



# NEWSLETTER

Dear SIETAR members and friends,

The theme for this newsletter is navigating change. Cultures are forever evolving and responding to changes in the environment. However, change at the deepest layers of a culture (the core values of a group) is often not a smooth or peaceful process. In the Indian context, one can see signs of the changes afoot in practically every sphere from politics, to the intimate family lives of people in their day to day activities. Much of this change is accompanied by violent clashes of opinion and noisy debates. For example, one of the many Indian news channels is currently running a campaign – the end of VVIP culture in politics. This campaign is calling for the end of privileges that our ministers and other political heavyweights enjoy in a culture where traditional respect for hierarchy guarantees them preferential treatment. Interculturalists have a special and pertinent role to play in these times of change. Using the intercultural lens to understand and negotiate these changes has become imperative for building a cohesive society. So for this newsletter, we present a book recommendation by Sunita Nichani to understand changing perspectives on intimacy in India. Along with that some updates about SIETAR conferences across the globe and a mini summary of our last Learning Event in Pune.

## UPCOMING CONFERENCES

SIETAR Argentina Conference on September 24 – 25th in Buenos Aires,  
LINK: [sietarargentina.org/congreso-2015/](http://sietarargentina.org/congreso-2015/)

SIETAR USA Conference on October 14 – 17th in Orlando, LINK: [www.sietarusa.org/](http://www.sietarusa.org/)

SEITAR Japan Conference on September 19 – 20th in Tokyo, LINK: [www.sietar-japan.org/en/](http://www.sietar-japan.org/en/)

SIETAR Austria on October 1 – 3rd in Vienna, LINK: [www.wu.ac.at/iaccm/conferences/](http://www.wu.ac.at/iaccm/conferences/)

SIETAR Australasia on October 16 – 18th in Cairnes,  
LINK: <http://www.sietaraustralasia.com/#!2015-conference/cek0>

## LEARNING EVENT - MINI SUMMARY

On March 12th the Pune Chapter held a Learning Event hosted by the Orchid School. The theme was how interculturalists can use television commercials in the classroom to engage audiences, enhance learning and ignite discussions on intercultural topics. Led by Jill Sheldekar and Anindita Banerjee, each part of the presentation focused on a way to effectively use commercials as a medium to explore cultural differences. Jill focused on practical tips for facilitators including: the challenge of commercial selection, setting up the commercial, de-briefing and facilitating discussions, creating activities from commercials, how to source commercials, ethical usage, etc. Anindita then presented a structure for analyzing cultural gaps between the creation and interpretation process of advertisements. She demonstrated how commercials can be used effectively in facilitating discussion in three distinct areas including: as a way to introduce or discuss cultural artifacts, to look at values and beliefs and to understand differences in language and communication. In the 90 minute session, the group enjoyed analyzing around 8 different commercials and a complete list of over 27 culturally relevant commercials was shared. Two ads that highlight a **change** from more traditional values in India: Monster India – Good Luck Charm Ad and Hotstar Go Solo Ad. For more information on this event and for a list of the commercials, please visit the Learning Events page on our website. [www.sietar-india.org/learning-events.html](http://www.sietar-india.org/learning-events.html)

## BOOK REVIEW - BY SUNITA NICHANI

**India in Love, Marriage and Sexuality in the 21st Century, Author: Ira Trivedi**

Spanning the four corners of the vast Indian subcontinent, this book explores the **changing** attitudes to marriage and intimate relationships sweeping through contemporary, urban India. The author draws on hundreds of interviews with experts and lay people, uses data from published surveys, placing the findings in the Indian historical perspective but also comparing with sexual revolutions in other parts of the world. As the author says, "New values are feverishly in the making and we live in a state of molten confusion." Traditionally a taboo subject, this is a controversial but welcome attempt to start a dialogue and make sense of the changing sexual mores and intimate relationships in a rapidly urbanizing country, with one of the youngest populations in the world.

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