



TECNIA INSTITUTE OF ADVANCED STUDIES

GRADE "A" INSTITUTE

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Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



Report on 5 Days Workshop on Current Research Trend in Media

Event	Workshop on Current Research Trend in Media
Organized by:	Department of Journalism and Mass Communication in collaboration with Research & Innovation Cell
Convener:	Dr. Shivendu Rai
Participants:	Faculties and Students
Date:	9 th October, 2023 to 13 th October, 2023
Venue:	Hybrid mode
Timing:	10:00 AM to 12:00 PM
Key speaker:	Dr. Aditya Mishra and Dr. Kumari Pallavi

Learning Objectives:

- To introduce participants about the current research trend in Media.
- To equip attendees with skills for conducting media research.
- To teach data analysis and interpretation techniques specific to media research.
- To foster an understanding of the ethical considerations in media research.

In collaboration with Research & Innovation cell, the Department of Journalism and Mass Communication of Tecnia Institute of Advanced Studies organized a five-day workshop on "Current Research Trends in Media," aiming to provide participants with an understanding of the evolving landscape of media research. The workshop brought together scholars, students, and media professionals to explore cutting-edge research methodologies and trends in the media industry.

Day 1: Overview of Media Research Trends

The workshop began with an opening session led by Dr. Aditya Misra, who provided an overview of the current trends in media research. He discussed the shift from traditional to



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digital media and how this transformation has impacted research methodologies. Dr. Misra highlighted the importance of interdisciplinary approaches in media research, particularly in studying the convergence of media platforms and the role of big data in understanding audience behavior.

Day 2: Digital Media and Its Impact on Society

The second day focused on the impact of digital media on society. Dr. Kumari Pallavi delivered an engaging session on how social media platforms are shaping public opinion and influencing political discourse. She discussed the ethical implications of digital media, including issues related to privacy, misinformation, and the digital divide. Participants engaged in discussions on the role of digital media in contemporary society and the challenges researchers face in this rapidly changing field.

Day 3: Research Methodologies in Media Studies

On the third day, Dr. Aditya Misra returned to discuss advanced research methodologies in media studies. He covered a range of qualitative and quantitative approaches, including content analysis, audience studies, and experimental methods. Dr. Misra emphasized the importance of adapting traditional research methods to study new media phenomena, such as viral content and influencer marketing.

Day 4: Media, Culture, and Identity

The fourth day of the workshop was led by Dr. Kumari Pallavi, who explored the intersection of media, culture, and identity. She discussed how media representations influence cultural norms and shape individual and collective identities. Dr. Pallavi also highlighted the role of media in perpetuating stereotypes and the need for critical media literacy in research. Participants were encouraged to consider the cultural implications of media content in their research projects.



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Day 5: Future Directions in Media Research

The final day of the workshop was dedicated to exploring future directions in media research. Dr. Aditya Misra and Dr. Kumari Pallavi jointly conducted the session, discussing emerging areas such as artificial intelligence in media, immersive media technologies, and the role of data analytics in media research. They provided insights into how these trends are likely to shape the future of media studies and offered guidance on how researchers can stay ahead of the curve.

Conclusion

The workshop concluded with closing remarks by Dr. Shivendu Rai, who thanked the speakers for their valuable contributions and the participants for their active engagement. Dr. Rai emphasized the importance of staying updated with current research trends in media to contribute meaningfully to the academic and professional fields. He encouraged participants to apply the knowledge gained during the workshop in their future research endeavors.

Overall, the workshop was a great success, offering participants a deep dive into the current trends and future directions of media research. The sessions were highly informative and provided practical insights that will undoubtedly benefit all attendees in their academic and professional pursuits.



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Images of the Workshop

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DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

COLLABORATION with RESEARCH & INNOVATION CELL organizes

FIVE DAYS WORKSHOP ON
CURRENT RESEARCH TREND IN MEDIA

09th-13th October, 2023
10:00 AM Onwards

MODE : HYBRID

Resource Person
Dr. Aditya Mishra
IIMC, Delhi

Resource Person
Dr. Kumari Pallavi
Assistant Professor,
Galgotias University

Convenor :
Dr. Shivendu Kumar Rai
Department of Journalism & Mass communication





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LIST OF BENEFICIARIES

SESSION: 2022-2023

S.NO.	NAME OF PARTICIPANTS (FACULTY AND STUDENTS)	COURSE
1	DR. CHETAN SHARMA	ASSOCIATE PROFESSOR
2	DR. SHAMBHU SHARAN GUPTA	PROFESSOR
3	DR. RITWIK SAHAI BISARIYA	PROFESSOR
4	DR. NAMITA MISHRA	ASSOCIATE PROFESSOR
5	DR. SURBHI JAIN	ASSOCIATE PROFESSOR
6	DR. ANAMIKA	ASSISTANT PROFESSOR
7	DR.. KIRTI MIGLANI	ASSISTANT PROFESSOR
8	DR. SHEENU ARORA	ASSISTANT PROFESSOR
9	DR. KANIKA GUPTA	ASSISTANT PROFESSOR
10	DR. SANDEEP KUMAR	PROFESSOR
11	PRIYA KUMARI	BCA
12	NAMAN BEHRANI	BCA
13	KRISHNA TAYAL	BCA
14	MANVI TYAGI	BA(JMC)
15	SANYA SANGAL	BA(JMC)
16	REET MEHRA	BA(JMC)
17	OJASWI DOONGA	BA(JMC)
18	HARSHIT SAGAR	BA(JMC)
19	MUKUL ARORA	BA(JMC)
20	KHUSHI	BA(JMC)
21	BHAVYA MALIK	BA(JMC)
22	AASHI SHARMA	BA(JMC)
23	RADHIKA KHANNA	BA(JMC)
24	PRIYANSHI VIMAL	BA(JMC)
25	PRIYANSHI BANSAL	BA(JMC)
26	AARSH DEO	BA(JMC)
27	SAMEER MAKHIJA	BA(JMC)
28	ANANNYA KAPOOR	BA(JMC)
29	SALONI GOEL	BA(JMC)
30	DHRUV GOEL	BA(JMC)
31	SALONI SAYAL	BA(JMC)
32	DEEPAK BISHT	BCA
33	ABHISHEK KUMAR SHARMA	BCA
34	KHUSHI VERMA	BCA
35	MD ADNAN	BCA
36	NAVEEN SANGWAN	BCA
37	YASH SANORIA	BCA



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39	ARANYA SINGLA	BBA
40	VARUN SHARMA	BBA
41	ANUSHKA	BBA
42	SUMIT YADAV	BBA
43	AVIRAL RASTOGI	BBA
44	AALIYAH KHAN	BBA
45	HARSHIT KHANDELWAL	BBA
46	VISHU DHANKAR	BBA
47	KANISHKA TRIPATHI	BBA
48	CHETNA JINDAL	BBA
48	CHESHTA	BBA
50	RITIKA CHOUDHARY	BBA
51	ADITI KUKREJA	MBA
52	MANAN ARORA	MBA
53	SHIVEK CHAUHAN	MBA
54	MUSKAN	MBA
55	UMANG ARORA	MBA
56	KHYATI RAJPUT	MBA
57	SHRISTHI	MBA
58	KANISHKA GOEL	MBA