

• TITLE OF EVENT/ PROGRAMME (SEMINAR/ WEBINAR/ WORKSHOP/ EXTENSION LECTURE/ EXTENSION ACTIVITY/ KNOWLEDGE TRANSFER ACTIVITY/ ANY OTHER ACTIVITY): **Every day is a Seminar Day (Phase 2)**

- THEME OF THE EVENT/ PROGRAMME: Media Literacy
- DATE: **29.11.2022**
- VENUE: Seminar Hall, Centenary Building, Asutosh College
- COLLABORATOR/S (IF ANY): IQAC
- OBJECTIVE/ PURPOSE: Introducing the concept of media literacy and its significance in the contemporary digital era, exploring the various types of media and their societal impacts, highlighting the potential biases and misinformation present in media messages and providing strategies to identify and counteract them.
- SPEAKER/S / RESOURCE PERSON/S: **Mr. Tripurari Baksi**
- TARGET AUDIENCE/ PARTICIPANTS: Students of Semester 1/3/5
- BRIEF REPORT ABOUT THE EVENT/ PROGRAMME: The lecture on “Media Literacy” was delivered by Tripurari Baksi on 29.11.2022 at the Seminar Hall of Centenary Building, Asutosh College. The lecture began with an introduction to the concept of media literacy and its importance in today's digital age. Mr. Baksi explained that media literacy involves critical thinking skills and the ability to analyze and evaluate media messages. The lecture then moved on to cover the different types of media and their effects on society. Mr. Baksi discussed the role of traditional media such as television and newspapers, as well as the impact of newer forms of media such as social media and online news outlets. He also highlighted the potential for bias and misinformation in media messages and provided tips for how to identify and avoid these pitfalls. He then discussed the importance of understanding the production and distribution of media messages, including the role of media ownership and the impact of advertising and sponsorship. He emphasized the need for media literacy skills to be taught in schools and other educational settings to ensure that individuals are equipped to navigate the complex media landscape. The lecture concluded with a discussion of the future of media literacy and the potential for technology to both enhance and challenge media literacy skills. Mr. Baksi emphasized the need for continued research and innovation in the field of media literacy to ensure that individuals are equipped to navigate the ever-changing media landscape.
- EXPECTED OUTCOME: Increased understanding of media literacy and its relevance in today’s society, enhanced critical thinking skills and ability to analyse media messages, heightened awareness of media biases and misinformation, along with strategies to mitigate their effects.
- ATTENDANCE SHEET (If available):
- GEO-TAGGED PHOTOGRAPHS:



GPS Map Camera



Kolkata, West Bengal, India

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Kolkata, West Bengal 700025, India

Lat 22.528662°

Long 88.344178°

29/11/22 02:43 PM GMT +05:30