

RESOURCE CENTRE FOR MEDIA EDUCATION & RESEARCH (RECMER)

**TEACHING ABOUT THE MASS MEDIA
Orientation Workshop for Media Educators, 20-22 November 2015.**

The dramatic growth in the media industries has led to a proliferation of mass media institutes/courses in India during the last few years. This has given rise to a demand for an increased number of teachers with adequate training in Communication and Media Studies, a fairly new inter-disciplinary subject in higher secondary and college education. It is to meet this demand that the Resource Centre for Media Education and Research (RECMER), Pune, which has been conducting occasional workshops on the subject since its establishment in 1992, is organising a three-day Orientation Workshop on 'Teaching About the Mass Media' at Ishvani Kendra, Sainikwadi, Vadgaonsheri Road (Off Nagar Road), Pune-411014, from November 20 to 22, 2015.

The focus of the Orientation Workshop will be on media pedagogy, that is, on teaching/training methods for imparting education in mass media studies. The participants will be introduced to innovative strategies for teaching print and electronic media, and the new interactive digital social media. Topics will include: news analysis, TV and cinema genres, film appreciation, advertising, public relations, media representations, ratings, Facebook and other social media, big data, surveillance and privacy, and netnography.

Workshop sessions will include lectures, group discussions, role play, and hands-on exercises in media pedagogy. All sessions will be interactive and will be animated by experienced university/college faculty, media professionals and researchers. The three-day schedule will include screenings followed by analysis and discussions. The total fee for the workshop is INR 1500 per participant. Besides registration and tuition this fee includes board and lodging for the duration of the workshop. For local participants and others who do not wish to stay at Ishvani Kendra, the total fee is INR 500 only. All travel expenses will of course have to be borne by the participants themselves or their sponsoring institutes/organisations.

Since the number of participants is strictly limited, please register for the Workshop early to avoid disappointment. The deadline for registration is November 15, 2015. Please send your request for registration and your payment to Dr Keval J. Kumar, Director, Resource Centre for Media Education and Research, 4 'Chintamani', Kale Path, Off Bhandarkar Road, Pune-411004, either by Demand/Bank Draft or money-order. Drafts will need to be payable in Pune and should be in favour of 'Keval J. Kumar, Director RECMER'.

For further details about the Orientation Workshop please email kevalkumar@hotmail.com or call +91- 9822829085 (mobile).

KEVAL J. KUMAR, Ph.D.
Director, Resource Centre for Media Education & Research (RECMER)
4 'Chintamani'. Kale Path, Off Bhandarkar Road
PUNE-411004.
Mobile: +91-9822829085.
Email:kevalkumar@hotmail.com