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CRD16 DIGITAL, MEDIA, COMMUNICATION AND VISUAL ANTHROPOLOGY

ROUND TABLE TITLE:
MEDIA, DIGITALITY AND ARTIFICIAL INTELLIGENCE

CHAIR: PROF. ARVIND SINHA
CONVENOR: PROF. RANJU HASINI SAHOO

ABSTRACT

The ubiquitous nature of media is inextricably related to global peace and development for the sustenance of human life. A sustained effort of peace building is dependent upon proper communication, which performs its role in various forms– human communication, traditional communication, mass communication and interactive communication. Communication uses various means to reach people and to enlarge radius of its reach. In this process, audio-visual technologies became handy in transforming it into mass media with newer forms emerging through constant upgrade of communication technology. The holistic form of mass communication is not definitely limited to media alone. Communication technology took a turn from analog to digital form and changed into coded information that is decoded with the help of similar technology. Digitalization has reduced the boundaries between media sectors. Technological convergence as one of the characteristics of new media has also produced economic and social convergence. Interactivity and convergence have produced a participatory culture and collective intelligence. The role of media in sustaining plurality and cultural diversity is essential for participatory democracy. Anthropological knowledge helps to unfold innate nature of these processes. Media creates a public participatory space in which people act collectively to strengthen participatory democracy. It uses grassroots organizations and brings together varied groups to develop political strategies to challenge any forms of economic and state hegemony.
This domain provides scope to the Anthropologists and interdisciplinary/ multidisciplinary researchers to explore how Media, digitalization and Artificial Intelligence have made it possible for the citizens to be partners and participants in the creation of global peace and development.

Keywords: Media, communication, Artificial Intelligence global peace