

Temple, Warangal Fort, Bhadrakali Temple, the vast and dense forests of Eturnagaram and Parkal Lake, enchanting gardens, wide roads with historical structures, animal sanctuaries, zoological park, science museums, planetarium etc.

Thousand Pillar Temple :

This Temple according to an inscription on a Pillar was constructed by Rudra-1 of the Kakatiya Dynasty in 1163 A.D.

The Temple measures over 31x25m and stands on a platform raised to a height of 1M from the ground-II consists of three shrines of Siva, Vishnu and Surya arranged round a central hall with a Ranga Mandapam in the fore front three is a large pillared mandapa in a variety of patterns, between the temple and the mandapa exists a plain pavilion for a Massive Nandi.

The Bhadrakali Temple :

Goddess 'Bhadrakali' is a precious deity of this region. Located on the hilltop between the twin cities of Hanamkonda and Warangal with a artificial lake of 2 ½ kms radius is one of the major attractions of the city. The main attraction of the temple is the square image of the goddess (2.7 X 2.7 meters), an ancient Bhadrakali in sitting posture wearing a crown with eight hands, holding weapons.

Ramappa Temple :

Ramappa Temple, is an archaeological wonder. Situated 50 km from Warangal is the glorious Ramappa shrine at Palampet. The Ramalingeswara temple is popularly known as Ramappa Temple. This is probably the only temple in India known by the name of the sculptor who built it. The head sculptor was Ramappa, after whom the temple is known today, rather than after the presiding deity, Ramalingeswara, is the general norm. The temple of Ramappa was built on behalf of the king, Kakati Ganapathi Deva by his chief commander Rudra Samani at a place called Ranakude in Atukuru province. This breathtakingly beautiful temple has been rightfully described as the "brightest star in the galaxy of medieval temples in the Deccan". Rich, intricate carvings adorn the walls, pillars and ceilings of this marvellous edifice. The temple is a Shivalaya and stands majestically on a 6 ft high star-shaped platform.

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 are coming from Hyderabad then your route will be Hyerabad Uppal-Bhongir-Aler-Kazipet-Hanamkonda-Warangal. As explained before, the last three townships have merged and are indistinguishable.

Registration Fee :

Faculty members : Rs. 300=00
Research Scholars and Students : Rs. 200=00

Payment may be made through a DD in favour of Director, SDLCE, KU, payable at Warangal or in person on the inaugural day of the National Seminar,.

Registration Form :

Name :
Designation :
University / College :
Address :
Phone :
Mobile :
Email :
Whether presenting a paper : Yes / No
Title of the Paper :
Abstract Enclosed : Yes / No
Require Accommodation : Yes / No
Registration Fee :
DD No. :
Bank :
Date :

All communication related to the Seminar should be addressed to :

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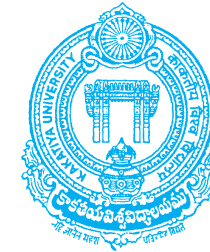
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National Seminar
(UGC Sponsored)
on

MEDIA AND GOOD GOVERNANCE

31st March, 2012



Organized by

**DEPARTMENT OF
MASS COMMUNICATION AND JOURNALISM**

School of Distance Learning and Continuing Education

KAKATIYA UNIVERSITY,

Warangal - 506 009, Andhra Pradesh, INDIA

About the Department of Mass Communication and Journalism

The Department of Mass Communication and Journalism is one of the vibrant departments in the Kakatiya University. The Department, which began in the year 1998, is growing from strength to strength. Initially, the Department offered Bachelor of Communication and Journalism (BCJ) course, which got tremendous response from the students. Later in response to the wishes and demands of the students, Master of Communication and Journalism (MCJ) course was introduced in the year 2004. The response for the MCJ course too is overwhelming.

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 this Department have also become good academics working at the university level. Keen enthusiasm shown by the successive Directors of the SDLCE and 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 and the senior media professionals in imparting quality education has contributed in making the BCJ and MCJ 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.

About the Seminar

Transparency, accountability, and peoples' participation in governance are the hallmarks of any good democracy. In order to ensure the effective functioning of democracy, media, known as the Fourth Pillar in the democracy, plays a crucial role.

Any media will have three fundamental responsibilities - to inform, to educate, and to

entertain. With these three core functions, media plays an important role in not only informing and educating the people but also in shaping the opinion of the people. "One of the objects of a newspaper is to understand the popular feeling and give expression to it, another is to arouse among the people certain desirable sentiments; the third is fearlessly to expose popular defects," said Mahatma Gandhi.

Thomas Jefferson, former president of the USA, once famously remarked that he would prefer a society without government but with newspapers rather than a society without newspapers and with government.

The role of media in keeping the public conscience and in the effective implementation of the government schemes is inalienable. Especially, in a fast developing country like India, media plays even more important role. In a country of more than a billion, the media is one great uniting factor in shaping the public opinion and contributing to the good governance.

Another important factor is that India is witnessing an unprecedented boom in media sector. There are at present 84, 227 registered newspapers in the country (Registrar of Newspapers of India-2010) and more than 900 TV channels including 430 news channels (Ministry of Information and Broadcasting, Government of India). The country is also witnessing a major boom in Online Media through internet. There are at present 12 crore people using internet and out of them around 60 per cent having broadband connectivity. The Facebook, a major social media platform, is having 4.35 crore account holders in the country (2012 Feb). Different sectors of the media are also witnessing unprecedented boom in the country with more and more youngsters catching up with the media for various reasons like information, education and obviously for entertainment.

The media in Andhra Pradesh is equally buoyant with around 20 exclusive Telugu 24X7 news channels functioning in the State. This is the highest number for any State and for any regional language except Hindi.

Notwithstanding the boom in media, there are apprehensions that media is turning too commercial,

ppoliticized, and was giving importance to only sensational, crime, corruption, and sex news at the cost of forgoing its role in good governance.

Amidst this backdrop, the Department of Mass Communication and Journalism proposes to organize a one-day National Seminar on the "Media and Good Governance" to discuss and debate the issues that concern media and its changing priorities and its role in good governance.

The Objectives of the Seminar:

- To take stock of the changing priorities of media in the country
- To identify the areas where the media can contribute for the cause of good governance.
- To critically analyze and discuss the issues that concern the media in the backdrop of Macdonaldisation of Indian culture in the post-globalised era.
- The future role of media in contributing to the good governance in the country.
- Changing patterns of media ownership and their impact on news projection priorities.
- Increasing tabloidization of Indian media and the paradigm shift in the objectives of the India media.

Call for Papers :

The soft copy along with a hard copy of the abstract of the paper containing 300 words should reach the Seminar Director / Seminar Convenor not later than **March 21st, 2012**. The soft copy along with hard copy of full length papers (in MS-WORD) should reach the Seminar Director / Seminar Convenor latest by **March 26th, 2012**. 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 **sdnceseminar@gmail.com**

About Warangal City :

Warangal was the capital of a Hindu Shaivaite 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.

The twin cities of Warangal and Hanamkonda are places of historical importance with Thousand Pillars



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BOOK-POST

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To _____
