Chapter 3
A J K Mass
Communication and
Research Center
The Mass Communication Research Centre was established in 1982 (it started functioning in 1983) by Anwar Jamal Kidwai, the then Vice Chancellor of Jamia Millia Islamia. He later became the Chairman of the Centre. Among other things Jamia is today primarily known for its mass communication courses. In recognition of AJK’s contribution in giving Jamia a premium centre of learning the Centre was renamed Anwar Jamal Kidwai Mass Communication Research Centre.

He had visualised the Mass Communication Research Centre as a continuing endeavour to engage with the common people of India. He was aware of the increasing realisation in the country that mass communication was an essential catalyst for social development and change. He saw it as an integral part of popular culture.

Through Statute 22 of the Jamia Millia Islamia Act, the AJK Mass Communication Research Centre was recognised as an autonomous unit of the university with a Board of Management for supervising its functioning.

The AJK MCRC was set up in collaboration with York University, Toronto (Canada) and the Canadian International Development Agency (CIDA). Under the agreement CIDA gifted MCRC a wide range of sophisticated media equipment for its studios, editing set ups and outdoor production work while York University provided the first generation of teachers. The energetic team was led by the reputed documentary filmmaker, Professor James Beveridge who was a close associate of John Grierson, the pioneer of documentary film-making.
The AJK MCRC was established at a time when the country was rapidly expanding its communication infrastructure. The period witnessed an exponential growth in the field of electronic media. The ‘liberalisation’ of the airwaves in the nineties led to a proliferation of satellite television channels. This development created the need for improving and expanding the existing communication infrastructure. It also fuelled the demand for better and sophisticated software.

Despite the multiplicity of TV channels and programming options there still remains an enormous need for innovative non-fiction/fiction content, particularly in areas of social concerns and education. Thus, creating a generation of film-makers and media professionals who would address these issues became a primary objective of MCRC.

To strengthen the foundation of university-based media education UGC set up programme production centres in different universities. The first such centre was set up at the MCRC. As a result, apart from being a teaching institution, the MCRC became a leading production center of educational programmes.

The UGC took the responsibility of providing the Centre with a building and meeting its recurring annual expenses. In 1991-92, there was a large and generous gift of audio, video and film equipment under Japanese aid which enabled the Centre to update two television studios, a post-production studio, a radio studio and a large facility for audio-visual production based on still photography. In 2004, 2005 and 2006 the Centre received substantial financial assistance from the Ministry of HRD, the UGC and the Ford Foundation for upgrading its facilities. These grants have enabled the Centre to introduce digital technology for imparting instructions in all spheres of television, radio, photography and film production. In addition, UNESCO has given MCRC a grant for
introducing a research and training project.

The Centre undertook a massive expansion programme in 2006 and it has built:

- Four air-conditioned new classrooms equipped with state-of-the-art screening facilities.
- An air-conditioned Multimedia News Lab for the students of journalism with 50 workstations.
- An air-conditioned Animation Lab for the students of animation.
- An air-conditioned Digital Photography Lab for the students of still photography.
- New air-conditioned buildings for media library and the newly created Media Resource Centre.

COURSES OFFERED IN MCRC

- Ph.D. (15 seats)
- M.A. in Mass Communication (50 seats)
- M.A. in Convergent Journalism (20 seats)
- P.G. Diploma in Development Communication (40 seats)
- P.G. Diploma in Still Photography (20 seats)
- P.G Diploma in Graphics and Animation (20 seats)

Teachers and Library Staff

MCRC has a good and impressive teaching and library staff in its centre for providing better teaching and library services to its students. The staff includes 7 professors, 3 assistant professors, and two associate professors. All of them are specialized in various discipline in the area of Mass Communication. The library staff includes 1 media librarian, 1 assistant media librarian and 2 library attendant. The librarian and other staff is well qualified and trained. They are ready to provide better services and facilities to the students in the library.
Media library of MCRC

The media library has a large collection of books, journals, films, video cassettes, audio cassettes, stock shots, and press clippings for the exclusive use of students of MCRC. It caters to the production and professional needs of the students and producers. Students are entitled to use the Zakir Hussain Library of the university for their wider intellectual interest.

Media library can be described as a library having collection of video, audio and multimedia sources of information including print sources of information such as books, journals, magazines other information sources. These media resources (non-print) initially available on tapes, film spool etc but with IT revolution these information sources are available on digital media such as CDs, DVDs, DVCs (digital video cassettes) and video cassettes. The media library contains the printed and non-printed sources including audio-visual collection. The non-print and printed material in a media library covers a wide range of information sources in support of teaching and learning needs of the faculty members and students of that particular institution. Media resources in a library include video cassettes, DVDs, films, audio and video cassettes, slides and computer software. In printed material, a media library include information sources such as textbooks, journals, encyclopedias, newspaper, magazines and other printed material which may be helpful for the study purpose of the students.

Media library of MCRC is a specialized library in its field. The library was started as an integral part of MCRC since its foundation in 1982. The media library has good collection of current books and journals and other non-book material in the discipline of Mass Communication. The collection of library is acquired through an adhoc grant of 2 lacks for
books and 2.5 lacks for journals. Media library has a media lab for various practicals and other project work for the students. Media lab has 35 system with internet connectivity. Media library and media lab has total 40 computer system with Intel Pentium CPU. There are also 4 HP laser printer for the printing facility. These computer system has windows XP and windows 7 operating system.

SERVICES PROVIDED BY MEDIA LIBRARY AT A GLANCE

Some services provided by media library are as follows:-

- Circulation service
- Reading room service
- Inter Library loan service
- Reservation of document service

OTHER FACILITIES IN MEDIA LIBRARY

Following facilities are provided for the users by the media library:-

Air Conditioner

Four air Conditioners of two ton capacity have been provided and installed in media library and 4 air conditioners of 2 ton capacity have been provided and installed in media lab so that the user can do their work in a relaxed and cool environment.

Generator

To keep uninterrupted power supply for project work as well as to avoid inconvenience to user at the time of power failure, a generator set has been installed in MCRC

Internet

Efforts to be connected to the global information network through INTERNET by a campus wide network with the help of LAN is being made.
Timings
The library remains open from 9 a.m. to 5 p.m. on all working days besides Saturday and Sunday as Jamia is closed these days.

COLLECTION OF THE MEDIA LIBRARY
Media library of MCRC has a good collection of books, journals, non-print material and other reference sources such as dictionaries, encyclopedias and different types of magazines and newspapers. The collection of the library is divided into two categories:

- Printed collection
- Non-printed collection

Printed Collection
Media library of MCRC includes textbooks, encyclopedias, journals, dictionaries, magazines and newspapers in its printed collection. The arrangement of collection on the shelves is according to UDC and they use AACR2 for the cataloguing of their collection. The detail about this collection is as follows:

- Textbooks
Media library of MCRC has a very good collection of textbooks according to the needs of the students. There are approximately 7000 textbooks in their textbook collection. Recently, there are books on various media subjects such as communication research, journalism, news writing, broadcasting, radio, television, film editing and making, script writing, video editing, and video making. Most of the collection of textbooks is acquired by the foreign publisher.

- Journal collection
The media library has an impressive collection of journals. It has acquired total 45 journals out of which 10 journals are monthly, 4 are quarterly, 12 half yearly, 3 are weekly, and six are annually. The total
collection of bound volume journals in the library is 2500. Some of the journals acquired by the library are as follows:-

- Sound on sound
- Popular photography
- Broadcast and cable sat
- Sight and Sound
- Photo Technique
- British Journalism
- Journalism
- Electronics for you
- Mass Communication
- Journal of Broadcasting and Electronic Media
- Journal of Mass Media Ethics
- Journal of Media Economics
- Mass Communication and Society
- Popular Communication
- The Communication Review
- International Journal of Media Management

- **Encyclopedias and Dictionaries**

The media library of MCRC has one volume of The International Encyclopedia of Communication (2008) and its back volumes and one volume the Oxford English Dictionary.

- **Newspapers and Magazines**

The media library of MCRC subscribes to 10 newspapers and 5 magazines on a regular basis. It has acquired 7 newspapers in English, 2 in Hindi and 1 in Urdu. The name of the newspapers and magazines are as follows:
English news paper

- The Times of India
- The Indian Express
- The Hindustan Times
- The Hindu
- The Employment News
- The Statesman
- Asian Age

Hindi Newspapers

- Dainik Jagran
- Amar Ujala

Urdu Newspaper

- Rashtriye Sahara

Magazines in the media library

Following magazines are acquired by the Media library of MCRC

- India Today
- Outlook
- Yojna
- Tahelka
- Hans

Non-Print Collection in the Media Library

The non-print collection in a media library includes video-cassettes, audiocassettes, DVDs, CDs, DVCs, VHSs, microfilms and microfiches. The non-print collection of media library of MCRC includes:

- 500 DVDs
- 600 VHSs
- 550 DVCs
So the total non-print collection in the library is 1650. These collection is available for the users of media library for their study/teaching and research propose. The user can borrow these material for their study purpose but they can use it only in the library. These sources are not provided to the users for their study purpose at home.
REFERENCES