

# Short-term Special Winter School under Global Initiative of Academic Networks (GIAN) on **JOURNALISM AND SOCIETY**

## Overview

Reading or just going through the headlines of the one's favorite newspaper is not only a habit but also second nature with most persons. Media, especially television that brings out news and views round-the-clock and converts the viewers into its fans while print media creates a rewarding relationship with its readers. From the individual reader to the society at large, media performs multifaceted functions with remarkable reach and immense influence. If the television informs through images, the newspaper enlightens through words.

The print media enjoys a very special place in the collective consciousness of any civilized society. In the making of public opinion, print media has always played a robust role, and more significantly in those times when electronic media was nowhere in the sight. Since the media and the society are intrinsically inextricably inter linked with each other, a healthy balance between the two pillars of society is imperative, lest the one should dictate the other for very untenable reasons.

If too much domination of the media, both electronic and print, is undesirable and uncalled for, it is equally unethical if the media becomes the slave of the society and catters to its transitory tastes rather than highlighting the real problems of the people. An increased interaction between both the media and the people can help enlarge their territories and thus keep at bay certain forces that are out of malign and make a fool of both. In some quarters there are apprehensions that today we are all being bombarded for twenty-four hours a day by television programmes and the daily newspaper too are touching every aspects of our lives. They are giving information, influencing our impulses or inclinations and judgments, loudly and insistently propagating certain ideas, and offering solutions in the form of policies and programmes.

When media has such an overwhelming influence on society, why don't we utilize the same aspects for enhancing cooperation and a special bonding among the nations of the world? And also utilize it for furthering the cause of the society for near as well as distant future. This is why this course is planned for enlightening the participants and thereby the society through them for developing our lifestyle in various aspects.

### The course would cover the following Topics/ Themes

Trends in international journalism as a means of crisis solving
Media content exchange among nations towards enhancing cooperation
Role of media, particularly in journalism in conflict situations
Self-regulation in the field of journalism at global level
Possible solutions to check the increasing trend of abuse of media persons worldwide
The virtual versus real – the tussle between the Net and the Print
Political communication versus public opinion – deriving the optimum advantage of social issues

### Course Objectives

- Explore how media can play the role of a catalyst for societal transformation.
- Examine how media can promote global understanding among societies of the world.
- Discuss about emerging trends in global media cooperation.
- Examine feasibility of international journalistic experience in promoting global cohesiveness.

<b>Duration</b>	2-13 January, 2017
<b>You should attend if...</b>	<p><b>you are a media faculty from university, college or a faculty from other discipline who is interested in the course or a research scholar or a professional working in the field of media/journalism</b></p> <p>Number of participants for the course will be limited to 50</p>
<b>Fees</b>	<ul style="list-style-type: none"> <li>• <b>Students – Rs. 500/-</b></li> <li>• <b>Faculty Members– Rs. 1000/-</b></li> <li>• <b>Professionals – Rs. 1000/-</b></li> </ul> <p>The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, 24 hours free internet facility. The limited number of outstation participants will be provided with twin-sharing single bedded accommodation on payment basis..</p>

# The Faculty



Dr. Yusuf Kalyango is an international media scholar, an author, a scholarly journal editor, and a professor of journalism in the E.W. Scripps School of Journalism at Ohio University. Kalyango is Director of Ohio University's Institute for International Journalism (IJ), which coordinates the school's activities related to global media

partnerships, international media internships, professional development and training, major federal grants, international research conferences, and global academic linkages. He is a research media trainer and journalism consultant in several institutions and organizes international academic conferences, media and journalism symposia around the world, particularly in Africa, Middle East, Central Asia and South America. Dr. Kalyango is Editor of the International Communication Research Journal, a publication of the ICD of AEJMC. He holds a Ph.D. from the Missouri School of Journalism, His doctoral dissertation extended the agenda-setting and agenda-building research to Africa to understand: how the media influence East Africans to make sense of politics and the rule of law; how the media or the East African Community states influence citizens to decide what is important in their lives; and how citizens evaluate media performance and regime legitimacy during the continent's most recent wave of democratization. He teaches at the E. W. Scripps School of Journalism at Ohio University. He specializes in international comparative political communication and media effects. His scholarship centers on conflict, democratization and the rule of law.



Dr. Abhijit Bora is Associate Professor and HoD of the Dept. of Mass Communication & Journalism Tezpur University. Dr Bora has been teaching at his current position since November, 2009 after his stint at Gauhati University's Department of Communication & Journalism during 2003-2009. His academic

experience is supplemented by a wide array of field experience that includes --- five years in print (The Assam Tribune and The Sentinel, Guwahati, Assam), and two years in radio news (AIR News Services Division at AIR, Dibrugarh, Assam). Dr Bora has quite a few popular articles, research papers, both in his mother tongue - Assamese and English. Dr Bora was awarded three short term academic fellowships – Study of US Institute of Journalism (SUSI 2010), Faculty Enrichment Programme at McGill University, Montreal under the Shastri Indo Canadian Institute, Delhi (2008) and the Asian Communication Resource Centre (ACRC) fellowship at Wee Kim Wee School of Communication and Information (WKWSCI) of Nanyang Technological University, Singapore (2007). Dr Bora's broad areas of interest include – Journalism, Science Communication, Community Radio, Media Literacy, Feature Writing among others. His Ph D work deals with looking into the growth of audience of All India Radio.



Dr. P. Anbarasan is Associate Professor in the Dept. of Mass Communication and Journalism, Tezpur University. He has been teaching media and communication for the last 15 years. He specializes in film studies, culture & communication studies, and international communication. He has done his doctorate from Jawaharlal Nehru University, New Delhi. Before becoming a teacher he worked in All India Radio and also had a stint in print media for quite some time. He has published books on Gulf war and European Radio, European Identity and Culture in addition to other culture and communication research works. His interest area is -media and the marginalized.

## Travel Information

The university campus is located about 15 km east of Tezpur, the headquarters of Sonitpur District of Assam, INDIA. It is well connected with Guwahati, the capital city of Assam, which is about 200 km from Tezpur. Guwahati is also well connected by air and train with the rest of the country.

## Registration

Interested participants will have to first register with the GIAN website (<http://www.gian.iitkgp.ac.in>) for a one-time registration fees of Rs. 500 which will enable them to enrol for any number of courses being offered. Subsequent registration will have to be done with Tezpur University by the **SHORTLISTED CANDIDATES AFTER GETTING CONFIRMATION E-MAILS FROM THE COURSE COORDINATOR.** They need to pay the requisite fees and fill up the Registration Form attached with this brochure. Duly filled in registration form can be sent to the coordinator both by online and offline mode.

## Course Coordinators

### Host Faculty (Coordinator)

Dr. Abhijit Bora  
Associate Professor and Head  
Dept. of Mass Communication and Journalism  
Tezpur University, Napaam-784028  
Sonitpur, Assam, INDIA  
Phone: (+91)-3712-275451 , 09864072390(M)  
E-mail: abhijitb@tezu.ernet.in

### Co- Host Faculty (Co- Coordinator)

Dr. P. Anbarasan  
Associate Professor  
Dept. of Mass Communication & Journalism  
Tezpur University, Napaam-784028  
Sonitpur, Assam, INDIA  
Phone: (+91)-3712-275452 , 9435381043(M)  
E-mail: anbu@tezu.ernet.in

**REGISTRATION CUM ACCOMODATION REQUEST FORM**

(To be submitted by **THE SHORTLISTED CANDIDATES ONLY AFTER GETTING CONFIRMATION EMAILS FROM THE COURSE COORDINATOR.** This form should reach electronically by **December 20** and hard copy by **December 27, 2016** )

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GLOBAL INITIATIVE OF ACADEMIC NETWORKS (GIAN) ON  
JOURNALISM AND SOCIETY**

**2-13 January, 2017**

**Department of Mass Communication & Journalism**

**Tezpur University**

**Tezpur, Assam**

Name (Block Letters): ..... M/F:.....

Designation/ Professional Title: .....

Organization: .....

Address: .....

.....

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Tel.: ..... Mobile: .....

E- mail: .....

Accommodation Required (Yes/ No): .....

Single Accommodation (Yes/ NO) : .....

Double Accommodation (Yes/ NO).....

The Registration fee of Rupees .....has been paid via Demand Draft No.....in favour of The Registrar, Tezpur University/Through SBI online/offline banking bearing Transaction No. .... to SBI Tezpur Main Branch (RTGS/IFSC code: SBIN0000195) A/Ct No. 30448821505 of Tezpur University. Demand Draft/ Fee Receipt have been enclosed herewith.

Date:

Signature