

**ACADEMIC STAFF COLLEGE
JAMIA MILLIA ISLAMIA, NEW DELHI**

3rd Refresher Course in Media Studies & Governance (ID)
(10th JANUARY to 31st JANUARY, 2015)

Component of Course in Media & Governance (Interdisciplinary)

To meet the objective of the scheme, the curriculum for the mentioned Refresher Course will include the following components:

- *Media Studies: Disciplinary & Interdisciplinary Intersections*
- *Communication and Culture*
- *Governing Media*
- *Media and Governance*

1st Component: *Media Studies: Disciplinary & Interdisciplinary Intersections*

This section will make the participants understand the ontological and epistemological concerns regarding Communication as a meta-concept and concept. It would emphasize the rise of Communication as a field of inquiry from Mass Communication, and the shaping of Communication Studies as an interdisciplinary field of enquiry. Besides, this component will address the state of communication research and their relevance to understand the knowledge about the field.

- Conceptual Issues and Epistemological queries in Communication Studies
- Communication Studies: An Interdisciplinary Inquiry
- Communication Research
- Journalism Studies: From profession to studies orientation

2nd Component: *Communication and Culture*

This section will address media's engagement in the field of culture, which itself is increasingly getting interdisciplinary though it may have anthropological origins. Media flows and mediatised practices have led to looking at 'media' and 'culture' not as exclusive terms but as intersecting usage. Thus culture is no longer a mere anthropological claim, but it has received renewed meanings by adding prefix and suffix to the term such as mass culture and popular culture. The growth of media has transcended the boundary and the term 'deterritorialisation' and 'transnational' provides opportunities to interrogate notions such as 'homogeneity', 'identity', 'hybridity' and so on.

- Cultural Turn in Communication Studies
- Culture, Media & Language
- Culture and Consumption
- Culture, Identity & Globalisation

3rd Component: *Governing Media*

This section will address questions that have been otherwise traditionally neglected in Media or Communication Studies, concerning on regulation and policy. The increasing expansion and vibrancy of media landscape made the media no more a naïve and fourth pillar of democracy. With this, there is an urgency to inquire into the decision-making processes and framing policies that impact the media landscape as influenced by different stakeholders.

- News and Public Policy
- Media Policy & Regulation
- Specificities of Media Economics
- Media Advocacy & Lobbying

4th Component: *Media and Governance*

Media's engagement with other spheres reflects the health of the nation. This section will address various strands that stretch from representation to the production of meaning, from participation to exclusion, from media as information to informatisation. Equally, central here would be to explore the, often related, values of media pluralism and diversity; while the former addresses pluralisation of lifeworlds, diversity pertains to voices, sources and carriage. Finally, this section would address Governance as concept as well as an approach to understanding media.

- Health Communication
- Media, Rights and Citizen movements
- Political Communication
- Media and Democracy
- ICT and Governance

DISCIPLINARY PREFERENCES

Faculty Members from the following are encouraged to apply:

- 1) Social Sciences: History, Sociology, Political Science, Economics, Public Administration and Public Policy, Anthropology
- 2) Law, Business Studies
- 3) Mass Communication, Journalism & Media Studies
- 4) Humanities: Literature and Cultural Studies

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Centre for Culture, Media & Governance

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