

M4C Collaborative Doctoral Award- Assessing Ethnic Media’s Impact on British Asian Communities in the Midlands using the Anita Anand Archive.

Project Title			
Assessing Ethnic Media’s Impact on British Asian Communities in the Midlands using the Anita Anand Archive.			
LEAD INSTITUTION			
Name of HEI institution	De Montfort University		
Lead regional city	Birmingham <input type="checkbox"/>	Coventry <input type="checkbox"/>	Leicester <input checked="" type="checkbox"/>
PARTNER ORGANISATION			
Name of organisation	Sampad		
Website URL	https://sampad.org.uk		
THE RESEARCH PROJECT			
<p>The Cinema and Television History Institute’s Anita Anand Archive (1995-2004), located at De Montfort University’s Special Collections, presents a rare opportunity to analyse factual programming that addresses the challenges and aspirations of British Asian communities in the nineties and noughties.</p> <p>Drawing on this unique archive of early ethnic current affairs TV programming we invite a PhD researcher to work with both DMU and Sampad, a South Asian arts and heritage organisation based in the West Midlands, to engage different generations of British Asians in the M4C region with this broadcasting legacy. In return the prospective student is offered training and an internship with a high-profile regional partner to develop dedicated community projects and public events and gather audience research for their study.</p> <p>Broadcast news and current affairs archives are invaluable resources that document important periods of transformation in culture and society. However, whilst the reception of ethnic media has received some attention in recent years (eg Dudrah 2002 & 2005), it is largely understudied.</p> <p>This project is unique and allows a student to focus on the current affairs programming of a dedicated Asian broadcaster in the UK media ecology in a period of political transition in the late 1990s. Anita Anand (now at the BBC) was Zee TV Europe’s Head of News and Current affairs between 1995 and 2004. The PhD’s archival focus will be augmented by interviews with Anand and her contemporaries to assess the role of Anand’s political journalism and examine the impact Asian-specific news had in the run-up to the 1997 General Election in confronting the major political parties to address the concerns of the British South Asian electorate. Anand fronted the current affairs talk show <i>The Big Debate</i> and presented the <i>Raj Britannia</i> series – 31 documentaries chronicling the political aspirations of the Asian community in the most marginal constituencies in 1997. This project assesses the legacy of that groundbreaking intervention.</p> <p>The study will culminate in a in a conference pairing Anita Anand with Anita Bhalla OBE, a former BBC broadcaster and founder of BBC Asian Network in the West Midlands.</p> <p>Key Research Questions are:</p>			

- What was Anand's programming strategy at Zee TV and how did it seek to engage its core audience?
- How did the social, cultural, political and broadcasting context enable the critical intervention of Anand's news programming in the 1997 General Election?
- What can an analysis of Anand's news programming reveal about the political, social and cultural aspirations of British Asian communities in the nineties and noughties?
- How has the legacy of Anand's work shaped ethnic media news for inter-generational British Asians?

Methodologically, there are four strands to the project:

1. UK ethnic broadcasting history and theory (led by Aujla-Sidhu at DMU) to provide research grounding in concepts and methods appropriate to analysis of race and ethnicity in TV broadcasting.
2. Content analysis of Anand's programmes (led by Aujla-Sidhu at DMU)
3. Oral history methods (led by Smith and Jones at DMU) to inform original interviews/focus groups and follow-up interviews from the community events (in collaboration with Sampad)
4. Event management, community engagement and media project skills, from Sampad.

Supervisory Team

The supervisory team will consist of Professor Justin Smith and Dr Gurvinder Aujla-Sidhu (De Montfort), and Sabra Khan (Executive Director, Sampad).

The Successful candidate

The successful candidate will require a familiarity with television history, preferably with an interest in broadcast journalism, ethnicity and audience studies. You will normally possess a first degree (2:1 or above) as well as an MA or equivalent. Some knowledge of Hindi or Urdu will also be an advantage. Multimedia skills will also be beneficial.

HOW TO FIND OUT MORE

Lead HEI Supervisor:	Justin Smith
Lead HEI Supervisor Email:	justin.smith@dmu.ac.uk