

CALL FOR PAPERS

THEME:

MEDIA AND CHILDREN – INTERSECTIONS AND REFLECTIONS

We invite submissions for a special journal issue focused on 'Media and Children'. Children, today, are technologically far more empowered than children from any other generation before. This generation is exposed to unprecedented media content in its childhood. Childhood, therefore, is being constructed in a world whose social, cultural and political framework is contextualised in media. There are two tracks of this context – celebratory and apprehensive. Children are being hailed as the centre of this media revolution. They are the most attractive demographic on one hand and a vocal consumer on the other hand.

As content tries to woo the child audience, the child's position is being viewed as the stronger one in this relationship. There's a catch here, of course. The entire empowerment discourse is more consumerist than political. The celebratory tone of this discourse is also often shrouded by the discourse of media's manipulation of the child audience which has since long been perceived as vulnerable. Children's engagement with the media and media's engagement with children is therefore a contested terrain (Jaggi, 2023).

The relationship between media and children has subsequently generated significant scholarly interest globally. The work done by scholars like Sonia Livingstone, Anna Potter, David Buckingham, Dafna Lemish, Maya Gotz among others has been very relevant and critical. However,

there is a dearth of scholarship in the area from the Global South. Banaji (2017) did some powerful work to analyse children's media use at the intersections of caste, gender and religion in India. Recent conversations on children, young people and the media by scholars like Usha Raman, Manisha Pathak Shelat and Kiran Bhatia have also generated significant narratives in the Indian Context. The special issue of the journal invites submissions from all over the world, and particularly from the Global South.

Following is an indicative list of topics (not exhaustive) –

Historical perspectives on children's media

Contemporary Digital Landscape and Children's Media

Children's representations in the media

Children as audiences and consumers

Media childhoods in the context of gender and class

Children as content creators

Ethical and Regulatory Concerns

Media Industry Perspectives

Manuscript submission deadline – 20th February 2024 | Revised submissions – 10th March 2024

Publication – March/April 2024

*Only the selected papers will be contacted by the Guest Editors

EDITOR-IN-CHIEF



Dr Sumit Narula

Professor & Director
Amity School of Communication
Amity University Haryana
Deputy Head: Amity TV
Chairman: Amity Centre of Excellence for Detection of
Fake News and Disinformation
Honorary Brand Ambassador: Emerald South Asia

GUEST EDITORS



Ruchi Kher Jaggi,

Professor and Director,
Symbiosis Institute of Media
and Communication, Dean, Faculty
of Media and Communication,
Symbiosis International
(Deemed University), Pune India



Yuval Gozansky,

Chair, Communications
Department, Research
Center of Media for
Children and Youth,
Sapir Academic College,
Israel



Nancy Jennings,

Professor, Interim School Director,
and Director of the Children's
Education and Entertainment
Research (CHEER) Lab;
University of Cincinnati, USA



Sushobhan Patankar,

Associate Professor and
Deputy Director,
Symbiosis Institute of Media
and Communication,
Symbiosis International
(Deemed University), Pune India