

Weeklong National Workshop on Communication Research begins at IUST

Awantipora, Aug 31: A weeklong workshop on communication research, tools, methods, and approach commenced at the Islamic University of Science and Technology (IUST) here on Tuesday. The workshop is organized by the Department of Journalism and Mass Communication. More than 80 participants from different universities have registered for the workshop wherein extensive lectures on communication research, tools, methods, and approach will be delivered by academics from various renowned institutes of the country.



During the inaugural session, Vice Chancellor, IUST, Prof. Shakil Ahmad Romshoo congratulated the Department for organising the workshop on the important theme and elaborated on the need for good research in various fields in the University.

"Better communication is important in every field and many of our issues would be solved if we know how to communicate properly", he added.



He cited the example of Covid-19 pandemic which taught us how to effectively communicate with students and research scholars. He further added that latest technologies about communication needs to be used by researchers to enhance the quality of research and better outcomes. They should be able to identify the right problems which has relevance for the society and provide practical solutions.

Commenting on research methodology, Prof. Romshoo, said that scholars and researchers need not lock their brains by relying on outdated methodologies but should update their skills and

methods in the light of the latest tools and techniques.

The keynote speech of the inaugural session of the workshop was delivered by the former Chairman, Department of Mass Communication Aligarh Muslim University, Prof Shafey Kidwai, who deliberated on the emerging trends in communication research. I/C Head DJMC, Dr Ruheela Hassan briefed the participants about the aims and objectives of the workshop.

In addition to Vice Chancellor IUST, Registrar IUST Prof. Naseer Iqbal, Dean Academic Affairs Prof. A. M. Shah, Dean Research/Controller of Examinations Prof. H. R. Naik, Dean School of Engineering and Technology Prof. A. H. Moon, Dean School of Humanities & Social Sciences, Prof. A. S. Bhat also spoke on the occasion. I/C Dean of Students Dr Anisa Jan, Finance Officer Mr Sameer Wazir, Head DJMC Dr. Ruheela Hassan and senior faculty member Dr. Monisa Qadiri, Dr Asifa Baba, Dr Irfani Rahim were also present at the inaugural session.

Issued Through Public Relations