

GLOBAL INITIATIVE FOR ACADEMIC NETWORKS



National Coordinating Institute
INDIAN INSTITUTE OF TECHNOLOGY KHARAGPUR

www.gian.iitkgp.ac.in

DIGITAL MEDIA IN A GLOBAL AGE

Overview

The course introduces participants to the institutional practices and patterns of digital media around the globe. It provides an overview of contemporary developments in the global digital media industries and their impact on cultures worldwide. The course will explore the changing political economy of the digital media related to questions of collective culture and identity in the new global context, focusing on an increasingly globalising communication space with a particular emphasis on broadcasting and broadband media in a digital age. Participants who take this course will gain an awareness of theories and methodologies of media research, media project management, developing communication strategies and undertaking information-sharing and promotion within the framework of a global communications and media context.

Objectives

The goal of this course is for participants to:

1. Demonstrate understanding of the emerging institutional practices and different patterns of media around the globe
2. Identify developing issues and institutional structures in a range of different countries and their potential impact on democratic communication, taking into account different political, economic and social factors.
3. Identify and apply appropriate theoretical frameworks and concepts to the study of digital media to enable better understanding of media systems and practices in different geographic regions.

Modules

Duration: July 16-20, 2018
Venue: IIT Kharagpur
Number of participants for the course will be limited to fifty.

You Should Attend If...

- you are a graduate student interested in examining key developments in the media and communications industries associated with the logic of globalisation
- you are a faculty member or research associate from reputed academic institutions and technical institutions interested in examining key developments in the media and communications industries associated with the logic of globalisation
- you are a media professional interested in examining key developments in the media and communications industries associated with the logic of globalisation

Fees

Participation fees for taking the course are as follows:

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| Participants from Abroad: | \$ 200 |
| Industry: | Rs. 10,000 |
| Academic Institutions/Research Organizations: | Rs. 5,000 |
| Students : | Rs. 500 (refundable after course completion) |

The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, free internet facility. Participants will be provided with accommodation on payment basis.

The Faculty



Daya Thussu is Professor of International Communications and the Founder and Co-Director of the India Media Centre at the University of Westminster in London. He is the author and editor of 17 books, including his key publications: *Communicating India's Soft Power: Buddha to Bollywood* (Palgrave, 2013), the first book-length study of India's soft power (a South Asian edition of this book was published in 2016 by Sage India); *Media and Terrorism: Global Perspectives* (co-edited with Des Freedman; Sage, 2012); *Internationalizing Media Studies* (Routledge, 2009); *News as Entertainment: The Rise of Global Infotainment* (Sage, 2007); *Media on the Move: Global Flow and Contra-Flow* (Routledge, 2007); *International Communication: Continuity and Change*, third edition (Bloomsbury, forthcoming); and *Electronic Empires: Global Media and Local Resistance* (Arnold, 1998). Professor Thussu is the founder and managing editor of the Sage journal, *Global Media and Communication*. His latest book (with Kaarle Nordenstreng) is a co-edited collection of essays on the media in the BRICS countries titled, *Mapping BRICS Media* (Routledge, 2015). In 2014, he was honoured with the Distinguished Scholar Award by the International Studies Association, a first for a non-American/Western scholar in the field of international communication.



Mohan J. Dutta is Provost's Chair Professor and Head of the Department of Communications and New Media at the National University of Singapore (NUS), Adjunct Professor at the Interactive Digital Media Institute (IDMI) at NUS, and Courtesy Professor of Communication at Purdue University. At NUS, he is the Founding Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE), directing research on culturally-centered, community-based projects of social impact. Recognized as one of the leading authorities on "Communication for Social Impact," Professor Dutta is the winner of the 2016 International Communication Association Applied/Public Policy Outstanding Researcher Award, the highest award for applied research given out by the International Communication Association for his groundbreaking work on the culture-centered approach for developing communication interventions to work with marginalized communities, and the 2017 Outstanding Health Communication Researcher Award given out by the National Communication Association. He serves as Editor of the "Critical Cultural Studies in Global Health Communication Book Series" with Routledge and sits on the editorial board of eight journals, including leading journals such as *Communication Theory* and *Journal of Computer-Mediated Communication*.



Anjali Gera Roy is a Professor in the Department of Humanities and Social Sciences, Indian Institute of Technology Kharagpur who works in literary, cultural, performance and media studies. She has done extensive teaching and research on the links between literature, colonialism and globalisation, and has written 10 books and more than hundred articles on the literature, dance, music and cinema of India. She serves on the Editorial Advisory Board of five journals, has been awarded many prestigious fellowships and has lectured at universities in Australia, Canada, Singapore and New Zealand.

Course Co-ordinator

Professor Anjali Gera Roy

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Registration Process

Registration for GIAN courses is not automatic because of the constraints on maximum number of participants allowed to register for a course. In order to register for one or multiple non-overlapping courses, you have to apply online using the following steps:

1. Create login and password at www.cep.iitkgp.ac.in/gian
2. Login and complete the registration form.
3. Select courses
4. Confirm your application and payment information.
5. Pay ₹500 (non-refundable) through online payment gateway.

The course coordinators of the selected courses will go through your application and confirm your selection as a participant one month before the starting date of the courses. Once you are selected you will be informed and requested to pay the full fees through online payment gateway service. Student participants will be required to send only a refundable DD of Rs 500/- to the course coordinator.



<http://www.gian.iitkgp.ac.in/GREGN>