

UNICEF supported
NATIONAL SEMINAR
ON
COMMUNICATION EDUCATION 3.0
Synergizing Technology and
Development
25-26 March, 2017



Organized by

Dept. of Mass Communication Journalism
Tezpur University
Assam- 784028

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About of the Seminar

Media Education had its beginning in India in the early 1940s. Most of the Indian universities are now offering degrees, diplomas or certificate courses in media and communication and its allied disciplines. The structure of media and communication education in India needs reorientation and re-contextualization with the changing needs of the technology driven media and emergence of new fields for application of communication interventions. With the coming of new technologies and the use of ICTs, media and communication education in India needs to be seen in newer perspectives, realities and neo realities.

Again, most of the media and communication departments in the country today are still primarily oriented towards media and journalistic training, whereas there is a growing saturation in the Indian media market. On the other hand, there is a rising demand for specialized communication experts in different areas across Government and private sector domains, which is currently not being adequately met by the media and communication institutions of the country.

As such, there is a felt need for communication departments to diversify and specialize in its pedagogy and curriculum so as to make communication education more relevant, focused and better-equipped to cater to the changing needs of the media and communication industry. This requires more synergy and forums for interaction between those communication practitioners and the academia; procedure for designing and reviewing of curriculum; quality enhancement initiatives. Another imperative is to strengthen both academic and empirical research which continues to remain a challenge for communication and media departments across the country.

Recognizing the need to develop such specialization, the Department of Mass Communication and Journalism, Tezpur University in collaboration with UNICEF Assam started a new MA programme in Communication for Development in 2016. This, however, is only a beginning, and much needs to be done in order to reinforce and strengthen the belief in the very purpose of the programme. Not only that, further exchange of ideas need to happen amongst communication scholars and practitioners so that future course of action may be identified. This symposia aims to facilitate networking by bringing together scholars within and outside the region for a discussion and come up with a futuristic vision for Media and Communication education in India.

Sub Themes

- Experiential learning in communication pedagogy
- Rights based approach to media & communication learning
- Localization to internationalization of communication education
- Media education continuum: secondary to post graduation
- From vocation to theorization in communication pedagogy
- Evolution of media & communication education : generic to specializations
- Media ethics: Relevance in pedagogy and praxis
- C4D agenda within media & communication education
- Teacher training: The needs & nature
- Industry academia linkage: Who drives the agenda?
- ICT imperatives in media & communication education

About Tezpur University

Tezpur University was established by an Act of Parliament in the year 1994 with a vision to develop human excellence and inculcate leadership through hard work and creativity. The University campus is located at Napaam about 15 km east of Tezpur town, the headquarters of the Sonitpur District of Assam. The University has been awarded the Visitor's Best University for the year 2016 and ranked 5th among the Indian universities by the Ministry of Human Resource Development (MHRD), Government of India, through the National Institutional Ranking Framework (NIRF). The University has recently (2016) been accredited with "A" grade by National Assessment and Accreditation Council (NAAC). Tezpur University is ranked among top 800 universities in the world by Times Higher Education.

About the Department of MCJ

The Dept. of MCJ, TU was established in 2001. The Department is engaged in teaching and research in Media and Communication studies. It has been undertaking research in tune with emerging trends in media and communication locally and globally. The thrust areas of the Department are Community Communication and Mass Communication which lays emphasis on critical understanding of theory as well as practice. Presently, the Department is offering Ph.D, and two M.A. programmes in Mass Communication and Journalism (MCJ); and Communication for Development (C4D) respectively.

Format for Submitting the Paper

Paper Title

Theme or sub-theme

Author(s) Name and Address

Abstract: objectives, methodology and major findings (word limit 300-500)

(Full Paper: Times New Roman, font size 12, line spacing 1.5 & 3000-4000 word limit)

References: American Psychological Association (APA) style.

Important Dates

Submission of Abstract: **16 January, 2017**

Intimation of Abstract Acceptance: **31 January, 2017**

Last date for seminar registration: **6 March 2017**

Submission of Full Paper: **6 March, 2017**

Seminar Proceeding

Selected papers will be published in a form of book with ISBN number.

Registration Fees

By DD: Rs. 500/- for research scholars and Rs. 1000/- for faculty members and professionals. Fees should be paid in the form of DD drawn in favor of Registrar, Tezpur University. Participant's name and other details should be written at the back of the DD. A scanned copy of the same must be e-mailed along with registration form by March 6th, 2017.

Travel & Accommodation

Tezpur is well connected by road, rail and air. Flights are available from Kolkata on selected days of the week. However, it is convenient to reach Tezpur by road from Guwahati. The distance from Guwahati to Tezpur University is about 200km and buses ply between Guwahati and Tezpur quite frequently. One may also hire a cab from Guwahati to Tezpur which is about 3 hours' drive.

Accommodation will be provided to outstation participants on twin sharing at Tezpur University Guest House or at the Student Hostels on first come first serve basis. Three star hotels are available in Tezpur town which is 12kms away from the university campus. These Star Hotel facilities may be provided on request and on actual charges.

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Institution:

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Contact No.:

Accommodation Required (Yes/No):

Food Preference (Veg/ Non Veg)

Gender (tick): Male/ Female

Whether presenting a paper

(Yes/No):

If yes, Title of the paper:

Author (s):

Sub theme:

Registration fee details:

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