



Gastvortrag

Dr. Arvind Das

"Whose News: Hindi newspapers in the Globalizing India"

In the last decade of 20th century Indian economy embraced the process of liberalization (1991), heralding the contemporary phase of Globalization. It changed the nature of Indian state and made profound impact on the society. In the same period language media, particularly, Hindi language newspapers, flourished accompanying the changes in the literacy and the political discourse in the Hindi heartland.

The relationship between globalization and Hindi newspapers is quite interesting. Hindi newspapers got an identity of its own, emerged as a market leader, expanded its reach and thus redefined the public spheres. Newspapers internalized the changes brought by the globalization changing the language, content and presentation of the news. Looking at the newspapers we see the politics is no longer given prominence, instead economic, sports and entertainment news hog the headlines. Although the dalits and women are still conspicuous by their absence in the newsrooms, there emerged a new discourse relating to them on the pages of newspapers. In this lecture I will focus on the impact of globalization on Hindi newspapers and its relationship with the Indian society.

Arvind Das is a Delhi based academic and journalist, working as a senior researcher at Infotainment Television (ITV). Before that he worked with various print and electronic media and was consultant for the BBC Delhi. He is the author of the book 'Hindi Mein Samachar (News in Hindi)'. He finished his M Phil (Hindi) and PhD on 'Globalization and Hindi Journalism' from JNU, New Delhi and got a PG diploma in Journalism from Indian Institute of Mass Communication (IIMC), New Delhi. Arvind was a post-doctoral visiting fellow at Siegen University, Germany in 2010.

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All are cordially invited!