. From Warangal, Hanamkonda or Kazipet, you can hire a car or take an auto-rickshaw, which is the ubiquitous form of transport. Buses are frequent but crowded, if you are coming from Hyderabad then your route will be Hyderabad Uppal-Bhongir-Aler-Kazipet - Hanamkonda-Warangal. As explained before, the last three townships have merged and are indistinguishable.

Important Dates :

Abstract Submission : 20th January, 2018

Full Paper Submission : 25th January, 2018

Last Date for Registration : 30th January, 2018

Registration Fee :

Faculty Member : Rs. 800

Research Scholar & Students : Rs. 300

Online Payment

DIRECTOR, SDLCE, KU WGL

A/c. No. **52026910083**

IFSC Code : **SBIN0020262**

Payment may be made through a DD in favour of Director, SDLCE, KU, Payble at Warangal.

***May also register on the Inaugural day of the Seminar**



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Two - Day National Seminar on ROLE OF SOCIAL MEDIA IN EMPOWERMENT OF WOMEN

5 - 6, February, 2018

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KAKATIYA UNIVERSITY

WARANGAL - 506 009 TELANGANA STATE INDIA

ABOUT THE SEMINAR

Social Media has emerged as a powerful tool of communication. The speed of its dissemination and its wide reach at the global level has made the social media as a great communication platform in the modern era. Social Media is also being considered as an important instrument for women empowerment in this digital and technology-driven world.

(Hashtag) revolutions and other online campaigns have come handy for women to raise their voice and to attract national and international attention for the issues. There is a complaint that the issues concerning women were not getting deserved space or time in the traditional print and electronic media. In the backdrop of women issues getting neglected in the mainstream media, the emergence and strong growth of social media has provided them great opportunity for women to raise, discuss and debate their rights. There were many online campaigns to fight for their rights. Social Media has turned out to be a great leveller in communication dissemination and reach where everybody gets a chance to be a content creator, disseminator and user.

A study revealed that 75 per cent of North American female internet users are using social media as against the 63 per cent of males. This shows that women in many developed countries are spending lot of time on social media than their counter parts. But same is not the case with in the developing countries like India, which has achieved a rare distinction of highest internet data using country in the world.

There are issues like social media accessibility to women, technology and infrastructural issues that prevent the women's reach to the social media in the developing countries. The socio-economic and political reasons are also proving to be stumbling blocks for women to have equal and effective access to social media.

There are also concerns about the use of social media that is also stereotyping the women and their roles. The issues like body shaming, online bullying, cyber crimes against women and disinformation campaigns against women are also of serious concern.

Despite the issues of concern, social media is offering an effective platform for women empowerment and its potential needs to be used to the full extent for promoting the cause of women all over the world.

In this backdrop, this national seminar titled "Role of Social Media in Women Empowerment" is proposed to offer a platform for wider debate and discussion and to come out with policy recommendations in exploring this revolutionary social media for the cause of women empowerment.

SUB-THEMES

- Emergence and Growth of Social Media
- Portrayal of Women in Social Media
- Issues of Women in Social Media
- Social Media and Its Accessibility to Women
- Stereotyping of Women in Social Media
- #Revolutions and Online Campaigns on women issues
- Use of Social Media by Women
- Social Media as a tool for women empowerment
- Future of Social Media and its impact on women
- #He for She
- #She for She
- Internet Accessibility, Socio-Economic and Political Issues

CALL FOR PAPERS

Papers are invited on the main and sub-themes of the seminar, from teachers, professionals, scholars etc.. The soft copy along with a hard copy of the abstract of the paper containing 300 words should reach the Seminar Director/ Seminar Convener not later than January 20, 2018. The soft copy along with hard copy of full length papers (in MS-WORD) should reach the Seminar Director / Seminar Convener latest by January 30, 2018. The papers presented in the Seminar will be screened by the experts and will be published in a book form with ISBN Number. The soft copy has to be mailed to kakatiyajournalism@gmail.com

ABOUT THE DEPARTMENT

The Department of Journalism and Mass Communication is one of the vibrant departments in the Kakatiya University. The Department, which began in the year 1999, is growing from strength to strength. Initially, the Department offered Communication and Journalism (UG & PG) courses, in Distance mode, invoking tremendous response from the students. Later, in response to the popular demands from the student community and other sections of the society, Master of Communication and Journalism (MCJ) (regular) course was introduced in the year 2012. The response for the MCJ course too, is over whelming.

It is a matter of pleasure and pride that, many of the famous media personalities working in different electronic and print media organizations are the products of this department. Some of the students of the Department have also excelled themselves as good

academicians, working in the field of media, in and outside the University. Keen enthusiasm shown by the successive Officials of the Kakatiya University, the huge response from the students and other media professionals in the course and the unequivocal commitment of the faculty of the Department have turned this wing as one of the very dynamic and vibrant Departments in the university. With the combined efforts of different stakeholders, the Department of Mass Communication and Journalism has made a mark of its own in the State.

The guidance and cooperation from the senior faculty members of the Osmania University, Telangana University and the qualified senior media professionals in imparting quality education has contributed in making the Journalism courses truly professional and helped the students lap plum jobs in media industry. The Department serves as a platform between the students and the working journalists at different levels thus creating a meaningful interface between the academics and industry. As per the UGC Guidelines, the nomenclature of the Department has been changed into the 'Department of Journalism and Mass Communication, from the academic year 2017-18.

ABOUT THE KAKATIYA UNIVERSITY

Kakatiya University was established in the years 1976 to fulfill the aspiration of the Telangana people for higher education. It has been rendering excellent service in the fields of science, arts humanities and social sciences with social awareness and responsibility for the part four decades. The University situated in a sprawling area of about 650 acres as now 29 Departments in 6 Colleges on the campus with a net-work of 10 constituent colleges and 471 affiliated colleges and SDLCE pleasure to the crown of the Kakatiya University. The re-accreditation of the University with 'A' grade by the NAAC is an important milestone in its history.

ABOUT WARANGAL CITY

Warangal was the capital of a Hindu Shaivaita kingdom ruled by the Kakatiya dynasty from the 12th to the 14th centuries. The old name of this newly formed city is Orugallu. Oru means one and gallu means stone. Warangal and Hanmakonda are places of historical importance with Thousand Pillars Temple, Warangal Fort, Bhadrakali Temple, the vast and dense forests of Eturnagaram and Pakal Lake, enchanting gardens. Wide roads with historical structures, animal sanctuaries, zoological park science museums, Planetarium etc. are other attractions of the tri-cities.