

# SURENDRANATH COLLEGE DEPARTMENT OF ENGLISH



## SPEAKER

IN COLLABORATION WITH IQAC

Organizes  
Online Lecture on

July 26  
At 6 PM

## Media and Mass Communication



**MRS. AUNSHUMITRA MUSTAFI**

Full-time Lecturer  
Department of Journalism and  
Mass Communication  
Surenthranath College  
24/2 M.G/. Road, Kol- 700009

## **ACTIVITY REPORT**

Name of the Event: Online Extended Lecture

Topic: Media and Mass Communication

Invited Speaker: Aunshumitra Mustafi, Full-Time Lecturer, Department of Journalism and Mass Communication, Surendranath College, Kolkata.

Date: 26.07.2021

Time: 6 pm

Webinar Platform: Zoom

Organized By: The Department of English, Surendranath College, Kolkata (in collaboration with the IQAC)

Number of Participants: 36-40 approx. (only for 6th Semester English Hons. students)

### **Summary:**

Mass communication is institutionalized and source specific. It functions through well-organized professionals and has an ever increasing interlace. Mass media has global availability and it has converted the whole world into a global village. A qualified professional can take up a job of educating, entertaining, informing, persuading, interpreting, and guiding. Working in print media offers the opportunities to be a news reporter, news presenter, an editor, a feature writer, a photojournalist, etc. Electronic media offers great opportunities of being a news reporter, news editor, newsreader, programme host, interviewer, cameraman, producer, director, etc.

The speaker provided the students with the meaning and importance of communication and mass communication, their functions, its elements and kinds, and its importance in the society to uphold democracy. The speaker also noted that - A doctor speaks on radio or television or writes in a newspaper about how to prevent a disease. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. Thereby, the farmers are educated. All the commercial cinema, television serials and music programmes are entertaining. The channels are the means through which messages are sent. These may be newspapers, films, radio, television or the internet. Mass media have a tremendous impact on their readers, listeners and viewers. That is

the effect. People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs. At the end of the lecture, the students put forward their queries related to the topic and the speaker patiently answered the questions. The students were quite aware of the basic concept regarding the field of communication to the masses as they follow the news regularly, which gave them an upper hand to easily understand the concepts as presented by the speaker.

The event was brought to a conclusion by the Vote of Thanks delivered by Sudipta Saha, Full-Time Lecturer, Department of English.

YouTube Link: Not Live-Streamed on YouTube.

Sample Certificate: No certificate was provided to the participants

Event Flyer: Link of the Webinar Flyer -

[https://drive.google.com/file/d/1FlfjZ\\_ATJhnQW5diMfArLIyZHZH5yNu3/view?usp=sharing](https://drive.google.com/file/d/1FlfjZ_ATJhnQW5diMfArLIyZHZH5yNu3/view?usp=sharing)