

Prof Durrani delivers Lecture at IUST

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Awantipora: Noted academician, Prof. N.A.K Durrani Thursday delivered a lecture on Research Methodology here at Islamic University of Science and Technology. The lecture was organized by the Department of Journalism and Mass Communication, IUST to help the students understand different aspects of research methodology in the field of media studies.

Prof Durrani urged students to focus on selection of topic and sampling. Objectivity in research is a must. So a researcher should do away with the pre-conceived bias about any topic to be selected for research, he said. He also detailed about the research areas to be taken in the field of Media research and analysis. It is pertinent to mention that Prof Durrani is the author and editor of 8 books on media studies and also wrote 2 monographs.

He is a member of several High power research and academic committees in universities across India. He also serves as a media advisor to the vice-chancellor of Aligarh Muslim

University from 2007-2012. His thrust areas are Communication theories, TV production and Media research.

Courtesy: <https://kashmirobsrver.net/2013/06/28/prof-durrani-delivers-lecture-at-iust/>