



# MASS COMMUNICATION AND JOURNALISM TEZPUR UNIVERSITY



NATIONAL RESOURCE CENTRE | MHRD | GoI  
Mass Communication and Journalism

Online Refresher Course  
through SWAYAM

## Communication Education at Crossroads

The course 'Communication Education at Crossroads' was aimed at making the faculty members and any other person interested in Communication Education familiar as well as aware of the recent developments in all the multi-faceted domain of Communication. Hence, the course envisioned modules on a wide variety of topics ranging from print journalism, regional journalism, children and media, science communication, acculturation process, communication and culture etc. The primary objective of the course was to prepare the faculty members in the discipline to be inculcated with an ability to assess and assimilate the contemporary knowledge inputs in their pedagogies. The course was expected to be an inclusive one cutting across faculty members and teachers in all institutions of higher education across the nation, aiming at conditioning them with a much-needed balance in theory and application. The course provider were highly interested in making this course a truly 'multi-disciplinary' one as this is the age of inter-disciplinary collaboration. This is why our module topics covered such interdisciplinary themes as far as possible remaining largely within the ambit of communication and related aspects. This is also justified

by the fact that Communication being the driving force of life of humankind, everything that is directly or indirectly related to the human survival and sustenance becomes and inherent component of the discipline to be studied and researched. So, without communication, mass people – the target audiences for whom all development efforts are being carried out won't be able to reap the benefits of them. This included those in academic and applied research as well. Hence, this kind of an interdisciplinary approach is the need of the hour. We inducted subject experts from the field and academics and also those with a judicious blend of both to prepare and deliver the modules at an even pace for the benefit of the participants. At the end of the course and on successful completion, we sincerely expected the participants to have value addition to their existing knowledge and experience. And thereby enhance their teaching-learning efforts in a refreshingly improvised way in the days to come. And to ensure improvement in quality and contents there were a continuous evaluations of the course itself – both independent and otherwise, to ensure that whenever felt necessary, course correction could be carried out even in the midst of the programme.

### Course outcomes

- 149 registered from universities, colleges, industry, students, research scholars and professionals.
- Registered for exam: 29, Appeared: 22  
Pass percentage: 19 out of 22 (86 %)
- 40 lectures, 24 videos, 30 readings

### Major Achievements and Future Plans

- Managed to reach out to a wide variety of participants from institutions and practicing professional from across the country.
- Good percentage of participants registered for examination and appeared with success.
- Proposing for conducting the course again with some modifications as many potential participants are showing interest in doing the course in near future.


Course Coordinator - Prof. Abhijit Bora Deputy Coordinator - Prof. Sunil Kanta Behera

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**Information for ARPIT Booklet**  
**Summary of the Course**

Name of the institute, with logo	Tezpur University 
Name of the Centre, with logo if any	National Resource Centre for --- <b>“Mass Communication &amp; Journalism”</b>
Course name	<b>Communication Education at Crossroads</b>  {Course ID for ARPIT exam. 5637}
Enrollment	149
Registered for examination	29 (22 appeared)
Passed the examination	19 (86 % success)
Name of Course Coordinators	Prof. Abhijit Bora (Coordinator), Prof. SK Behera (Deputy Coordinator),
Centre contact information	Email : <a href="mailto:abhijitbora71@rediffmail.com">abhijitbora71@rediffmail.com</a> / <a href="mailto:abhijitb@tezu.ernet.in">abhijitb@tezu.ernet.in</a> Phone: 03712 275457,  Website: No website for the Centre, But university website --- <a href="http://www.tezu.ernet.in">www.tezu.ernet.in</a>
Course overview (Max: 100 words)	This course has been designed to accord the participants an exposure to the wide variety of themes under the domain of Mass Communication. Hence, has been designed with lectures and videos covering related areas like regional journalism, fake news, theoretical studies, reading of films, corporate image and communication, innovative pedagogy among others. Mass Communication being a highly interdisciplinary domain due efforts have been made for roping in experts and scholars for delivering modules from different related disciplines. Further, we have tried our best to invite eminent scholars of the discipline with a pan- Indian perspectives representing institutions like universities of Hyderabad, Benaras, Madras, IIMC, Delhi in addition to in-house faculty from the parent department.
Course outcomes (point- wise)	<ul style="list-style-type: none"> <li>• 149 registered, from universities, colleges, students and professionals</li> <li>• 29 registered for online examination</li> <li>• 22 appeared for examination</li> <li>• 19 passed the examination for certificate</li> <li>• 40 lectures,</li> <li>• <u>27 videos, 18 readings, 2 assignments</u></li> </ul>



Major Achievements and Future Plans, if any	<ul style="list-style-type: none"> <li>• Managed to reach out to a wide variety of participants from institutions and practicing professionals from across the country,</li> <li>• Good percentage of participants registered for examination and appeared with success,</li> <li>* Proposing for conducting the course again with some modifications as many potential participants are showing interest in doing the course in near future,</li> </ul>
Any additional information	Nil

### Course Contents

Week	Module	Topics
1	Journalism	1. Regional language journalism – Problems and prospects
		2. Journalism in the age of Post-truth
		3. Fake News Nationalism – Which way the future of Journalism?
		4. Faculty dilemmas and challenges in media and journalism education
		5. Online media and Journalism
2	Children's communication	6. Respecting and Responding to Children's Communication
	Participatory Communication	7. Role of Journalists in reporting about children's rights
		8. Participatory communication
	Media and acculturation	9. Understanding Acculturation – Theories and Approaches
	10. Acculturation and language endangerment	
3 & 4	Broadcast Media	11. Issues and concerns in Indian Media system with special reference to broadcasting
	Media and legal aspects	12. Legal dimensions of cyberspace
		13. Cyberspace Regulation and cyber crime in India
	Media ecology	14. Issues and concerns in new media ecology in India
		15. Universal access and meaningful use of ICT in the age of convergence
		16. Locating ideology in media education
		17. Media History: An panoptic academic view of John Neron

	Political economy of media	18. Political economy of communication and media
		19. Crisis Communication – Strategies and tools
5	Innovative pedagogy	20. Innovative teaching practices in higher education
		21. Innovative pedagogy for the modern era
		22. Teaching methodology in higher education – Pedagogy to Andragogy
		23. Teaching methodology in higher education – From Andragogy to Heutagogy
		24. Theoretical Understanding of media, culture and society (Part-I)
		25. Theoretical Understanding of media, culture and society (Part-II)
		26. Collaborative Filtering of Media Pedagogy
6	Mediaresearch	27. Qualitative analysis in Media Research Part-I
		28. Qualitative analysis in Media Research Part-II
		29. The Tradition of Communication Research
		30. Preparing project proposals – An Inventory Approach
		31. Strands in communication studies
		32. Eastern Communication Philosophy
		33. The Tradition of critical school in communication
7	Film studies	34. Reading Film as text
	Radio broadcasting	35. Radio in India – Huge Potential to be tapped
	Science communication	36. Science communication – An interdisciplinary approach in Social Sciences
		37. Corporate Social Responsibility
		38. Corporate Identity and Image factor
8	Development Communication	39. An Overview of Development Communication
	Social Sector Communication	40. Social Sector Communication – Tools and imperatives



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January 30-31, 2017

National Resource Center | MHRD |  
Dept. of MCJ, Tezpur University



## **About the Course**

The course 'Communication Education at Crossroads' is aimed at making the faculty members and any other person interested in Communication Education familiar as well as aware of the recent developments in all the multi-faceted domain of Communication. Hence, the course envisions modules on a wide variety of topics ranging from print journalism, regional journalism, children and media, science communication, acculturation process, communication and culture etc. The primary objective of the course was to prepare the faculty members in the discipline to be inculcated with an ability to assess and assimilate the contemporary knowledge inputs in their pedagogies.

The course will include

- 40 lectures, 24 videos, 30 readings

Course Coordinator - Prof. Abhijit Bora  
Deputy Coordinator - Prof. Sunil Kanta Behera

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Photo: Brochure of Communication Education at the crossroads

A handwritten signature in blue ink, appearing to be 'R. B.', is placed above the name of the Head of the Department.

Head  
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