



Dr Kaifia Ancer Laskar AU &lt;kaifiaancer@aliah.ac.in&gt;

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## Regarding collaboration for International Web Convention on 100 Years of Media Education in South Asia

3 messages

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**Media South Asia** <mediaeducation100@gmail.com>

Sun, Oct 18, 2020 at 12:32 AM

To: kaifiaancer@aliah.ac.in

Cc: hod.mjmc@aliah.ac.in, nagarajkv2000@gmail.com, jatinsri@gmail.com

Dear Dr Kaifa,

I hope this mail finds you in a good health and safe.

As you are aware that we are going to organise an international web convention commemorating hundred years of journalism and media education in South Asia on December 19 and 20, 2020. It will be the inaugural programme with yearlong activities until December 2021. Please scroll bellow for the concept note on the conference and we are looking for academic collaboration with your esteemed department. For this inaugurating conference, we look forward to your assistance for the smooth conducting of the programme with academic support and encourage at least five faculty members/ researchers to register at the conference.

Thanking you in anticipation,

With warm regards,

Ankuran

Concept-note on International Web-Convention

### **Hundred Years of Media Education: Decoding the South Asian Mystique**

Journalism and media education in South Asia have made giant strides into its centenary without much fanfare. It was in 1920 that Dr. Annie Besant offered Journalism as a subject of study along with other subjects at her national university located at Adyar, Chennai, India. It is said that students were provided practical training in Journalism on New India, her publication. We are not aware of any other efforts of this kind earlier to it. Later many more public institutions started imparting courses in print journalism at various levels. However, journalism education per se gathered steam and status only after Independence. Journalism and media education took a big leap in 1980s, when with the boom in electronic and new media, both public and private sector institutions started offering courses ranging from diplomas to doctoral degrees.

However, unlike law, medicine and engineering, journalism and mass communication is not recognized as a professional subject of study by the University Grants Commission, the authority regulating higher education in India. For India, the largest democracy in the world, focus on journalism and media education is essential, yet it is considered a general course of study. After a long struggle, the media houses have been made to recognize the value of media education for their employees. Despite these developments, there is immense scope for improvement in the quality of media education. Unlike many Western countries, media houses in India and South Asia have not shown much interest in supporting media education in the country. This lack of interest has hurt the quality of media education and lack of industry exposure among educators have often been a point of criticism for the higher education system. In addition, there have been issues of ethicality in the context of fast-paced corporatization of media houses. The conventional core values of the media sector have been steadily eroded. The media industry is turning more and more toward event management and objectivity in journalism is replaced by unabashed advocacy. But there no need to despair too much. There are voices of courage and conviction still left in the industry. The impact of globalization on media and media education cannot and should not be ignored. Such issues are aplenty in both the professional and academic sectors for us to discourse upon.

The centenary year of 2020 is not only a milestone to celebrate but also an opportunity to evaluate the achievements and shortcomings as well. It will help us chart an action plan for a futuristic development of media education in the country. The quantum growth should lead us now to concentrate on quality consolidation in terms of instruction and employability.

It is our earnest appeal that individuals and collectives engaged in media education should come together to celebrate the centenary of media education in a befitting manner all over the country. We seek your support and co-operation for

a national convention for this purpose where an intellectual churning can be initiated.

The sub-themes listed for in-depth critical discourses are:

1. Contra- historicity of media education in South Asia.
2. Media and technology: Evaluation of trends and need for modernization
3. Corporatisation of media education in South Asia: Pains and pleasures
4. Ensuring quality in South Asian media education
5. Media education for subaltern voices
6. Media universities: For whom the bell tolls
7. Generalism vs. Specialisation in Journalism: A clinical critique
8. Ideology and media education: Classroom conundrums
9. Media literacy: Return to social watchdog function
10. Media education for language media: A deviant deconstruction

The international convention being planned invites media academicians, professionals, researchers, students and media-spirited public to participate.

Dates of the convention: December 19 and 20, 2020

Organisers:

1. Committee chair: Prof. K V Nagaraj, former Pro-VC, Assam University
2. Vice-chair: Dr Jatin Srivastava, Director, IJJ, Ohio University
3. Organising Secretary: Dr Ankuran Dutta, Head, DCJ, Gauhati University

(We will update the organising committee after the confirmation of all the collaborating organisations)

Registration:

The registration link will be provided, Registration fee is- Rs. 1,000/-

Submission of papers:

Template for Submission of Abstract will be provided

Submission of Abstract: [November 15, 2020](#)

Peer review:

Submitted abstracts will be peer-reviewed and selected papers will be published in book form by an international book publisher.

### **Lead Organiser**

*Institute for International Journalism (IJJ), Ohio University, USA  
Dr Anamika Ray Memorial Trust (ARMT), Guwahati, India and  
Institute of Media Studies and Research (IMSR), Mysore, India*

### **Association Collaboration**

*South Asian Communication Association (SACA), USA  
Public Relations Council of India (PRCI), India*

### **Academic Collaboration**

*Department of Communication & Journalism, Gauhati University, India  
Department of Mass Communication, Rajib Gandhi University, Itanagar, India  
Department of Mass Communication, Mizoram University, Aizwal, India  
(We will collaborate with at least 30 Universities of South Asia)*

### **Industry Collaboration**

*Sri Lanka Development Journalists' Forum, Colombo*

We're soon going to launch the official website "Media South Asia".

The draft of the website is ready which you can check in the link mention below:

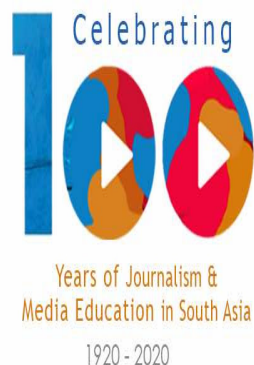
[www.mediasouthasia.com](http://www.mediasouthasia.com)

We request you to kindly provide us with the logo of your esteemed organization in PNG or JPEG format for display purposes.

We'll soon be connecting with you regarding the participation and other activities.

With regards

Ankuran



**Dr Ankuran Dutta**  
Organising Secretary  
International Web-Convention  
Hundred Years of Media Education in South Asia

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**HOD, JMC Dept, AU** <hod.mjmc@aliah.ac.in>

Thu, Oct 22, 2020 at 11:09 PM

To: Media South Asia <mediaeducation100@gmail.com>

Cc: Dr Kaifia Ancer Laskar <kaifiaancer@aliah.ac.in>, nagarajkv2000@gmail.com, jatinsri@gmail.com

Dear Sir,

Thanks for your mail. On behalf of the JMC Dept, Aliah University, I write to you to thank you for extending your invitation to this important event. We would be happy to be part of this program.

Thanks and warm regards

Reyaz

[Quoted text hidden]

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**HOD, JMC Dept, AU** <hod.mjmc@aliah.ac.in>

Tue, Dec 8, 2020 at 6:44 PM

To: "Dr. Mahammad Ali" <vc\_au@aliah.ac.in>

Cc: ar\_shahzad@yahoo.com, Dr Kaifia Ancer Laskar <kaifiaancer@aliah.ac.in>

**Respected Sir,**

**Media South Asia** is going to organize 2-day international web convention commemorating hundred years of journalism and media education in South Asia on December 19 and 20, 2020 in collaboration with a number of international and national universities and media schools.

The theme of the convention is "100 Years of Media Education: Decoding South Asian Mystique".

**I am happy to inform you that the organizers have agreed to include the Department of Journalism and Mass Communication, Aliah University as one of the Academic Collaborators of this international convention.**

I would like to inform you that the university will not incur any financial liability for the same, but as collaborator research scholars and faculty members of the Department will participate in the convention.

7/25/2021

Aliah University Mail - Regarding collaboration for International Web Convention on 100 Years of Media Education in South Asia

(Please see the trailing mail for details.)

This is to bring to your kind attention.

Sincerely

Reyaz

(Website of the Convention: <https://www.mediasouthasia.com/organisers>)

[Quoted text hidden]



International Web-Convention  
**Hundred Years of  
MEDIA EDUCATION**

Decoding the South Asian Mystique

**AGENDA**

December 19 and 20, 2020

**LEAD ORGANIZERS**



**armt**  
**Dr Anamika Ray  
Memorial Trust**  
www.armt.in Profession | Compassion | Service

**ASSOCIATION COLLABORATION**



Global Risk Journalism Hub



South Asian Communication Association (SACA)



Public Relations Council of India

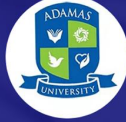


Indo Bangla Media Educators Network

# ACADEMIC COLLABORATION



AMIC-Asian Media Information...



Adamas University, Kolkata



Aliah University, Kolkata, India



American College, Madurai



Amity School of Communicatio...



Amity School of Communicatio...



Anna University, Chennai



Babasaheb Bhimrao Ambedka...