

GHOKSADANGA BIRENDRA MAHAVIDYALAYA

Presents



ICPR- Sponsored Periodical Lecture cum One-Day National-Level Seminar on *'Culture & Globalisation'*



Organised by: Department of English



INVITED SPEAKERS



Dr. Rajarshi Mitra,
Assistant Professor & Head,
Department of Humanities & Social
Sciences,
Indian Institute of Information
Technology,
Guwahati, Assam.

*"Globalised Repetitions:
An ethnography of
fairground experience
in Cooch Behar"*



Dr. Rita Chowdhury,
Assistant Professor,
Department of Hindi,
Cooch Behar Panchanan Barma
University,
Cooch Behar, West Bengal.

*"Globalization and its
impact on Tribal
culture/society"*



Dr. Shaktipada Kumar,
Assistant Professor,
Department of English,
Cooch Behar Panchanan Barma
University,
Cooch Behar, West Bengal.

*"Globalisation and
Purulia Chhou Dance:
Impact, Evolution and
Cultural Transformation."*

Venue:

**Ghoksadanga Birendra Mahavidyalaya,
Ghoksadanga, Cooch Behar- 736171**

Date: 7th March, 2025

Time: 10:30 AM

Culture & Globalisation

Globalisation, an inalienable aspect of contemporary life, has not only had an enormous impact on the economic, political, technological or legal landscapes of societies but has also proved to be a significant factor in the shaping of culture and how cultures interact with one another. With the expansion of the internet and changing structures of international travel and immigration, the forces that shape and control the patterns of global economic chains also have a profound impact on how the transmission of ideas, values, ideologies, and cultural practices takes place. Hypothetically, as per the advocates of the free market, the exchange and encounters take place on a level playing field. In practice, however, as critics of globalization point out, with the emergence of the existing world order from the colonial through to the neocolonial times, exchange of any kind, be it cultural or trade, is neither free nor equal.

One of the central debates in the sociology of globalisation revolves around whether globalisation leads to cultural homogenisation or hybridisation. Scholars like George Ritzer, in his concept of McDonaldization, argue that globalisation promotes a standardised, consumer-driven culture, eroding local traditions and creating a homogenised global culture. On the other hand, theorists such as Homi K. Bhabha emphasise cultural hybridity, suggesting that globalisation fosters the blending of cultures, resulting in new, dynamic forms of cultural expression thereby highlighting how local cultures reinterpret and adapt global influences, creating unique hybrid identities. Roland Robertson introduces the concept of *glocalisation*, which describes how local cultures actively engage with global forces to assert their distinct identities. This is evident in movements to preserve indigenous languages, traditions, and practices in the face of global cultural dominance. For example, the Zapatista movement in Mexico exemplifies how local communities resist globalisation while simultaneously leveraging global networks to amplify their cause.

Globalisation also raises ethical questions about cultural appropriation, authenticity, and representation. Sociologists like Stuart Hall have explored how globalisation complicates notions of cultural identity, particularly for diasporic communities. The tension between cultural exchange and exploitation is a recurring theme, as seen in debates over the appropriation of indigenous art or the commercialisation of religious practices. The dynamic relationship between culture in practice and the phenomenon of globalisation is a window to understanding how societies adapt, resist, and evolve in a globalised world.

Call for Papers

Articles are invited from scholars and faculty members for presenting in the ICPR-Sponsored Periodical Lecture cum One-Day National-Level Seminar on 'Culture and Globalisation' organized by the Department of English, Ghoksadanga Birendra Mahavidyalaya.

- ❖ Articles may be on any topic related to the title of the seminar.
- ❖ Submitted articles should be in both MS Word format and PDF.
- ❖ Fonts: Times New Roman (English); Size: 12
- ❖ Word limit: 3000
- ❖ Margin: 1"
- ❖ Title of the article: Capital letters, Bold, Centre-aligned
- ❖ Author name with designation, affiliation, e-mail ID, phone number to be mentioned
- ❖ Bibliography/ Citation in APA style
- ❖ Submissions are to be made at: ghoksadangacollege.englishdept@gmail.com

IMPORTANT DATES

Last date of abstract (Max. 500 words) Submission: 03.03.2025

Last date of full paper submission: 05.03.2025

Last Date of Registration: 05.03.2025

REGISTRATION FEES*

Faculty member (with paper) : Rs. 600

Research Scholar (with paper) : Rs. 300

Participation (without paper) : Rs. 200

*** Travel fare & accommodation will not be provided by the host institution.**

REGISTRATION LINK: <https://forms.gle/1rvc9ZGsPnpJqnK37>

MODE OF PAYMENT (ONLINE)

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ACCOUNT NAME: GHOKSADANGA BIRENDRA MAHAVIDYALAYA

AC. NO. 2297246521

IFS CODE: CBIN0281762

Paper Submission: ghoksadangacollege.englishdept@gmail.com

For any further queries: 9874874466.

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