



Azim Premji University

presents

"THE CONVERSATION"

A Brief Introduction and Interactive Session

Speaker

Kashish Gupta

Journalist and Former Anchor, NDTV

Date: June 22 2016 (Wednesday)

Time: 2.00 pm to 3.00 pm

Venue: Room 617, Pixel B, Azim Premji University

About The Conversation

The Conversation (theconversation.com) is an independent and not-for-profit platform for informed commentary and analysis written by academics, curated and edited by experienced journalists and delivered to the public. Our aim is to build community understanding of complex issues and promote high quality public discourse and policy.

Building on the success of *The Conversation* in Australia, we are creating a global network and have further editions in the UK, US, Africa and France. We aim to launch our India edition later this year. And for that to be successful, we are hoping to build partnerships with prestigious universities in the country.

A few of the India-related examples can be found below:

https://theconversation.com/search?q=india&language=en&sort=relevancy&date=all&date_from=&date_to=&type=all

Here are what we believe are the key advantages for academics:

- 1) A public platform to write on topics of their expertise and research areas - academics can weigh in on/analyse/explain current news headlines
- 2) Can publish original research work they've done and get a global audience for it, beyond the recognition of their community peers

3) Our free-to-share Creative Commons allows dissemination of their articles on numerous news websites within India such as Scroll, The Wire, The Hindu, The NewsMinute among others

4) Articles published have a global outreach. In numbers this means 3 million unique visitors to our site and a broader reach of 30 million taking into account republication. We have been republished in major sites such as The Washington Post, The Guardian, Time, CNN, BBC, The Huffington Post, Scroll, The Wire.

5) Other media platforms like TV, print, radio etc often use The Conversation to identify expert voices for comments and quotes for their articles or appearance on TV panels.

6) We can also organise a few media workshops over a period of time to help train your academics to write for the general public.

7) Academics can track the republishing and readership of their articles in real time.

About the Speaker

Kashish Gupta is leading the efforts to bring The Conversation to India. She is an Indian news journalist who has worked in television (www.ndtv.com) for 10 years and covered practically every beat ranging from education, health, crime, poverty, elections, politics, development, environment, aviation to technology and social media. She has travelled extensively in Uttar Pradesh while she was a reporter there for 2 years. (some of her work: <http://youtu.be/GHrpmzy3Y3g>). Subsequently, she took on an editorial/anchor role and hosted her own daily show for 15 months - The Social Network (<http://www.ndtv.com/video/list/shows/the-social-network>)