

ACADEMIC STAFF COLLEGE
JAMIA MILLIA ISLAMIA, NEW DELHI

2nd Refresher Course in Media Studies, Culture & Governance (IDS)
(14th January to 4th February 2014)

Component of Course in ‘Media Studies and Governance’ (Interdisciplinary)

To achieve the objective of the Scheme, the curriculum for this Refresher Course will have the following 4 components:

- *Media Studies: Disciplinary & Inter-disciplinary Intersections*
- *Communication as Culture and Culture as Communication*
- *Governing Media*
- *Media and Governance*

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

The opening component will help participants understand the ontological and epistemological concerns regarding Communication as a meta-concept and concept. It would highlight the rise of Communication as a field of inquiry from Mass Communication, the contours of Journalism Studies and the shaping of Communication Studies as an Interdisciplinary field of enquiry--- both, in the Indian and Global contexts.

- Conceptual Issues and Epistemological queries in Communication Studies
- Communication Studies: An Interdisciplinary Inquiry
- Journalism Studies: From profession to studies orientation
- Pedagogical Emphases & Innovations

2nd Component: *Communication as Culture and Culture as Communication*

One of the significant contributions of media has been in the field of culture, itself the locus of interdisciplinary inquiries. While ‘media’ and ‘culture’ as terms are exclusive, recent growth of media flows and mediated practices have added novel dimensions to the age-old term ‘culture’. Thus Culture is no more a mere anthropological claim, as due to its interaction with media it has received renewed meanings resulting in many a prefix and suffix to the term, such as Mass Culture and Popular Culture, These also provides opportunities to interrogate contiguous notions such as ‘homogeneity’, ‘hybridity’, ‘identity’, and so on.

- Cultural Turn in Social Sciences
- Mediated Cultures in Indian History
- Language, Identity, Culture
- Culture, Nation and Media

3rd Component: *Media Governance*

This component will address questions traditionally neglected in Media Studies, namely, questions on regulation and policy. With the expansion and vibrancy in the media landscape over the past two decades, the Media is no more a naïve, fourth pillar of democracy. As a result, questions on the decisions and decision-making processes inflicting the media landscape have gained centrality not only within government but also in the judiciary, trade bodies and concomitantly in academia.

- Media Policy & Regulation
- Economics of the Media
- Information Technology & Citizenship
- Internet Policy

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 life-worlds, diversity pertains to voices, sources and carriage. Finally, this section would address Governance as concept as well as approach to understand media.

- Health and Media
- Political Communication
- Media, Movement, Rights
- ICT in 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, Management
- 3) Mass Communication, Journalism & Media Studies
- 4) Humanities: Literature and Cultural Studies

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Centre for Culture, Media & Governance