

TITLE OF EVENT/PROGRAMME: ChatAPT: Alumni Power-Steering Thought Series Talk 2

THEME OF THE EVENT/PROGRAMME: Building a Career in Digital Media and Online Journalism: The 5 Ws and 1H

DATE: 6th May, 2024

VENUE: Seminar Hall, Asutosh College Centenary Building

COLLABORATOR/S (IF ANY): Department of Communicative English, Asutosh College in association with IQAC Asutosh College.

OBJECTIVE/PURPOSE: To provide students with insights into building a successful career in digital media and online journalism by learning from the experiences of an accomplished alumnus.

SPEAKER/S / RESOURCE PERSON/S: Aritra Mukherjee, Chief Content Producer, Hindustan Times

TARGET AUDIENCE/PARTICIPANTS: Students and faculty members of the Department of Communicative English, Asutosh College

BRIEF REPORT ABOUT THE EVENT/PROGRAMME: The Department of Communicative English at Asutosh College successfully organised an alumni talk on the 6th of May, 2024, as part of the ChatAPT: Alumni Power-Steering Thought series. The event took place from 3-5pm in the Seminar Hall of the Centenary Building. The session was graced by Mr. Aritra Mukherjee, an esteemed alumnus of the college and the current Chief Content Producer at Hindustan Times.

The talk focused on "Building a Career in Digital Media and Online Journalism: The 5 Ws and 1H." Mr. Mukherjee shared his extensive knowledge and experience in the field, covering the essential aspects of digital media and journalism, such as Who, What, When, Where, Why, and How. His presentation was engaging and provided valuable insights into the rapidly evolving digital media landscape.

The interactive session allowed students to ask questions and seek advice on career paths, skill development, and the challenges and opportunities in digital journalism. The audience appreciated Mr. Mukherjee's practical tips and real-life examples, which made the session highly relevant and inspiring.

EXPECTED OUTCOME: The talk aimed to equip students with a deeper understanding of digital media careers, inspire them to pursue opportunities in this field, and provide them with practical guidance on building a successful career in online journalism.

GEO-TAGGED PHOTOGRAPHS:



ATTENDANCE SHEET (If available): N/A