

## **Report on Students' Participation in the Group Discussion Organized by Department of Journalism and Mass Communication, Asutosh College, Kolkata**

**Title:** "Which is more influential in shaping public opinion: Traditional Media or Mass Media?"

**Date:** 7<sup>th</sup> March 2025

**Organizer:** Department of Journalism and Mass Communication

**Participants:** Around 10 students from the Department of Journalism and Mass Communication took part in this group discussion.

### **Objective:**

The objective of the group discussion was to encourage students to critically analyze the role and influence of traditional media versus mass media in shaping public opinion. It aimed to enhance students' communication skills, critical thinking, and understanding of contemporary media trends.

### **Brief Report:**

A group discussion on the topic "Which is more influential in shaping public opinion: Traditional Media or Mass Media?" was organized by the Department of Journalism and Mass Communication, Asutosh College.

The session was moderated by Dr. Moon Jana, faculty member of the Department of Journalism and Mass Communication, who briefed the students on the importance of understanding media dynamics in today's world.

Students discussed how traditional media maintains credibility through editorial control, while mass media offers speed, accessibility, and wider participation. Real-world examples, such as the role of social media during elections and the enduring influence of newspapers, were used to support their points. The group discussion was conducted under the guidance of all the faculty members. Students were also encouraged to reflect on how public opinion can be shaped, manipulated, or informed depending on the media source.

The session concluded with an open feedback round where students expressed their appreciation for the interactive platform to exchange ideas. The GD successfully achieved its objective by developing a deeper understanding of media influence and strengthening the students' analytical and communication skills.

### **Expected outcome:**

The group discussion on "Which is more influential in shaping public opinion: Traditional Media or Mass Media?" is expected to enhance students' critical thinking, articulation, and public speaking abilities. Through active participation, students are likely to develop a nuanced understanding of the strengths and limitations of various media platforms. The session also aimed to improve their ability to engage in constructive dialogue, evaluate contemporary media trends, and recognize the ethical implications of media influence on society. Additionally, it fostered teamwork, respectful debate, and the confidence to express informed opinions in academic and professional settings.

## Geo-tagged photos -

