



**ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY, AWANTIPORA**

Department of Journalism and Mass Communication

ORGANISES

**ONE WEEK**

**National Workshop**

on

**Communication Research**

**Tools, Methods and Approaches**

**(31st August - 5th September, 2021)**



**Prof. Shafey Kidwai**  
Aligarh Muslim University, Aligarh



**Prof. Sanjeev Bhanawat**  
Editor, Communication Today



**Prof. Arbind Sinha**  
MICA, Ahmedabad



**Prof. Shahid Rasool**  
CUK, Kashmir



**Prof. Pitabas Pradhan**  
Aligarh Muslim University, Aligarh



**Dr. Krishna Sankar Kusuma**  
Jamia Millia Islamia University, Delhi



**Dr. Uma Shankar Pandey**  
SCW, Kolkata



**Dr. Peer Bilal Ahmad**  
IUST, Awantipora

**Who can participate:**

1. Researcher scholars
2. Academicians and
3. People from the Industry

**Mode of Workshop:**

Considering the present COVID-19 pandemic, the workshop will be organized in online mode. If there are any changes, participants would be informed accordingly.

**Important Dates**

- Registration : 16th - 27th August 2021.

**How to Register :**

- Click on given link or Scan QR Code (below)  
<https://forms.gle/75pgeL76cTeyDHSA7>
- Mode of payment: NEFT/Bank Transfer
- Account Details: 0693040520000015
- Bank Name: J&K Bank Ltd.
- Branch: IUST, Awantipora
- IFSC Code: JAKA0ECIUST

Note:- Screenshot of transaction should be attached with the workshop registration form.

**Registration Fees Details:**

		After Due Date
Research Scholar	₹ 500/-	₹ 750/-
Faculty	₹ 750/-	₹ 1000/-
Industry	₹ 750/-	₹ 1000/-

Contact No.(Workshop Coordinator  
Dr. Ruheela Hassan) :- 9906960362

Email:  
[journalism@islamicuniversity.edu.in](mailto:journalism@islamicuniversity.edu.in)



SCAN ME

Registration Form



ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY  
AWANTIPORA

## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

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Address:

1-University Avenue.

Awantipora, Pulwama, Pin -192122

Jammu and Kashmir

[www.iust.ac.in](http://www.iust.ac.in)



ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY

## ISLAMIC UNIVERSITY OF SCIENCE AND TECHNOLOGY AWANTIPORA

The Islamic University of Science and Technology (IUST) is located in Awantipora (Jammu and Kashmir) approximately 30 km south of Srinagar, between the beautiful Wastoorvan mountain range on the one side and a majestic view of the Jhelum and Pir Panjal on the other.



The University was established through an Act passed by J&K Legislature and notified through Jammu & Kashmir Government Gazette in 2005. The academic

programs started in the varsity from July 2006. The University is accredited by NAAC and is recognized by University Grants Commission (UGC) under Section 2(f) and Section 12(b) of UGC Act. The Technical, Nursing and Architectural programmes offered by the University are approved by All India Council for Technical Education (AICTE), Indian Nursing Council (INC) and Council of Architecture (COA) respectively. The University is a member of Association of Indian Universities (AIU).



The university strives to nurture an environment where students can develop, cultivate and support an academic culture that values interdisciplinary learning. The focus is on promoting studies and research that are socially relevant and that make the students aware of their social and cultural obligations.



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## DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

The Department of Journalism and Mass Communication was established in 2008 with an aim to address the emergent needs in the media industry. The department has earned the reputation of being recognized as one of the premier media institutes in the valley. Besides



inculcating the theoretical aspects of Mass Communication and Journalism, the department provides hands-on training in print, television, radio and online journalism to its students to help them emerge as professionals. To provide advanced specialized knowledge in journalism and mass communication, the Department started PhD programme in the year 2018.

The Master's Programme is a blend of theory and practical, designed to provide advanced and specialized knowledge in the area of both Journalism and Mass Communication. The students



study and undergo training in various domains like reporting and writing for print media, photography and photojournalism, advertising and public relations, development communication, convergent journalism, television journalism, electronic media production,

documentary making, media law, radio journalism, disaster reporting, traditional media and research. As a part of regular curriculum, the Department provides students an opportunity to work with different media outlets including internal publication, radio programme, documentaries etc.

Courses Offered:-

- M.A. Journalism and Mass Communication
- PhD. Journalism And Mass Communication

# About Workshop

Communication is called 'the most practical of the academic disciplines'. Communication is the way to meet others, develop and manage relationships and work effectively with others. Communication research is the scientific study of communication process to discover trends or facts in the field of communication and mass media. It is interdisciplinary in nature as it borrows heavily - both in terms of theory and methods - from social and behavioral sciences, viz., psychology, sociology and anthropology. In essence, it involves applications of social and behavioral science methods to the study of communication issues and problems. Communication Research helps in confirming and discovering patterns in communication behavior of people, and helps the scholars to develop useful communication theories. This workshop is an endeavour to enhance the skills and acumen of communication researchers to conduct relevant and advanced studies in the field of communication.

The main aim of this one-week national workshop is to:

- Expose and train the researchers about emerging trends in the area of communication research.
- Update and disseminate knowledge regarding the relevance of Communication Research.
- Identify and explore the solutions to research problems in Communication.
- Learn about different approaches of Communication research.
- Gain knowledge about the available software that can be utilized for data analysis and presentation.

## Experts

### “Emerging Trends in Communication Research”

**PROF. SHAFAY KIDWAI**

Department of Mass Communication,  
Aligarh Muslim University, Aligarh  
Editor, Aligarh Journal of Communication

### “Ethnographic Approach in Qualitative Research”

**PROF. ARBIND SINHA**

Advisor, Centre for Development  
Management and Communication  
MICA, Ahmedabad

### “New Relevant Areas of Communication Research”

**PROF. SANJEEV BHANAWAT**

Former Head, Centre for Mass Communication  
University of Rajasthan, Rajasthan  
Editor, Communication Today

### “Reliability and Validity in Communication Research”

**PROF. SHAHID RASOOL**

Dean, School of Media Studies  
Director, Media and Public Relations Centre  
Central University of Kashmir, Kashmir

### “Identifying Research Problems in Communication”

**PROF. PITABAS PRADHAN**

Chairman, Department of Mass Communication  
Aligarh Muslim University, Aligarh

### “Citations: Using Citation Software and Organizing Citations During Academic Writing”

**DR. KRISHNA SANKAR KUSUMA**

Associate Professor,  
AJK Mass Communication Research Centre,  
Jamia Millia Islamia, Delhi

### “Quantitative Approaches in Communication Research”

**DR. UMA SHANKAR PANDEY**

Associate Professor & Head  
Department of Journalism and Mass Communication,  
Surendranath College for Women, Kolkata

### “Statistical Approaches in Research”

**DR. PEER BILAL AHMAD**

Assistant Professor,  
Department of Mathematical Sciences  
Islamic University of Science and Technology



**Patron**  
**Prof. Shakil Ahmad Romshoo**  
Hon'ble Vice Chancellor,  
Islamic University of Science and Technology



## Advisory Committee



**Prof. Ali Muhammad Shah**  
Dean Academic Affairs  
Islamic University of Science and Technology



**Prof. Haroon Rashid Naik**  
Dean Research  
Islamic University of Science and Technology

## Convener



**Prof. Abdul Salam Bhat**  
Dean, School of Humanities and Social  
Sciences, Islamic University of Science and Technology

## Workshop Coordinator



**Dr. Ruheela Hassan,**  
Workshop Coordinator & I/C Head  
Department of Journalism and Mass Communication,  
Islamic University of Science and Technology  
Contact No.: +91 9906960362;  
[Email: journalism@islamicuniversity.edu.in](mailto:journalism@islamicuniversity.edu.in)

## Organizing Team

- Dr. Ruheela Hassan
- Dr. Monisa Qadiri
- Dr. Rabia Noor
- Dr. Mujeeb Liyakat
- Dr. Sayar Ahmad Mir
- Dr. Arif Nadaf
- Dr. Tawseef Majeed

📞 For more information/clarification, please contact workshop coordinator.

- The number of the seats for the workshop are limited, The registration will be confirmed on first-come-first-served basis. The technical sessions will be held 1:30 pm onwards. The participants will be informed through the WhatsApp group and registered e-mail addresses.