

‘Governance and Diversity: Comparing Media Systems’
INDO-SWISS BI-NATIONAL SEMINAR
ORGANISED BY CCMG (JMI) & IPMZ (UOZ)
JAMIA MILLIA ISLAMIA, NEW DELHI-110025
FEBRUARY 16-17, 2010

PROGRAMME
DAY 1
16 FEBRUARY 2010

INAUGURAL SESSION
(10:00am-11:00am)
VENUE: TAGORE HALL, DAYAR-E-MIR, JMI

1000: Welcome – Prof Biswajit Das (Director CCMG, JMI)
1010: Chair’s Remarks – Shri Najeeb Jung, IAS (Vice Chancellor, JMI)
1020: Inaugural Address - Prof. Ved Praksah (Vice Chairman, University Grants Commission)
1040: Signing of MoU

TEA BREAK 10:45 – 11:00

Session 1: “Culture, Diversity and the Media” 11:00-13:30
Chair: Prof. Yogendra Singh, Professor Emeritus, JNU

1. *Dealing with Diversity: How Switzerland provides mass communication in a fragmented media system*
 - Matthias Künzler, University of Zurich
 2. *Media, Democracy, Diversity*
 - Biswajit Das, CCMG,JMI
 3. *Public Order and Media Regulation in Plural Societies*
 - Mithran Tiruchelvam , CCMG,JMI
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LUNCH 13:30-14:30

Session 2: “Researching Broadcast News” 1430-1730
Chair: Prof. Michael Latzer, University of Zurich

1. *Comparing Political News Cultures: Western Perspectives. And beyond?*
 - Frank Esser , University of Zurich

2. *Towards a Political Economy of Television News in India: The Corporatization of News Content*
 - Saima Saeed, CCMG,JMI

3. *Constructing the middle class audience: The end of imagination in Indian television newsrooms*
 - Somnath Batabyal, Adjunct Fellow, CCMG,JMI

HIGH TEA (NEHRU GUEST HOUSE)- 1800

DAY TWO

Session 3: “The Economy of Meaning” 1000-1200
Chair: Prof. Maitreyee Choudhuri, JNU

1. *Comparing Advertising Systems*
 - Gabriele Siegert, University of Zurich

2. *Mediated Cultural Diversity: The Case of the National Rural Health Mission*
 - Devalina Mookerjee, CCMG

LUNCH 1200-1300

Session 4: “Institutional Reform and Governance” 1300-1500
Chair: Prof. Frank Esser

1. *Diversity in Broadcasting Policy: Actors, Issues and Advocacy*

- Supriya Chotani, CCMG, JMI

2. *Emerging Governance Patterns for Convergent Communications Markets*

- Michael Latzer, University of Zurich

TEA BREAK 1500-1515

Session 5: “Institutional Reform and Governance” 1515-1715
Chair: Prof. Biswajit Das

1. *In the Aftermath of Deregulation: TV Distribution as a Vantage Point*

- Vibodh Parthasarathi, CCMG, JMI

2. *Comparing Media Policy and Regulation*

- Manuel Puppis, University of Zurich

Wrap Up

Reception by Prof Helvetia (By Invitation at IIC Annexe) 1930

Seminar Co-Conveners:
Vibodh Parthasarathi & Manuel Puppis

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