

From Visual Exclusion to Visible Inclusion: The Seduction of Media Diversity in OdishaTelevision

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BACKGROUND OF THE STUDY

- **In Search of an Oriya Identity:** Coastal Odisha vs. Western Odisha.
- **Methodology:** Ethnography of media production & reception. Media Content Analysis.
- **Universe of Study:** Bhubaneswar (Coastal Orissa) & Titlagarh (Western Orissa).

- **Research Questions:**

What patterns and values television reinforce regarding Oriya Identity?

What are the factors involved in the creation of such media images?

How do people perceive these images?

Odisha : The State & its (missing) contents



Koshal State



Odisha: The State & its discontents

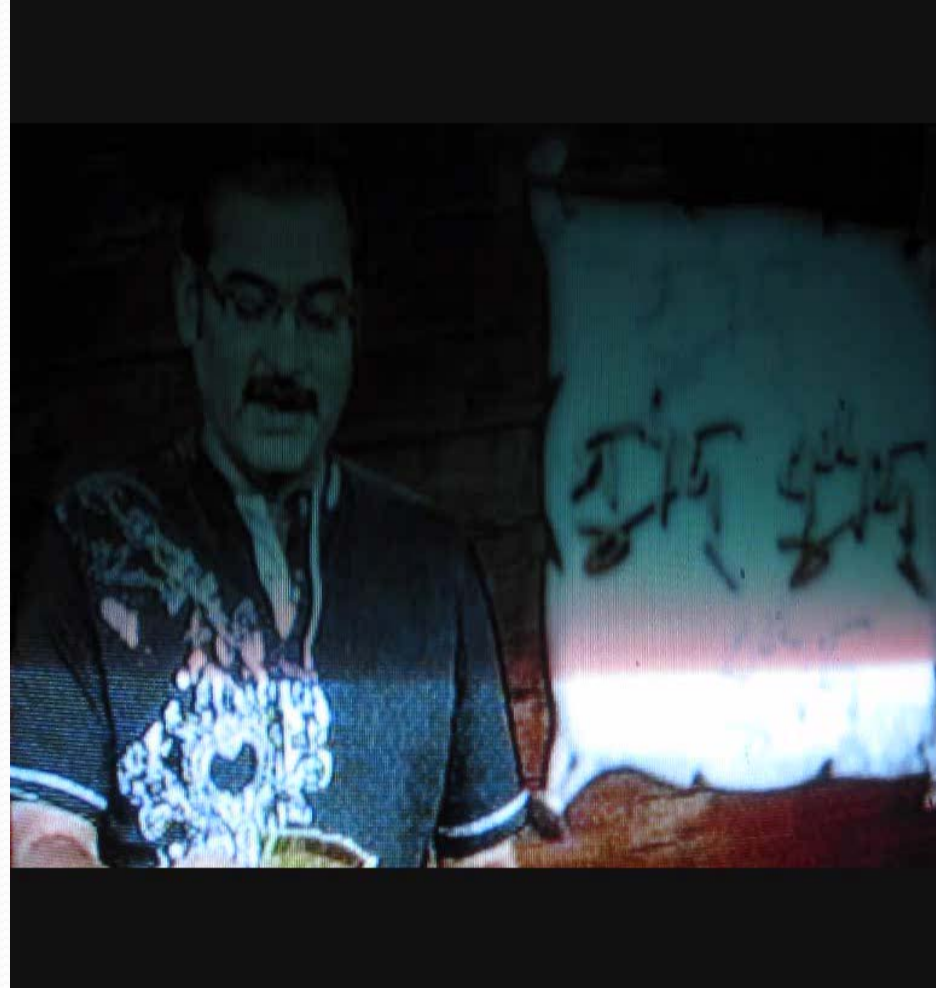
Demand for a Kosal State



Anti – POSCO Agitation



'Odiafication' of the State



Framing Odisha Television (OTV)



The Unheard Voices



Whose Imagined Community?

