

p. 2

## SWAMI VIVEKANANDA UNIVERSITY TRIUMPHS AT ADAMAS MEDIA FEST: GRABS SECOND PLACE IN OPEN MIC

In a thrilling showcase of talent, students from Swami Vivekananda University stole the spotlight at Adamas University's two-day media fest.

p. 7

## SVU JOURNALISM STUDENT CLINCHES PRESTIGIOUS NATIONAL AWARD FOR INVESTIGATIVE REPORTING

Don't miss the compelling story of SVU Journalism's triumph in investigative reporting! Follow the journey of excellence on page 7.

# COMMUNICONNECT

Monthly Newsletter of Department of Journalism and Mass Communication | January 2024

## Bengal Welcomes Professor Srinivas Melkote in a Historic Media Conference at Swami Vivekananda University: ICMCA 2023



In a momentous gathering at Swami Vivekananda University, Bengal welcomed the distinguished scholar, Srinivas Melkote, in a historic International Conference on Media, Culture, and Audience (ICMCA 2023). The event, held from September

28 to 30, marked a significant milestone as Mr. Melkote, a visionary in the field of Development Communication, graced West Bengal for the first time. The conference, organized by Swami Vivekananda University's Department of Journalism and Mass Communication, drew media enthusiasts and scholars from across the region. Mr. Melkote's presence created a wave of excitement, offering an unprecedented opportunity for the department and the university. Held over three days, the conference featured insightful discussions, contemporary perspectives, and challenges in media, culture, and audience engagement. Mr. Srinivas Melkote's keynote address resonated with attendees, leaving an indelible impact on Bengal's communication enthusiasts. Advancing knowledge in the realm of journalism and mass communication.

"ICMCA is one of the best conferences I've ever attended. It gives hope for the coming generations to grow and achieve milestones in the communication journey."

Prof. Saswati Goswami  
Head, JIMC, JNU

ICMCA 2023: Read  
more at page. 3



## 6 INTERNATIONAL CONFERENCES HOST SEVERAL EMINENT FIGURES SIMULTANEOUSLY



## UPCOMING EVENTS

**FEBRUARY 19<sup>TH</sup> to 21<sup>ST</sup>, 2024**  
**MEDIA FEST - CONCORDIA**

20<sup>+</sup> COLLEGES  
12<sup>+</sup> EXCITING  
EVENTS

# CONCORDIA '24

WIN EXCITING  
CASH PRIZES  
UP TO  
₹50,000

MEET  
RENOUNDED  
PERSONALITIES

THREE  
DAYS OF  
EXCITING  
EVENTS

KEELI-CRAFT  
RAMP SHOW  
PR AND  
ADVERTISING  
SIMULATION  
SHORT FILM MAKING  
AND MANY MORE

Discussions with industry experts to help you  
gain insight and depth to your experience

### About CONCORDIA '24

Concordia '24 is more than just a media fest. It's a journey of exploration, collaboration and inspiration. Connect with industry experts in our exclusive Panel Discussion, witness breathtaking art in various competitions, and immerse yourself in the vibrant cultural tapestry of language and expression.

Save the date, and let Concordia '24 be the canvas where your creativity paints the future of media and communication!

A MEDIA FEST ORGANIZED BY  
**SWAMI VIVEKANANDA UNIVERSITY**

**19<sup>th</sup> Feb to 21<sup>st</sup> Feb**

CONTACT US

Dr. Anika Mitra  
Head, JIMC, Swami Vivekananda University  
anika.mitra@svu.ac.in

Dr. Anika Mitra  
Head, JIMC, Swami Vivekananda University  
anika.mitra@svu.ac.in

### What's Inside

- 1 Recent Event Covers
- 2 Editorial Cover
- 3 Departmental Achievements
- 4 Job & Internship Openings

## Event Highlights

### SWAMI VIVEKANANDA UNIVERSITY TRIUMPHS AT ADAMAS MEDIA FEST: GRABS SECOND PLACE IN OPEN MIC



In a thrilling showcase of talent, students from Swami Vivekananda University stole the spotlight at Adamas University's two-day media fest. The fest, organized by the School of Media and Science, witnessed participation from various state universities and colleges, making it a grand success. The first day featured dynamic competitions including open mic, photography, and poster making. On the second day, the fest continued its momentum with engaging events like meme making, ad film making, reel making, and a show-stopping ramp show that captivated the audience.

The inaugural ceremony, graced by Mr. Snehashis Sur, President of Kolkata Press Club, added prestige to the fest. The concluding day culminated in a prize distribution ceremony where Swami Vivekananda University students, Anik Das

and Shubhra Hazra, secured a notable second place in the open mic competition. The fest aimed to provide a platform for students to showcase their skills,



fostering an atmosphere of celebration and camaraderie. Swami Vivekananda University's success adds a feather to the cap of this vibrant media event, reinforcing the university's commitment to nurturing creative talent.



### WORLD PHOTOGRAPHY DAY CELEBRATION SHINES AT SVU'S JMC DEPARTMENT

SWAMI VIVEKANANDA UNIVERSITY, 18TH AUGUST, 2023:

In celebration of World Photography Day, the Department of Journalism and Mass Communication orchestrated a captivating themed photography exhibition on the 18th of August. The event featured Mr. Nabonil Basu, a seasoned commercial photographer with an impressive two-decade-long career.

Participation extended beyond the boundaries of the Journalism and Mass Communication department, drawing students and teachers from various disciplines across the university. The venue buzzed with an array of visually stunning pictures adorning the walls, creating a vibrant and immersive atmosphere.

Commencing around 11 am, the exhibition kicked off with the felicitation of the esteemed guest, Mr. Nabonil Basu. Two brief yet insightful speeches followed, with Mr. Basu sharing his experiences and perspectives, followed by Ms. Pramiti Roy, the Director of the JMC department, who emphasized the significance of visual storytelling.

The exhibition remained open to the audience until 6 pm, allowing ample time for visitors to appreciate and immerse themselves in the diverse and compelling visuals. A selection of standout photographs was recognized as the best among the exhibited works, showcasing the talent and creativity of the participants.

As a culmination, the exhibition concluded with the announcement of a promise—the best pictures would be showcased on the Official Facebook Page of Swami Vivekananda University. This not only serves as a testament to the commitment to celebrating creativity and artistic expression but also extends the reach of the exhibition beyond the confines of the physical space, sharing the captured moments with a wider audience.

### SVU'S JMC DEPARTMENT SHINES WITH CHARISMATIC TALENT: ANCHOR HUNT 2023

SVU'S JMC ANCHOR HUNT DAZZLED ON AUGUST 11TH, SHOWCASING CHARISMATIC TALENTS. MR. RHITOBRATA BHATTACHARYA CHAIRED THE EVENT, PROVIDING FEEDBACK AND CONCLUDING A DAY OF SPIRITED PERFORMANCES AND VIBRANT ENERGY.

In a dazzling display of charisma and wit, Swami Vivekananda University's Journalism and Mass Communication Department hosted the much-anticipated Anchor Hunt on August 11th. Led by the esteemed Mr. Rhitobrata Bhattacharya as the chairperson, the event unfolded as students showcased their hosting prowess, leaving a lasting impression.



The competition, designed to unearth exceptional anchors, witnessed a diverse range of performances, each

participant bringing their unique flair to the stage. Mr. Bhattacharya, with a discerning eye for talent, observed

every nuance of the performances, providing valuable feedback to the enthusiastic contestants.

The day concluded with an air of accomplishment as Mr. Bhattacharya shared his unbiased judgment, commending the participants for their efforts and creativity. The Anchor Hunt not only showcased the vibrant talent within the JMC Department but also fostered an environment of healthy competition and camaraderie. This event, as part of the department's commitment to honing practical skills, left participants inspired and eager for future opportunities. The Anchor Hunt 2023 added a dynamic chapter to SVU's JMC Department, setting the stage for more engaging events in the months to come.



## Event Highlights

# DEPARTMENT STARTS ODD SEMESTER WITH CREATIVE SNAPSHOT: FASHION PHOTOGRAPHY WORKSHOP

SWAMI VIVEKANANDA UNIVERSITY, 20TH JULY, 2023:



In a bid to enhance the photographic skills of students, the Department of Journalism and Mass Communication organized a Fashion Photoshoot workshop on the 20th of July. Renowned photographer Mr. Sourav Chaitali graced the occasion as a guest, adding valuable insights to the learning experience.

Recognizing the pivotal role of photography within the department, the Odd Semester commenced with a focus on understanding lights and angles for optimal fashion photoshoot

knowledge. The one-day workshop was designed to be immersive and instructive, with students actively participating in various experiments and practical examples.

Mr. Sourav Chaitali, a seasoned professional in the field, took the time to address and clarify any doubts students

had regarding photography techniques and camera functionalities. His expertise provided a valuable bridge between theoretical knowledge and practical application.

The students exhibited a high level of engagement and enthusiasm throughout the workshop, showcasing a keen interest in the intricacies of fashion photography. Such initiatives underscore the department's commitment to providing holistic learning experiences, ensuring students are well-equipped with both theoretical knowledge and practical skills.

This workshop is just one among many organized by the department, reflecting its ongoing efforts to offer diverse and enriching opportunities for students. As Swami Vivekananda University continues to foster a conducive environment for learning, students can anticipate more such events that contribute to their growth and proficiency in the field of Journalism and Mass Communication.



## SWAMI VIVEKANANDA UNIVERSITY'S JOURNALISM AND MASS COMMUNICATION DEPARTMENT HOSTS INSPIRING ORIENTATION CUM INDUCTION LECTURE SERIES

SWAMI VIVEKANANDA UNIVERSITY, 21ST-25TH AUGUST:

The Department of Journalism and Mass Communication at Swami Vivekananda University orchestrated a comprehensive Orientation cum Induction Lecture Series for students from the 21st to the 25th of August. The event aimed to familiarize students with the field and instill a sense of purpose and motivation as they embark on their academic journey.

Distinguished personalities from the realm of journalism graced the occasion as special guests and speakers. Snehasis Sur, the President of the Press Club Kolkata, Rupak Saha, a seasoned Sports Journalist, Pew Roy, Assistant Senior Editor from TV9 Bangla, and Anindya Jana, Editor of Anandabazar Online, brought their wealth of experience to the

forefront. Their engaging lectures not only provided insights into the intricacies of jour-



nalism but also offered valuable life lessons.

The speakers, drawing from their own professional journeys, guided and motivated the students, offering a glimpse into the dynamic and ever-evolving field of journalism. The direct interaction with these prominent personalities allowed students to gain a deeper

understanding of the industry and provided a platform for meaningful dialogue.

Expressions of gratitude echoed through the student body as they acknowledged the unique opportunity to communicate directly with these stalwarts of the journalism community. The Orientation cum Induction Lecture Series not only served as an introduction to the academic curriculum but also set a tone of inspiration, encouraging students to aspire to greatness in their chosen field.

As the university fosters an environment that blends theoretical knowledge with practical insights, events like these play a pivotal role in shaping the educational experience and preparing students for the challenges and opportunities that lie ahead in the field of Journalism and Mass Communication.

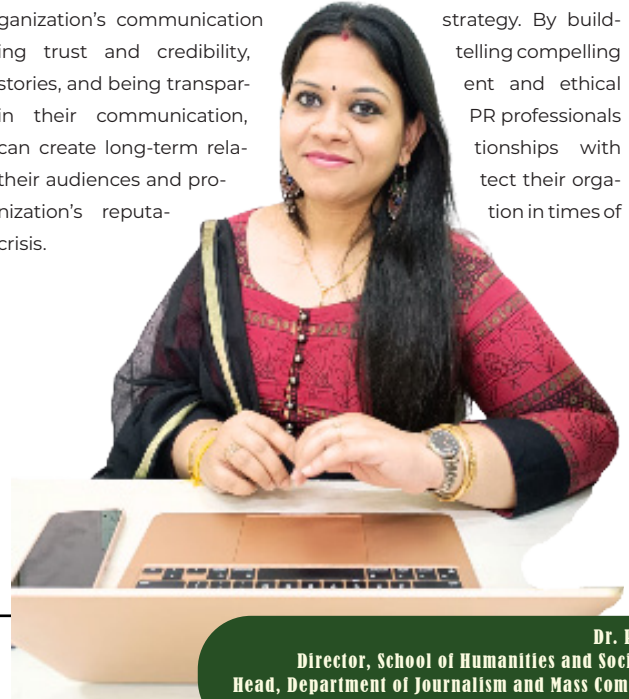
## Editorial Insights

### THE ART OF PUBLIC RELATIONS: BUILDING TRUST AND CREDIBILITY

BY **DR. PRAMITI ROY**, DIRECTOR, SCHOOL OF HUMANITIES AND SOCIAL SCIENCES, SWAMI VIVEKANANDA UNIVERSITY, & HEAD, DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION, SWAMI VIVEKANANDA UNIVERSITY

As the world becomes increasingly interconnected, businesses and organizations must develop effective strategies for communicating with their stakeholders. One crucial aspect of this communication is public relations (PR). PR involves crafting messages and building relationships with various audiences, including customers, employees, investors, and the media. At its core, PR is about creating and maintaining trust and credibility. In today's fast-paced and complex world, where information flows freely and opinions are formed quickly, trust is more important than ever. Without trust, businesses and organizations risk losing customers, investors, and even their social license to operate. To build trust and credibility, PR professionals must be transparent, authentic, and ethical in their communication. They must also be skilled at telling stories that resonate with their audiences and address their needs and concerns. In doing so, they can create a sense of connection and empathy that fosters long-term relationships. Another key aspect of PR is crisis management. When a crisis occurs, whether it's a product recall, a data breach, or a scandal involving a high-profile executive, PR professionals must act quickly and decisively to protect their organization's reputation. This involves developing a crisis communication plan, being transparent and honest with stake-

holders, and taking responsibility for any mistakes that were made. In today's digital age, social media has become an increasingly important tool for PR professionals. Social media platforms such as Twitter, Facebook, and LinkedIn provide an opportunity to engage with stakeholders in real-time and respond to their concerns and questions. However, social media can also be a double-edged sword, as missteps or inappropriate comments can quickly go viral and damage an organization's reputation. In conclusion, PR is a critical component of any organization's communication strategy. By building trust and credibility, telling compelling stories, and being transparent and ethical in their communication, PR professionals can create long-term relationships with their audiences and protect their organization's reputation in times of crisis.



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

### BRIDGING MINDS AND VISIONS: ILLUMINATING INSIGHTS FROM ICMCA 2023

BY **MS. PRITHA MISRA**, DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION, SWAMI VIVEKANANDA UNIVERSITY

In the realm of academic pursuits, there are moments that transcend routine discourse, sparking intellectual fireworks that reverberate far beyond the confines of a lecture hall. Such was the essence of the International Conference on Media, Culture & Audience (ICMCA) held at Swami Vivekananda University from September 28 to September 30, 2023.

The presence of esteemed guests, each a luminary in their respective fields, transformed this conference into a melting pot of ideas, discussions, and profound insights. Professor Vibodh Parthasarathi, known for his groundbreaking work in cultural studies, added a layer of depth to our conversations. His engaging discussions delved into the intricate relationship between media, culture, and audience, leaving an indelible mark on the intellectual landscape of the conference.

Professor Saswati Gangopadhyay, with her wealth of knowledge in film studies, brought a unique perspective to the table. Her insights, shared during the Plenary sessions, offered a nuanced understanding of the evolving role of cinema in shaping cultural narratives. The intersection of film and culture became a focal point, stimulating

thought-provoking conversations among participants.

Professor Maithili Ganjoo, who aptly referred to the conference as a "conference mela," infused an air of enthusiasm and camaraderie. Her dynamic presence facilitated multidisciplinary discussions, ensuring that the diverse tracks of the conference harmonized into a cohesive narrative. As an academican known for her contributions to journalism studies, her guidance resonated with both students and fellow scholars.

The much-anticipated presence of Professor Srinivas R. Melkote marked a historic moment for our department. As the father





## Editorial Insights

figure of Development Communication, his keynote address was not just an academic discourse but a beacon of inspiration. Professor Melkote's inaugural visit to West Bengal generated excitement, and his insights further fueled our commitment to exploring new frontiers in media studies.

The interactive Plenary sessions, chaired by luminaries like Professor Sibaji Pratim Basu, Dr. Rakesh Batabyal, and Professor Mahua Das, facilitated engaging dialogues on the interdisciplinary nature of media studies. Each session, enriched by the participation of guests like Professor Sanjay Mukhopadhyay and Shri. Snehasis Sur, unfolded as a vibrant tapestry of ideas.

Beyond the academic discussions, the conference embraced a spirit of inclusivity, welcoming participants from around the world. Tracks on media politics, development communication, and film studies resonated with global perspectives. Professor Arthur Asa Berger's well-wishes and Professor Srinivas R. Melkote's keynote address elevated the conference, solidifying its place in the international academic arena.

The success of the conference can be attributed not only to the distinguished guests but also to the dedicated efforts of our faculty, staff, and students. Their commitment and enthusiasm laid the foundation for this intellectual confluence.

As we bid adieu to the transformative three-

day International Conference, its impact lingers—a testament to the resilience and collaborative spirit that defines the Department of Journalism and Mass Communication at Swami Vivekananda University. The torch lit by these luminaries will continue to guide us as we navigate the ever-evolving landscape of media studies, inspiring future endeavors and nurturing the seeds of intellectual curiosity within our academic community.



From Left to Right: Prof. Kaberi Gai, Prof. Sashiwan Goswami, Prof. Rakesh Batabyal, Prof. Srinivas Melkote, Mr. Snehasis Sur, Prof. Maithili Ganjoo, Prof. Vivodh Parthasarathi



## ORIENTATION CUM INDUCTION LECTURE SERIES, For the batch of 2023, 21st-25th August, 2023

ORGANIZED BY :

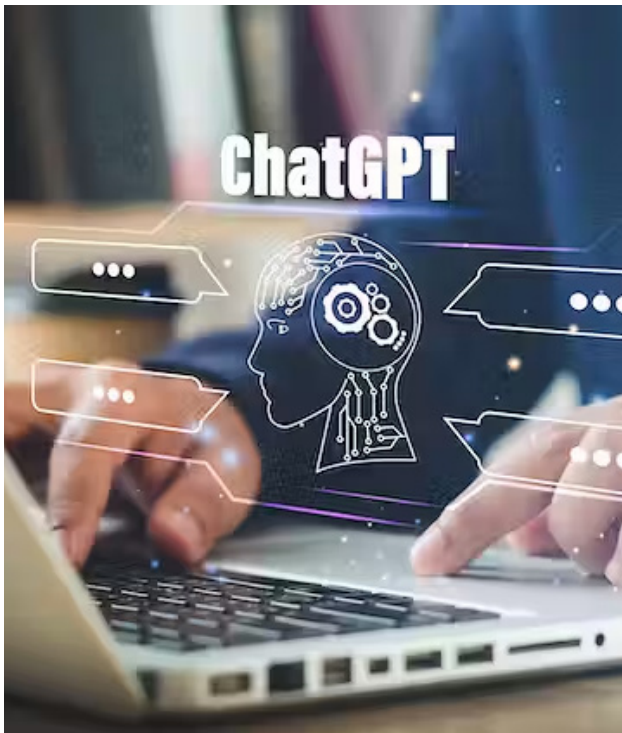
DEPARTMENT OF JOURNALISM AND MASS  
COMMUNICATION DEPARTMENT, SWAMI  
VIVEKANANDA UNIVERSITY

Swami Vivekananda University's Department of Journalism and Mass Communication orchestrated a successful Orientation cum Induction lecture series for the 2023 batch from August 21st to 25th. Renowned figures in Journalism, such as Snehasis Sur, Anindya Jana, Pew Roy, and Rupak Saha, shared their expertise. Sur captivated the audience on August 21st

with insights into print and broadcast journalism, embellishing his talk with a Sanskrit sloka. The following days delved into digital journalism with Anindya Jana, broadcast journalism with Pew Roy, and sports journalism with Rupak Saha. The interactive sessions included discussions on journalistic challenges, memorable experiences, and the qualities required for success. The four-day event concluded with engaging interactions among participants, speakers, and organizing members, creating a rich and informative experience.



## Beyond the Campus



### JOURNALISM SCHOOLS EMBRACE CHATGPT FOR ENHANCED CREATIVITY AND PRODUCTIVITY

BY DR. MAHENDRA KUMAR JENA, DEPARTMENT OF J & MC, SVU

As technology reshapes journalism, institutions like the Indian Institute of Mass Communication (IIMC) and Times School of Media are integrating ChatGPT into their curriculum. Mrinal Chatterjee, IIMC Dhenkanal, emphasizes the importance of teaching students to use generative AI responsibly. Meanwhile, Times School of Media offers AI courses, recognizing Large Language Models' (LLMs) potential in revolutionizing media tasks. Dr. Sanjeev Ratna Singh highlights LLMs' role in automating routine tasks, allowing professionals to focus on creativity. Despite advancements, experts stress the irreplaceable role of human editors, citing nuances and emotional understanding beyond AI's current capabilities.

(Source: Economic Times)

### New Survey Highlights the Challenges of Navigating a World of Information Overload

According to a recent survey conducted by a leading research firm, the following statistics were found:

- » 78% of respondents reported using social media at least once a day, with 52% reporting using it multiple times a day.
- » 63% of respondents reported getting their news from television, while 28% reported getting their news from online sources.
- » Among those who reported getting their news from online sources, 42% reported using social media to access news content.
- » 85% of respondents reported feeling overwhelmed by the amount of news and information available to them.
- » Among those who reported feeling overwhelmed, 67% reported feeling stressed or anxious as a result.

These statistics underscore the widespread use of social media and television as sources of news, as well as the challenges posed by the sheer volume of information available. They also highlight the need for media outlets to provide balanced and impartial coverage of news events, in order to ensure that the public has access to accurate and reliable information.

### NEW STUDY FINDS SOCIAL MEDIA ALGORITHMS MAY BE CONTRIBUTING TO POLITICAL POLARIZATION

BY DR. MOUMITA CHAKRABORTY, DEPARTMENT OF J & MC,

A new study conducted by researchers at a leading university has found evidence that social media algorithms may be contributing to political polarization in society. The study, which analyzed data from a sample of over 10,000 social media users, found that users were more likely to engage with content that aligned with their political beliefs, leading to a reinforcement of existing beliefs and a lack of exposure to alternative viewpoints.

The study suggests that social media algorithms may be exacerbating political polarization by prioritizing content that is likely to generate engagement, rather than promoting diverse viewpoints. This has significant implications for the field of mass communication and journalism, as it underscores the need for media outlets to provide balanced and impartial coverage of political issues. The study's lead author, Dr. Sarah Jones, emphasized the importance of addressing this issue, stating that "the increasing polarization of political discourse is a threat to the health of our democracy. It is essential that we take steps to promote a more balanced and diverse media landscape, and that we work to counteract the effects of social media algorithms that may be contributing to political polarization."

The study has already garnered significant attention within the field of mass communication and journalism, and it is likely to spark further debate and discussion about the role of social media in shaping public opinion and political discourse.



## Placement & Internships

### PLACEMENT



**MR. Dipayan Maiti, BJMC {2020-23}**

ABP digital



**MR. Risav Singh, MJMC {2021-23}**

Content Writing,  
Thrillophilia, Hyderabad



**MS. Puja Roy, MJMC {2021-23}**

HDFC Bank, Customer  
Relation Department



**MR. Piyush Mahapatra, MJMC {2021-23}**

Graphic Designer,  
Eskay Movies



**MR. Joy Biswas, MJMC {2021-23}**

Department Of Panchayats  
& Rural Development,  
Govt. of West Bengal

### INTERNSHIPS



**MR. Saswata Chatterjee, MJMC {2021-24}**

Tutopia Pvt. Ltd.



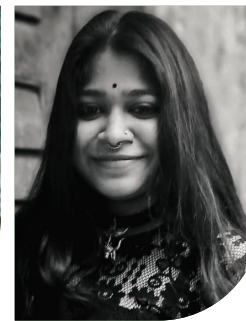
**MS. Moupriya Roy, BJMC {2021-24}**

Tutopia Pvt. Ltd.



**MR. Suvojit Das, BJMC {2021-24}**

Tutopia Pvt. Ltd.



**MS. Ena Bose, MJMC {2022-24}**

Lincoln University  
Pvt Ltd



**MR. Shourave Biswas, BJMC {2021-24}**

News Bartaman

**Design by AYAN ROY**

EDITORIAL TEAM:

MEGHA NATH, SREEJA HALDER,  
BISWARUP DEY, SHUVRA HAZRA,  
STUDENT, SEM VI

**JANUARY 2024**

**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

SWAMI VIVEKANANDA UNIVERSITY