



Department of Journalism and Mass Communication Aliah University

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Park Circus Campus, 17, Gorachand Road, Kolkata- 700014



Department of Journalism and Mass Communication
Aliah University, Kolkata

welcomes you to a One Day National Webinar on

Rigour in Communication and Mass Media Research Theories and Praxis

26th July 2020, Sunday, 3PM to 5PM

Key Note Speaker

Prof. Sunil Kanta Behera

Professor of Eminence
Department of Mass Communication and Journalism
Tezpur University, Assam

*Evolution of Interdisciplinary and Multidisciplinary
Approaches in Communication Studies and Research*



Speaker

Dr. Uma Shankar Pandey

Associate Professor and Head
Department of Journalism and Mass Communication
Surendranath College for Women, Calcutta University

Social Network Analysis Using NodeXL

Speaker

Dr. S.M. Alfarid Hussain

Assistant Professor
Department of Mass Communication
Assam University

*Visual Methodologies in
Communication Research*



Speaker

Dr. Ayesha Tahera Rashid

Assistant Professor
Department of Mass Communication
Assam University

*Qualitative Techniques and Mixed
Methodologies in Communication Research*

Chief Patron: Prof Mohammad Ali Honorable Vice Chancellor, Aliah University

Patrons: Prof Amzed Hossein Registrar (Officiating), Aliah University

Prof. Rejaul Karim Dean, Faculty of Humanities and Languages, Aliah University

Chairperson: Dr Mohammad Reyaz Assistant professor and Head (Officiating)
Department of Journalism and Mass Communication, Aliah University

Convener: Dr Kaifia Ancer Laskar Assistant Professor

Department of Journalism and Mass Communication, Aliah University

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Register here
shorturl.at/jCLW7

Participants will receive
E-Certificates for attendance &
submission of feedback form

One Day National Webinar on Rigour in Communication and Mass Media Research: Theories and Praxis

A one day national webinar on *Rigour in Communication and Mass Media Research: Theories and Praxis* has been conducted on the 26th of July, 2020 by the Department of Journalism and Mass Communication, Aliah University with the sole objective to provide the delegates a learning experience on communication and mass media research amidst the lockdown in practice owing to the pandemic generated by corona virus. The webinar was organised on *Google Meet* and it received a registration of 615 participants across the various states of India and Bangladesh, adding grandeur to the webinar. As the webinar witnessed a lot of active participation, it was also streamed live on the facebook page of the Department of Journalism and Mass Communication, Aliah University.

The programme started with the welcoming address by Dr. Mohammad Reyaz, Department of JMC, Aliah University and Dr. Kaifia Ancer Laskar, Assistant Professor, Department of JMC, Aliah University and also the moderator of this session.

Prof. Sunil Kanta Behera, Professor of Eminence, Department of Mass Communication and Journalism, Tezpur University, Assam, was the inaugural speaker and delivered his lecture on *Evolution of Interdisciplinary and Multidisciplinary Approaches in Communication Studies and Research*. He started his lecture on an interesting note stating that we are yet to develop the study of mass communication into a discipline and further opined that mass communication is an inter disciplinary subject. In his lecture he managed to address key concepts like inter disciplinary, cross disciplinary, multi disciplinary and trans disciplinary research. He also talked on how research was confined to history in earlier days and was only done for educational purpose.

Dr. Uma Shankar Pandey, Associate Professor and Head, Department of Journalism and Mass Communication, Surendranath College for Women, Calcutta University, spoke on *Social Network Analysis Using NodeXL*. Dr. Pandey explained concepts like network analysis, common parlance,

six degrees of separation and types of network with the help of diagrams on a power point presentation.

Dr. Ayesha Tahera Rashid, Assistant Professor, Department of Mass Communication, Assam University, delivered her lecture on *Qualitative techniques and Mixed methodologies in Communication Research*. Her lecture addressed research paradigms, approaches and designs, the core characteristics of qualitative research, methods and validity. It was then followed by a comparison between quantitative and qualitative research and also critically explained the mixed methods research design.

The last speaker of this webinar was Dr S.M. Alfarid Hussain, Assistant Professor, Department of Mass Communication, Assam University, and he spoke on *Visual Methodologies in Communication Research*. He began his session on visual methodologies with an English language adage, 'A picture is worth a thousand words' and addressed topics like types of visual methods, benefits and limitations of visual methods, methodologies for analysing a visual text, tests to measure gender equality and representation in films followed by an example of visual framing in news media.

It was then followed by an interactive session with the participants who questioned the speakers on topics that was being discussed upon.

Mr. Biswadeep Bhattacharyya, Research Scholar, Department of JMC, Aliah University proposed the vote of thanks to all the eminent people, speakers and the participants on behalf of the Department of JMC, Aliah University.

The webinar received an overwhelming response from the speakers and participants. Feedback form has been emailed to all the registered participants of this webinar and the submission of the feedback form and passing the graded assessment would also lead the participants to their respective certificate of participation of this webinar.

(Report by Biswadeep Bhattacharyya, Doctoral Scholar, Department of JMC, Aliah University)

The link of the video of the webinar in Youtube is :

https://www.youtube.com/watch?v=xxLuV0_uNI0&t=4456s

