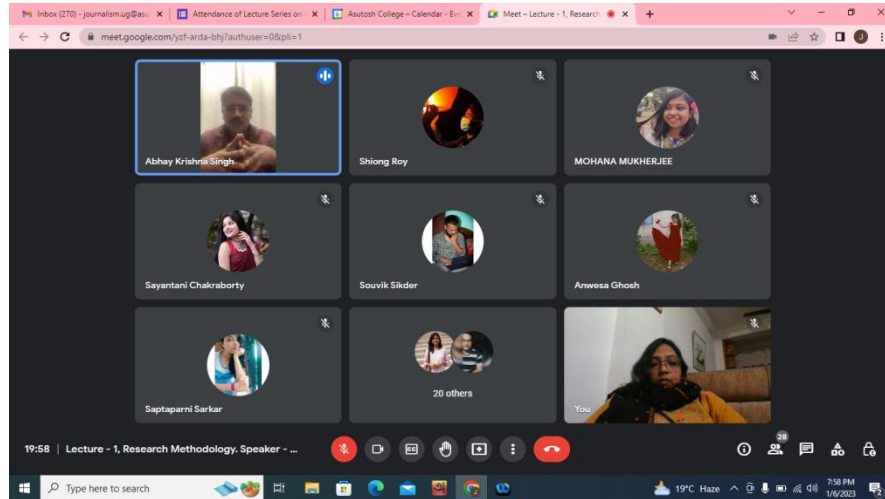


A lecture series was organized by the department of Journalism and Mass Communication on Research methodology in collaboration with IQAC, Asutosh College on 6- 9<sup>th</sup> January, 2023. Dr. Abhay Krishna Singh, Assistant Professor in



Geography of Dr. Shyama Prasad University gave lecture on “Descriptive Analysis” and Historical Research on 6<sup>th</sup> January 2023. On 7<sup>th</sup> January Dr. Arpan Paul, Assistant Professor in

Journalism and Mass Communication of Viswa –Bharati delivered Lecture on” Readership and Audeience Survey”. Dr. Abhay Krishna Singh delivered lecture on “Ethnographic Research” and also on the “Referencing” on 9<sup>th</sup> January 2023.

The lecture series was completely designed for the Journalism and Mass Communication

students of semester – 5 of Asutosh College.

The lecture series enlightened the students as they have to read the Research Methodology as a

part of their U.G syllabus under the University of Calcutta.



The lecture series was organized on online mode.