



CENTRE FOR CULTURE, MEDIA & GOVERNANCE

Jamia Millia Islamia
New Delhi

CCMG INVITES YOU TO A LECTURE ON

Media Economics: An Introduction to Concept and Issues

By

Pradosh Nath

About the Lecture

The talk would introduce the field of Media Economics and would be structured as follows:

- What is media economics all about?
- Forces driving media industry
- Theoretical foundations of media economics
- Concepts/Issues/Concerns - and use of Economic Principles in the study of media economics
- Product differentiation and competition
- Competition and content diversity
- CCMG study on Indian Media

About the Speaker

Pradosh Nath is an Economist by training and is presently the Director of Centre for Knowledge Ideas and Development Studies (KnIDS). He was the Chief Scientist at CSIR ó National Institute of Science, Technology and Development Studies (NISTADS), and was also associated with CCMG, Jamia Millia Islamia, as a Senior Research Fellow, where he honed an interest in the area of Media Economics. He has also worked as a consultant for IDRC, Canada, WAITRO, Denmark, and ITU, Geneva. He has published widely in both national and international journals and co-authored three books and edited another.

Venue: CCMG Video Conference Hall

Date: Thursday 24th October, 2019

Time: 2:00 pm

CENTRE FOR CULTURE, MEDIA & GOVERNANCE (CCMG)

1st Floor, Nelson Mandela House
Mujeeb Bagh, Jamia Nagar
New Delhi-110025

Email-ccmg@jmi.ac.in