

**Centre for Culture, Media and Governance**

**WELCOMES**

**NAAC PEER TEAM**



# Centre for Culture, Media and Governance



**Established in mid-2006 as part of X Plan Additional Grant to initiate an interdisciplinary centre in the field of Communication.**



# CENTRE'S VISION & MISSION

## Vision

➤ Focal point for teaching, research, training and policy advocacy in the domain of Communication in India and South Asia.

## Mission

➤ Study inter-linkages between media and governance at different sites and their grounding in wider political, economic and historical processes.

➤ Develop pedagogical innovations in academic & professional training.

➤ Catalyse dialogue between academia, government, civil society and industry at different levels.



# DISTINCTIONS

- Awarded **DRS** under **Special Assistance Programme** of the **UGC** for 2014-2018
- Identified as **“Potential Centre”** (**Arts & Humanities Research Mapping, India**) by **Research Councils, UK** (June 2010)
- Selected as **nodal Centre for Curatorial/Exhibition Policy Research & Advocacy** by **Tata Dorabji Trust/India Foundation for the Arts** (March 2010)





# FACULTY PROFILE



**Vibodh Parthasarathi**

Media Governance  
Media Policy Literacy  
Business of Media Industries  
Managing Digitalisation



**Prof. Biswajit Das**

Communication Studies  
Media Policy  
Media Theory  
Media Ethnography  
Media History  
Mediated Cultures



**Dr. Saima Saeed**

Journalism Studies  
Media and Democracy  
Development Communication  
Media & Minorities  
Political Communication



**Dr. Athikho Kaisii**

Media & Margins  
Media Justice  
Media & Youth  
Media & Conflict

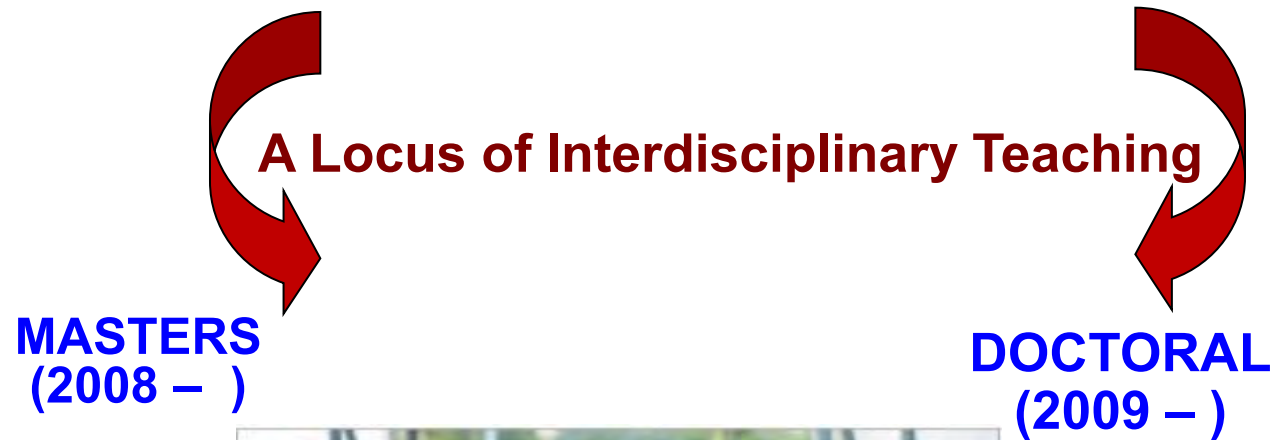


**Dr. Taberez Ahmed Neyazi**

Political Communication  
Research Methodologies  
Digital Media  
Political Islam



# 1. CURRICULAR ASPECTS

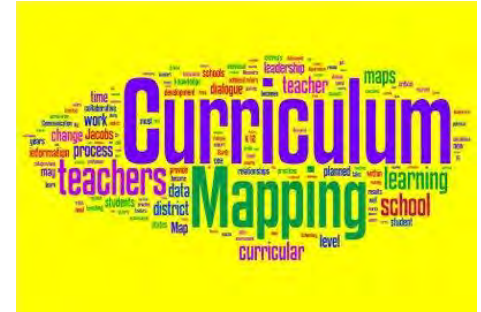


# 1.1 CURRICULUM DESIGN & DEVELOPMENT

## Curriculum Development Process

### 1. Sectoral Mapping & Matrix on

- Existing curricular emphases in Media Courses
- Emergent civil society and industry concerns
- Priorities of formal agencies in Communication Policy



### 2. Baseline Document

- Key Trends
- Actors & Agencies
- Silences & Shortcomings

### 3. Stakeholder Consultations

- Indian academic and civil society (2007-08)
- International scholars at “Contours of Media Governance” (Dec.2008)



## 1.2 ACADEMIC FLEXIBILITY

### Curricular Flexibility

- Opted for Semester System
- Modular structure of Papers
- Co-teaching of Modules within Papers
- Integrating different modes of Teaching/Learning
- Blending classroom teaching with practical training

### Credit Transfer

- Within Jamia
- With Foreign Universities

### Credit based system

MA Programme = 64 Credits

Each Semester = 4 Papers (net 14 weeks)

Each Paper = 4 Credits (16 Credits/semester)





## 1.2 ACADEMIC FLEXIBILITY

### Teaching Hours

	Papers without Workshop	Papers with Workshops	Total Papers
<b>MA Programme</b>	<b>10</b>	<b>6</b>	<b>16</b>
1 <sup>st</sup> Semester	4	0	4
2 <sup>nd</sup> Semester	2	2	4
3 <sup>rd</sup> Semester	2	2	4
4 <sup>th</sup> Semester	2	2	4

Papers without Workshop	56 Hours per Paper		Papers with Workshop	63 Hours per Paper
Classroom Teaching Hours	42 hours (3 hours/week)		Classroom Teaching Hours	42 hours (3 hours/week)
Contact Hours	14 Hours (1 hour/week)		Workshop Hours	21 hours (1.5 hours/week)



## 1.3 CURRICULUM ENRICHMENT

### Continuous Curriculum Revision

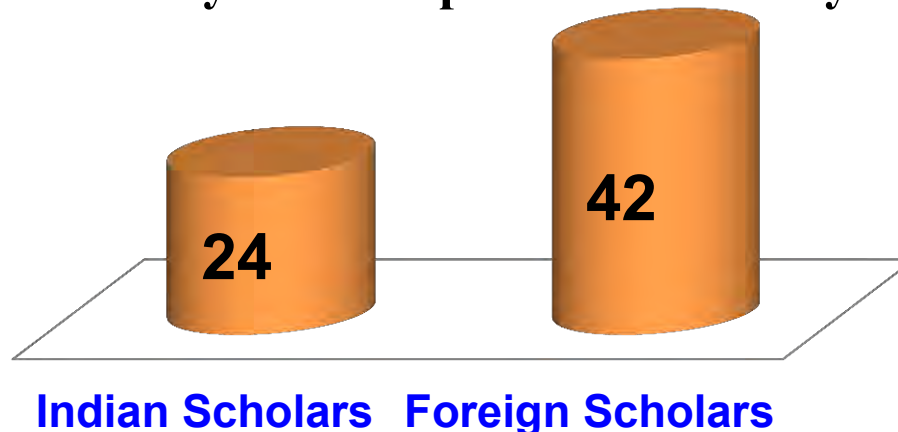
- Bi-annual **comprehensive revision & addition** of papers
- Curriculum enhancement **using Research Project output**
- Feedback forms filled by students & submitted to administration

### Value Added Programs

#### 1. **Select MA students sent to short trainings by renowned organisations**

- LIRNEasia's 4 day training on Broadband Policy, Mar. 2014
- WISCOMP's 3 day workshop on Peace Journalism", Dec. 2014
- One World South Asia's 1 day workshop on "Community Radio", Oct. 2007

#### 2. **Extension Lectures**



## 2. TEACHING LEARNING AND EVALUATION



## 2.1 STUDENT ENROLMENT AND PROFILE

Course	Year	Applications received	Selected		Pass percentage		Student-Teacher Ratio
			Male	Female	Male	Female	
M.A.	2008-09	125	10	16	100	100	5:1
M.A.	2009-10	128	07	16	100	100	5:1
M.A.	2010-11	164	12	10	100	100	6:1
M.A.	2011-12	498	13	10	100	100	6:1
M.A.	2012-13	519	10	09	100	100	6:1
M.A.	2013-14	145	13	09	Still pursuing		6:1
M.A.	2014-15	165	13	16	Still pursuing		6:1





## 2.2 CATERING TO STUDENT DIVERSITY

**Centre encourages students from**

- Different disciplinary locations
- Different socio-economic backgrounds
- Bi-Weekly Group Conferences with students
- Providing learning materials in soft copies
- Gender equity



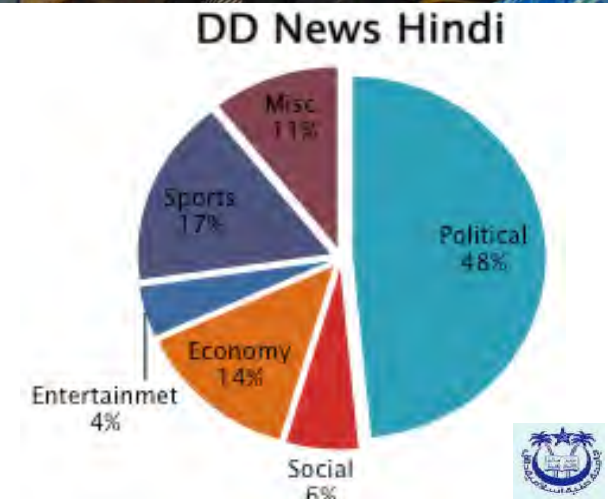
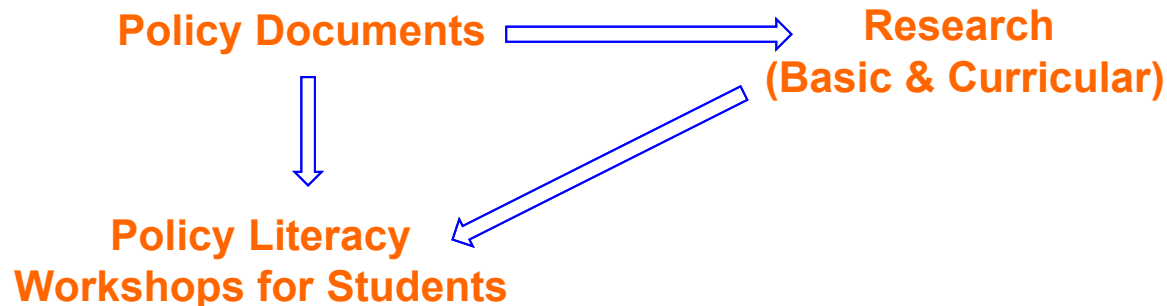
## 2.3 TEACHING LEARNING PROCESS

### ICT Tools in Teaching

- Instruction using Smart Board, Powerpoint, Video clips
- Hands-on Workshops in Network Governance Lab
- Digital Sharing of teaching material

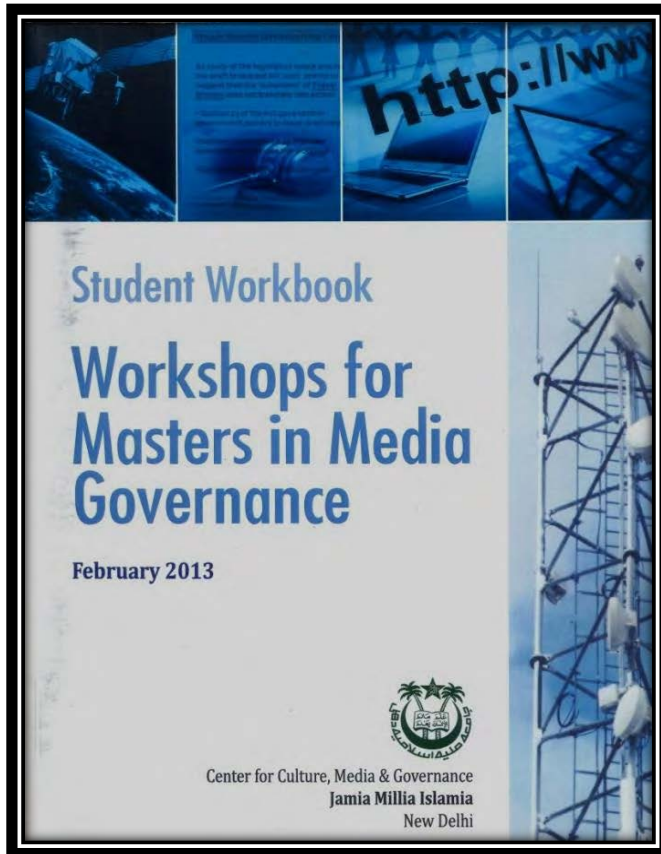
### Learning by Leveraging Ongoing Projects

1. Content & discourse analysis of newspapers (ICSSR, 2013 - )
2. Mapping diversity of media infrastructure (ICSSR, 2011-14)
3. Analyses of policy shifts in media industry (Ford Foundation, 2010 -13)



## 2.3 TEACHING LEARNING PROCESS

### Innovation & New Pedagogy



- Learning by Doing
- Developed Student Workbook
- Video Conference Mode of Teaching
- Skype Lectures by Foreign Scholars
- Fortnightly seminar

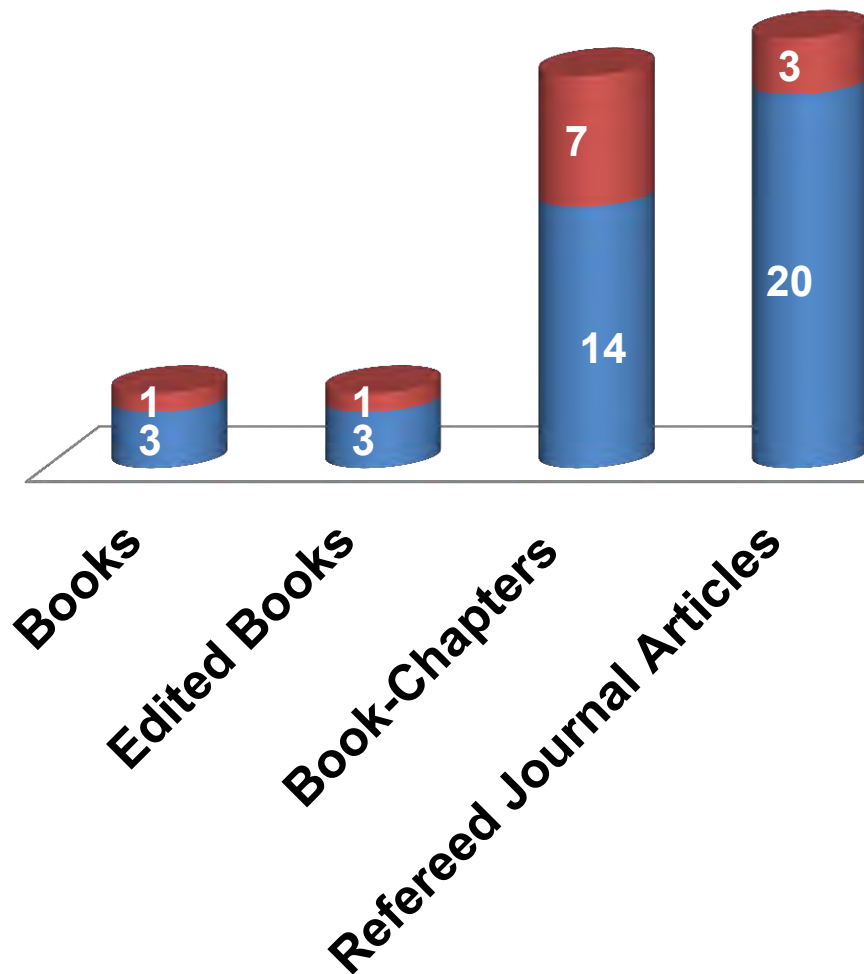


## 2.4 TEACHER QUALITY

### Faculty & Fellow Publications – 52

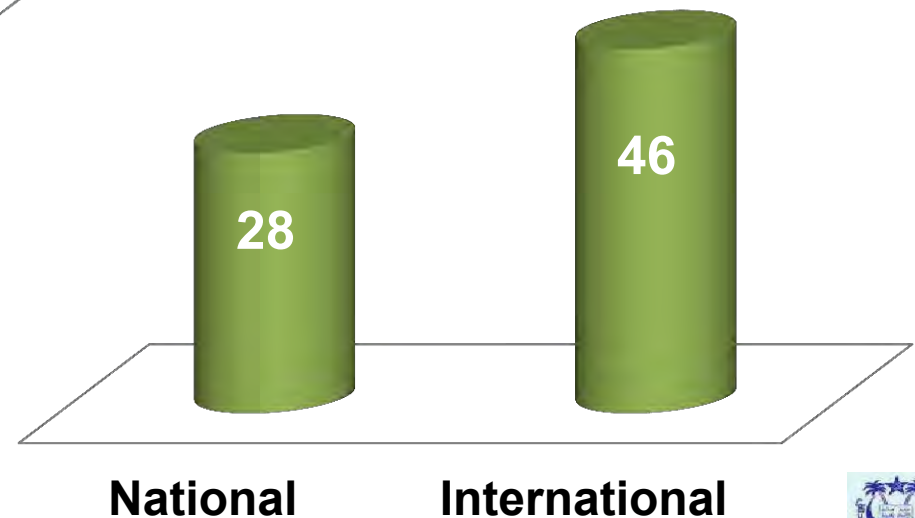
Citation Index Range 0-23; Impact Factor Range 0.4-1.83

■ International ■ National



Post	Sanctioned	Filled
Professor	01	01
Associate Professors	02	02
Assistant Professors	03	02

### Faculty Presentations at Conferences/Seminars/Workshops – 74





## 2.4 TEACHER QUALITY

### Impact of Faculty academic engagement on Curriculum

- Biswajit Das, **Programme Director at York University (Canada)** in 2013; led to joint course evolved and taught at both institutions
- Vibodh Parthasarathi, **Visiting Scholar at KU Leuven (Belgium)** in 2013; led to MoU with JMI in Oct 2013 and international conference in Nov 2014
- Saima Saeed, **participant in Summer School at Budapest (Hungary)** in 2008; led to formulating MA & PhD courses
- Athikho Kaisii, **participated in Cultural Studies workshop at Pune** in 2008; led to the development of paper on Media & Movements



## 2.4

## TEACHER QUALITY

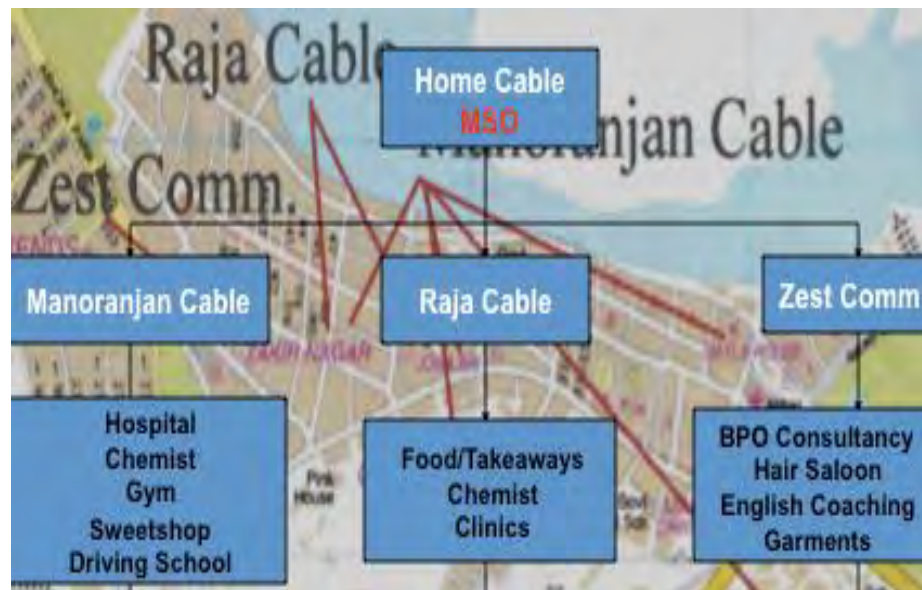
### Training Organised by Faculty

- **Refresher Course organised** on Media Studies & Governance (IDS) at Human Resource Development Centre, JMI – **2013, 2014 (ongoing)**
- “How to engage with Broadband Policy”, in collaboration with **LÍRNEasia with support from Ford Foundation**, Sohna-Gurgaon (March 2014)
- “Communication Strategies for Legal Awareness” for Senior Government officials, in collaboration **with UNDP Afghanistan** at Jamia Millia Islamia (Sept -Oct 2013)



## 2.5 EVALUATION PROCESS AND REFORMS

- Term Papers submissions
- Multi-media documentation on Fieldwork
- Individual/Group Presentations
- Response Papers
- Document-analysis output
- Mid-Semester exam



The document that I have in hand, Report of the Press Laws Enquiry Committee was produced in 1948 which was the time when India and its newly formed Interim Government was looking forward to the building of the nation.

It may come as a surprise that at a time when the country was coming in grips with the sorrow of partition, starvation, migration population etc the government had the time to order for drafting of a document that focused on the press. But it is no secret that India has had a rich press history.

Kastoori Rai  
III Sem. 2010-11

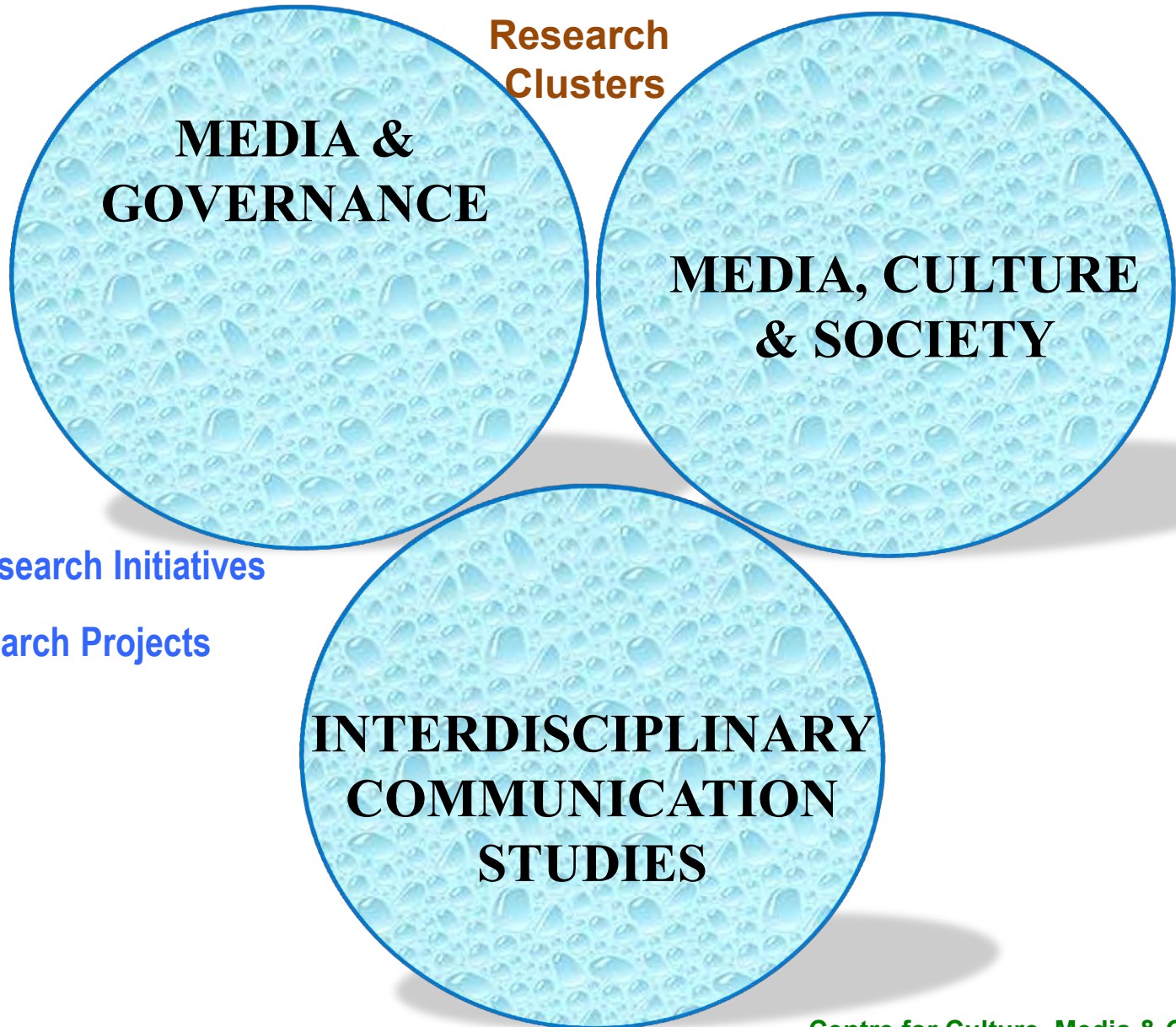
## 2.6 STUDENT LEARNING OUTCOMES

Workshop Title & Paper Title	Learning Objectives
Workshop Title: „Mapping Minority Media ownership“ Paper: SOCIAL CONSTRUCTION OF NEWS	Sensitizing students about the linkages between media ownership and news content.
Workshop Title: „Examining Advocacy Practices“ Paper: MEDIA ADVOCACY	Examining advocacy practices and divergent ways in which „public interest“ is understood.
Workshop Title: „Investigating Minorities in Print Media“ Paper Title: COMMUNICATION RESEARCH METHODS	Representation of minorities in national English dailies and leading news magazines.
Workshop Title: Analyzing Political Advertising Paper Title: POLITICAL COMMUNICATION	Understanding political advertising and its effectiveness to reach to potential voters.
Workshop Title: Field of News Regulation Paper: REGULATION IN THEORY & PRACTICE	Understanding policy shifts within and across sectors of the media industry
Workshop Title: Expatriate Blogging in India Paper: CULTURE AND SOCIAL MEDIA USAGE	Examine self-representation narratives in blogs maintained by foreign individuals living in India





### 3. RESEARCH, CONSULTANCY AND EXTENSION



## 3.1

# PROMOTION OF RESEARCH

### Ongoing Projects

- 1 **Media, Democracy & 2014 General Elections** (UGC-MRP, New Delhi 2014-17)
- 2 **Media Framing in India's 2014 Election Campaigns** (Shastri-Indo Canadian Institute, Toronto, 2014-16)
- 3 **Interplay of Influence in the 2014 Lok Sabha Elections** (Emory University, 2014-16)
- 4 **Media, Culture and Consumption in the New Economy** (India New Zealand Education Council, 2014-15)
- 5 **UGC Special Assistance Programme (DRS)** (UGC, 2013-18)
- 6 **Minorities and the Indian Press** (ICSSR, 2013-15)
- 7 **Tracking Access under Digitalisation** (Ford Foundation, 2013-15)



## 3.1 PROMOTION OF RESEARCH

### Completed Projects

- 1 Mediated Publics and Machines of Democracy (ICSSR, 2011-14) ✓
- 2 Information Modeling in Participatory Governance (IDRC, 2014) ✓
- 3 Mediated Democracy, Diversity & Visual Publics, *in collaboration with York University, Toronto* (Shastri Indo-Canadian Institute, 2011-2014) ✓
- 4 Strengthening Media & Communication Studies in India (UGC, Apr-Dec 2011) ✓
- 5 Communication Research in India - Decennial Trend Report (ICSSR, 2009-10) ✓
- 6 Curatorial/ Exhibition Policy Research and Advocacy (IFA, 2010-2011) ✓
- 7 Media Policy and Law in India (Ford Foundation, April 2010-2013) ✓
- 8 Pilot on Enumerating Media Pluralism (HIVOS, Mar-Nov 2010) ✓
- 9 Mapping Media Advocacy (Social Science Research Council, 2009-2010) ✓
- 10 Contours of Media Governance (IDRC, 2008-2010) ✓



## 3.1 PROMOTION OF RESEARCH

### Research projects in collaboration with other organizations

Organisation	Project Name & Support
York University, Toronto	<i>Media Framing in India's 2014 Election Campaigns</i> , supported by Indo-Shastri Canadian Institute (2014-16)
Emory University, Atlanta	<i>The Interplay of Influence in 2014 Lok Sabha Elections</i> , supported by Emory University (2014-2016)
University of Waikato, Hamilton	<i>Media, Culture and Consumption in the New Economy</i> , supported by India New Zealand Education Council (2014-2015)
York University, Toronto	<i>Mediated Democracy, Diversity &amp; Visual Publics</i> , supported by Indo-Shastri Canadian Institute. 2011-2013
Alternative Law Forum, Bangalore	<i>Mapping Media Policy &amp; Law</i> , supported by Ford Foundation (2010-13)
Digital Empowerment Foundation, New Delhi	<i>Media Advocacy</i> , supported by SSRC (New York), 2009-10





## 3.1 PROMOTION OF RESEARCH

### UGC-DRS Media and Governance

Activities & Deliverables 2014-19

#### Publications: Edited Volumes

- Vol. 1 News & Democracy
- Vol. 2 Media & Diversity
- Vol. 3 Media Pluralism



#### Activities: Knowledge Exchange

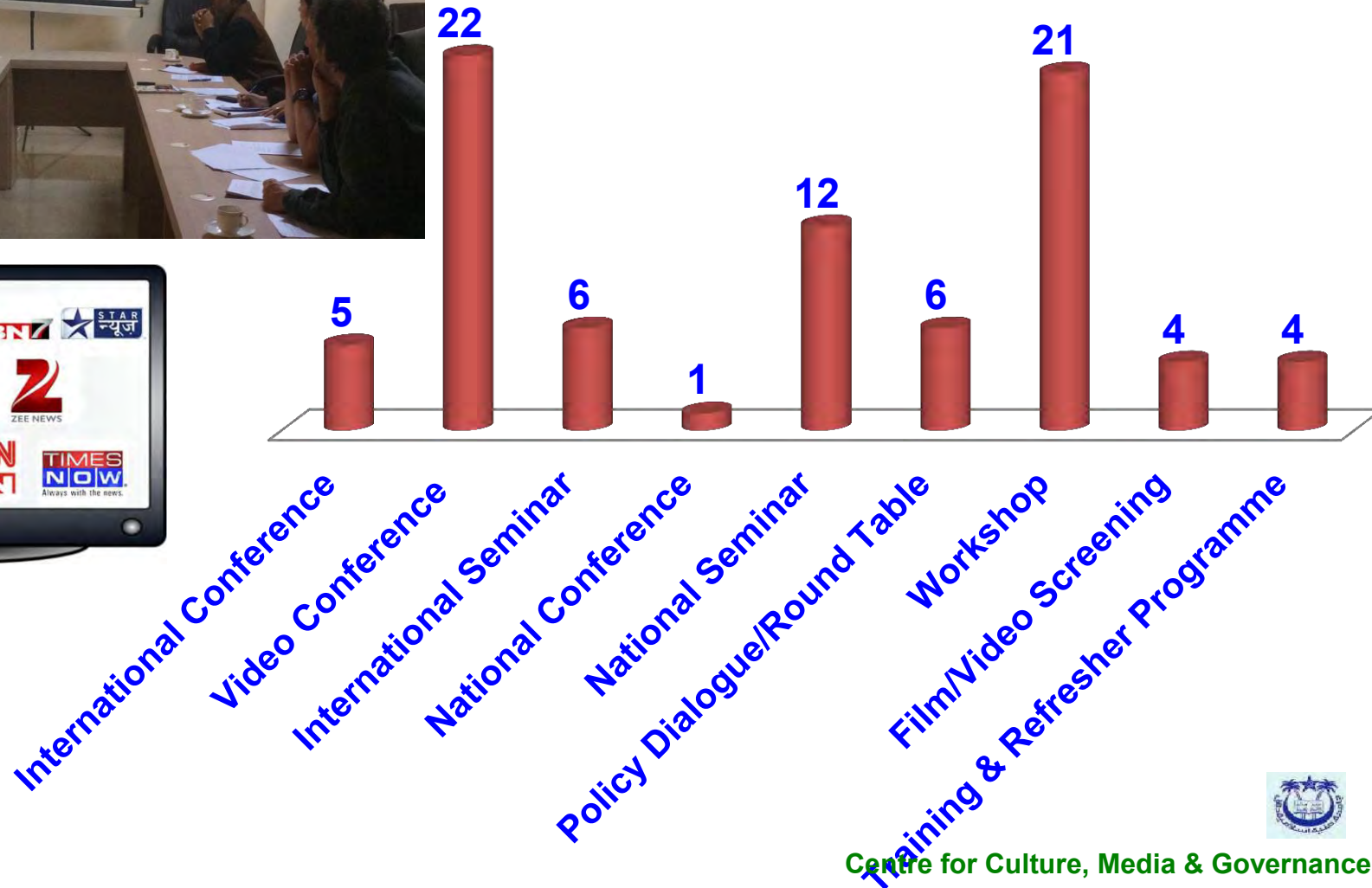
- Organise Seminars & Workshops on above themes
- Develop & Teach courses on Video Conference



## 3.1 PROMOTION OF RESEARCH



### Knowledge Sharing Events organised by Centre - 81



## 3.1 PROMOTION OF RESEARCH

### Eminent Scholars at Centre



**Prof. Hanz Bonfadelli**

**Dr. Minna Aslama**

**Prof. Monroe Price**

**Prof. Pradosh Nath**

**Dr. Ratnakar Tripathy**

**Mithran Tiruchelvam**

**Prof. Ananda Mitra**

**Dr. Laura Stein**

**Prof. Olivier Arifon**

**Dr. Adrian Athique**

**Prof. Graham Murdock**

**Prof. Daniel Drache**

**Prof. Krishna Reddy**

**Dr. Noah Arceneaux**

**Dr. Britta Ohm**



## 3.1 PROMOTION OF RESEARCH

### Project Fellows (2010-13)

Prof. Srikrishna Deva Rao (*Vice Chancellor, National Law University, Cuttack*) – “Mapping of Media Law Curriculum Related to Legal Education in India”



➤ Dr. Shishir Jha (*Shailesh J. Mehta School of Management, IIT- Powai*) - “Negotiating Critical Pedagogy in the Age of Information Abundance”



➤ Dr. Anindya Chaudhuri (*National Institute of Science Technology and Development Studies, New Delhi*) – “Teaching Public Policy in India”



➤ Prof. Santosh Panda (*Chairman, NCTE, New Delhi*) – “Designing workbook based on policy literacy modules”



➤ Alam Srinivas (*Senior Journalist, New Delhi*) – “Evolving Framework to Measure Media Diversity”





### 3.1 PROMOTION OF RESEARCH

**Ongoing PhDs** (Centre established 2006; PhD started in 2009)



**2009**



**2010**



**2012**



**2013**



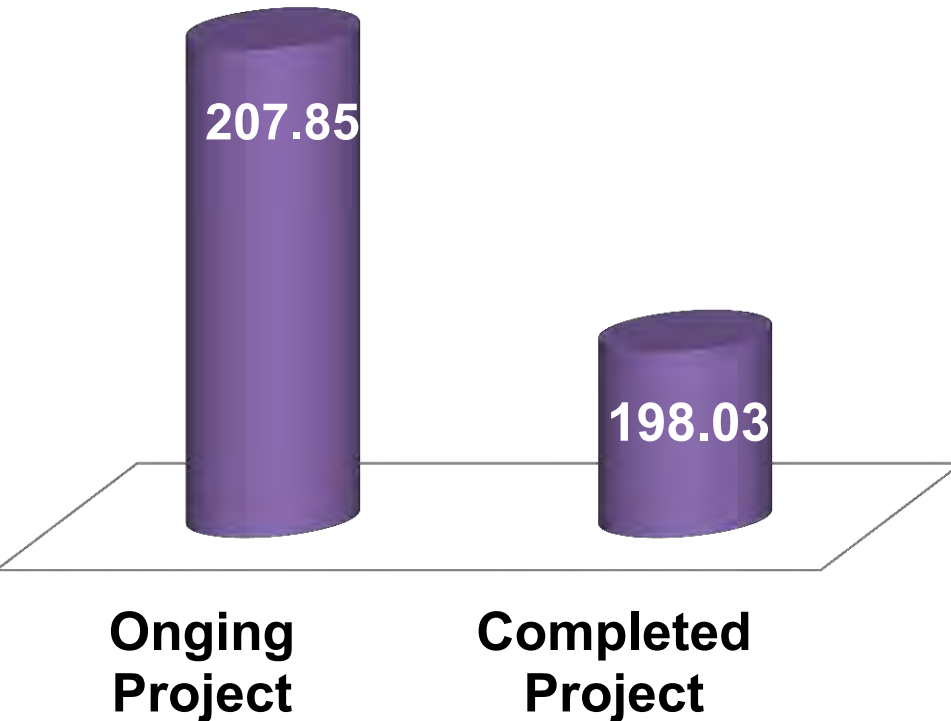
**2014**

Total Ph.D Students	N=14 (2009-14)
JRF	03
UGC Net	04
ICSSR Fellowship	02



## 3.2 RESOURCE MOBILIZATION RESEARCH

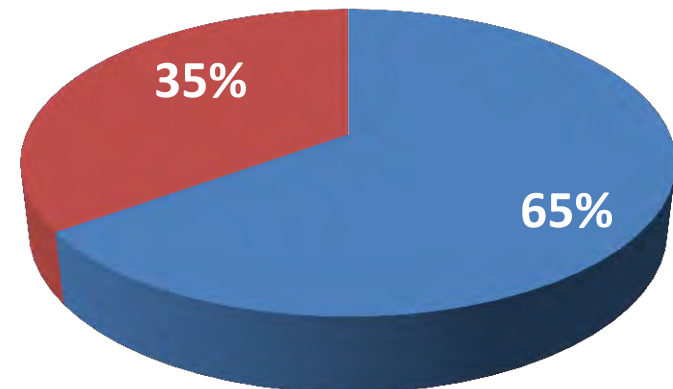
Resources Mobilized  
(in Rs Lacs)



Ongoing Project: 207.85 lacs  
Completed Project: 198.03 lacs

Share of Resources Mobilized

■ International Donors ■ National Donors



## 3.2 RESOURCE MOBILIZATION *RESEARCH*

### Funding from UGC & ICSSR (Rs.1.23 Cr)

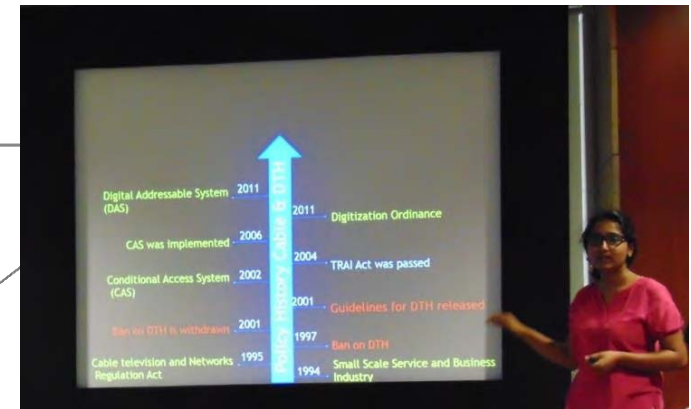
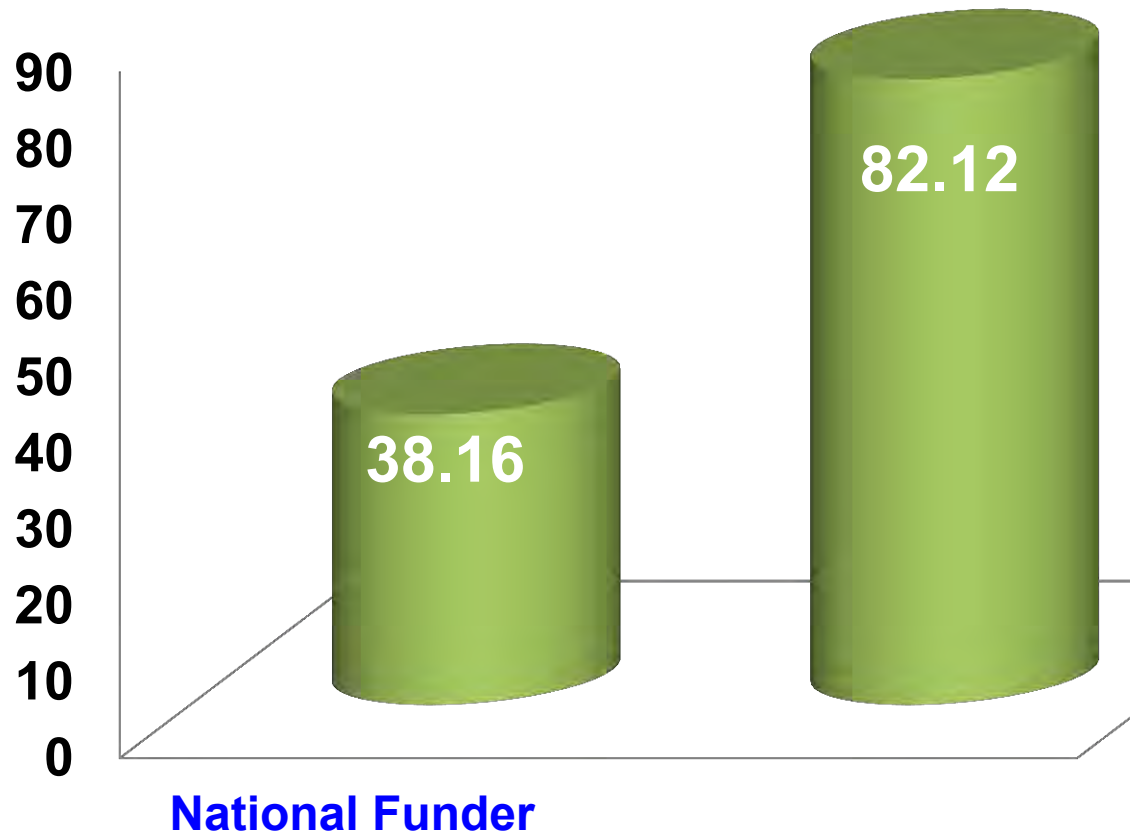
- **Media, Democracy & 2014 General Elections** (UGC-MRP, New Delhi 2014-18)
- **UGC Special Assistance Programme** (UGC-DRS, New Delhi 2014-19)
- **Media, Culture and Consumption in the New Economy**, (UGC-NZIRI under India New Zealand Education Council, 2014-2015)
- **Minorities and the Indian Press** (ICSSR, New Delhi 2013-15)
- **Strengthening Media & Communication Studies in India** (UGC, New Delhi, April-Dec 2011)
- **Communication Research in India - Decennial Trend Report** (ICSSR, New Delhi, 2009-10)



## 3.2 RESOURCE MOBILIZATION

### *SEMINARS/CONFERENCES/TRAINING PROGRAMMES*

Total fund Rs.120.28 Lacs



At International Association of Media & Communication Research, Hyderabad, 2014

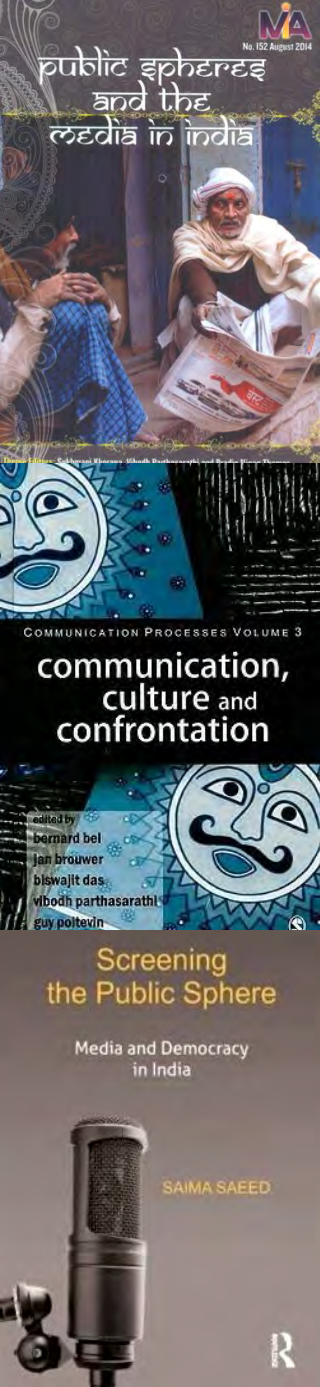
## 3.3 RESEARCH FACILITIES

### Research facilities at the Centre

- Fully-equipped faculty rooms
- Access to eResources & Databases provided by JMI Library
- Five Rooms allotted to 7 staff of ongoing Research Projects with basic facilities
- Shared-Printers & Scanners installed for Project Staff
- Network Governance Lab for research workshops
- Conference facility for research meetings/presentations and virtual interactions

### Committees for Research and for Research Ethics





## 3.4 FACULTY RESEARCH PUBLICATIONS

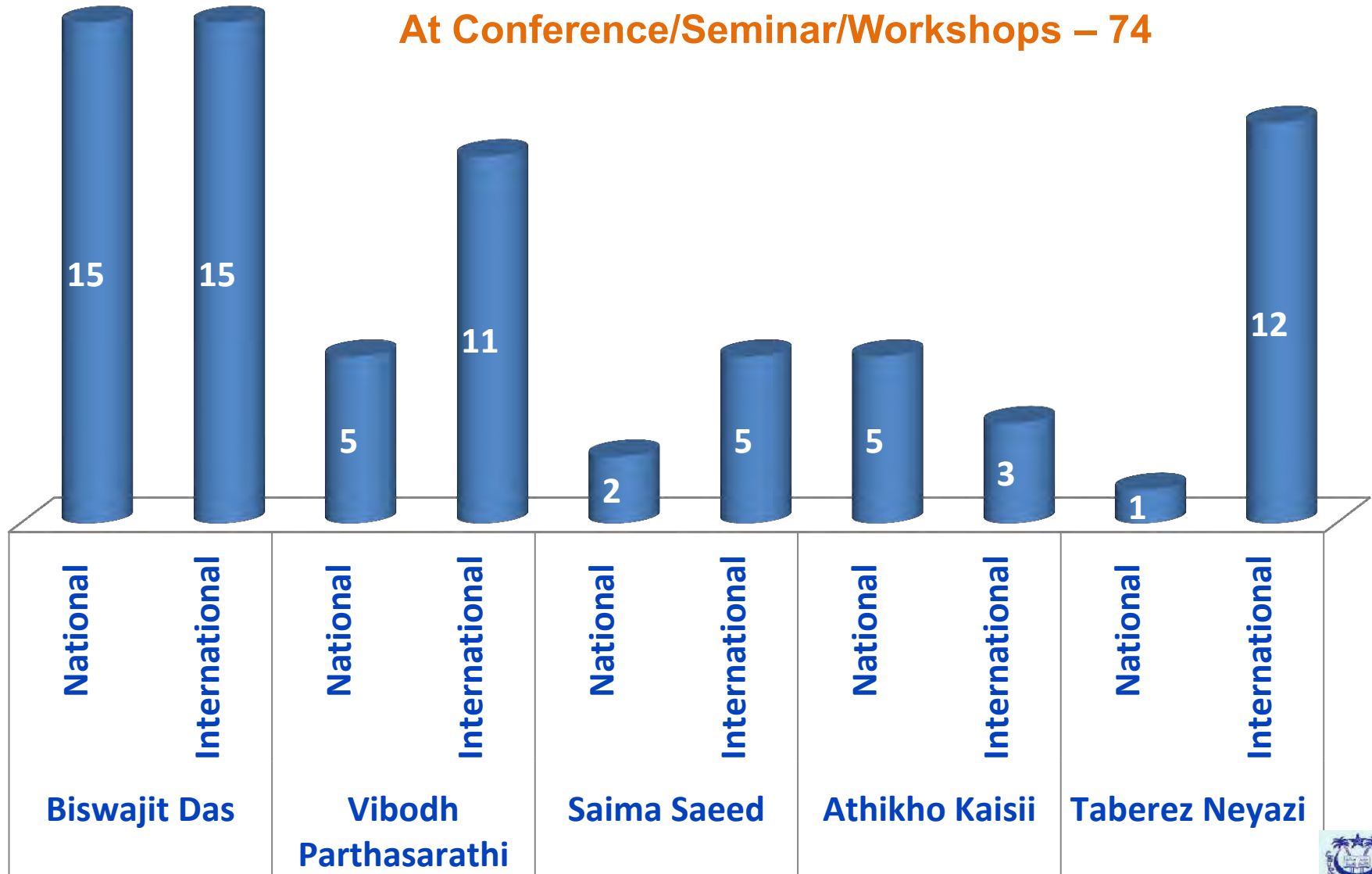
Faculty	Books	Edited Books	Book- Chapters	Refereed Journal Articles	Total
Biswajit Das		2	6		8
Vibodh Parthasarathi		2	4	5	11
Saima Saeed	1		2	3	6
Athikho Kaisii	1	1	3		5
Tabereez A. Neyazi		1	4	6	11





## 3.4 FACULTY PRESENTATIONS

At Conference/Seminar/Workshops – 74



### 3.4 CENTRE'S WORKING/OCCASIONAL PAPERS

Located at <http://jmi.ac.in/ccmg/publication>

#### CCMG Working Papers

Role of Communication in Stigma and Discrimination: Prof. Biswajit Das March-2012

The Big Issues Tradition and Rigidity the Braudelien Turn: Prof. Daniel Drache March-2012

New Rules for the New Social Media in a Web 2.0 World: Prof. Daniel Drache March-2012

Roadmap for Media Education in India: Prof. Biswajit Das 2011

Media monitoring on Corruption in Indian print Media: CCMG and York Project. 2011

The Arab Spring And The Social Media: Saad Bin Zia 2011

The Angry Global Public Dissent and New Citizenship Practices in an Age of Social Media: P

Journalism in Democracies during times of War: Examining the role of Indian and US media: .



## 3.5 CONSULTANCY / ADVISORY

1. Provided conceptual inputs to Society of Developmental Agencies (Mayurbhanj) to undertake field study, policy analysis and public hearings on Forest Governance.
2. Consultancy provided to Ladakh Development Organisations (Leh)
3. Evaluated trends on Community Project initiatives for CEMCA (Delhi)
4. Consulted by Ministry of Information & Broadcasting's Innovation Council for XII Plan
5. Curriculum Development at 12 institutions



## 3.6 EXTENSION ACTIVITIES

### Mobile-based information awareness on cleanliness with community group in Jamia



- Information Model for local governance
- Use of Mobile in awareness on public utilities & sensitisation on cleanliness

### Partnerships with Civil Society Groups

1. Centre for Internet & Society (2008)
2. AMAN Trust (2008)
3. Digital Empowerment Foundation (2009)
4. Human Rights Law Network (2010)
5. Alternative Law Forum (2010)
6. Centre for Knowledge Society (2013)
7. Shikhar (2014)



# 3.7 COLLABORATIONS

## MoUs with Foreign Universities

1. University of Toronto, Canada (2013)
2. KU, Leuven, Belgium (2013)
3. Istanbul University, Istanbul, Turkey (2013)
4. Kadir Has University, Turkey (2013)
5. York University, Canada (2012)
6. Free University, Belgium (2012)
7. Ryerson University, Canada (2012)
8. University of Zurich, Switzerland (2010)





## 3.7 COLLABORATIONS

### Three levels of Collaboration

- Collaborative Teaching (2)
- Collaborative Research (6)
- Collaborative Conference (18)



## 4. INFRASTRUCTURE AND LEARNING RESOURCES



## 4.1 PHYSICAL FACILITIES & IT INFRASTRUCTURE

- Library
- Smart class room
- Network Governance Lab
- Conference Room



IT Infrastructure	Quantity
Computers (Faculty/Office)	24
Printers	11
LCD Projectors	2
Audio Recorders	6
Photocopier	1
Smart Classroom	1
Network Governance Lab (1 LCD TV; 20 Computers)	1



## 4.2 LIBRARY AS A LEARNING RESOURCE

Titles	Number
Total Books	4314
Purchased from Projects	257
Donated by Prof. Yogendra Singh	433
Periodicals	2
Newspapers & Magazines	13





## 5. STUDENT SUPPORT & PROGRESSION

### 5.1 Student Mentoring & Support

- Masters Students divided into clusters for bi-weekly Faculty mentoring
- Subject Association engages students on academic & co-curricular matters
- Committee to address student grievances as and when brought to notice
- Students feedback system initiated by JMI from academic session 2014-15

### 5.2 Student Participation & Activities

Prashant Dahiya (2012-14) won gold medal in Jamia Millia Islamia Basketball Invitational Tournament in 2014



Jaikaran Singh Bhadauriya (2012-14) won 3rd National Inter-college Declamation contest in 2014





## 6. GOVERNANCE & LEADERSHIP



# 6.1 & 6.2 INSTITUTIONAL VISION & ROADMAP

*Creating CCMG as*

**Centre with Potential for Excellence in Communication Studies (CPEPA)**

## **Strengthening Pedagogy**

- Enhance **Teaching Methods/Tools** via national Pedagogical Innovation workshops
- Institutionalize **Collaborative Teaching via VideoCon** between Indian/Foreign Univs

## **Expanding Knowledge Collaborations**

- Create **National Association** of media & communication teachers & researchers
- Initiate a **Peer-reviewed Journal** on Communication Studies in India.
- Further **Research Collaborations** among Indian/Foreign universities

## **Creating Consortium of Central Universities**

- **Build Capacity** of Post-Graduate Faculty & PhD scholars via *Thematic Workshops*
- Engage in **methodological/conceptual issues** by hosting *Short Workshops*
- Organize annual **Summer/Winter School** for Communication Research scholars
- Facilitate **mobility schemes** for scholars from Inter/National institutions.



## **6.3 FACULTY EMPOWERMENT AND STRATEGY**

- Faculty are provided with basic research facility with access to different data bases relevant in the field.
- Faculty are encouraged to participate in national and international seminars and conferences.
- Faculty are encouraged to publish with top publishers and in top tiered journals in the respective field.

## **6.4 FINANCIAL MANAGEMENT AND RESOURCE MOBILIZATION**

- Financial management is centralised and is monitored and audited by JMI finance department.
- CCMG has mobilised funding through projects both nationally and internationally.



# 7. INNOVATIONS AND BEST PRACTICES



## 7.1 ENVIRONMENTAL CONSCIOUSNESS

CCMG in collaboration with an NGO, Shikhar conducted “Mobile movie/photo competition on cleanliness and hygiene”





## 7.2 INNOVATIONS

### Collaborative teaching on videoconference with foreign universities

#### Video Conferences as pedagogical tools: Lessons from a conference on New Media Activism

By: Dr. Laura Stein

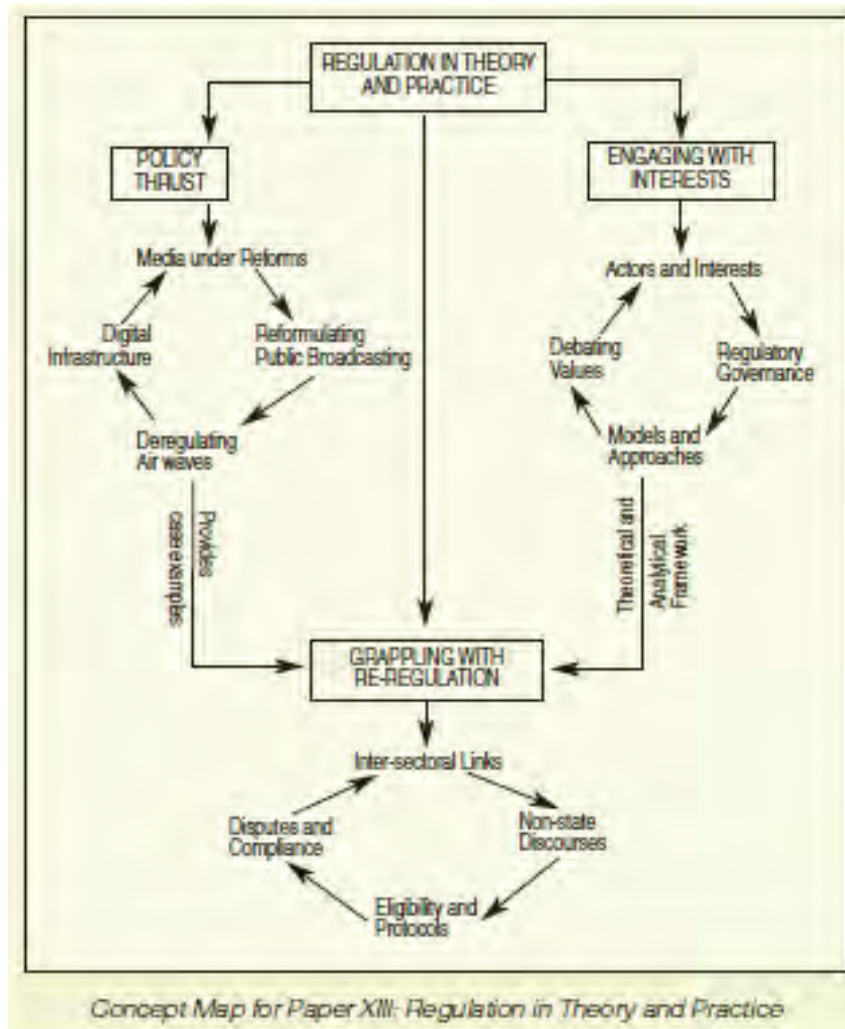


*In this essay, Dr. Laura Stein reflects on her experiences as the moderator of a video conference on Challenges and Prospects of New Media Activism and outlines an agenda for research on new media activism. In the conference, students of Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi and York and Ryerson Universities of Toronto, Canada shared their presentations on different aspects of new media activism. A Visiting Faculty with CCMG & Assistant Professor at College of Communication, University of Texas, Dr. Stein may be contacted at [dr.laurastein@gmail.com](mailto:dr.laurastein@gmail.com).*

On November 21, 2012, the Centre for Culture, Media and Governance, Jamia Millia Islamia, New Delhi held the second of three virtual (video) conferences with faculty and students from the York University, Toronto. I was asked to moderate the conference, whose theme was Challenges and Prospects of New Media Activism.



# Developing Teaching Resources





# 7.3 BEST PRACTICES

## Blog to Disseminate Best Practices

Recent Posts

- Media Consumption in the Jamia Neighbourhood
- Manufacturing News
- Strategies for Media Reform: International Workshop, 2013
- CCMG at the ICA Annual Conference 2013, London
- Policymaking in a changing media landscape -2

Categories

- Announcements
- Communication Studies
- Media Justice
- Media Markets
- Media Policy
- Uncategorized

The Indian Medialogue  
Media Policy Media Research Media Studies

Home About Notice Board Suggested Reading

Jul 15 Jul

08 Jul

Strategies for Media Reform

#ica1 @ical

05 Jul 01 Jul 28 Jun

THE CONVERSATION

### Teaching media policy and regulation in the Finnish academia

Below is the last part of Prof. Hanna Nieminen's paper titled "A view from the European North: media policy and regulation in the Finnish Academia". (Read the first part [here](#)). In this part, he discusses the evolution and the present state of the teaching of media policy & regulation in Finland.

20 May

Let me now proceed to the third topic of my presentation:

#### 3. Teaching media policy & regulation

I will refer here mostly to our experience in Finland – although I think that most of what I will say applies to other Nordic countries as well.

This entry was published on May 20, 2013 at 4:14 pm. It's filed under Communication Studies, Media Policy and tagged Academia in Finland, Akron Hancock, Aalto, HSL, Antti Ermi, Aikahinen, Foundation, Bodo, Bodo, BRICS, Gracie Harwood, Ciarán Brown.



### Sexual violence journalism in the English language Indian press

Before and after the Delhi Rape

28 Jun

The Indian press is still at the beginning of a long apprenticeship cycle with respect to the reporting of gender justice and violent crimes against women, observed Prof. Daniel Drache at the International Communication Association pre-conference workshop on South Asian Communication Scholarship.



## 7.3 BEST PRACTICES

### Facebook to Widen Outreach

Facebook interface showing the profile of the Centre for Culture, Media and Governance - CCMG, JMI.

Search bar: Centre for Culture, Media and Governance - CCMG, JMI

Navigation tabs: Page, Activity, Insights, Settings

URL: [www.facebook.com/ccmgjmi](http://www.facebook.com/ccmgjmi)

Profile picture: Centre for Culture, Media and Governance - CCMG, JMI University

Cover photo: A large building, likely the JMI campus.

Buttons: Change Cover, + Follow, Share, ...

Navigation tabs: Timeline, About, Photos, Likes, More

Section: PEOPLE

235 likes

Actions: Status, Photo / Video, Offer, Event +

Status text: What have you been up to?

Profile picture of the user posting the status is visible.

# SWOC

## STRENGTH

- Introduced interdisciplinary MA in Media Governance
- Mobilised Rs.4.05 Cr for projects & Rs. 1.20 Cr for Conferences
- Excelled in pedagogy and curricular innovation
- Centre has signed 10 MoUs

## WEAKNESSES

- To develop a Media Monitoring Lab
- Need a multi-media lab
- To develop a good library with access to more academic journals and databases
- Need more working hands, both technical and academic

## OPPORTUNITIES

- Successful in attracting scholars and professional to introspect on media policy and governance
- Submitted a proposal to UGC under CPEPA scheme
- Tremendous opportunities for students in the growing fields of media policy and advocacy
- Training for mid-career professionals

## CHALLENGES

- Developing curriculum and pedagogy on Media Education
- Building and sustaining networks among young researchers and faculty
- Consolidate and develop collaborative research
- Initiate a peer-reviewed journal and association of Communication scholars





**CCMG**

**THANKS**

**NAAC PEER TEAM**

