

AMCS RESEARCH SEMINAR SERIES

Asian Media, Culture and
Society Research Group

Faculty of Arts and Education

Deakin University CRICOS Provider Code: 00113B



PUBLIC TALK

TIME: 1-3PM ON TUESDAY 11TH JUNE,
VENUE: BURWOOD CORPORATE CENTRE (BCC),
BURWOOD CAMPUS, DEAKIN UNIVERSITY

REGISTRATION IS REQUIRED [CLICK HERE](#)

THE RISING **SOFT POWER OF INDIA**

India's soft power is on the rise, in parallel with its economic prowess, as one of the fastest growing major economies in the world. Critiquing the notion of soft power as developed by Joseph Nye, whose focus remains primarily on the United States, this talk will suggest that an ancient civilization such as India offers a more complex narrative of its global presence. After providing a brief historical context, India's soft power will be discussed within three domains: firstly, as the world's largest democracy, India has retained and arguably strengthened democracy in a multi-lingual, multi-racial and multi-religious society, though recent trends towards majoritarianism can undermine this. The second domain will focus on the diasporic dimension of India's international presence, increasingly viewed by Indian government and corporates as a vital resource for its soft power. As the world's largest English-speaking diaspora, the Indian presence is visible across the globe. The third domain will focus on the Indian internet - the world's largest 'open' internet - in a country with a huge demographic dividend. India's creative and cultural industries are circulating their ideas and images across various digital domains, resulting in globalized production, distribution and consumption practices. Such content will contribute, the talk will suggest, to the reimagining of India's role on the international stage, from that of a socialist-oriented voice of 'the Third World' to a rapidly modernizing, market-driven democracy with global ambitions.



Prof. Daya Thussu

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DAYA THUSSU IS A PROFESSOR OF INTERNATIONAL COMMUNICATION AT HONG KONG BAPTIST UNIVERSITY AND PRESIDENT-ELECT OF THE IAMCR (INTERNATIONAL ASSOCIATION FOR MEDIA AND COMMUNICATION RESEARCH). HE IS THE AUTHOR OR EDITOR OF 20 BOOKS, INCLUDING COMMUNICATING INDIA'S SOFT POWER: BUDDHA TO BOLLYWOOD (PALGRAVE/MACMILLAN, 2013; SAGE, 2016); INTERNATIONAL COMMUNICATION - CONTINUITY AND CHANGE, THIRD EDITION (BLOOMSBURY ACADEMIC, 2019), AND MOST RECENTLY, CHANGING GEOPOLITICS OF GLOBAL COMMUNICATION (ROUTLEDGE). HE WAS FOR MANY YEARS PROFESSOR OF INTERNATIONAL COMMUNICATION AT THE UNIVERSITY OF WESTMINSTER IN LONDON WHERE HE WAS ALSO CO-DIRECTOR OF THE INDIA MEDIA CENTRE AND RESEARCH ADVISOR OF THE CHINA MEDIA CENTRE. FOR THE ACADEMIC YEAR 2018-2019, HE WAS DISTINGUISHED VISITING PROFESSOR AND INAUGURAL DISNEY CHAIR IN GLOBAL MEDIA AT SCHWARZMAN COLLEGE, TSINGHUA UNIVERSITY IN BEIJING. HE HAS BEEN SINCE 2005 THE MANAGING EDITOR OF THE SAGE JOURNAL GLOBAL MEDIA AND COMMUNICATION.