

# Manual for Educational Media Researchers: Knowing your Audience



**THE COMMONWEALTH *of* LEARNING**

**Commonwealth Educational  
Media Centre for Asia**

**THE COMMONWEALTH of LEARNING (COL)**, Vancouver, Canada established The Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi in 1994. The Commonwealth of Learning (COL) is an intergovernmental organisation created by Commonwealth Heads of Government to encourage the development and sharing of open learning/distance education knowledge, resources and technologies. COL works with Commonwealth nations to improve access to quality education and training.

#### **COL Mission**

Recognising **KNOWLEDGE** as key to cultural, social and economic development, The Commonwealth of Learning is committed to assisting Commonwealth member governments to take full advantage of open, distance and technology-mediated learning strategies to provide increased and equitable access to education and training for all their citizens.

#### **CEMCA Mission**

In consonance with the mission of the Commonwealth of Learning, the Commonwealth Educational Media Centre for Asia promotes the meaningful, relevant, and appropriate use of information and communication technologies to serve the educational and training needs of Commonwealth member states of Asia.



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