

IAMCR Ambassador Strategic Plan

1. Identification

Name and Surname:	Prof (Dr) Surbhi Dahiya
Country/Region:	India
Affiliation:	Indian Institute of Mass Communication (IIMC)
Position:	Professor and Course Director, English Journalism
Years that this Strategic Plan Covers:	2022-24/25 (starting from the day of becoming ambassador 2021)
Have you been an IAMCR Ambassador before?	No
Type of Ambassador that this Strategic Plan Covers:	IAMCR faculty ambassador

2. Motivation

Please briefly explain why you wish to become (or continue to be) an IAMCR Ambassador.

I really wish to be IAMCR Ambassador because of two reasons.

1. I have a long association with IAMCR, so I want to promote its activities in India as it gives international exposure to faculty members in India and they can improve on many parameters. Peer group learning is very important.
2. I wish to promote Indian scholarship abroad. We have eminent faculty doing great work in India but they are not well connected with the world.

3. Activity plan

Please describe the regional/national IAMCR events that you plan to organise on a yearly basis (Task 3), for the duration of your appointment as IAMCR ambassador. Mention the timeframe, possible themes and how the events will be financed.

Tentative topics and tie ups for funding/ arrangements in kind

2022-

Regional: Panel Discussion on Status of Media and Communication Research in India (will tie up with other Universities)

National: Conference on “Adoption of Emerging Technologies (Topics)’ in media education curriculums in India. (will tie up with digital Media houses)

2023-

Regional: Workshop on “Combating Fake News” (Will tie up with Google newslabs)

National: Hybrid newsrooms and Blended Classrooms: Post Covid Impact (will tie up with media houses/ universities)

2024-

Regional: PR and Image Building (Will tie up with PRSI, India)

National: Conference on Indian Media Industry and Ownership Patterns (will tie up with Exchange 4 media)

Please describe how you seek to contribute to IAMCR membership increase and retention (Task 1 and 4), for the duration of your appointment as IAMCR ambassador.

Communicating the existence of IAMCR to the outside world, and promoting its activities-

Actively contributing to IAMCR membership increase and retention

I am well connected with the academicians in India teaching Journalism and Mass Communication. In fact I have compiled a compendium of all Media Educators in India (nearly 3000). It is known as “**Connecting Threads**”. It was published in 2019 by Business world and E4M. (<https://e4mevents.com/indian-media-educators-directory/>). So I can motivate many new scholars to be a part of IAMCR. And I will honestly promote all activities of IAMCR and different sections and working groups. I also initiated Media awards in India in 2019 along with Exchange4 media and was a jury member for the same.

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the **MEDIA EDUCATORS DIRECTORY**

CONNECTING THREADS
A COMPENDIUM OF INDIAN MEDIA EDUCATORS

By **DR. SURBHI DAHIYA**,
Course Director and
Associate Professor,
Department of English, Institute of
Mass Communication (IIMC),
Delhi University

This initiative is an attempt to compile the profiles of media educators statewide for creating a database of Universities and Institutes offering different courses. Faculty names, designations, contact details and short bios including subject expertise. It covers Central Universities, State Universities, Affiliated Colleges, Autonomous Institutes and Private Colleges offering courses in Media Studies, Journalism and Mass Communication. Teaching a step closer towards networked Indian media educators, it shall also build a sense of bonding amongst the media educators' fraternity and help in establishing support, organizing conferences and seminars, student and faculty welfare, sharing experiences, highlighting achievements and addressing concerns.

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I personally feel that scholars from India should represent the country at IAMCR every year. Having worked with many private colleges, Delhi University for 8 years as Assistant Prof and now working as an Professor with IIMC, I can well define the reasons of current gaps and opportunities that the academicians get in India. Key target groups can easily be identified on the basis of the data that I have compiled.

Please describe how you will realize the remaining 6 Ambassador Tasks (2 & 5-8).

Communicating with IAMCR members- I am well connected with IAMCR members, nationally as well as Internationally. We also have a separate whatsapp group of IAMCR Members and 5-6 groups of Media Educators of India (having 256 members each) . I am the admin of three such groups and have a wide reach as far as faculty and students are concerned. I will update all IAMCR activities to the members in India and try to convert non members to active members. I will also communicate with people who have the potential for being IAMCR members.

Organising at least one regional/national IAMCR event per year- I assure you that I will organize more than one Regional/ National IAMCR event per year and try to involve Indian scholarship to the best of my ability. I will also try to get it maximum coverage in Indian newspapers and digital portals. These events will be carefully thought events, well planned, structured and well implemented with lot of news coverage.

Connecting IAMCR to relevant regional/national associations- I already have contacts and good relations with many Indian associations. I will introduce IAMCR to all associations working in India. Also, I will tie up with these associations to host different programmes in India.

Collaborating with other ambassadors where possible- I am aware of the FB group created by Prof Graham Murdock. Will join that group to be in touch with other ambassadors and will

collaborate with them wherever possible to organize quality programmes. I am also a SUSI scholar from India for the study of US Institutes in the year 2017, so I am in touch with many other SUSI scholars and alumni.

Reporting relevant information to IAMCR entities (EB, IC, C/TF/C, S/WG, ...)-I will report all the relevant information to IAMCR entities and seek advice on every matter.

Planning and reporting ambassador activities – I wish to plan and organize many activities with permission of IAMCR President and other members and will keep reporting about them in advance. I plan to organize various seminars, symposia, webinars, conferences, Roundtables, panel discussions etc. Please let me know if there are any funds available for this, else I will tie up with local bodies to generate funds to organize events.