

ACADEMIC STAFF COLLEGE, JAMIA MILLIA ISLAMIA, NEW DELHI

1st Refresher Course in Media Studies & Governance (ID) (February 15 to March 8, 2013)

Component of Course in Media Studies and Governance (Interdisciplinary)

In order to achieve the objective of the Scheme, the curriculum for the 1st 3-Week Refresher Course in Media Studies and Governance will have 4 components: *Component A: Component B: Component C: Component D.* The details of these Four Components are as follows:

Component A: *Media Studies: Disciplinary & Interdisciplinary Intersections*

This section would help the young faculty members to understand the ontological and epistemological concerns regarding Communication as a meta-concept and concept. It also would highlight the rise of Communication as a field of inquiry from Mass Communication, and the shaping of Communication Studies as an Interdisciplinary field of enquiry. Further, the state of research would help us understand the questions and queries posed, and their relevance to understand the knowledge dimension of the field. These debates would highlight both in Indian and Global context.

- Communication Studies: Conceptual Issues and Epistemological query
- Communication Studies: An Interdisciplinary Inquiry
- Method in Communication Research
- Journalism Studies: From profession to studies orientation
- Models of Journalism
- State of Communication Research in India
- Mapping Communication Studies in India

Component B: *Media and Mediation of Cultures*

One of the significant contributions of media is in the field of culture. Although both the terms are exclusive, however, the recent media flows and mediation add newer dimension to the term culture. Culture is no more a mere Anthropological claim, it has received renewed meanings by adding prefix and suffix to the term such as Mass Culture, Popular Culture due to its interaction with media. Along with 'liberalization' and 'privatisation' media has transcended the boundary and the term 'deterritorialisation' interrogates established notions such as 'homogeneity' 'cultural identity' and so on. This has resulted in adding new terms to the existing vocabulary of communication studies such 'hybridity', 'transnationalism'. Culture has thus become a commodity, product and creative economy. The shift from Anthropological claim to an economic claim would be the major focus of this component.

- Communication as Culture and Culture as Communication
- Culture Industry
- Cultural Identity and Communication

- Culture, Nation and Communication
- Deterritorialisation of Communication
- Cultural Hybridity and Communication
- Transnational Communication

Component C: *Governing Media*

This section would address questions that have been otherwise traditionally neglected in Media or Communication Studies and its allied disciplines. It ensures the centrality of media that requires attention, the way it is governed, policies inflicting media and the economics associated with it. Media is no more a naïve and fourth pillar of democracy, it is indeed, more than that. The comfort of state is in question. Like any other product, media products both tangible and intangible are often beyond the jurisdiction of individual states and has entered transnational sites inviting various stakeholders in making and managing media.

- The Field of Media Policy
- Media Law
- Stakeholders and Media Regulation
- Specificities of Media Economics
- Interest Groups and Ownership
- Media as Public Good and as Public Interest
- Informatics, Technology & Governance
- Internet Policy
- Regulatory Challenges of New/Social Media
- Issues in Telecom/Spectrum Policy
- Work & Labour in the Information Age

Component D: *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 approach to understand media.

- Gender and Media
- Health and Media
- Media, Rights and Citizen movements
- Media and Social Justice
- Media and Democracy
- Media Diversity
- Media 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
- 3) Mass Communication, Journalism & Media Studies
- 4) Humanities: Literature and Cultural Studies

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