

# Purdue University Northwest professor conducts media workshop at Bayan College

Purdue University Northwest Media Studies and International Communication professor Dr Lee Artz conducted a three-day workshop at Bayan College. The workshop was conducted for the students and academic staff of Media Studies Department.

The first day session was exclusively for the students on the application of media theories in their respective specialisation. "Whether a student is doing Public Relations, Journalism or Advertising, it is fundamental for them to offer the five core courses because they act as comprehensive subjects that are helpful in making students approach and apply the theories and concepts in their respective specialisations," said Dr Artz who is also the director of Graduate Studies, School of Communication and Creative Arts at Purdue University Northwest.

On the second day of the workshop, Dr Artz underscored the importance of curriculum review of some of the media and communication courses so as to



meet the ever changing job market demands.

The workshop which was part of the annual activities conducted by Purdue University delegates.

Dr Artz emphasised that for media and communication students offering different majors or concentrations, there are certain core courses that are mandatory in laying a firm foundation in media and communication

studies.

According to Dr Artz, the five core courses constituting 15 credit hours include Theories of communication, Media and Society, Research Methods, Principles of Persuasion and Capstone as a graduation project.

The professor also pointed out that it is advisable to involve students in individual or group projects that will enable them to come up with professional media

and communication products.

The acting head of Department of the Faculty of Media at Bayan College Dr Abhishek Singh said that through the workshop and close corporation between Purdue University and Bayan College, the faculty members and students of the latter are to benefit from the expertise of Purdue University Northwest, which is a leading university in the US.