



# ROADMAP FOR MEDIA EDUCATION IN INDIA

## *EMERGING CHALLENGES AND PROSPECTS* **A Mapping Study**

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# Mapping Communication in India

## Backdrop

- Radical transformation in dynamics of information and media in two decades
- The transformations challenge and interrogate various domains- the state, market and civil society, all engulfed in evolving dynamics of communication
- Communications systems – as industries, cultural formations and sites of everyday practice –central to the reorganization of economic and imaginative life.
- This new-found prominence presents media specialists with a major opportunity to contribute to core intellectual and political debates.

# The problematic

Persistence of a blind spot in teaching and research in Communication.

Standing emphases---thematic, conceptual and theoretical---are delinked from a critique of the evolving milieu.

## The Study Maps

- Institutions, Instruments and Actors

*in the sphere of Communication in India within last two decades*

## The Mapping Structure

- Enabling Media Environment in India
- Transformation in the Media Milieu
- Pedagogical and Research Emphases
- Scoping the Roadmap for Innovation

# Enabling Media Environment in India

# Expanding Media Market

## Growth Segment Wise\* (\$ Billions)

Segments	2008	2013 (forecasted)	Compound Annual Growth Rate
<b>Television</b>	4.81	9.45	14.5 %
<b>Film</b>	2.18	3.37	9.1 %
<b>Radio</b>	0.16	0.33	14.2 %
<b>Music</b>	0.14	0.21	8 %
<b>Gaming</b>	0.13	0.55	33.3 %
<b>Animation</b>	0.35	0.79	17.8 %
<b>Print Media</b>	3.45	5.32	9 %
<b>Out-of-home</b>	0.32	0.59	12.8 %
<b>Internet</b>	0.12	0.43	27.9 %
<b>Entertainment and Media Industry</b>	11.68	21.04	12.5% projected between 2009-13

# Enabling Media Environment in India

## Concerns

- Commercial Media System and Impact on Journalism
- Rise of the Image and 'News as Entertainment'
- More is not Diverse
- Decline of Public discourse

## *This Necessitates*

Expansion of Intellectual work in Educational Institutions to oppose 'Empires of Illusion'

Teachers, Scholars and Researchers responsible to understand the world and communicate their understanding to wider public

# Transformation in Media Milieu



# What is Substantially new in the Media Milieu today?

## Media Density

- ◉ *From Scarcity to Information Abundance/Multiplicity of Platforms*
- ◉ *Communication Policy 'making' mediates National and Global Sites*

## New Institutional Dynamics

- ◉ *New technologies of communication have reorganised existing relationships: between the state and citizens, local and global powers, producers and consumers, and that between experts, administrators and beneficiaries.*

- ◉ **New Historical Actors**

*Media Cells in industry Associations and Sector Specific Trade Bodies*

- ◉ **New Institutional Structures**

*Trans-National Corporate Media*

- ◉ **New Vocabularies**

- ◉ **Parallel Practices: Media and Civil Society**

Industry getting involved in CS practices

CS seeking to develop congenial relationships with media companies

## Transformed Media Milieu: Concerns

- ◉ Changing structure of the media calls for a serious re-conceptualisation and a series of rigorous analyses.
- ◉ The new institutional structures not yet completely crystallised but will involve a range of actors and transcend national borders.
- ◉ Concrete policy developments being driven essentially by economic concerns.
- ◉ While recent innovations of communication technology have widened possibilities for expression, but danger that state control be replaced by insidious forms corporate control.
- ◉ These multifaceted general trends pose some fundamental challenges to longstanding policy objectives of access, equity and/or public good.

# Pedagogical Emphases: Contours of Teaching & Research

# Institutional Survey

## Institutions

Number of Central Universities (surveyed)	32
Department related to Media/Communication ( on or to start)	25
Depts that started after 2000	15

## Range of Courses

Masters Courses	15
PG Diploma/Certificate	8
Bachelors	4
PhD	7

## Thematic Range

Journalism/Mass Communication	24
Cultural Studies	2
Media Studies	2
Media Production and Management	1
Health Communication	1

# Contours of Teaching: Concerns

## Lack Theoretical Base

- Most courses practice dominated
- Emphasis on Technical Training and Placement

## Varied Disciplinary Location

- Schools range from Engineering & Information Technology, Informative and Communicative Sciences, Arts and Aesthetics to Education and Management
- Less than 1/3<sup>rd</sup> courses in School in Social Sciences

## Research Gap

- Few Doctoral Programmes
- Only a handful have research projects
- Few Publications

## Contours of Research

- Lack of research focus also highlighted in **survey** on the Research Contributions of various universities and academic institutions in the field of Communication Studies, with special emphasis on India.
- Pilot of 30 journals selected from subheading 'Communication' in the Social Science Citation Index (SSCI).
- The period covered is from 2000-2010.
- Different parameters based on which analysis has been undertaken include growth, rank and publications share, citation impact, collaborative papers, etc. Annexure explains caveats and other salient aspects that guided this analysis.

Journal List	World					India		
	IF	PUB	CIT	CPP	h-index	PUB	CIT	CPP
Journalism & mass communication quarterly	2.415	1418	2591	1.83	22	3	0	0
Journal of advertising research	2.403	555	2578	4.65	21			
International journal of advertising	2.286	286	386	1.35	9	1	0	0
Journal of communication	2.026	781	4634	5.93	32			
Information communication society	2.026	167	51	0.31	2			
Communication research	1.819	329	3589	10.91	31			
Human communication research	1.8	279	3297	11.82	26			

CIT=>Citations; CPP=>Citations per paper; h-index=>Number of papers (N) in the list that have N or more citations, IF-> Impact Factor

Note: Graded row indicates journals where India has published

Journal List	World						India		
	IF	PUB	CIT	CPP	h-index	PUB	CIT	CPP	
Communication theory	1.37	289		1811	6.27	22	1	6	6
Health communication	1.314	537		2693	5.01	23	1	2	2
Language communication	1.243	252		924	3.67	12			
Communication monographs	1.18	267		1659	6.21	19			
Journal of mass media ethics	1.125	113		34	0.3	3			
Political communication	1.093	561		2014	3.59	22	1	0	0
New media society	1.091	606		2032	3.35	20			
European journal of communication	1.077	575		795	1.38	14	1	0	0



Journal List	World						India		
		IF	PUB	CIT	CPP	h-index	PUB	CIT	CPP
Visual communication	1.071		84	39	0.46	3			
Written communication	0.939		184	662	3.6	12			
Journal of broadcasting electronic media	0.87		499	1972	3.95	19			
International journal of press politics	0.825		143	86	0.6	5			
Journalism studies	0.772		276	141	0.51	5			
Journal of applied communication research	0.741		246	1054	4.28	14			
Text talk	0.664		179	211	1.18	6			
Media culture society	0.663		743	1333	1.79	14			

	<b>IF</b>	<b>PUB</b>	<b>CIT</b>	<b>CPP</b>	<b>h-index</b>	<b>PUB</b>	<b>CIT</b>	<b>CPP</b>
<b>Critical studies in media communication</b>	0.633	337	794	2.36	10			
<b>Science communication</b>	0.432	318	1229	3.86	18	<b>3</b>	0	0
<b>Asian journal of communication</b>	0.42	106	28	0.26	3	<b>3</b>	6	1.5
<b>Television new media</b>	0.179	144	51	0.35	4	<b>2</b>	0	0
<b>Comunicar</b>	0.02	305	30	0.1	3	<b>1</b>	0	0

## Contours of Research/Publications:

### Concerns

- During the period 2000-10, only 17 Indian articles were published in the 30 selected journals..

- From Table 1, we observe India has published in 11 journals out of the selected 30 journals during the period 2000-10.

Publication is dispersed among IF journals, some of the publications occurring in high IF and on the other-hand in some low IF journals. The h-index of journals where India is publishing is in the range 20 to 25 (h index of 20 implies at least 20 papers attract 20 or more citations in a year).

Only a few papers have attracted citations.

Among the conclusions one can draw from India's publication activity is that researchers from India are limiting their scope (addressing only a few journals for publications of their study) and also are not communicating enough.

End of presentation