

ON THE OCCASION OF

International Women's Day

NATIONAL CONFERENCE

on

*“Representation of Shifting Gender Roles:
‘Old’ Media, ‘New’ Media and the Workplace”*

16th March 2024

Organised by

**School of Liberal Arts & School of Hospitality Management
IMS Unison University, Dehradun**

ABOUT IMS UNISON UNIVERSITY

IMS Unison University (IUU), an institute of eminence, was established in 1996. With a legacy spanning over 25 years, we are a premier institute in Dehradun that houses five leading schools. Together, the schools contribute to teaching and research training activities along with numerous specializations and interdisciplinary research programs. The University is proud to deliver, undergraduate, master's and Ph.D. programs that are recognized globally. The flexible curriculum offers a wide array of learning opportunities in a proper learning environment, and this is a hallmark of the University.

IMS Unison University located in the valley of picturesque, beautiful mountains in Dehradun, the capital city of the State of Uttarakhand in India, offers an environment fostering learning and creativity. Established under the visionary leadership of the Unison group in the year 1996 as Institute of Management Studies, the growing excellence in management education led to the evolution of the Institute into a leading private university in the year 2013. The University presently offers Undergraduate, Postgraduate and Doctorate in several programs under the following schools:

- **School of Media and Communication Design**
- **School of Management**
- **School of Law**
- **School of Hospitality Management**
- **School of Liberal Arts**
- **School of Computer Applications**



ABOUT THE SCHOOLS

School of Liberal Arts

The School of Liberal Arts (SoLA) was started in the year 2018. It offers programs in English, Psychology, Economics, History, Political Science and Sociology. Our expert faculty provides a conducive environment for the students to grow to the best of their capability. Thanks to broad-based education pedagogy, students graduating from the Liberal Arts programs at IUU will have a variety of career options not typically available to their counterparts at more traditional Indian universities. Our aim is to excel in teaching, research, and service. We strive to engage students with an array of subjects, both within global and Indian contexts. Our teaching mission is to motivate students toward a thorough and informed critical study of humanities and social sciences. We focus on fostering connections between reading and writing practices.

School of Hospitality Management

The School of Hospitality Management (SoHM) at IMS Unison University is dedicated to delivering comprehensive hospitality education with world-class infrastructure. Equipped with cutting-edge laboratories, the school provides hands-on training through facilities like Basic and Advanced Training Kitchens, Bakery and Patisserie labs, and more. Personality development is a key focus, instilling values and fostering pride in efficient task completion. Beyond academics, SoHM offers value-added training, including sessions on life skills and workshops featuring industry experts. Practical exposure is ensured through workshops, live demonstrations, and various activities such as bartending skills and culinary competitions. The faculty team, comprising accomplished professionals, ensures a holistic learning experience for students.

DISTINGUISHED GUEST SPEAKERS



Prof. (Dr.) Himadri Roy

Director, School of Gender & Development Studies
Indira Gandhi National Open University, New Delhi



Prof. (Dr.) Azra Musavi

Professor & Director, Advanced Centre for Women's Studies
Aligarh Muslim University



Dr. Sujata

Author & Feminist Scholar, Associate Prof. (Hindi)
Shyamlal College University of Delhi



Ms. Geeta Gairola

Author, Gender Activist & Ex- Director
Mahila Samkhya, Uttarakhand Govt.

THEME OF THE CONFERENCE

In many senses, the world has come a long way from the emergence of feminism as a global movement in the 1970s. Among other things, women began addressing the question of their representation and the broader question of gender portrayal in the mass media. From observation by Gaye Tuchmann (1978) that there was a “symbolic annihilation of women in the mass media”, the relationship between the two has undergone substantial qualitative shifts. For one, even if the structural nature of misrepresentation and stereotyping persists, the observational and analytical lenses to scrutinise them have progressively become more precise to enrich our understanding about the way gender issues are dealt with in the media. From Betty's Friedan's content analysis of magazines which stereotyped women as housewives to the epoch-defining Sexual Politics which led to shifts in our understanding of pornography; from Mulvey's application of the concept of 'Male Gaze' to sketch the contours of 'Scopophilia' to the works of scholars like Kitzinger (2004) and Patricia Hill Collins (2004) focussing on ways in which women are represented in popular culture and mass media; the depth and breadth of academic scholarship and interrelated activist interventions on the subject is a testimony to how far we have come.

Similarly, worldwide changes in economy during the past three to four decades have seen added emphasis on the service sector. The workplace became the first site of struggles for equality with the 'gender pay gap', access to benefits of maternity and resistance to discrimination, bullying and discrimination becoming the mainstay of feminist concerns. Social change resulted in more women being employed in the interest of diversity, and because it made economic sense. However, service sector jobs including airlines, hotels and the larger hospitality industry, while employing more women, also face challenges of breaking stereotypes (such as confining women to jobs at the desk or 'reception') and rampant exploitation, as was highlighted by the gruesome murder of a young employee at a resort in Uttarakhand last year.

Thus, women and representations of gender are beset by newer developments. Be it ‘material’ representations of women at the workplace, or their ‘symbolic’ representations in the media. Traditional forms of media are now superimposed upon by ‘New Media’ - in a common-sense definition understood as the internet, mobile telephony, smartphones and now artificial intelligence. This new form has arguably created disruptions and the world of mass communication today can hardly be fitted in the ‘old’ and ‘mundane’ framework of ‘sender-receiver’ and ‘encoding-decoding’ (although Stuart Hall's formulation is still full of radical potential in terms of analysing today's media).

Recent developments in the inter-related fields of media, gender and ‘new’ forms of workplaces such as hospitality and tourism mean that we are seeing qualitative changes in representations of women and gender issues. We are witness to transitional changes as traditional gender roles are upended- the hospitality industry particularly thrives these days on employing more women than ever before. The debate over welfare of women in the form of public transport and the Women's Reservations Bill has led to polarization on social media spaces.

With these themes as a backdrop, the Schools of Liberal Arts (SoLA) and Hospitality Management (SoHM), IMS Unison University are organizing a conference on ‘Representation of Shifting Gender Roles: ‘Old’ Media, ‘New’ Media and the Workplace.’ We invite abstracts for the conference which can make sense of the pandora's box which has been opened by these new social realities.

Abstracts for paper presentations may be sent on themes which may include, but are not limited to:

1. Media and the lived experiences of women in changing workplaces.
2. New Media and gender activism- the #MeToo movement and after.
3. Polarized debates on issues of gender/sex.
4. Old and new media representations of women's reservation and public transport.
5. ‘Male Gaze’ and reinforcement or changes in notions of gender in the era of social media.
6. Politics of Sexuality and Media.
7. Women in the service sector: opportunities and challenges.
8. Gendered Representations in Indian New Media, Media Images and gendered representation in the hospitality and tourism industry.

ABOUT THE CONFERENCE

This National Conference on 'Representation of Shifting Gender Roles: 'Old' Media, 'New' Media and the Workplace' aims to bring together leading academicians, researchers, gender right activist, research scholars and industry experts to exchange and share their experiences and research results on all aspects of the theme. It also provides a leading interdisciplinary and an intercultural platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends and concerns as well as practical challenges encountered, and solutions adopted in these fields. The conference will feature presentations by distinguished speakers from various domains.

CALL FOR PAPERS

We invite research papers from academicians, industry professionals, and research scholars, media, practitioners, students, gender rights activists and experts on themes as mentioned above. Among the papers which are shortlisted for presentation in the conference, 'Representation of Shifting Gender Roles: 'Old' Media, 'New' Media and the Workplace', the best papers will be considered for publication in *Pragyaan, a UGC-Care listed Bi-Annual Journal* published by the School of Mass Communication (SoMC), IMS Unison University [ISSN No. - 0974-5521].

ABSTRACT SUBMISSION GUIDELINES

The following points may be noted for abstract submissions:

1. Abstracts of not more than 300 words relevant to the broader theme as described should be sent to the Conference organizing committee on the following email-**Conferencesola@iuu.ac**
2. The abstract must include title of the paper being presented and a very short bio (one or two lines) consisting of the name and affiliations of the sender. The bio will not be included in the abstract word count
3. The deadline for sending abstracts is **extended to 5th March, 2024**.
4. The organizers of the Conference shall duly inform about the shortlisting of abstracts for presentation.

REGISTRATION FOR THE CONFERENCE

All participants and paper presenters must register for the conference. Please note that the acceptance of the abstract is tentative, and only those who have registered and paid the conference registration fee will be allowed to present.

Please refer to the following details:

REGISTRATION FEES*

Research Scholars/Students (Postgraduate only))/Research Assistant/Research Associate	INR 600
Academia (Assistant Professor/Associate Prof./ Prof.)	INR 800
Industry Professional/Media/ Gender Rights experts	INR 900

**Including Breakfast, Lunch, High Tea and Conference Kit.*



or

Registration Link : <https://shorturl.at/npG89>

For further details and abstract submission,
contact at Conferencesola@iuu.ac.

FULL PAPER

Full papers must reach the Conference organizers on the given email address by 10th March, 2024. Please note that papers will be shared with the session chairs prior to the conference day, and it is advisable that papers are submitted by the deadline. Only papers which have been received by the deadline will be considered for publication in the UGC CARE Listed Journal *Pragyaan*.

IMPORTANT DATES

Last day of Abstract Submission	:	5th March 2024
Last day of Paper submission	:	10th March 2024
Date of the Conference	:	16th March 2024

SOME IMPORTANT POINTS

- The conference schedule, including the list of session chairs and the keynote speaker, will be shared with participants following the completion of registration.
- As it is a one-day conference, accommodation will **not be provided** during your conference visit to IUU. However, complimentary breakfast, lunch, and high tea will be offered to all participants.
- The best paper at the conference, as determined by the recommendations of the session chairs and experts will be rewarded. In case the paper is co-authored, the award will be equally divided between the authors.
- Those who choose not to publish their papers are still welcome to present.

PAYMENT MODE

The registration fee is payable by Cash/Demand Draft in favour of 'IMS Unison University' payable at Dehradun or by NEFT transfer. Delegates willing to attend the Conference are advised to send the completed registration form along with the requisite fee at the earliest.

DETAILS FOR ONLINE PAYMENT

★ Beneficiary Name

IMS UNISON UNIVERSITY

Account No : 15262191003778

IFSC Code : PUNB0152610

Bank : Punjab National Bank, Makkawala Greens, Dehradun

PATRONS



Shri Amit Agarwal
Chairman, Board of Governors
IMS Unison University, Dehradun



Prof. Gurdip Singh
Chancellor
IMS Unison University, Dehradun

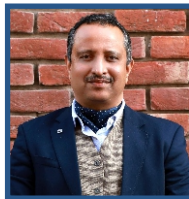


Dr. Ravikesh Srivastava
Vice Chancellor
IMS Unison University, Dehradun

Conference Advisors



Dr. Madhu Prabakaran
Dean
School of Liberal Arts



Dr. Vinay Rana
Dean
School of Hospitality Management



Dr. Shah Alam
Chief Editor, Pragyaan and Faculty
School of Mass Communication

Convenor



Dr. Neha Goyal
Faculty
School of Liberal Arts

Co-Convenors



Mr. Akshat Seth
Faculty
School of Liberal Arts



Dr. Rai Ganguly
Faculty
School of Liberal Arts

Organizing Committee

**Dr. Abhishek Juneja, Dr. Surendra Kumar Yadawa, Dr. Abhay Chamoli, Dr. Amit Tariyal,
Dr. Manisha Mishra, Dr. Ram Prakash, Ms. Astha Tripathi, Mr. Shashi Kant, Mr. Naveen Uniyal
Mrs. Deepika Sajwan, Mr. Sumit Pratap, Mr. Devashish Pandey**

For Further Queries, Please Contact:

Dr. Neha Goyal
+919910435875

Mr. Akshat Seth
+91-9971641065