



Anekant Education Society's

**Tuljaram Chaturchand College**  
of Arts, Science and Commerce, Baramati  
(Autonomous)

**Department of Media and  
Communication Studies (DMCS)**

**Workshop & Activities Organized Under  
RUSA**

**2020-21**

**Anekant Education Society's**  
**TULJARAM CHATURCHAND COLLEGE, BARAMATI**  
**Department of Media and Communication Studies**

**Activity Conducted under RUSA**

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**Academic Year 2020-21**

<b>Sr. No.</b>	<b>Name of Activity</b>	<b>Date</b>	<b>No. Beneficiary</b>	<b>Resource Persons</b>
1	Three Days National Webinar on New Media: Nature, Scope and Future	8 th February, 2020	105	Prof. Dr. Uma Shankar Pandey, Prof. Dr. Madhavi Reddy, Dr. Vishram Dhole, Dr. Nisha Pawar, Mr. Prassana Joshi, Dr. Radhyeshyam Jadhav, Dr. Alok Jatratkar, Mr. Samrat Phadnis, Dr. Tanu Dang

**Activity 01**

**Three Days National Webinar on  
New Media: Nature, Scope and Future**

Department of Media and Communication Studies had organized three days National Webinar on 'New Media: Nature, Scope and Future' on 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> February 2021. It was the opportunity to cater some kind of discussion on New Media's various aspects. New media has huge impact on media sector scenario. Everyone is experiencing the growing field of new media and it opened large amount of recruitment or employment opportunities for media students. This webinar has enabled them to access that kind of knowledge gaining platform for new media subject.

Department have invited total nine resource persons from academics and media industry also. The galaxy of resource persons includes Prof. Dr. Uma Shankar Pandey, Head, Dept. of Journalism and Mass Communication, Surendranath College for Women, Kolkata, Prof. Dr. Madhavi Reddy, Head, Department of Media and Communication Studies, SPPU Pune., Dr. Vishram Dhole, Department of Media and Communication Studies, SPPU Pune., Dr. Nisha

Pawar, Head, Dept. of Journalism and Mass Communication, Shivaji University, Kolhapur., Mr. Prassana Joshi, Sr. Producer-Anchor/Digital Evangelist, ABP News, Mumbai., Dr. Radhyeshyam Jadhav, Deputy editor at The Hindu Business Line., Dr. Alok Jatrakar, PRO, Shivaji University, Kolhapur., Mr. Samrat Phadnis, Editor, Traditional & Digital Media at Sakal Media Group and Dr. Tanu Dang, Department of Journalism and Mass Communication, Khwaja Moinuddin Chishti Language University, Lucknow.

On 11<sup>th</sup> February 2021 morning 10.45 am the inaugural function was held with Mr. Ranjeet Pandit, organizing secretary and Dr. Chandrashekhar Murumkar, Principal and convener of this webinar by delivering their speech and welcome address. From 11.00 am to 12.00 noon Dr. Uma Shankar Pandey has delivered his lecture on the topic 'Data is new Fuel'. He covered the importance of data in media practices, impact of data in journalism approach. The second lecture was delivered by Dr. Madhavi Reddy on the topic of 'New Media and Culture'. She talked about the changing classroom culture, screen culture, together alone situation in education due to Covid impact. In the last lecture of session Dr. Vishram Dhole gave lecture on the topic of 'New Media and Politics'. In his lecture he discussed about media ecology, public opinion, freedom of speech and de-contextualization.

On 12<sup>th</sup> February morning 11.00 am Mr. Prassana Joshi delivered a lecture on 'New Media and News.' He discussed about new media, mobile journalism and its impact on mainstream media. The second lecture was 'New Media and Advertising'. This lecture was delivered by Dr. Tanu Dang. She elaborated the need of new media in advertising, live streaming ability and some current trends in industry. In the last lecture of the day Mr. Samrat Phadnis discussed topic named 'Surveillance and Privacy Issues'. He covered some important insights of the issues in privacy policies and their impact on society. He also covered in his discussion some possible threats of surveillance in media sector.

On the last day of webinar 13<sup>th</sup> February morning 11.00 am, the first lecture was delivered by Dr. Radhyeshyam Jadhav on the topic 'Development Communication in Digital Age'. He explained various concepts and issues in development communication like structural approach, power of controlling, structural oppression etc. The second lecture was delivered by Dr. Alok Kumar Jatrakar on 'Public Relations in Digital Age'. He discussed PR tools, impact of digital technology on PR, benefits of social media usage in PR and some future threats also. In the last lecture of day Dr. Nisha Pawar gave her insights on 'Women and New Media'. In her lecture she discussed the current scenario women in media, the statistics of women representation, various international reports on this subjects. The session and the webinar was concluded with vote of thanks by Mr. Jayendra Rane, coordinator of this webinar. Total 248 participants across the nation were registered for this webinar which includes academicians of various college and universities, media industry professionals and media students from various colleges. We would like to thank Dr. Chandrashekhar Murumkar sir and Dr. Ajit Telve sir for their constant support and motivation for this webinar.

We hope the same cooperation in future also.

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### Three Days National Webinar on 'New Media- Nature, Scope and Future'

11th, 12th and 13th February 2021

#### Resource Persons and Topics

Date  
&  
Time | **13th Feb. 2021**  
10.45 AM to 2.15 PM

**Dr. Radheshyam Jadhav**  
Deputy Editor,  
The Hindu Business Line



DEVELOPMENT COMMUNICATION  
in Digital Age

**Dr. Alok Jatrakar**  
Public Relations Officer,  
Shivaji University, Kolhapur



PUBLIC RELATIONS  
in Digital Age

**Dr. Nisha Pawar**  
Head, Dept. of Journalism  
and Mass Communication,  
Shivaji University, Kolhapur



WOMEN AND NEW MEDIA

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### Three Days National Webinar on 'New Media- Nature, Scope and Future'

11th, 12th and 13th February 2021

#### Resource Persons and Topics

Date  
&  
Time | **12th Feb. 2021**  
10.45 AM to 2.15 PM

**Mr. Prasanna Joshi**  
Senior Producer-Anchor  
ABP (Majha) News, Mumbai.



NEW MEDIA AND NEWS

**Dr. Tanu Dang**  
Dept. of Journalism & Mass Comm.,  
Khwaja Moinuddin Chishti  
Language University, Lucknow.



NEW MEDIA AND  
ADVERTISING

**Mr. Samrat Phadnis**  
Editor,  
Traditional & Digital Media,  
Sakal Media Group.

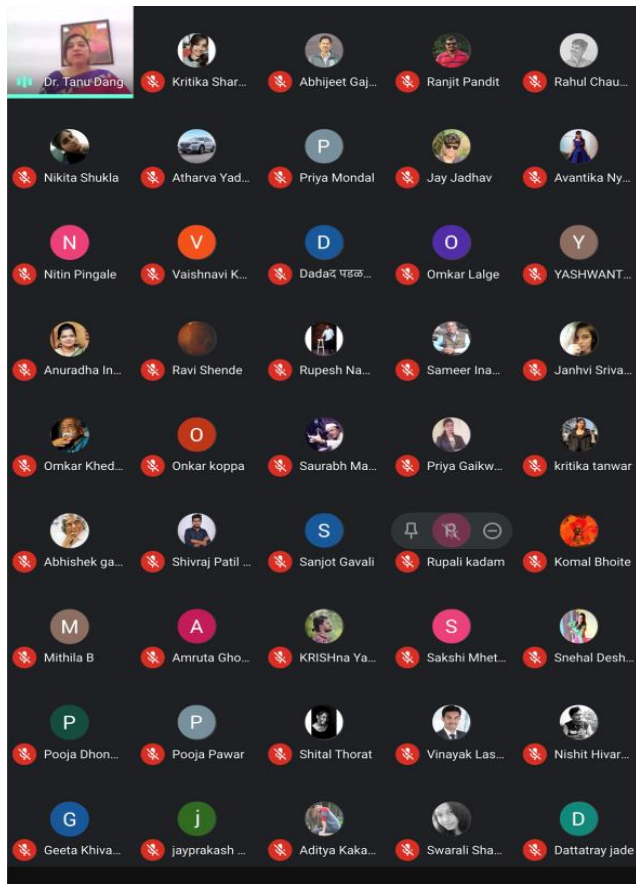


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## Three Days National Webinar on 'New Media- Nature, Scope and Future'

11th, 12th and 13th February 2021

### Resource Persons and Topics

Date  
 &  
 Time

11th Feb. 2021  
 10.30 AM to 2.30 PM

**Prof. Dr. Uma Shankar Pandey**  
 Head, Dept. of Journalism & Mass  
 Communication, Surendranath  
 College for Women, Kolkata.

**Prof. Dr. Madhavi Reddy**  
 Head, Department of Media  
 and Communication Studies,  
 SPPU Pune.

**Dr. Vishram Dhole**  
 Asst. Prof., Department of Media  
 and Communication Studies,  
 SPPU Pune.



DATA IS NEW FUEL



NEW MEDIA AND CULTURE



NEW MEDIA AND POLITICS

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