

Royal School of Communications and Media

in association with

Internal Quality Assurance Cell (IQAC) & Institution's Innovation Council (IIC)

The Assam Royal Global University

Organises

One Week National Level Faculty Development Programme (Hybrid Mode)

ON

EMERGING TRENDS IN THE MEDIA AND ENTERTAINMENT INDUSTRY

2nd September - 9th September

2024

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Vice Chancellor (Interim), The Assam Royal Global University

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Dr. Ankita Agarwal, Assistant Professor, Royal School of Communications & Media

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Mr. Sattyakee D'com Bhuyan, Adjunct Faculty
Mr. Kanjan Kishore Nath, Adjunct Faculty
Dr. Sankar Barman, Associate Director, Institution Innovation Council

ABOUT THE UNIVERSITY

The Assam Royal Global University (RGU), Guwahati, Assam is a leading University in North-East India committed to provide unparalleled education to render holistic development of the students. It caters to 23 Schools, offering 120+ courses. Nestled in the prime location of Guwahati, the campus is designed to be both comfortable and enriching, with state-of-the-art facilities including modern hostels, well-equipped libraries, advanced laboratories, and recreational centers. The serene, green campus offers an ideal environment for study and relaxation, ensuring students focus on their academic and personal growth. One of the strongest pillars of RGU is its highly qualified and well-experienced intellectual capital (370+ faculty), who also serve as the motivation catalyst for 6000+ students. Learning at RGU goes beyond the classrooms and textbooks. RGU strives for academic excellence through research-intensive and industry-oriented education instilled with a strong sense of becoming a global citizen.

ABOUT THE DEPARTMENT

There is a popular saying that 'Communication rules the World' without which the overall development of society is not possible. The Royal School of Communications and Media, which is popularly known as (RSCOM) comprises two departments namely the Department of Journalism and Mass Communication and the Department of Animation and Visual Effects. The Royal School of Communications and Media focuses on quality media education with a special focus on Northeast. The key thrust areas of the school include Development Communication & Traditional Media, Print Media vs Digital Media, Radio & Television Journalism, Advertising, Public Relations and Corporate Communication, New Media Technology and Online Journalism. The core strength of the school lies in its highly qualified and experienced faculty members who are drawn from both Academia and Industry. We at the Royal School of Communications and Media focus more on the industry-academia interface and hands-on practical exposure to understand the changing trends and nuances of the fastest-growing sector in media and entertainment industry. The classroom environment provides a conducive learning platform for our students to engage and articulate their ideas rationally. The learning process is enhanced through invited lectures and special classes by national and international eminent persons, industry experts, senior academicians, etc.

ABOUT THE FACULTY DEVELOPMENT PROGRAMME

Technological breakthroughs and shifting consumer behaviour are driving a seismic shift in the media and entertainment sector. The creation, distribution, and consumption of material are being transformed by emerging trends. The media landscape is changing quickly, from the rise of streaming platforms that are upending traditional media to the incorporation of immersive technologies and artificial intelligence. In addition to redefining how viewers interact with media, these shifts offer industry players new chances as well as difficulties. Staying aware of these trends is essential for organisations looking to innovate and prosper in this fast-paced market. This FDP will discuss on all the avenues of media and entertainment industry. An overview of the dynamic changes influencing the media and entertainment industry's future can be cultivated from the deliberations of this FDP. A discourse on the new scope of research and innovation in the media sector will also benefit the academicians and scholars across the country.

Beneficiaries

- Faculty Members
- Media Practitioners
- Research Scholars

Inaugural Session Keynote Speaker

Prof. (Dr.) Sanjay Pratap Singh
Director General and Vice Chancellor, Kaushalya:
The Skill University, Ahmedabad, Gujarat



Valedictory Session Keynote Speaker

Prof. (Dr.) K. G. Suresh
Vice Chancellor, Makhanlal Chaturvedi National University
of Journalism & Communication, Bhopal



- RESOURCE PERSONS -



Dr. Nirmala Mani Adhikary
Head, Department of Languages and Mass Communication,
School of Arts, Kathmandu University, Nepal

Topic: Universal Human Values (UHV) and the Role of Media

Dr. Pawan Koundal
Associate Professor,
Indian Institute of Mass Communication, Delhi

Topic: Digital Media: Prospects and Challenges



Prof. (Dr.) Amitabh Srivastava
Head, Department of Culture and Media Studies,
Central University of Rajasthan, Rajasthan

Topic: Role of Media in achieving Sustainable Development Goals

Dr. Sanjaya Kumar Sahoo
Dy. General Manager, Corporate Communications
Jindal Steel and Power Ltd.

Topic: Media Literacy: A vital Skill for Individuals to Thrive



Prof. (Dr.) Pitabas Pradhan
Aligarh Muslim University, Uttar Pradesh

Topic: Latest Trends in Communication Research

Prof. (Dr.) Manakunda Ravindranath
Centre for Media Studies, School of Social Sciences,
Jawaharlal Nehru University, Delhi

Topic: The Future Scope of Media & Entertainment Industry



REGISTRATION QR



REGISTRATION LINK

<https://forms.gle/9uWyADfT5Ttn2WNK8>

PAYMENT QR



PAYMENT LINK

<https://rgu.renocampus.com/events/event/22f9ed37-9a03-4de0-ada6-a0a146bd4fa6>

REGISTRATION FEE: ₹400 (GST as applicable)

LAST DATE OF REGISTRATION: 31ST AUGUST 2024

FOR FURTHER INFORMATION PLEASE CONTACT:

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