

Report on Special Lecture on Indian Knowledge System

Title:

Daylong Seminar on "Bridging Traditions: Indian Knowledge Systems in Contemporary Mass Communication"

Date: 29th April 2025

Organiser:

Department of Journalism and Mass Communication and IQAC, Asutosh College

Speaker:

Dr. Pramiti Roy, Associate Professor, Director, School of Humanities and Social Sciences, and Head, Department of Journalism and Mass Communication, Swami Vivekananda University, Barrackpore

Objectives:

- To explore the integration of Indian traditional knowledge systems within contemporary mass communication practices.
- To create awareness among students about the relevance of indigenous knowledge in the globalized media landscape.
- To encourage critical reflection on how traditional wisdom can enrich modern mass communication theories and practices.

Brief Report:

The Department of Journalism and Mass Communication, in collaboration with the IQAC of Asutosh College, organized a daylong seminar titled "Bridging Traditions: Indian Knowledge Systems in Contemporary Mass Communication" on 29th April 2025 at 12:30 PM in the Centenary Building, Asutosh College.

The session was graced by Dr. Pramiti Roy, Associate Professor and Director of the School of Humanities and Social Sciences, as well as Head of the Department of Journalism and Mass Communication at Swami Vivekananda University, Barrackpore. Dr. Roy delivered an insightful lecture focusing on the need to integrate Indian traditional knowledge with the evolving paradigms of mass communication. She highlighted how ancient communication practices, storytelling traditions, and indigenous media systems hold valuable lessons for contemporary journalism, advertising, and digital communication.

Students, faculty members, and other attendees engaged in an interactive session following the talk, discussing case studies and examples where traditional knowledge systems have successfully influenced modern mass communication strategies. The event was an enriching experience for all participants, broadening their perspectives on the intersection of tradition and modernity in the media world.

Geo-tagged Pictures:





Attendance Sheet:

Speaker - Dr. Pranati Roy
Topic - JKS
Venue - Canteen Building

DT- 27/4/25

LOKENDRA

Sl No	NAME	SEM	DPT	SIGNATURE
1.	Manisha Mondal	VI	JORA	Manisha Mondal
2.	Lekha Bani Das	VS	JORA	Lekha Bani Das
3.	Ritika Bhunia	VI	JORA	Ritika Bhunia
4.	Gayatri Mondal	VS	JORA	Gayatri Mondal
5.	Ankita Dutta	VI	JORA	Ankita Dutta
6.	Somali Chakraborty	VI	JORA	Somali Chakraborty
7.	Sakshi Jha	VI	JORA	Sakshi Jha
8.	Rishika Saha	II	JORA	Rishika Saha
9.	Siksha Dutta	II	JORA	Siksha Dutta
10.	Arijita Sultana	II	JORA	Arijita Sultana
11.	Sanjidi Sankar	II	JORA	Sanjidi Sankar
12.	Saimi Sultana	II	JORA	Saimi Sultana
13.	Manisha Das	II	JORA	Manisha Das
14.	Smriti Mondal	II	JORA	Smriti Mondal
15.	Anuska Singh	II	JORA	Anuska Singh
16.	Tanisha Chakraborty	II	JORA	Tanisha Chakraborty
17.	Pallabi Dutta	II	JORA	Pallabi Dutta
18.	Bidisha Bhowmik	II	JORA	Bidisha Bhowmik
19.	Soumya Saha Saha	II	JORA	Soumya Saha Saha
20.	Manisha Mondal	II	JORA	Manisha Mondal
21.	Anuska Bhowmik	II	JORA	Anuska Bhowmik
22.	MD Raaza	II	JORA	MD Raaza
23.	Arijit Chakraborty	II	JORA	Arijit Chakraborty
24.	Sania Dalara	II	JORA	Sania Dalara
25.	Sanchaiti Bhattacharya	II	JORA	Sanchaiti Bhattacharya
26.	Rupsha Chakraborty	II	JORA	Rupsha Chakraborty
27.	Susmita Dutta	II	JORA	Susmita Dutta
28.	Samriddhi Yadav	II	JORA	Samriddhi Yadav
29.	Binika Majumdar	VI	JORA	Binika Majumdar
30.	Aishi Bhattacharya	VI	JORA	Aishi Bhattacharya
31.	Rishika Saha	VI	JORA	Rishika Saha
32.	Akangsha Roy	VI	JORA	Akangsha Roy
33.	Rupsha Dutta	VI	JORA	Rupsha Dutta

DT- 27/4/25

Sl No.	NAME	SEM	DPT	SIGNATURE
32.	Sakshi Jha	VI	JORA	Sakshi Jha
33.	Arijita Das	VI	JORA	Arijita Das
34.	Mayukha Saha	III	JORA	Mayukha Saha
35.	Rishika Sankar	VI	JORA	Rishika Sankar

Faculty members

- Dr. Reema Roy
- Dr. Priyanka Ray
- Dr. Chandrima Bhattacharya
- A. Sekhar Dasgupta
- Manisha Chakraborty
- Natasha Bhattacharya
- Mani Saha
- Pooja Saha
- Tina Saha

Pray.
C. Bhattacharya
A. Saha
M. Saha
A. Saha
A. Saha