TITLE OF EVENT/ PROGRAMME: Special Lecture by Prof. (Dr.) Arvind Singhal, renowned scholar Professor (Dr.) Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and Director, Social Justice Initiative at The University of Texas, El Paso

DATE: 6th January 2025, Monday at 11 am to 2 pm

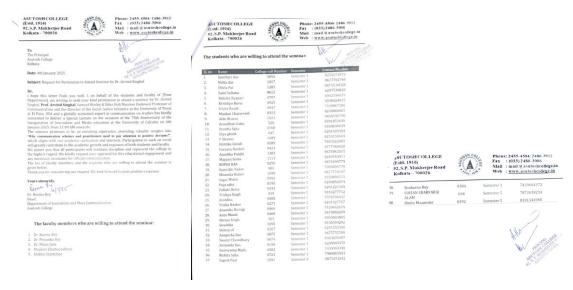
VENUE: Sennet Hall, University of Calcutta

PARTICIPANTS: All semester students and teachers of Department of Journalism and Mass Communication, Asutosh College

OBJECTIVE: A special lecture was organised by the Department of Journalism and Mass Communication of University of Calcutta to celebrate year-long 75th Anniversary of the department. Renowned scholar Professor (Dr.) Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and Director, Social Justice Initiative at The University of Texas, El Paso

TARGET AUDIENCES/PARTICIANTS: All semester students and teachers of Department of Journalism and Mass Communication under University of Calcutta

ATTENDANCE SHEET:



BRIEF REPORT ABOUT THE EVENT/ PROGRAM:

A special lecture was organised by the Department of Journalism and Mass Communication of University of Calcutta to celebrate year-long 75th Anniversary of the department. Renowned scholar Professor (Dr.) Arvind Singhal, Samuel Shirley & Edna Holt Endowed Professor of Communication and Director, Social Justice Initiative at The University of Texas, El Paso. The Lecture was attended by 40 students from all the semesters along with 5 faculty members of the department of Journalism and Mass Communication, Asutosh College. The lecture was highly engaging and thought-provoking. Prof. Singhal traced the origins of Positive Deviance to efforts in addressing malnutrition in Vietnam during the 1990s. he highlighted how local families implemented unique yet replicable practices that significantly improved child nutrition, despite poverty.

EXPECTED OUTCOME:

Attending Prof. Singhal's lecture on 'Why Communication Scholars and Practitioners need to Pay Attention to Positive Deviants' was an enriching experience that highlighted the power of local knowledge and grassroots innovation. It provided a fresh perspective on addressing complex issues by looking inward rather than outward. The insights from the lecture have broadened the understanding of effective problem-solving and inspired students to explore ways to integrate those principals into their own work and projects.

GEO-TAGGED PHOTOGRAPHS:

