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# GLOBAL MEDIA

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## Overview

From Al Jazeera to Hollywood, News Corporation to China Central TV, the media increasingly operate in a global context. This course offers a comprehensive interdisciplinary approach to global media, and is designed for those who work in, or want to work in, the media industries.

You will examine key developments in the media and communications industries associated with the logic of globalisation, and explore the complex nature of the globalisation process in the media. You will gain a relevant, well-grounded, high-quality knowledge and skill base, enabling you to develop a clear and comprehensive understanding of communication and the mass media.

## Objectives

The objectives of the course are as follows:

- Introduce participants to key developments in the media and communications industries associated with the logic of globalization, drawing on media/cultural studies, sociology and anthropology, political economy and international relations.
- Offer a comprehensive, interdisciplinary approach to global media.
- Explore the complex nature of the globalization process, focusing on the emergence of both supra-national and sub-national developments.
- Examine the relationship between new contexts of cultural production and questions of collective cultures and identity.
- Offer knowledge and skills specific to the study of transnational context of media and communications.
- Encourage students to engage in critical thought, appropriate for future employment in the media and communications industries or for further academic research.

<b>Modules</b>	<b>August31-1 September2016</b> Number of participants for the course will be limited to <b>fifty</b> .
<b>You should attend if...</b>	-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
<b>Fees</b>	The participation fees for taking the course is as follows: Industry: 20,000 Academic Institutions/Research Organizations: 10,000 Students : 2,000 The above fee includes all instructional materials, computer use for tutorials and assignments, laboratory equipment usage charges, free internet facility.

## How to Apply?

Interested participants can fill up the application form available on the IIT Kharagpur website, apply and send the hard copy along with the Demand Draft in favour of the "CEP IIT Kharagpur" payable at Kharagpur, to the coordinator by Speed post.

# 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.



**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 globalization, and has written

10 books and 100 articles on the literature, dance, music and cinema of India. She serves on the Editorial Advisory Board of the *Journal of Media Watch* and on the Editorial Board of *South Asian Diaspora* and *Media Asia*. She has been awarded many prestigious fellowships and has lectured at universities in Australia, Canada, Singapore and New Zealand.

## Important Dates:

Last date for receiving Application (along with the DD) 14/08/2016

Intimation to Participants latest by 15/08/2016

**Venue:** The course will be held in IIT Kharagpur's extension centre in Salt Lake Kolkata. Participants will be expected to arrange for their own accommodation.

## KOLKATA EXTENSION CENTRE

Address :

IIT Kharagpur Extension Centre

HC Block, Sector - III

Salt Lake City

Kolkata - 700106

Telephone : 033-23379793

Telefax : 033-23348091

Course coordinator

**Professor Anjali Gera Roy**

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Cell: 9749935149

Email: [anjali@hss.iitkgp.ac.in](mailto:anjali@hss.iitkgp.ac.in)

Application Form for STC  
on  
Global Media  
(August 31, September 1 2016)

1.	Name	
2.	Gender	
3.	Highest academic qualification	
4.	Designation	
5.	Name of the Institute / Organization	
6.	Address	
7.	Phone No	
8.	Mobile	
9.	E-mail	
10.	DD No.	
11.	Date of Issue	
12.	Issuing Bank	

I agree to the Terms & Conditions which is given here and I declare that the above information is correct to the best of my knowledge and belief.

Date:

Signature of Applicant:

