

Two-day National-Level Workshop on 'Research Methodology and Intellectual Property Rights by Department of Journalism and Mass Communication, Internal Quality Assessment Center (IQAC), and Research and Development Center of Asutosh College

In the current context, the importance of mass media and information systems is constantly increasing. As the character of media has changed from print media to social media, so have its uses and user needs. Research is needed to properly understand the extent of the various aspects of this change. To create awareness about this research among college-level students of Journalism and Mass Communication and to encourage research, the Department of Journalism and Mass Communication, Internal Quality Assessment Center (IQAC), and Research and Development Center of Asutosh College organized a two-day National-Level Workshop on 'Research Methodology and Intellectual Property Rights' on 16th and 17th February, 2024.

National - Level
WORKSHOP ON RESEARCH METHODOLOGY & INTELLECTUAL PROPERTY RIGHTS
 Organized by
 Dept. of Journalism and Mass Communication,
ASUTOSH COLLEGE
 Kolkata, West Bengal

In Collaboration with
 IQAC & Research and Development Cell,
 Asutosh College, Kolkata, West Bengal
 &
 Dr. Shyama Prasad Mukherjee University,
 Ranchi, Jharkhand

DATE
 16th - 17th,
 February, 2024

VENUE Seminar Hall, Centenary Building
 22, Kalighat Rd, Jatin Das Park, Kolkata, West Bengal 700025

[click here for registration](#)

PROGRAMME SCHEDULE

Date	Time	Event
16 th February, 2024	11.00 a.m. - 11.05 a.m.	Introduction
	11.05 a.m. - 11.15 a.m.	Felicitation of the Guest
	11.15 a.m. - 11.30 a.m.	Welcome Address
	11.30 a.m. - 11.45 a.m.	Message from the Principal, Asutosh College
	11.45 a.m. - 12.00 p.m.	Tea Break
	Technical Session	
	12.00 p.m. - 12.45 p.m.	Prof. (Dr.) Pijushkanti Panigrahi
	12.45 p.m. - 1.00 p.m.	Interactive Session
	1.00 p.m. - 2.00 p.m.	Lunch Break
	2.00 p.m. - 2.45 p.m.	Dr. Pratip Chattopadhyay
2.45 p.m. - 3.00 p.m.	Interactive Session	
3.00 p.m. - 3.15 p.m.	Tea Break	
3.15 p.m. - 4.00 p.m.	Prof. (Dr.) Santwan Chattopadhyay	
4.00 p.m. - 4.15 p.m.	Interactive Session	
17 th February, 2024	12.00 p.m. - 12.05 p.m.	Introduction
	Technical Session	
	12.05 p.m. - 12.50 p.m.	Dr. Abir Chattopadhyay
	12.50 p.m. - 1.00 p.m.	Interactive Session
	1.00 p.m. - 2.00 p.m.	Lunch Break
	2.00 p.m. - 2.45 p.m.	Dr. Abhay Krishna Singh
	2.45 p.m. - 3.00 p.m.	Interactive Session
	3.00 p.m. - 3.15 p.m.	Tea Break
	3.15 p.m. - 4.00 p.m.	Dr. Charvak
	4.00 p.m. - 4.15 p.m.	Interactive Session
4.15 p.m. - 4.30 p.m.	Valedictory Session	

PATRONS OF THE WORKSHOP
DR. MANAS KABI (Principal, Asutosh College) | **DR. NAMITA SINGH** (Registrar, Dr. Shyamaprasad Mukherjee University, Ranchi)

CHIEF ADVISERS OF THE WORKSHOP
DR. SRABONI ROY (Coordinator, IQAC, Asutosh College) | **DR. ABHIK KUNDU** (Director, Research and Development Cell, Asutosh College) | **DR. SAYANI MUKHOPADHYAY** (Joint Convener, Committee for Post Graduate Studies, Asutosh College)

WORKSHOP CONVENORS
DR. REEMA ROY (Assistant Professor, & Head Dept. of Journalism and Mass Communication, Asutosh College) | **DR. PRIYANKA ROY** (Assistant Professor, Dept. of Journalism and Mass Communication, Asutosh College)

WORKSHOP ORGANISING SECRETARY
DR. DEBASTUTI DASGUPTA (Assistant Professor, Dept. of Journalism and Mass Communication) | **DR. MOON JANA** (Assistant Professor, Dept. of Journalism and Mass Communication) | **MAULISRI CHATTOPADHYAY** (Faculty, Dept. of Journalism and Mass Communication)

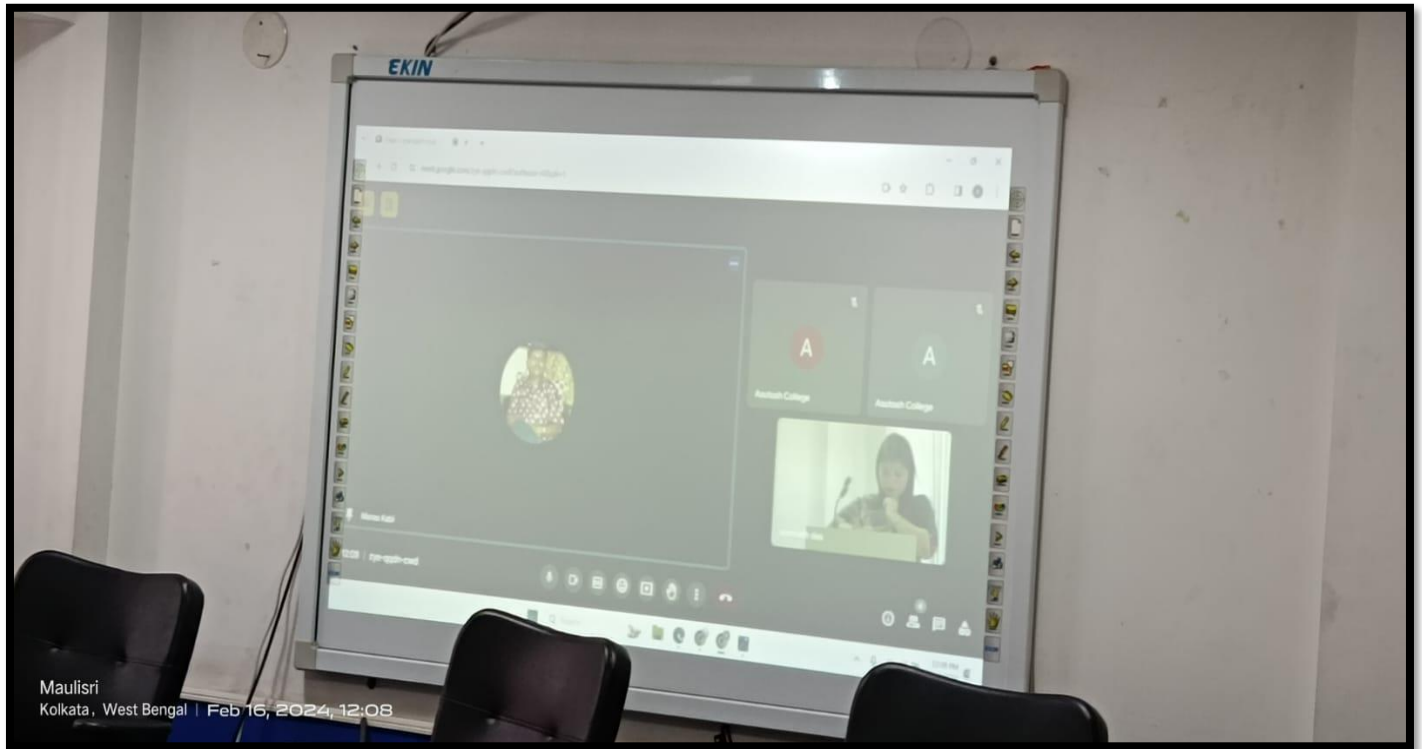
ORGANISING COMMITTEE
SHIKHI CHATTERJEE (Faculty, Dept. of Journalism and Mass Communication) | **NABANITA BHATTACHARJEE** (Faculty, Dept. of Journalism and Mass Communication) | **PRIYANJALI CHANDA** (Faculty, Dept. of Journalism and Mass Communication)

TECHNICAL SUPPORT AND PUBLIC RELATIONS
RAHUL SUR | **PALLABI PAUL** | **SOMNATH DAS** | **PROSENJIT MAL**

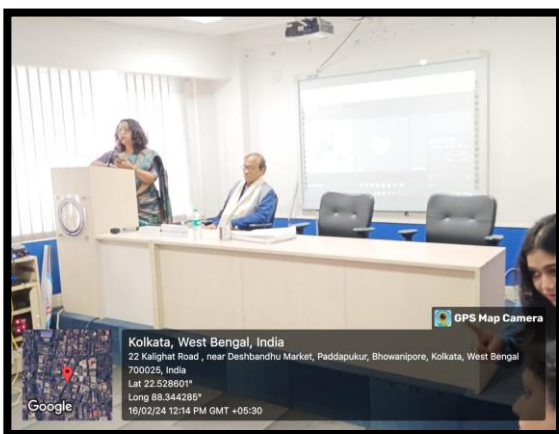
MEDIA TEAM
RISHI BHATTACHARYA (Faculty, Department of B.Voc Studies (Software Development)) | **ARITRA SAHA** | **KOUSTAV ROY**

Dr. Shyamaprasad Mukherjee University of Ranchi was another collaborator of this workshop as the University is under the MoU agreement with Asutosh College. The program was held in the seminar hall of Centenary Building of Asutosh College. The workshop was designed in blended mode, and live streaming of

the workshop took place on the official YouTube channel of Asutosh College. More than seventy students from different colleges and universities attended this workshop in both online and offline mode. The workshop started with the welcome address by Dr. Manas Kabi, Principal of Asutosh College. The Keynote address was given by Dr. Reema Roy, Head, the Department of Journalism and Mass Communication.



Dr. Manas Kabi, the Principal of Asutosh College, is delivering speech through the online mode.



The keynote address by Dr, Reema Roy, Head, Department of Journalism and Mass Communication, Asutosh College



The audience

Dr. Pijushkanti Panigrahi, Professor of Library and Information Technology Department and Head of Journalism and Mass Communication Department of Calcutta University, was present as the first speaker on the first day of this two-day national workshop. He discussed the utility of E-libraries in research and the use of various e-resources beneficial for conducting mass media research.



Dr. Pijushkanti Panigrahi

After that, Associate Professor of Political Science, Department of Kalyani University, Dr. Pratip Chattopadhyay, shed light on various aspects of focus group discussion, widely used in mass media research.



Dr. Pratip Chattopadhyay

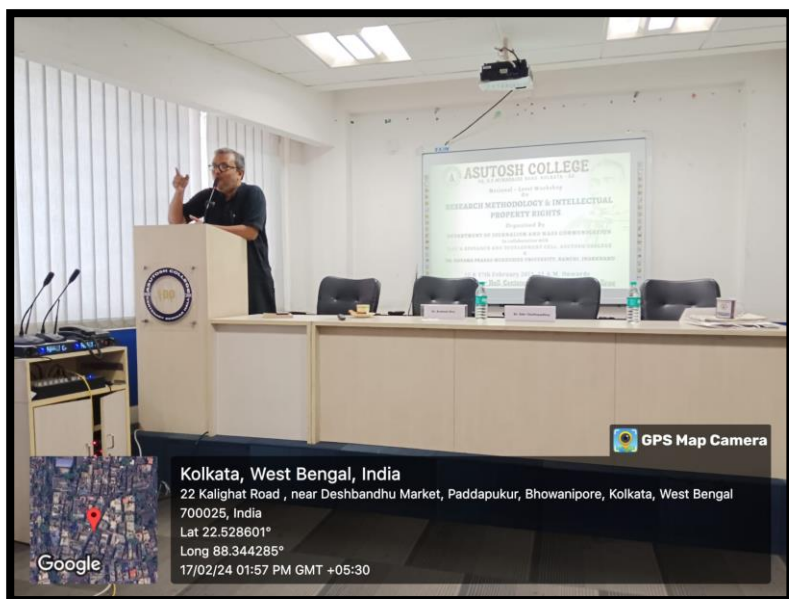
Dr. Santwan Chattopadhyay, Professor of Adult, Continuing and Extension Department of Jadavpur University and Coordinator of Mass Communication Department discussed content analysis vividly.



Dr. Santwan Chattopadhyay



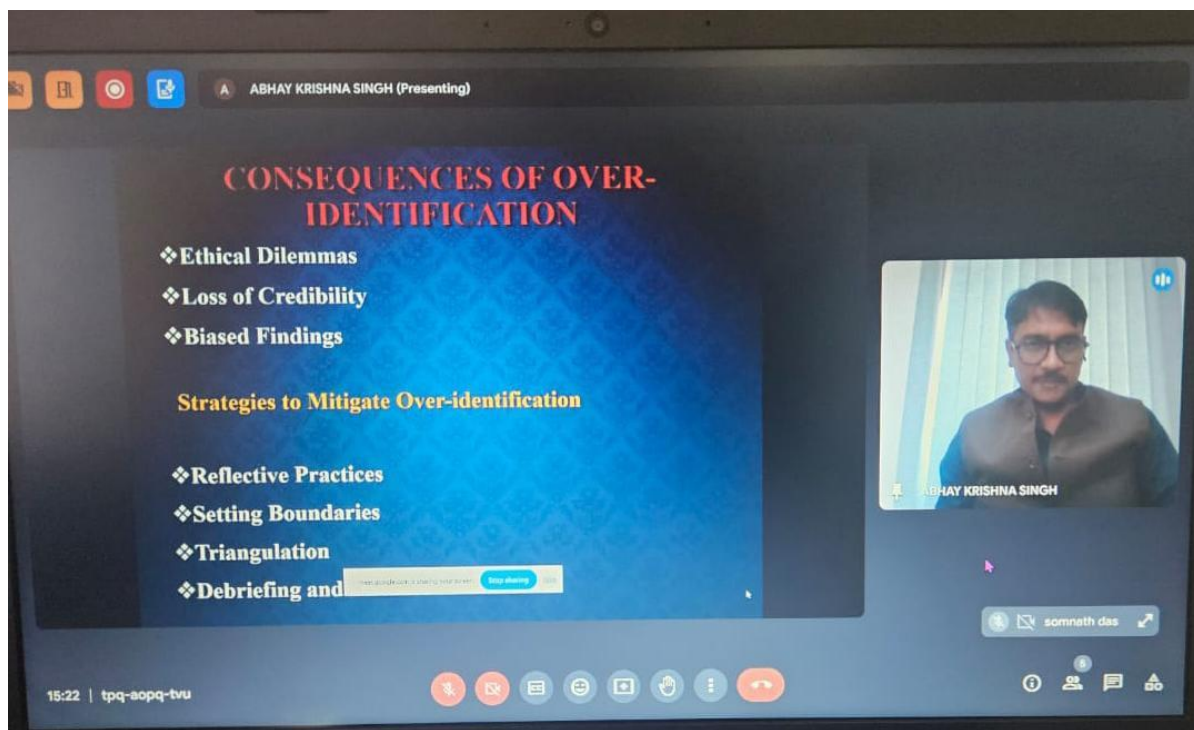
The first speaker on the second day of the workshop was Dr. Abir Chattopadhyay, Associate Professor of Journalism and Mass Communication Department of S.A. Jaipuria College and President of U.G Board of Studies of Journalism and Mass Communication at University of Calcutta. Dr. Abir Chatterjee analyzed the importance of semiotics in the field of media studies and research.



Dr. Abir Chattopadhyay



The second speaker Dr. Abhay Krishna Singh, Assistant Professor of Geography of Dr. Shyamaprasad Mukherjee University, joined the workshop online and spoke on ethnographic media research in an interesting way.



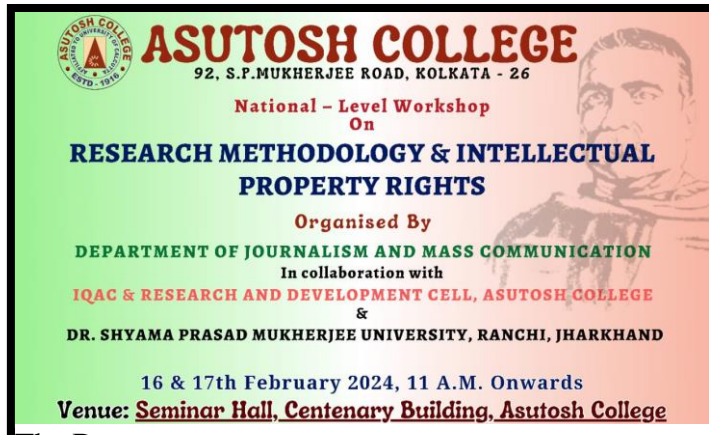
Dr. Abhay Krishna Singh is delivering lecture from Ranchi.

Dr. Charvak enlightened the participants on Intellectual Property Rights. Dr. Charvak is an Associate Professor of Mass Communication at Assam University, Silchar. The workshop ended with Charvak's speech on meritocracy.



Dr. Charvak



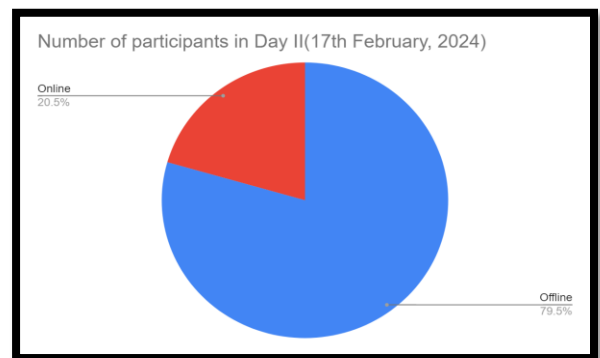
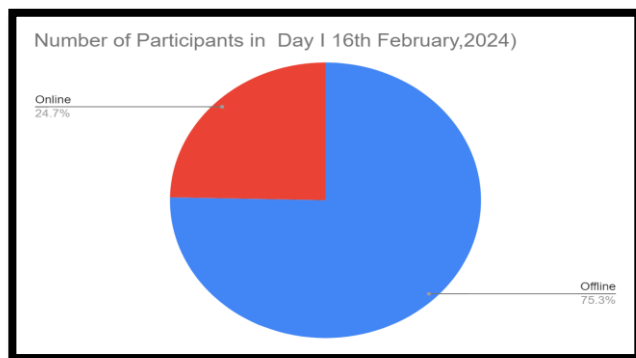


The Banner

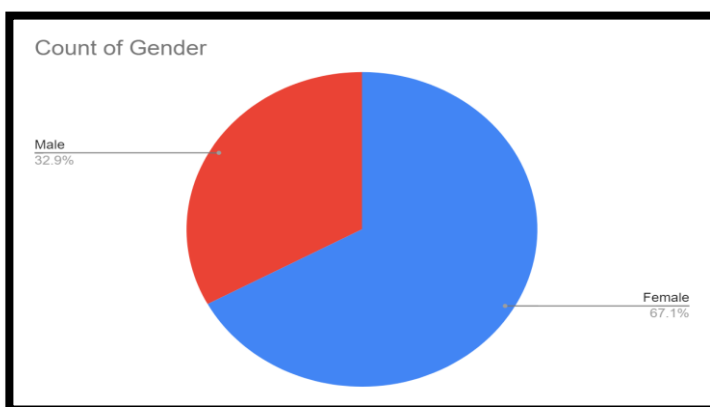


Interactive session

Outcome of the workshop:

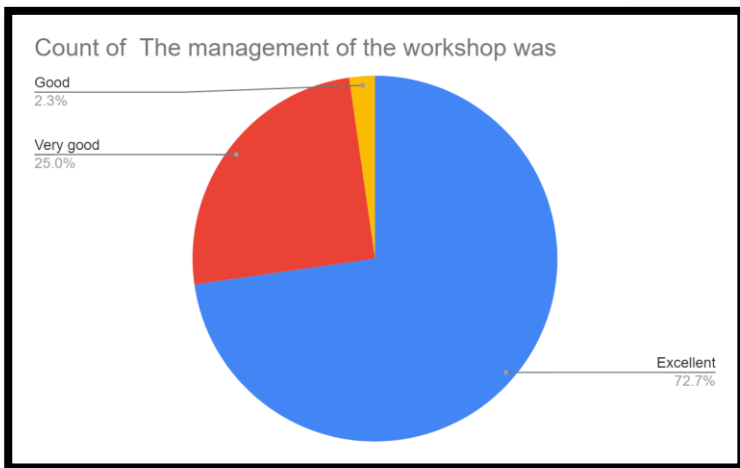
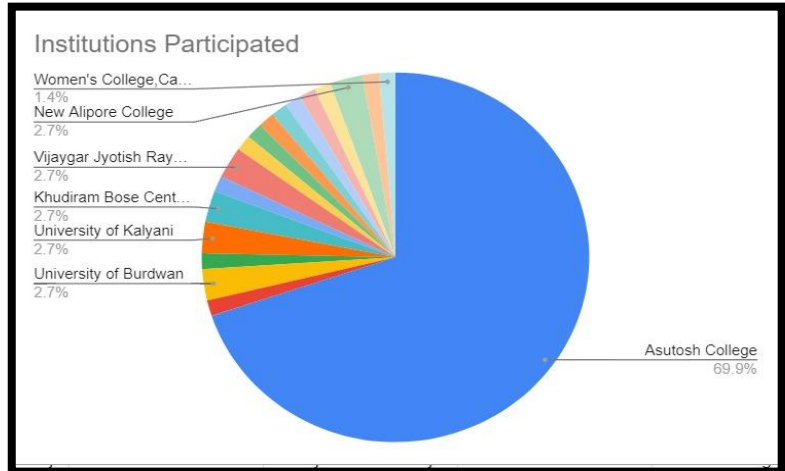


The number of participants in the first day is seventy approx. where around 55 of them were present physically and rest had joined online. The number of participants in the second day is also seventy approx. where around 58 of them were present physically and rest had joined online.



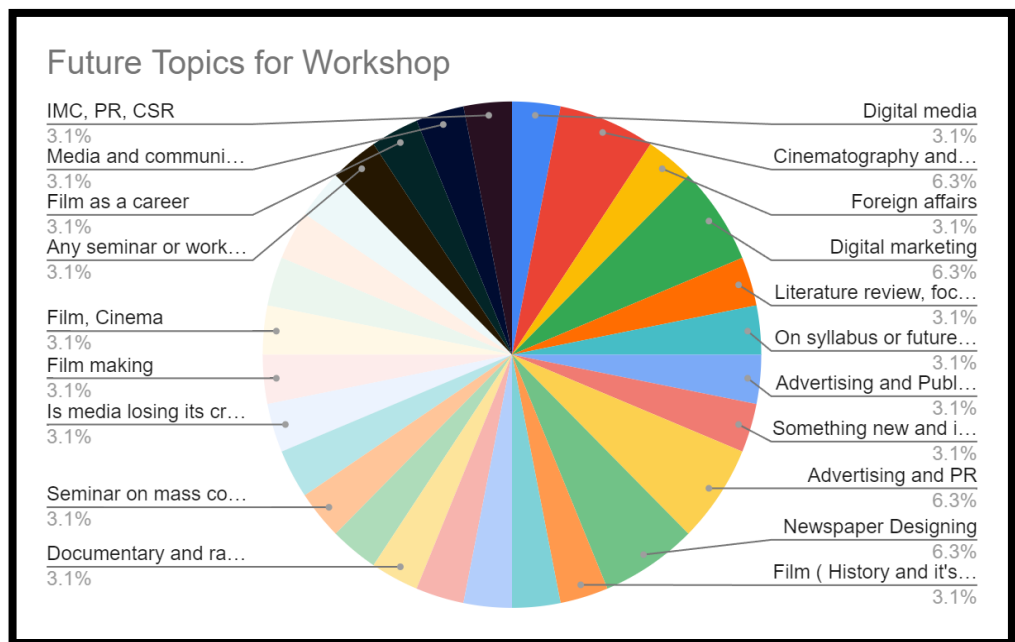
Very interestingly, female participants are more than male members in the workshop.

Asutosh College students participated the most. Rest of the colours show the diversity of institutions participated in the workshop.

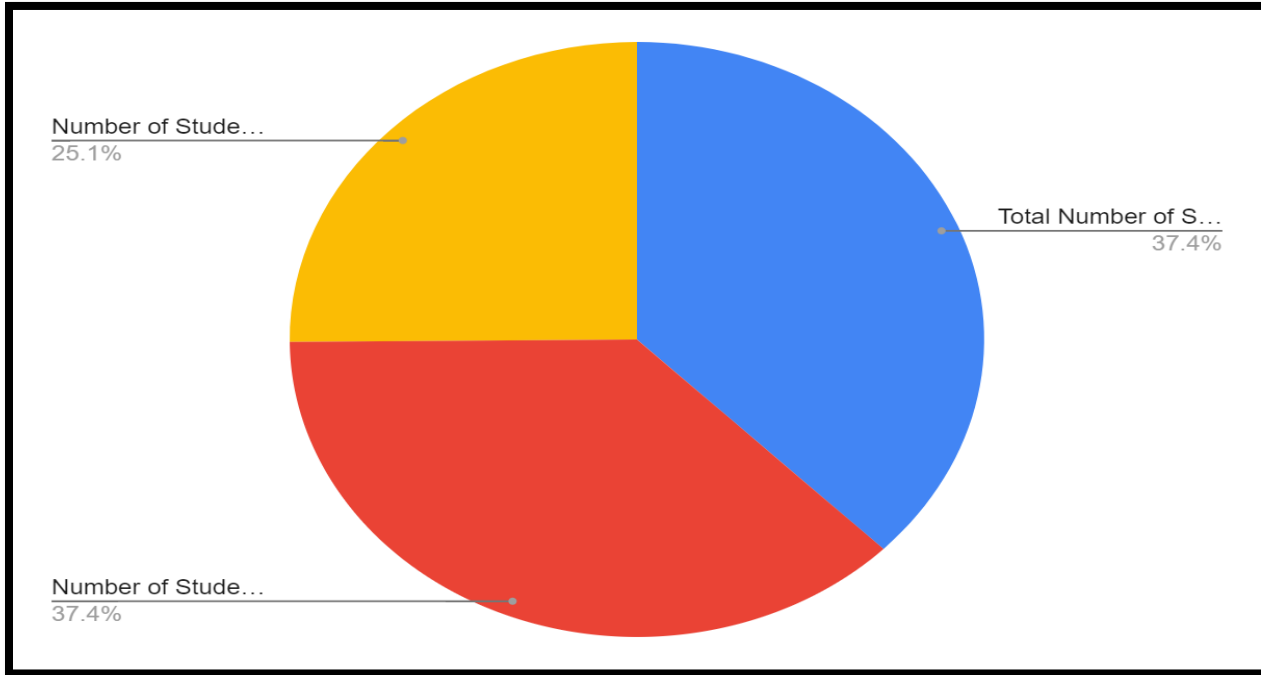


Feedback of the participants: 72.7% participants responded excellent as feedback of the workshop whereas 25.0% responded very good.

Participants are very much interested in attending workshop on various areas like film making, documentary, literature review etc.



Number of Students Benefitted



Most of the students got benefited from the workshop and feedback form has been filled by 50 participants.

Media Coverage:

Other than official Facebook posts and YouTube live streaming (Day – 1 :

<https://youtube.com/live/NTj-PcPjWcM?feature=share> , Day – 2 :

<https://youtube.com/live/NTj-PcPjWcM?feature=share>) , the workshop has been

covered by daily vernacular newspaper also. Here goes a cutting of news covered by one of the reputed Bengali Dailies Sambad Pratidin.





Dr. Sraboni Roy, IQAC
Coordinator, Asutosh College



Priyanjali Neogi Chanda, the
Anchor.



Dr. Priyanka Roy is giving vote
of thanks.



Day - I - 16/2/24

Name	Contact Number	Name of the Institution (College/University)	Signature
✓ Poulomi Banerjee	9051948739	Asutosh College	Poulomi Banerjee (16.2.24)
✓ Tiyasa Nag	6291424140	Asutosh College	Tiyasa Nag
✓ Sourav Ash	9641902349	Asutosh college	Sourav Ash
✓ Debatri Ghosh	9002880560	Asutosh College	ONLINE
✓ Farhin Mondal	7439466728	Asutosh College	Farhin Mondal (16.02.24)
✓ Chandreli Chatterjee	8420819578	Asutosh college	Chandreli Chatterjee (16.2.24)
✓ Esha Mondal	8622059705	Asutosh College	Esha Mondal (16.2.24)
✓ Srishti Banerjee	7059708713	Asutosh college	Srishti Banerjee (16.2.24)
✓ Shreeja kousar	6290448287	Asutosh college	Shreeja kousar 16/02/2024
✓ Ankita Pradhan	8100550199	Asutosh college	Ankita Pradhan 16/02/2024
✓ Shreya sarkar	9874402222	Asutosh College	Shreya Sarkar 16/2/2024
✓ Ishita Dey	6289570743	Asutosh college	Ishita Dey 16/02/2024
✓ ANUSHKA BRAHMA	6291745783	ASUTOSH COLLEGE	Anushka Brahma 16/2/2024
Priyanka Sadhukhan	9875338925	Indira Gandhi National Open University	ONLINE
✓ Anitra Saha	6289654538	Asutosh College	Anitra Saha 16/2/24
✓ Ayan Modak	8420417248	Asutosh College	ONLINE
✓ Swarnamoyi das	9038484761	Asutosh college	Swarnamoyi Das 16/12/24
✓ Navatanuka Karmakar	7003465247	Asutosh college	Navatanuka Karmakar
✓ Debanjana Bhattacharjee	8910931272	Asutosh College	Debanjana Bhattacharjee
✓ Ranita Saha	9330298830	Asutosh College	Ranita Saha 16/2/24
✓ Soumili Paul	7896746451	Asutosh College	Soumili Paul 16/02/24
✓ Prasantika Bhattacharya	9330265900	University of Calcutta- Asutosh College	Prasantika Bhattacharya (16/2/24)
✓ Ishita Chakraborty	6290007086	Asutosh College (under Calcutta University)	Ishita Chakraborty 16/2/24
✓ Ananta Bijoy Mardi	8617593277	Asutosh college	Ananta Bijoy Mardi 16/02/24
SUDIP CHAKRABORTY	8967561305	The University of Burdwan	ONLINE
Rashmi Roy	7557087617	University of kalyani	ONLINE
Niketa Lala	7076611045	Kalyani	ONLINE
Sayantana Bodhak	7003872518	Asutosh College	ONLINE
✓ Payal Halder	7044980829	Asutosh College	Payal Halder 16/02/2024
✓ Soumik Bhattacharya	91440/ 9475691754(Wha	Asutosh College	ONLINE
✓ Ankit Roy	6289978813	Ashutosh College	Ankit Roy 16/2/24
✓ Md Iftakhar aslam	8697882263	Asutosh college	MD Iftakhar 16/2/24

Day - 1 16/2/24

Name	Contact Number	Name of the Institution (College/University)	Signature
Gourav Gupta	6295277439	The University of burdwan	
✓ Trishita Laha	8335898664	Asutosh College	Trishita Laha
✓ Shreyoshree Das	9330082424	Asutosh college, Calcutta University	Shreyoshree Das.
✓ Iffat Haque	7908062843	Asutosh College	Iffat Haque
✓ Paromita Dutta	7439857575	ASUTOSH COLLEGE	Paromita Dutta
✓ Anirban Chatterjee	8697582472	Asutosh College	Anirban Chatterjee 16/2/24
✓ RUPSA RAHA	8617221814	Asutosh College	Rupsa Raha
✓ Jeet Halder	6290860356	Ashutosh college	Jeet Halder
✓ Samim Akhtar	9749107058	Asutosh College	ONLINE
✓ Aniket Ghosh	7908702544	Ashutosh University	Aniket Ghosh
✓ Banani Paul	6294630855	Asutosh college	Banani Paul 16/02/24
Ankita Sarkar	135072713/891002554	Khudiram Bose Central College/ Calcutta University	X X X X X X
✓ Ankita Sarkar	135072713/891002554	Khudiram Bose Central College/ Calcutta University	Ankita Sarkar 16/02/24
✓ Kalpita Das	8585810204	Khudiram Bose Central College	Kalpita Das 16/02/24
✓ Ishita Ghosh	9903090650	Asutosh College	Ishita Ghosh
✓ Saptarshi Dutta	7686808671	Asutosh College	Saptarshi Dutta 16/02/24
Nur Saika Khatun	8927172147	University of Kalyani	ONLINE
✓ Biswarup Dutta	9007604474	Asutosh College	Biswarup Dutta 16/02/24
✓ Shrutya Majumdar	7595972598	vijaygarh Jyotish Ray College	Shrutya Majumdar
✓ Aparajita Bhattacharya	8697030866	Vijaygarh Jyotish Ray College	Aparajita Bhattacharya
✓ Sreeja Banerjee	8910318850	Asutosh College	Sreeja Banerjee 16/02/24
EBARGHA BHATTACHARYA	7044544378	KALYANI UNIVERSITY	ONLINE
Eshita Sinha	6289424412	Calcutta University	ONLINE
✓ KUNTAL MONDAL	7439222293	New Alipore College (University of Calcutta)	Kuntal Mondal 16/2/24
Samarprita Chakraborty	8981284635	Asutosh College	ONLINE
✓ Srishti Roy	8420204358	Vijay Garh Jyotish Ray college	Srishti Roy 16.2.24
✓ Sushovan Bag	9330600670	Asutosh College	Sushovan Bag 16/02/24
✓ Arpita Sardar	7003179854	Netaji Nagar College	Arpita Sardar 16/02/24
✓ Nikita Nathan	7439767943	Netaji Nagar Evening College	Nikita Nathan 16/02/24
Sahabaj Ahammed Mondal	7278506828	Kandra Radha Kanta Kundu Mahavidyalaya	ONLINE
✓ Ishita Chakraborty	6290007086	Asutosh College	ONLINE
✓ Aditya Shaw	7980868639	Khudiram bose central college	Aditya Shaw 16/02/2024

Day - I 16/2/24.

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✓ Mainak Das	8910511518	New Alipore College	Mainak Das
Mainak Das	8910511518	New Alipore College	X X X X X X
✓ Rupali Dolui	9330509119	Muralidhar Girls College	Rupali Dolui
• Debarghya dutta	9674187041	Asutosh College	ONLINE

✓ Shreya Dutta

8017035769

Asutosh College

Shreya Dutta

✓ ARPITA ROY

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Urpita Roy

✓ Suleta Ghosal

u

NATIONAL - LEVEL WORKSHOP ON RESEARCH METHODOLOGY & JPR
DAY - 2 DEPT. OF JOURNALISM & MASS COMM.

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Ishita Chakraborty	6290007006	Asutosh College	ONLINE
Aditya Shaw	7980868639	Khudiram bose central college	Aditya Shaw 17/2/2024

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Shreya Dutta 8017035749
 * Sweta Ghosal. 7430808906
 ☆ Shreya Chakraborty 9123061742
 Farha Khatun 9167228211
 Ananya Parkayastha 7005968754

Asutosh College
 Asutosh College
 Beghata Women's
 College.
 Filmmaker
 Tripura University

Shreya Dutta
 Sweta Ghosal.
 shreya chakraborty
 K.
 Ch

Tanisha Chakraborti 8787896641

Tadarpur University

R