



**Indian Institute of Technology Patna
Department of Humanities
and Social Sciences
and
the Centre for Endangered Language Studies**



**Continuing Education Programme
On
Media and Communication Studies
(16.12.2022- 18.12.2022)**

**Patron: Prof. T.N. Singh, Director,
IIT Patna**

**Course Coordinators:
Prof. Smriti Singh, HSS, IIT Patna
Dr. Sweta Sinha, HSS, IIT Patna**

Description

The humanities and social sciences are those academic disciplines that study humanity and its interaction with its environment including but not limited to literature, language, culture, economic and political activities, artifacts and how the surrounding issues are communicated and perceived by the users. Media has always played a very crucial role in serving as the most significant and pervasive channel which serves not only to influence human mind and cognition but also shape realities. It is important to understand the nuances of media and communication studies in order to inculcate a more critical thinking along with understanding the concepts in this domain which make this entire field of study hugely popular and sought after. From social networking sites to lifestyle magazines to social movements and computer gaming, due to the popularity and rampant usage of technology, this domain of interface study has become very pertinent.

Objectives and Outcomes

The objective of the course is to introduce some of the crucial and significant concepts and issues related to media studies and media appropriate communication strategies. The course also aims to debate and discuss the influence of media communication in shaping and altering human cognition as well as perception. The course aims to upgrade the existing knowledge of the participants so that their ability to think critically in issues related to this domain develops. The course also intends to highlight prospective areas of research for future researchers.

Course Content

- Language and Media
- Communication: Concept and Processes
- Journalism: Theory and practice
- Media, Culture and Cognition
- New Media: Opportunities and Challenges
- Social Media and Social Networking
- Media Ethics

Target Audience

Undergraduates, postgraduates, research scholars and early career professionals

Resource Persons

- Prof. Anubhuti Yadav, IIMC, New Delhi
- Prof. Atish Parashar, Central University of South Bihar
- Prof. Mukul Srivastava, University of Lucknow
- Prof. Nalin Bharti, Indian Institute of Technology Patna
- Prof. Neeraja Lall, ISM

Guest Speakers

- Prof. (Retd.) Shreesh Chaudhary, IIT Madras
- Ms. Minati Chaklanavis, Doordarshan
- Ms Rinki Singh, Ex- Correspondent Zee News

Important Dates

Course dates: 16.12.2022 to 18.12.2022

Last date of Registration: 12.12.2022

Last Date of Payment: 12.12.2022

Participant Confirmation and course link sharing: 15.12.2022
(The course will be conducted in hybrid mode)

Know your faculty:



Prof. Anubhuti Yadav,
Indian Institute of Mass Communication,
New Delhi.



Prof. Atish Parashar,
Centre for Mass Communication and
Media, Central University of South Bihar



Prof. Mukul Srivastava,
Department of Journalism and Mass
Communication, University of Lucknow.



Prof. Nalin Bharti,
Department of Humanities and Social
Sciences, IIT Patna



Prof. Neerja Lall,
Department of Journalism and Mass
Communication, International School of
Management, Patna

About the Department of HSS, IIT Patna

The department of HSS, IIT Patna is situated in Block 6 in the academic complex at IIT Patna. It has currently nine faculty members specialized in the areas of English language and literature, Economics, Linguistics, Organizational Behaviour, Public Health Management and Sociology. The department PhD programme and has already produced several PhD graduates employed at prestigious government and non- government institutes of importance. The department has laboratory facilities in Communication, Linguistics and Econometrics. A specialized Centre for Endangered Language Studies is also operational within the aegis of the department.

About IIT Patna

Indian Institute of Technology Patna is one of the new IITs established by an Act of the Indian Parliament on August 06, 2008. IIT Patna has ten departments: These are Computer Science & Engineering, Electrical Engineering, Mechanical Engineering, Chemical and Biochemical Engineering, Civil & Environmental Engineering, Materials Science & Engineering, Chemistry, Physics, Mathematics and Humanities & Social Science departments. IIT Patna campus is located at Bihta which is approximately 40 kms from Patna.

How to apply

Registration can be done by filling the details here:

<https://forms.gle/V89bPqHjd4Wj4ywd6>

Programme Fees

Undergraduate/Post graduate scholars- INR 1500.00

Research Scholars (M.Phil/ PhD)- INR 2000.00

Professionals (academia/ industry)- INR 2500.00

Fee Payment

The fee will be collected through SBI collect link

<https://www.onlinesbi.com/sbicollect/icollecthome.htm?corpID=1968961>

An electronic/ hard copy certificate of the course participation will be awarded to the participants after the successful completion of the course

The course will be conducted in hybrid mode. Boarding and lodging will be provided for free for 2 nights at IIT Patna campus.

Contact:

Email: sweta@iitp.ac.in; linguisticsiitp@gmail.com

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Mr. Vinod Kumar- 8826738725

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