



## Tentative Programme Schedule Media, Culture and Consumption

An International Workshop of Conference Participants  
11<sup>th</sup> February 2015, Conference Room, CCMG, JMI

### 10.00-10.30 The Indian Media Economy

Roundtable: Adrian Athique, Vibodh Parthasarathi, SV Srinivas and Jai Prasad (OUP)

Chair: Biswajit Das

HIGH TEA

**11.00-11.30 Adrian Athique** 'Disembedding and Re-embedding: Double Movements in the Media Economy'

**11.30-12.00 Plenary Discussion**

**12.00-12.45 Breakout Sessions\***

*Themes*            *Embedding as an Informal Mechanism*  
*Social Markets and Media Distribution*  
*Value, symbolism and consumer benefits in the media economy*

**Group A:** SV Srinivas, Shishir Jha, Pradip Thomas, Sunitha Chitrapu, Padmaja Shaw.

**Group B:** Adrian Athique, Scott Fitzgerald, Sathya Prakash, Maggie Huang, Douglas Hill.

**Group C:** Vibodh Parthasarathi, Aswin Punathambekar, Anushi Agarwal, Ratnakar Tripathy, Babu Remesh.

12.45-1400 LUNCH with Staff & Students of CCMG

**13.45-14.15 Vibodh Parthasarathi** 'Enabling Frameworks: Considered Silence and Strategic Intent'

**14.15-14.45 Plenary Discussion**

**14.45-15.15 Breakout Sessions**

*Themes*            *Corporatisation and the Question of Interest*  
*De-Regulation, Re-Regulation and Strategic Intent*  
*From Media Business to Mediated Economy*

**Group A:** SV Srinivas, Sathya Prakash, Maggie Huang, Ratnakar Tripathy, Babu Remesh.

**Group B:** Adrian Athique, Pradip Thomas, Sunitha Chitrapu, Anushi Agrawal.

**Group C:** Vibodh Parthasarathi, Scott Fitzgerald, Douglas Hill, Padmaja Shaw, Shishir Jha.

TEA

**15.30-15.45 SV Srinivas** 'Accounting for Externalities in the Shaping of Social Transactions'

**15.45-16.15 Plenary Discussion**

**16.15-16.45 Breakout Sessions**

*Themes*            *Pricing Political Bandwidth*  
*Defining Media Commodities*  
*Media as Social Transactions*

**Group A:** SV Srinivas, Douglas Hill, Sathya Prakash, Anushi Agrawal.

**Group B:** Adrian Athique, Ratnakar Tripathy, Babu Remesh, Padmaja Shaw, Shishir Jha.

**Group C:** Vibodh Parthasarathi, Pradip Thomas, Sunitha Chitrapu, Scott Fitzgerald, Maggie Huang.

**16.45-17.30 Adrian Athique:** Future Collaborations and Further Directions.

**Vibodh Parthasarathi:** Vote of Thanks

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\* 2 groups in the Breakout session will sit at the two ends of the Conference Room, and the third in another room on the same floor