



CMS established in 1991, is a multi-disciplinary, research and facilitative think-tank. It endeavors to work towards **Responsive Governance** and **Equitable Development** through **Research, Advocacy** and **Capacity Building**.

CMS Academy is the capacity building wing of CMS, which is committed to implementing value based, well researched practical **Professional Development Programmes (PDPs)** that ensure successful careers. **Innovation and enhancing quality standards of the education system** in the country is the Academy's prime focus.

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The **Division of Communications, Media and Culture (CMC)**, rapidly developed into a major centre for research and learning after its foundation in 1978 in the **University of Stirling, United Kingdom**. Its research arm, the **Stirling Media Research Institute**, is internationally renowned, attracting many doctoral students, visiting scholars, and practitioners, from across the world. The Division's strong relationships with screen industries, public relations and journalism professionals are among its core strengths, along with its high-profile activities within international research communities.

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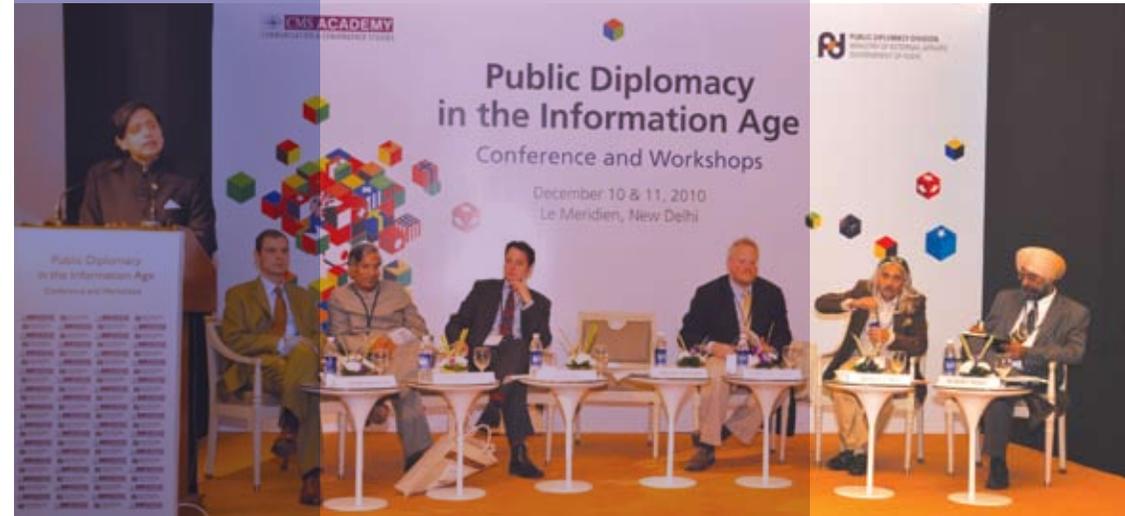
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Faculty Development Programme

To Support Research and Innovation in Media Institutions in India and United Kingdom



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Media education has undergone tremendous changes in title and the types of course available in an attempt to address the needs of a booming and dynamic media sector in India. The rapid mushrooming of media institutes (both public and private) in the country has meant a serious shortage of faculty and quality education. The faculty also struggles with the swiftly changing technology and specializations in this sector. Given the serious shortage of faculty, often teachers end up teaching subjects that they have very little practical experience of, which then results in students not really building job specific skills. The media market is therefore flooded by professionals who are basically generalists and need further training to really deliver quality work. In addition to this with no separate government body to regulate, media education suffers on a range of quality and standardization issues.

This project envisions faculty development as the mode to develop quality standards and standardizations in this diverse and dynamic media sector. This is based on the belief that faculty are key for enabling research culture and innovation in this sector. The Faculty development program will address emerging developmental needs of educators from the media sector in India with a special focus on News Media Education.

This collaborative project with United Kingdom will aim to apply knowledge of the United Kingdom's experience of media education to the process of mapping and evaluating the development of media education in India.



Objectives

- **Conduct research to identify key trends and quality issues in media education** in India and the UK, mapping the professional, institutional and industrial relationships which contextualize media education.
- **Review and analyze Skill Development / Higher Education sector experience**, compare delivery patterns and approaches, and document best practice in news media education in the UK and India.
- **Set goals and standards for media education** to enhance employability of news professionals through development of quality parameters in both Higher Education and Skill Development courses in India, and evaluate educational structures for best performance.
- **Create interactive training fora** for sharing best practices in both media education and in the pedagogical techniques which best enable faculty development.



Major Activities and Outcomes:

This project will have a **partnership approach** therefore all the diverse stakeholders including the Government, the Media Industry and the Mass Communication Institutes focusing on Journalism would be engaged through a **Stakeholder's meeting**. Involving all stakeholders' right from the beginning will give this project an opportunity to create **ownership of the vision** and also to **explore long term funding** for the project to make it sustainable.

Building Synergies

Stakeholders meet – A daylong meeting in New Delhi with approx 50 participants representing all stakeholders.

- Share Vision and finalize Project roll out plan
- Create Indian and UK Advisory Group to monitor and guide the project
- Project Sustainability and Fundraising

Conducting Research

Comprehensive Research on the following:

- Media Education in India and UK: Key Trends and Issues
- A Case Study of Media Education: Journalism Studies in UK Tertiary Education
- Review existing quality systems in India
- Training Needs Assessment of Indian News Media Faculty

The following activities will be undertaken to do this research:

- Interview with Experts, Industry and Government Officials
- Survey of Faculty, Media Graduates and Eminent Professionals
- Secondary Research and Interviews in United Kingdom
- Compile Research Findings and Write Papers

Building on Research Findings

- Draft and share **TOT plans for Indian News Media Faculty** based on research study findings.
- Collate important **quality parameters** and issues based on stakeholder's feedback during the research studies.

Sharing and Building Sustainability

- Sharing Research, **TOT Plan** and **Quality Parameters** with Indian and UK Advisory Group
- Initiate Indian Media Faculty Council Formation

Create Interactive Training Fora

- **Create the Interactive Website** – India's first Research and Pedagogical Resource for Media Educators
- Create the **Indian Media Faculty Council (IMFC)**
- **Orientation Seminar Event** for Faculty Development - Meeting of 100 participants including all the diverse stakeholders and lead UK partner.