

## **Mediated Campaigns and Unmediated Politics in Millennial India**

### ***A multi-disciplinary workshop on youth and new media turn in politics and policy***

Convenors: Aasim Khan (IIIT-Delhi) ☒ Jean-Thomas Martelli (CSH) ☒ Julien Levesque (CSH) ☒

Venue: Centre de Sciences Humaines, 2, Dr. APJ Abdul Kalam Road, New Delhi 110011 India

***Date: Saturday, 27<sup>th</sup> April 2019***

The arrival of smartphones, cheaper data packs and social networking sites is seen to have had a major impact on social and political mobilisations in India. New media and online social networks have also become a ready tool for participation in election campaigns, particularly for the younger 'millennial' demographic which has emerged as a beating heart of protest and public policy today. In spite of the widely held notions about youth disaffection and their general disinterest in politics, younger citizens in India have been at the forefront in the use of media in campaigns across various states while at the same time becoming the visible fist of brutalising politics which seems to evade the institutional framework for democracy. This one-day workshop aims to unpack the rise of social media influencers and practitioners as a crucial political intermediary, and explore their role in enabling popular mobilisations, in elections campaigns as well as in the context of public policy.

9:00 am – 9:15 – ***Informal welcome & tea***

9:15 am – 9:25 am – ***Opening Remarks***

#### **Section 1– Social media, journalism and *millennial* India**

- Chair: Dr Aasim Khan (IIIT-Delhi)

9:25 am – 9:40 am: ***Special panel remarks: Sam Cyril (former Digital Editor Scroll.in)***

9:40 am – 10:40 am: Panel 1: ***Digital media and professional intermediaries***

- Dr. Aasim Khan (IIIT-D), Shobha S V (Co-Media Lab) and Angelina Chamuah (IIIT-Delhi) – *Networking Beyond Bylines: A study of digital journalism practices in millennial India*
- Ganesh Pol (BBC News) – *How do party 'karyakartas' use social media for election campaigning?*

10:45 – 12:15: Panel 2: ***Digital media: Discursive dynamics***

- Cihnnita Baruah (JNU) – *Media and identity formation: The individual and the collective in the Bodoland movement*
- Sakshi Bhalla (JNU) – *The technological mediation of political rhetoric in the age of Twitter*

- Kankana Talukdar (JNU) – *Our Citizen Selves on Facebook: A Thinking, Acting, Resisting Assam around the Citizenship Amendment Bill 2016*

12:15 – 1:00 pm: **Lunch break**

1:00 pm – 1:15 pm: *Special remarks: Shehla Rashid (JKPM leader & PhD Scholar, JNU)*

Section 2: Social media, elections and youth in Indian democracy

- Chair: Dr. Jean–Thomas Martelli (Centre de Sciences Humaines)

1:15 pm – 2:45 pm: Panel 3: **Youth and politics in *millennial* India**

- Amogh Sharma (University of Oxford): *'Internet Hindus' and the Rise of 'Post-Truth Politics' in India*
- Priyam Ghosh (JNU) – *Performing Protest on Cyberspace: Understanding Viral Politics of Pink Chaddi Campaign and Besharmi Morcha*
- Dr Avishek Ray (NIT Assam) – *Imag(in)ing Radicalism: Hashtags and Memes in Indian Student Activism*

2:50 pm – 3:50 pm: Panel 4. ***Social media and politics in urban Indian today***

- Dr Joyojeet Pal (Microsoft Research India/ University of Michigan) – *Booths, Brickbats, Brands and Bollywood: Social media in the 2019 Indian General Elections*
- Dr Lipika Kamra (Jindal Global University) & Dr. Philippa Williams (Queen Mary University) – *Political parties, digital media platforms and mediating urban life in India*

3:55 pm – 4:30 pm: Section 3: Closing Comments

3:55 pm – 4:10 pm: ***Special concluding remarks: Prof. Sahana Udupa (LMU München)***

4:10 pm – 4:25 pm: ***Special concluding remarks: Prof. Christophe Jaffrelot (CERI-Sciences Po/CNRS, King's College London)***

4:25 pm – 4:30 pm: Next steps, *adieu*s