



Centre for Culture, Media and Governance  
Jamia Millia Islamia  
New Delhi-25

ULB

In Collaboration

with

Universite libre de Bruxelles  
Brussels, Belgium

**Organises**

**Video Conference**

On

**Influence, Lobbying and Advocacy**

**Instructor:** Prof Olivier Arifon, Information and Communication Sciences, Universite libre de Bruxelles

**CCMG faculty:** Prof. Biswajit Das, Mr. Vibodh Parthasarathi, Dr. Supriya Chotani

### **Course Description**

A course 'Media Advocacy' is being co-taught by CCMG Jamia faculty and Universite libre de Bruxelles, Brussels. The course looks at the twin dimensions of media advocacy i.e. the role & use of media in advocacy by civil society groups, and the scope of advocacy on the media by both trade bodies & NGOs.

The video con sessions, which are part of the second module 'Practices of Advocacy', illustrate the psychological dimensions of influence and its expansion to digital tools. Further it looks at the differences between influence and lobbying in a democratic and digital context, protagonists and arenas of lobbying and lobbying regulations.

### **Sessions**

A total of six sessions will be held.

September 4, 11, 25, 30 & October 9, 17, 2014

**Venue:** CCMG Network Governance Lab

**Time:** 02:00 PM (IST)

10.30 AM (Brussels Time)