

India: Media, Culture, Communication

The 2009-10 Intersession in India runs for four weeks from late December 2009 - late January 2010, and is based at the Xavier Institute of Communications, in Mumbai (Bombay), India. The program is designed to provide students with a rigorous academic experience in one of the most dynamic cultures in the modern world. A mixture of old and new, rural and urban, spectacularly wealthy and brutally poor, eastern and western, India is a unique destination in the world for an undergraduate student to be able to study. Greater understanding by Americans of this populous and powerful country will be critical during the XXI century.



CLASS: CMAT 399 International Communication. India: Media, Culture, Communication. This course will explore India and its culture through the lens of its media and communication. Students can explore these facets in general or by choosing their focus of study through specifics such as Journalism, Public Relations, TV/Film/Audio Production and Advertising & Marketing. For example, any student interested in India can look at the culture in a generic way whereas a Journalism student can study the culture of India by examining how newspapers and other media communicate with the masses; similarly PR/Advertising students can study the effects of advertising and how they communicate and weave into the cultural aspects of India whereas, a TV student may opt to produce a documentary on the media, communication or the cultural aspect.

HOST INSTITUTION: The Xavier Institute of Communications (XIC), established in 1969 is a professional media centre and is an autonomous educational unit of the Bombay St. Xavier's College Society Trust, which comprises St. Xavier's College, the Institute of Management, the Institute of Counseling & the Heras Institute of Indian History and Culture. By virtue of its course offerings and enrolments, XIC ranks among the biggest non-government media centers in Asia. XIC currently offers courses in Journalism, Public Relations, TV/Film Production, Digital Animation and Advertising & Marketing. Mumbai is the capital of the Indian state of Maharashtra and the financial capital of India. Mumbai is one of the world's top ten centers of commerce by global financial flow, home to such important financial institutions as the Bombay Stock Exchange and the corporate headquarters of many Indian companies and numerous multinational corporations. Mumbai is also the commercial and entertainment center of India: The city houses India's vast Hindi film and television industry, known as Bollywood (Mumbai is the setting for the Oscar winning film Slumdog Millionaire.) India, currently, is the largest producer of films, producing well over 360 films a year. Mumbai's business opportunities, as well as its high standard of living, attract migrants from all over India and, in turn, make the city a potpourri of many communities and cultures. Mumbai, thus, provides a perfect locale for immersion studies.

EXCURSIONS: The travel component within India is still under development and will be finalized in the fall 2009, but will certainly include explorations of India's history, culture, art, and nature, from abandoned seats of empire to one of India's most vibrant modern cities, from nature parks to ancient Buddhist caves. We will see the ancient Buddhist and Hindu caves of Ajanta (where paintings inside the caves have lasted nearly 2,000 years) and Ellora (where astounding temples were carved out of solid rock). We will also visit the abandoned temple city of Hampi, a hauntingly beautiful capital of a vanished Hindu empire, spread across 28 square miles. We will take a third trip to Shakti Yoga Ashram at Lonavla, just outside of Mumbai, which will offer a holistic view of life, together with insights into Indian culture, music and art. Of course, for those fascinated by more urban haunts, we will explore Mumbai (Bombay), which will be our back yard, so to speak.

HOUSING: During their stay in Mumbai, students live in the international student dormitories and youth hostels. Hotel accommodation will be provided during excursions.

COST: Costs will be finalized in the fall 2009. The price will include round-trip airfare, room and partial board in India, in-country travel and lodging during the excursions, and extensive travel assistance provided by the SU faculty director, and XIC.

DEPOSIT AND PAYMENT INFORMATION: An initial deposit of \$250 is due at the time of application. This deposit is part of the total advertised cost of the program. Once a student is academically admitted by the faculty director, the initial non-refundable deposit is due to the Cashier's Office. The student will be automatically enrolled into the study abroad course. The University Billing Office will then bill each registered student for the total cost of the study abroad program (less the deposit amount) through the regular university billing system. Standard University deadlines for withdrawals do not apply to study abroad programs. **Once the published Application Deadline occurs, the accepted student is responsible for the entire amount of the study abroad program charge.**

APPLICATION INFORMATION: Application forms are available at the Center for International Education or from the faculty director. Completed application forms are currently being accepted by the faculty director or by the Center for International Education. Students should also submit a completed faculty recommendation form from a faculty member who knows the student well. Admission is competitive and enrollment is limited. Students will be admitted on a rolling basis until the program is full. The application deadline is October 1, 2009. For more information see the program website at http://www.salisbury.edu/intled/studyabroad/winter/cmata_india.html. All questions concerning the program should be addressed to the program director:

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