

# CENTRAL UNIVERSITY OF RAJASTHAN

## Department of Culture and Media Studies

### (Departmental Activities 2021-2022)

#### **21 September, 2021: Visit of Girl Students from MJAS, Ajmer**

The Department of Culture and Media Studies organized a visit for the students of Grassroots Journalism programme and other students associated with Mahila Jan Adhikar Samiti (MJAS), Ajmer on 21 September, 2021. Department in collaboration with the Department of Social Work deputed volunteers who helped the students from MJAS in exploring the campus facilities and various departments/sections. Students visited the Central Library and interacted with library officer and staff. Faculty members from the Department interacted with students and guided them towards their career plan. Faculties responded the students' queries. A session was organized for students' interactions with Prof. Neeraj Gupta ji, Hon'ble Vice Chancellor of the university. He guided the students and encouraged them for doing hard work in their respective field.



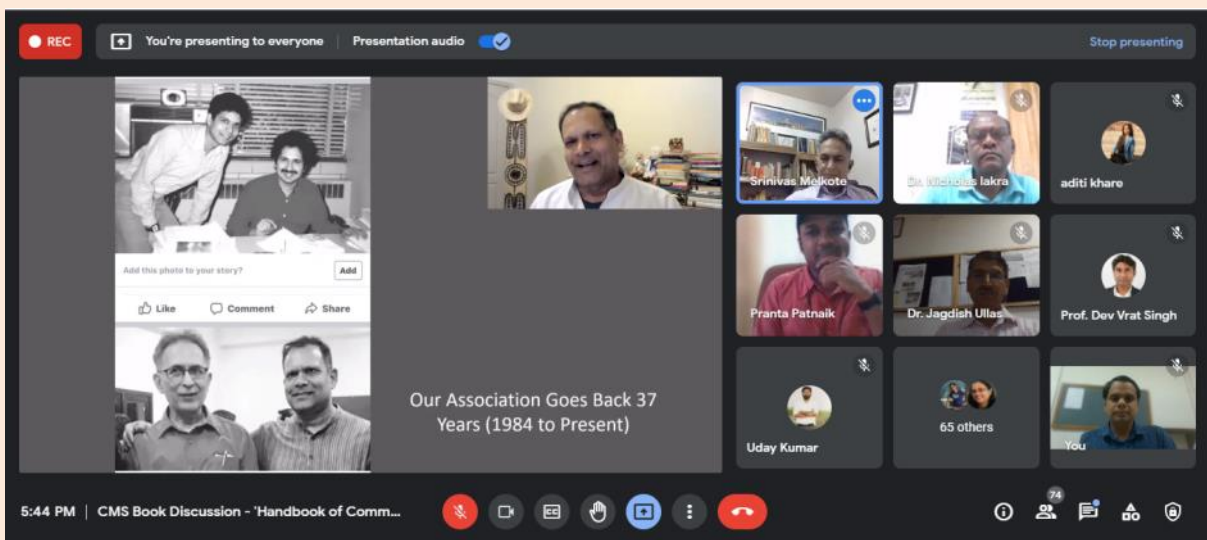


## **CMS Book Discussion Series**

*The Department of Culture and Media Studies initiated a Book Discussion Series to explore and discuss scholarly contributions in the field of media and communication studies for the benefits of students, scholars, faculty members and media practitioners. Total of six discussions were held.*

### **24 September, 2021: First Book Discussion**

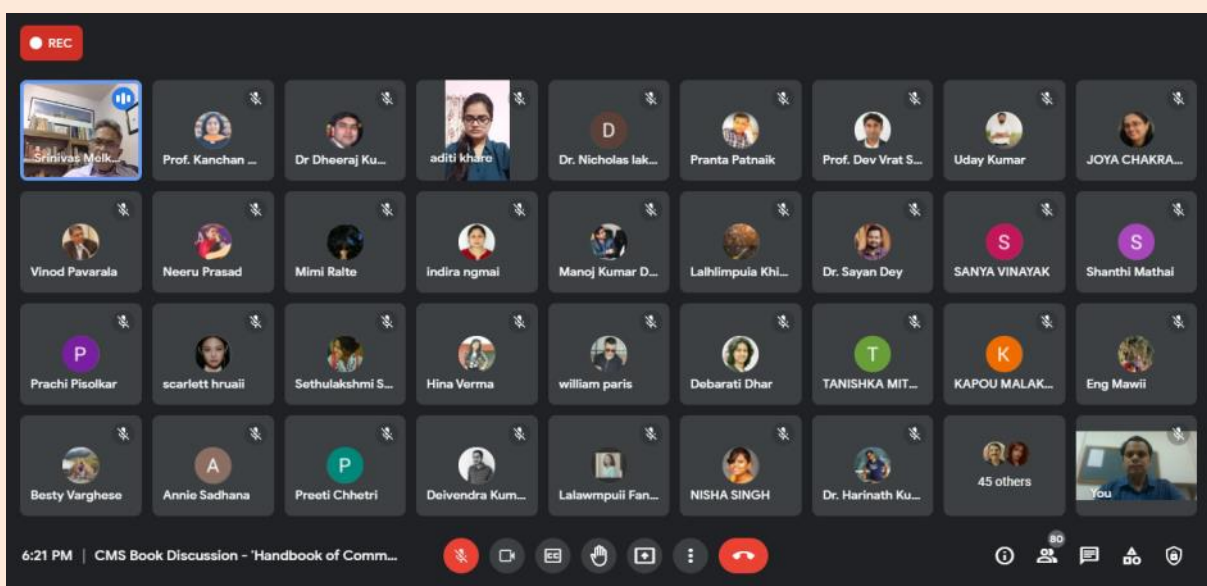
The Department of Culture and Media Studies, Central University of Rajasthan organized an Online Book Discussion program on 24th September 2021. In this program, Prof. Srinivas Raj Melkote, Emeritus Professor, School of Media and Communication, Bowling Green State University, US and Prof. Arvind Singhal, Professor of Communication, Department of Communication, The University of Texas at El Paso, US were invited to talk about their edited volume entitled 'Handbook of Communication and Development' (2021) published by Edward-Elgar.



Prof. Srinivas R Melkote, who is a renowned expert in the field of development communication, discussed about the role of media and communication in development and social change. Prof. Melkote said that role of development communication in today's context is to empower people, increase their participation in development programs and achieve social justice in development. Further, he said that objective of development is freedom from abject poverty and inequalities and freedom to live a meaningful life.

Prof. Jagdish Jadhav, Head (i/c), Department of Culture and Media Studies gave the inaugural speech. Program was moderated by Ms. Aditi Khare, student of the Department. Dr. Nicholas Lakra, Coordinator of Department proposed Vote of Thanks to the guests and participants. Organizing committee members include Dr. Pranta Pratik Patnaik, Dr. Neeru Prasad and Dr. Anoop Kumar. More than 85 participants including students, research scholars and faculties from Central University of Rajasthan and other institutes attended the program.





### **01 October, 2021: Second Book Discussion**

The Department of Culture and Media Studies, Central University of Rajasthan organized a Book Discussion program on 'Many Voices, Many Worlds: Critical Perspectives on Community Media in India' (Sage, 2021) edited by Dr. Faiz Ullah, Prof. Anjali Monteiro and Prof. K.P. Jayasankar. This program was held on 1st October 2021 in online mode. Anjali Monteiro and K.P. Jayasankar are retired professors from the School of Media and Cultural Studies, Tata Institute of Social Sciences (TISS), Mumbai. Dr. Faiz Ullah is working with the same school.

Invited speaker, Dr. Faiz Ullah talked about the significant role played by community media for the marginalized people. He stressed the need for democratization of the public sphere and that is possible through building up community media networks. Prof. Anjali Monteiro and Prof. K.P. Jayasankar, the co-editors of the book emphasized that community media has always been couched under the blanket term 'development' and now the time has come to question the



idea of development itself. They also outlined the four different sections in the book. It begins with problematizing the concept of 'community' in community media followed by examples from tribal communities, Dalits, Muslims and Women in different regions of the country who have got a platform through community media to make their voices heard. The three speakers also mentioned that we need to re-think the concept of community media through theatre, photography and other means of communication available for participation of the people.

Dr. Nicholas Lakra, Coordinator of Department welcomed the invited speakers and participants. Program was moderated by Mr. Prateek Kumar Vishwakarma, student of the department. Faculties of the department Dr. Anoop Kumar and Dr. Neeru Prasad introduced the book and editors respectively. Dr. Pranta Pratik Patnaik, faculty of the department, moderated the question-answer session followed by a vote of thanks. Participants including students, research scholars and faculties from Central University of Rajasthan and other institutes attended the program.

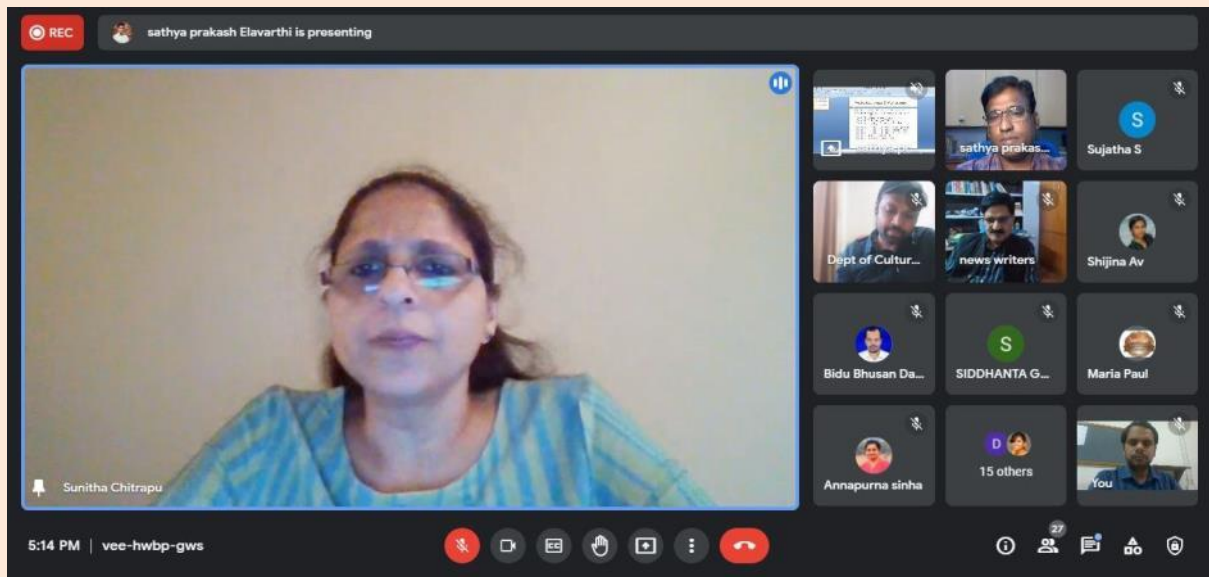


## 22 October, 2021: Third Book Discussion

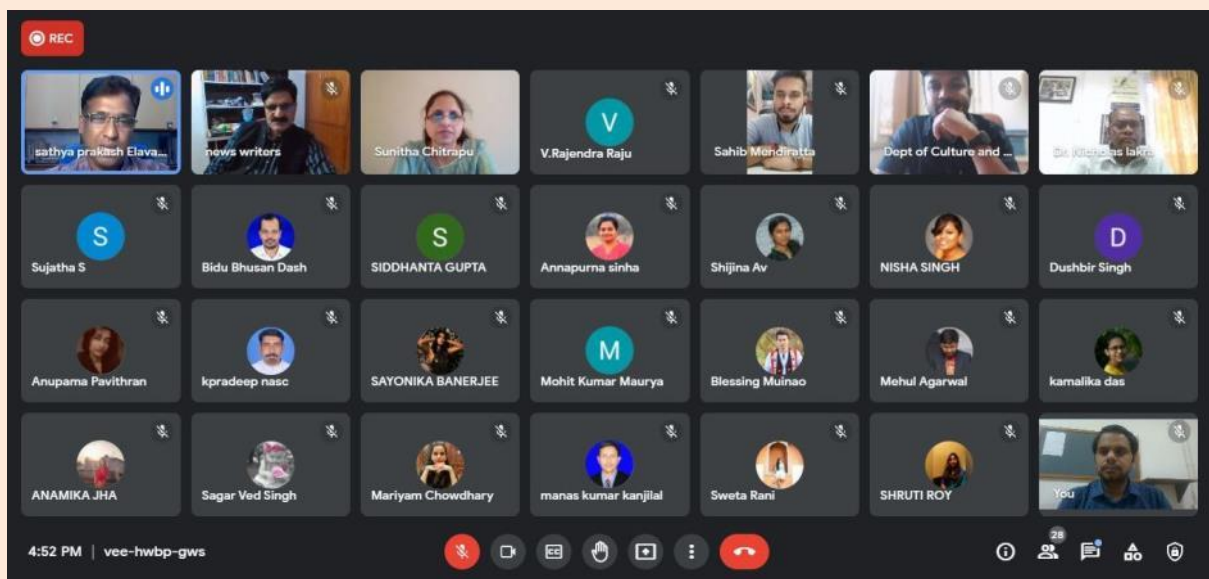
The Department of Culture and Media Studies, Central University of Rajasthan organized a Book Discussion program on 'Media Economics and Management' authored by Dr. Sathya Prakash Elavarthi who works as an Associate Professor at the Department of Communication, University of Hyderabad and Dr. Sunitha Chitrapu who is an independent media researcher based in Mumbai. The book is published by Routledge, India. This program was held on 22 October, 2021 in online mode.







Invited speakers, Dr. Sathya Prakash Elavarthi and Dr. Sunitha Chitrapu talked about different chapters of their book. Dr. Sathya Prakash Elavarthi said that there is a need to look at media as an economic institution as well in today's context. Dr. Sunitha Chitrapu told that the book covers various aspects relating to the economics and management of media institutions and media industries in India. In the book, management issues of four major media industry sectors in India which include newspaper publishing, television broadcasting, film and digital media industries have been examined. Further, the book covers the discussions on economic forces crucial for functioning of media institutions and industries. Editors underlined that this book is an attempt to formalize the field of media economics and management in the discipline of journalism and mass communication in India for education and research purposes. This book is a useful resource for media students and educators.



Dr. Nicholas Lakra, Coordinator of Department, welcomed the invited speakers and participants. Dr. Pranta Pratik Patnaik, faculty of the Department, introduced the

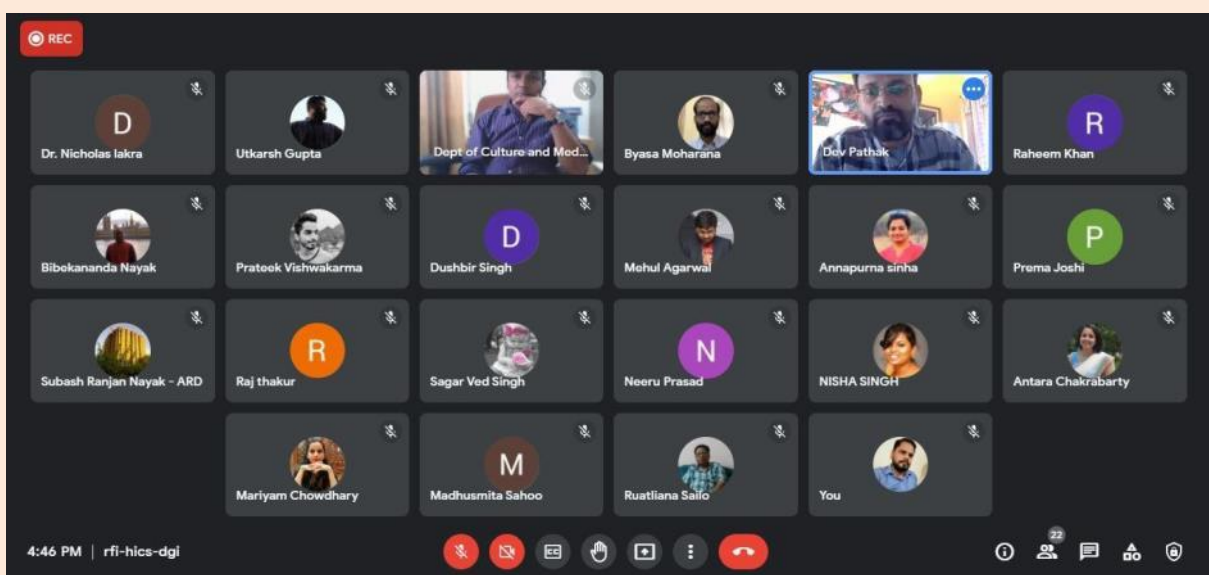
invited speakers and moderated the question-answer session. Dr. Anoop Kumar, faculty of the Department, introduced the book and proposed a vote of thanks. Program was moderated by Mr. Sahib Mendiratta, student of the Department. Participants including students, research scholars and faculties from Central University of Rajasthan and other educational institutions attended this program.

### **28 October, 2021: Fourth Book Discussion**

The Department of Culture and Media Studies, Central University of Rajasthan organized a Book Discussion program on 'In Defence of the Ordinary: Everyday Awakenings' authored by Dr. Dev Nath Pathak who works as an Assistant Professor at the Department of Sociology, South Asian University, New Delhi. The book is published by Bloomsbury, India. This program was held on 28 October, 2021 in online mode.



Dr. Dev Nath Pathak opined that ordinariness is a complex structure that needs to be understood as a meshy embodied experience. In our pursuit for extraordinariness,





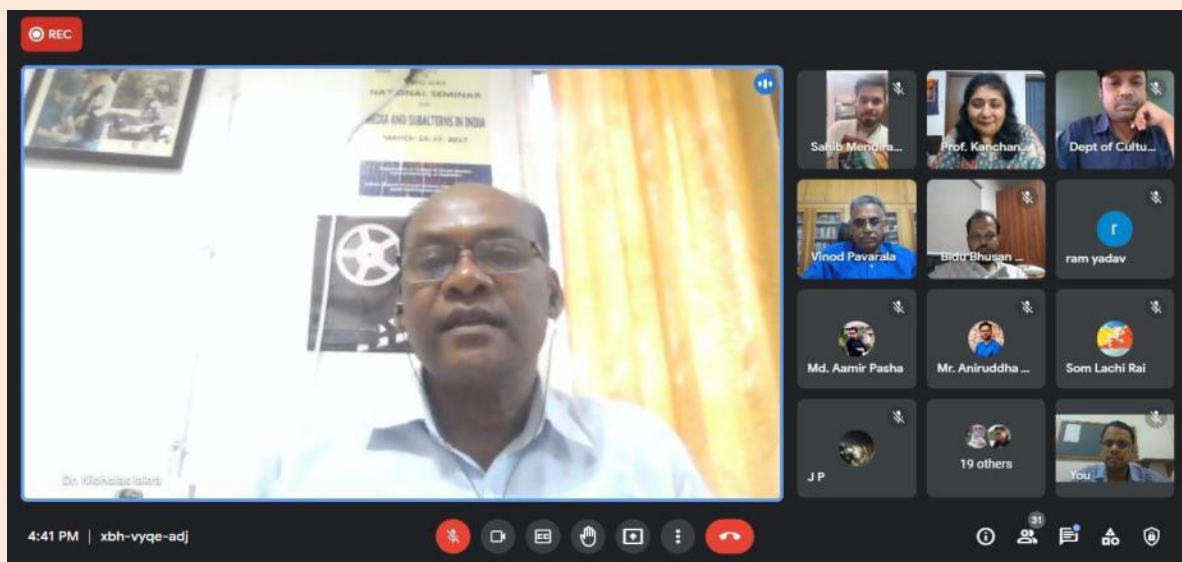
we have forgotten to appreciate the mundane everyday life and practices. He argued that in order to make the ordinary as the extraordinary, one needs to develop critical reasoning and question the conditioned cultural practices in our society. His key argument in the discussion was that “Ordinary never disappears” rather we have made it invisible due to the spectacle and lure of being extraordinary.

Dr. Nicholas Lakra, Coordinator of Department, welcomed the invited speaker and participants. Introduction of the book was given by Dr. Neeru Prasad, faculty of the Department. Dr. Pranta Pratik Patnaik, faculty of the Department, moderated the question-answer session. Dr. Anoop Kumar, faculty of the Department, introduced the invited speaker and proposed a vote of thanks. Program was moderated by Mr. Utkarsh Gupta, student of the Department. Participants including students, research scholars and faculties from Central University of Rajasthan and other educational institutions attended this program.

### **12 November, 2021: Fifth Book Discussion**

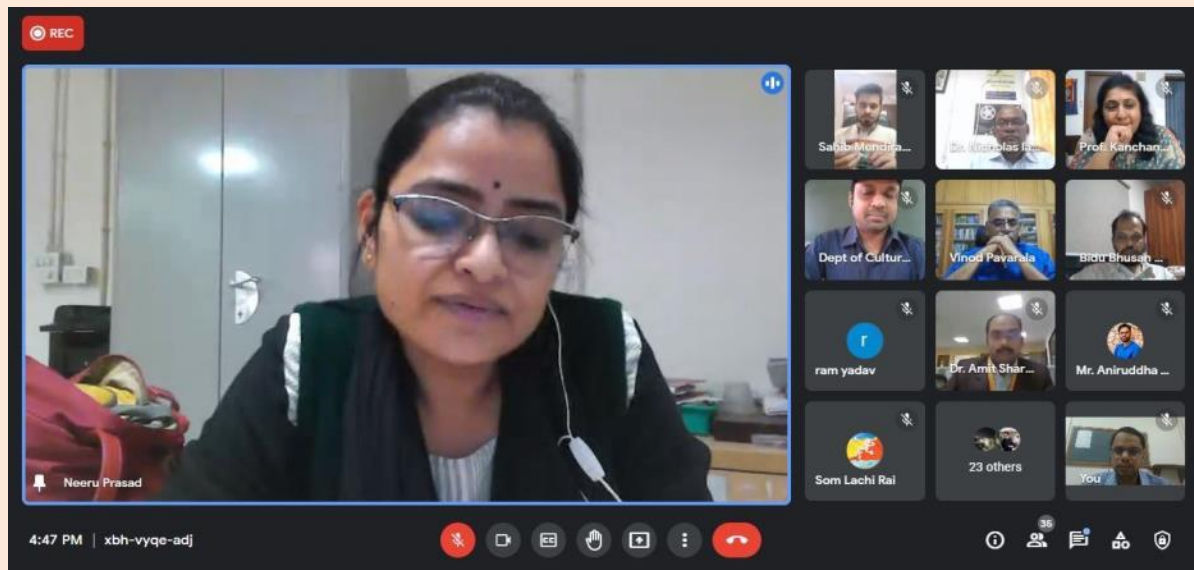
The Department of Culture and Media Studies, Central University of Rajasthan organized a Book Discussion program on ‘Community Radio in South Asia: Reclaiming the Airwaves’ edited by Prof. Kanchan K. Malik and Prof. Vinod Pavarala. Both editors are professors at the Department of Communication, University of Hyderabad. The book is published by Routledge, India. This program was held on 12 November, 2021 in online mode.





Invited speakers provided the book description and introduced different chapters.

This book deals with various issues related to community radio like radio policies, spectrum management, role of community radio in disasters/emergencies, gender



issues, among others. Prof. Malik and Prof. Pavarala emphasized that community radio stations need to adopt a culture of self-regulation and peer-review as a means to quality assurance and enhancement of integrity. Discussing the importance and relevance of community radio, Prof. Kanchan Malik noted that community radio



promotes community participation, culture, local languages/dialects and plurality of views. Community radio bridges the digital divide by extending the benefits of information and communication technology to rural people and unreached and deprived communities. Prof. Vinod Pavarala said that the book was an attempt to recognize contributions of community radio stations in the South Asian region.



Dr. Nicholas Lakra, Coordinator of Department, welcomed the invited speaker and participants. Introduction of the book and invited speakers was given by Dr. Anoop Kumar and Dr. Neeru Prasad respectively who are assistant professors in the Department. Dr. Pranta Pratik Patnaik, assistant professor in Department, moderated the question-answer session and proposed a vote of thanks. Program was moderated by Mr. Sahib Mendiratta, student of the Department. Participants including students, research scholars and faculties from Central University of Rajasthan and other educational institutions attended this program.

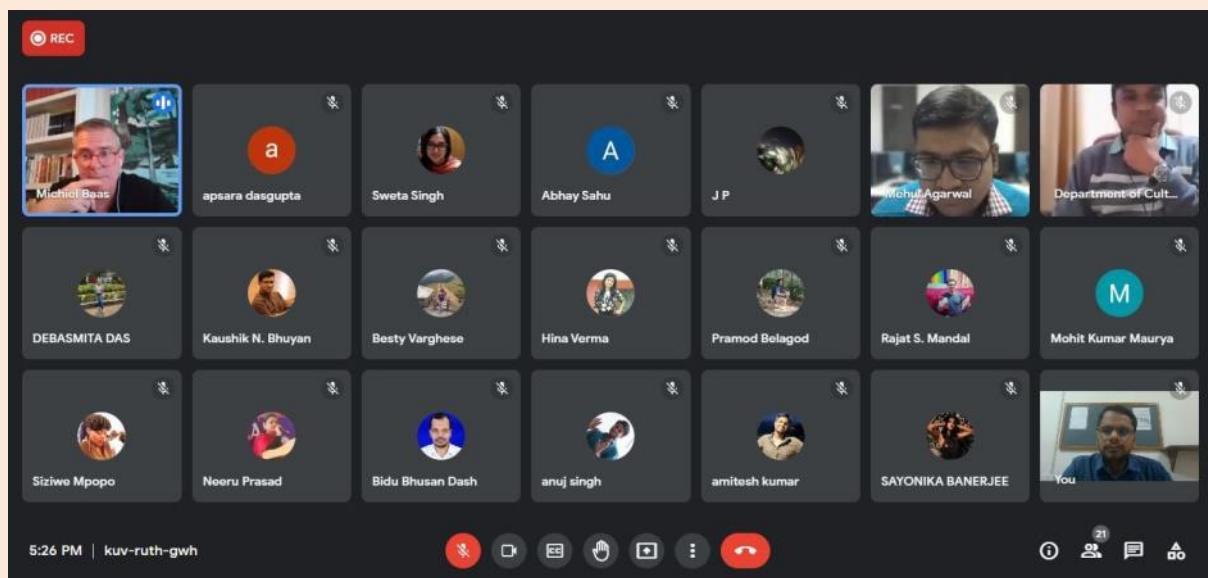


### **18 November, 2021: Sixth Book Discussion**

The Department of Culture and Media Studies, Central University of Rajasthan organized an online Book Discussion program on 'Muscular India: Masculinity, Mobility & the New Middle Class' authored by Dr. Michiel Baas who is a Senior Research Fellow at the Max Planck Institute for Social Anthropology (Halle), Germany. This program was held on 18 November, 2021. Based on his 10 years study on the gym culture in India, Dr. Michiel Baas talked about the dreams and aspirations of the gym trainers in metropolitan cities towards upward mobility in the social hierarchy. He stressed the ways in which the male body-builders and gym trainers fit into a new urban India through physical culture of their bodies. He talked how class matters the most in the trainer-client relationship rather than caste, a significant marker of emerging new India in urban areas. Baas also mentioned about the rise of gym culture in the small towns and cities influenced by the Hindi film industry where actors flaunt their six-pack abs. Towards the end of his talk, he also



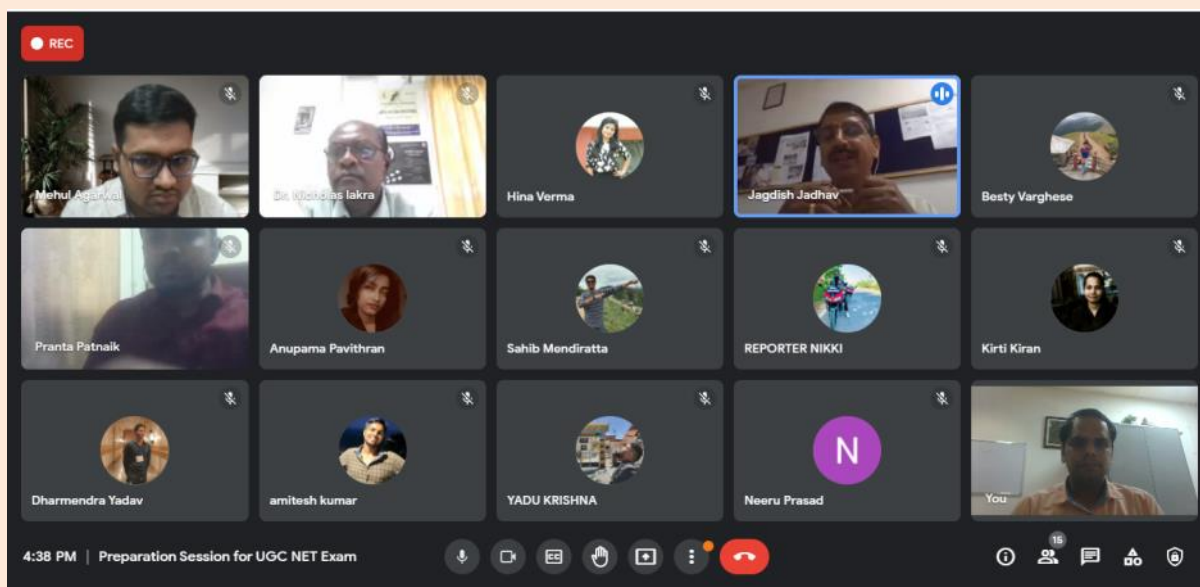
mentioned about the pitfalls of the gym culture where being muscular enough lead the youth to take recourse to steroids and other harmful substances.



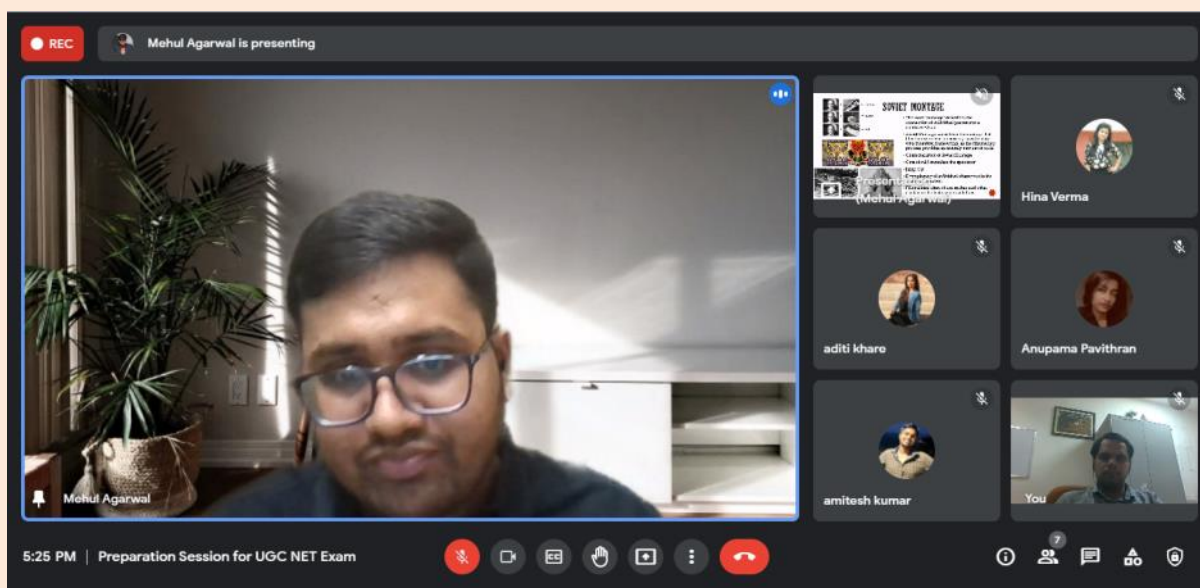
Dr. Pranta Pratik Patnaik, an assistant professor in Department of Culture and Media Studies, welcomed the invited speaker and participants and introduced the book. Introduction of the invited speaker and a vote of thanks were given by Dr. Neeru Prasad and Dr. Anoop Kumar respectively who are assistant professors in the Department. Mr. Mehul Agarwal, who is a research scholar in the Department, moderated the question-answer session and the book discussion programme. Participants including students, research scholars and faculties from Central University of Rajasthan and other educational institutions attended this program.

## 15-30 September, 2021: Preparation for UGC NET Exam in Mass Communication and Journalism

The Department of Culture and Media Studies organized Preparation Sessions for UGC NET Exam in Mass Communication and Journalism for the benefits of Master students (MACMS 2019 and 2020 batch) from 15th to 30th September 2021 in online mode. Students were instructed about the question paper pattern, the syllabus and preparation techniques. They were given the introduction about the broader areas such as communication theories, research paradigm, film studies, media laws and ethics, contemporary events and issues and development communication among others.







## **22-26 November, 2021: Training on Photography for Non-Teaching Staff of C.U. Rajasthan**

The Department of Culture and Media Studies conducted a Five-Days Training Program on Basics of Photography for Non-Teaching Staff of C. U. Rajasthan during 22-26 November, 2021. Training on basics of photography was imparted by Dr. Anoop Kumar, Mr. Prateek Kumar Vishwakarma (Student of MA CMS), Mr. Raheem Khan (Ph.D. Scholar, CMS) and Ms. Juhee Prasad (Ph.D. Scholar, CMS).



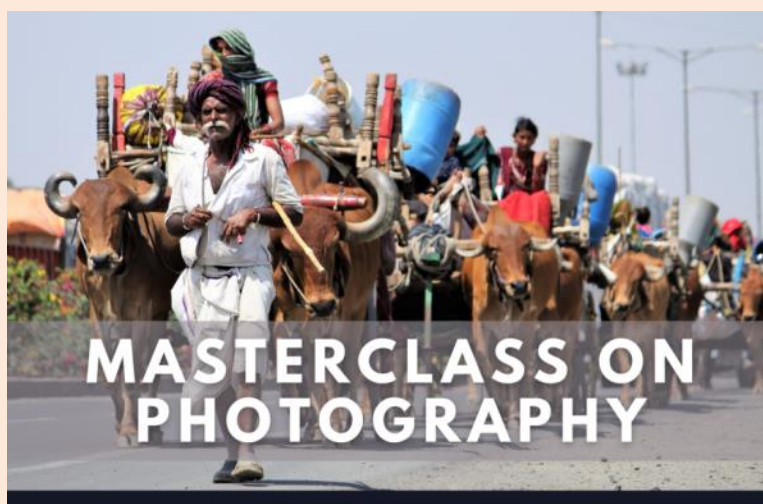




## **18 April, 2022: Masterclass on Photography**

The Department of Culture and Media Studies organized a Masterclass on Photography on 18<sup>th</sup> April, 2022 in CMS Media Lab for the students of MACMS (2020 and 2021 batches). The programme was conducted in blended mode. Invited resource person Mr. Saroj Kumar Sahu talked about the basic skills needed for a better photographer. He further discussed about ethical concerns involved in doing general photography and photojournalism. He also talked about career prospects the field of photography. Few students of the Department shared their photos with the resource person and sought his feedback and suggestions.

Mr. Saroj Kumar Sahu is a passionate Photographer and Documentary filmmaker with an experience of 6 years in the Sports and Development sector. He has worked with leading organisations like Participatory Research in Asia, Girls Not Brides, Pro Sport Development, Martha Farrell Foundation, The Commonwealth, Anantapur Sports Academy, ThinkZone. He holds a Master's from Pondicherry University in Mass Communication and Journalism and Bachelor's of Economics from Utkal University, Bhubaneswar Odisha. He is involved in wildlife rescue missions and loves hiking and traveling to new places in his free time.



**18 April, 2022 (Monday)**

**10:30 AM – 12:30 PM | CMS Media Lab**

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**Mr. Saroj Kumar Sahu**



<https://meet.google.com/jvw-evpg-etb>

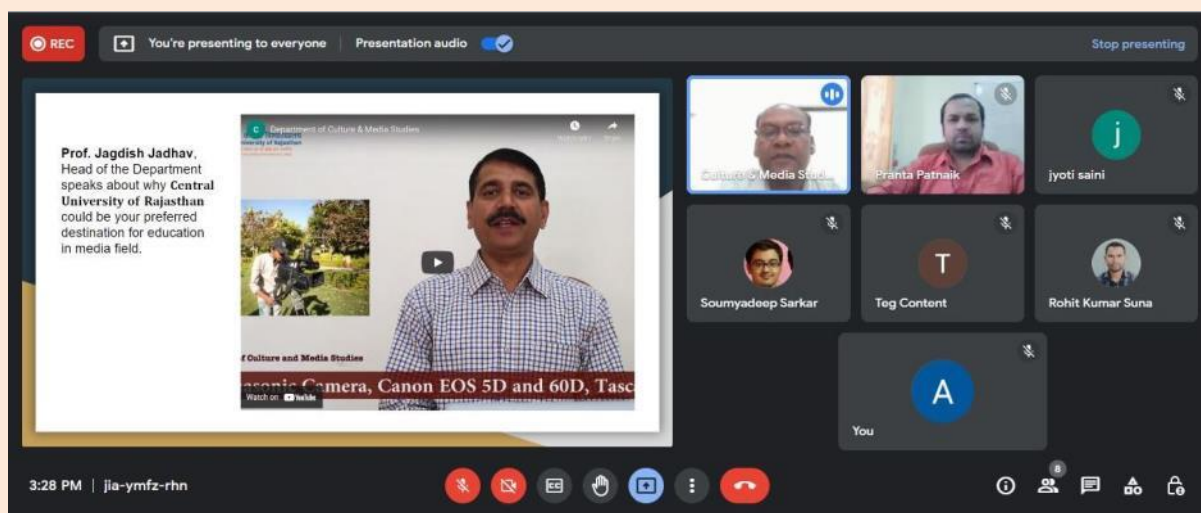
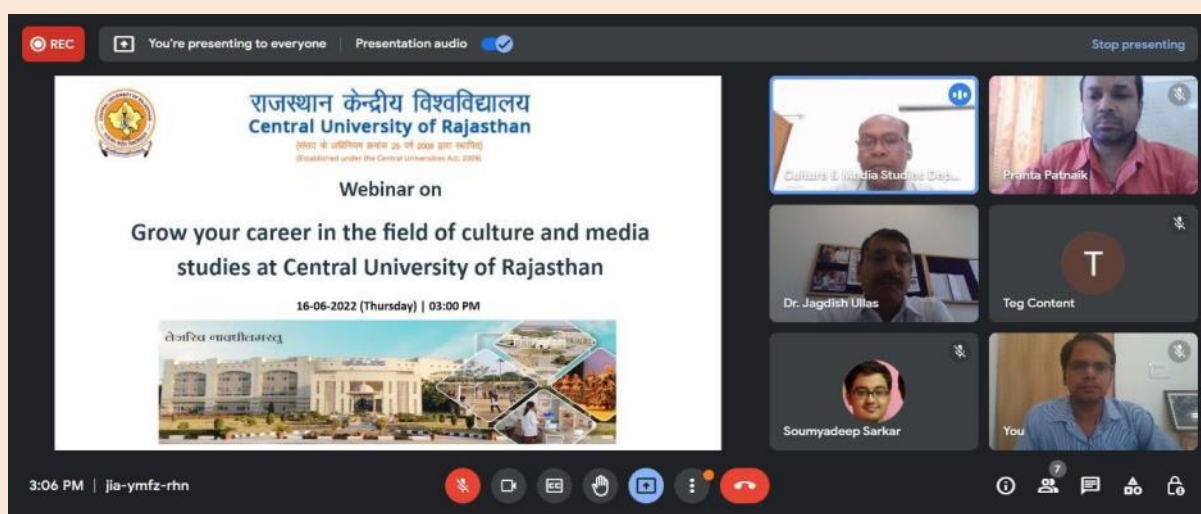


**Department of Culture and Media Studies**  
**CENTRAL UNIVERSITY OF RAJASTHAN**

Organizing committee: Dr. Anoop Kumar, Dr. Nicholas Lakra,  
Dr. Pranta Pratik Patnaik, Dr. Neeru Prasad

## 16 June, 2022: Webinar on 'Grow your career in the field of Culture and Media Studies at Central University of Rajasthan'

Department of Culture and Media Studies organized a Webinar on 'Grow your career in the field of Culture and Media Studies at Central University of Rajasthan' on 16 June, 2022. Objective of the webinar was to familiarize the prospective students with the profile of the Department and the new admission process through CUET 2022. Participants of the webinar were informed about the benefits of studying at C.U. Rajasthan, the expertise of faculty members, media lab facilities, departmental projects, distinguished alumni, workshops, seminars, internship, placement and extension activities.



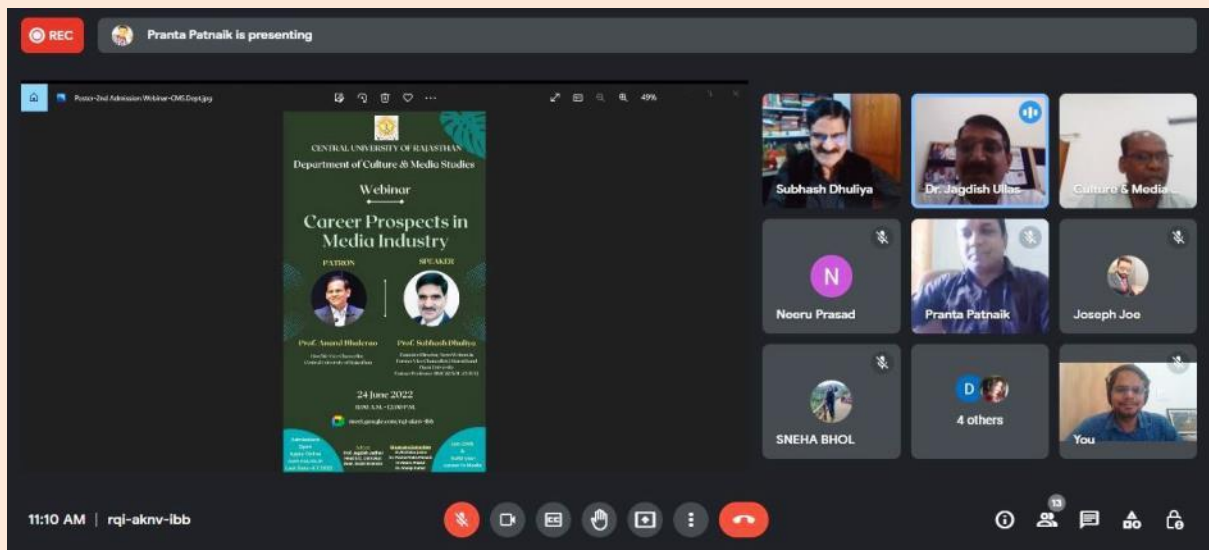


## **24 June, 2022: Webinar on 'Career Prospects in Media Industry'**

Department of Culture and Media Studies organized a Webinar on 'Career Prospects in Media Industry' on 24 June, 2022. Prof. Subhash Dhuliya, who is Founder-Director of NewsWriters.in and Former Vice Chancellor of Uttarakhand Open University and former professor at IIMC, IGNOU and CURAJ, was the resource person for the webinar. Invited speaker Prof. Dhuliya talked about basic skills such as writing skills, intellectual skills, professional skills and creative skills which are essential for strengthening students' employability. He further emphasized that news professionals should be adept at using social media platforms for journalistic works. Prof. Dhuliya suggested the media students and other participants that they



should proficient at emerging areas such as data journalism, fact-checking and verification, automation and social media-powered start-ups among others.





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