



3-Day Online Workshop on
Media Research Methodology

Organized by
School of Media Studies
Central University of Kashmir

Date: 3, 4, 5th November 2020

Inaugural Venue: Online

Day 1: November 3 rd 2020		
<i>Time</i>	<i>Activity</i>	<i>Resource Person</i>
	Registration	
Inauguration Session: 1		
11:30AM–11:35 AM	Welcome Address	Dr. Arif Nazir <i>Head, DCJ, CUK</i>
11:35AM–11:40 AM	Introductory Note	Prof. Shahid Rasool <i>Dean, School of Media Studies, CUK</i>
11:40AM–11.50 AM	Special Address	Prof. G. M. Bhat <i>Director, Research & Development, CUK</i>
11:50 AM–12:00 Noon	Guest of Honor	Prof. Mohammad Afzal Zargar <i>Registrar, CUK</i>
12:00 PM–12:30PM	Key Note Address on <i>Emerging Media Research Scene</i>	Prof. Ashok Ogra <i>Advisor, Apeejay Education Society, New Delhi</i>
12:30 PM–12:55 PM	Presidential Address	Prof. Mehraj Ud Din Mir <i>Honorable Vice Chancellor, CUK</i>
12:55 PM–01:00 PM	Vote of Thanks	Mr. Shahnaz Bashir <i>Senior Assistant Professor, DCJ</i>
1:00 PM – 02:30PM	Lunch Break	
Session 2		
2:30 PM - 4:00 PM	Qualitative Research in Media- Learning Outcomes: Theoretical/Philosophical Perspectives	Dr. Debalina Dutta <i>School of Communication, Journalism & Marketing, Massey University, New Zealand</i> Moderator: Dr. Asif Khan, <i>Senior Assistant Professor, DCJ</i>

Day 2: November 4 th 2020		
Session 3		
11:30 AM–01:00PM	Imagining Research in Communication	Prof. Biswajit Das Founding Director of Centre for Culture, Media & Governance, Jamia Millia Islamia, New Delhi Moderator: Dr. John Babu Koyye, <i>Senior Assistant Professor, DCJ</i>
1:00 PM- 2:30 PM	Lunch Break	
Session 4		
2:30 P - 4:00 PM	How to conduct Interviews: Learning outcomes	Dr. Debalina Dutta School of Communication, Journalism & Marketing, Massey University, New Zealand Moderator: Dr. Nookaraju Bendukurthi, <i>Assistant Professor, DCJ</i>
Day 3: November 5 th 2020		
Session 5		
11:30 AM– 1:00 PM	Statistics in Research	Prof. Auqil Ahmad <i>Aligarh Muslim University, Aligarh</i> Moderator: Shahnaz Bashir <i>Senior Assistant Professor, DCJ</i>
1:00 PM- 3:00 PM	Lunch Break	
Session 6		
3:00 PM – 4:30 PM	Imperatives for Interdisciplinary & Multidisciplinary approaches in communication studies & Research	Prof. Sunil Kanta Behera <i>Dept. of JMC, Tezpur University</i> Moderator: Dr. Asif Khan, <i>Senior Assistant Professor, DCJ</i>
4:30 PM – 4:45 PM	Valedictory & Vote of thanks	Prof. Shahid Rasool <i>Dean, SOMS, CUK</i>
Thank You		