**Name of the Activity:** Extension lecture on “Development communication and film as a medium of communication for Development”

**Category:** Extension Lecture

**Organising Unit:** Department of Journalism and Mass Communication

**Date:** 01.03.2023

**Time:** 11:15 am onwards

**Venue:** Smart Classroom, RKSMVV

**Number of Participants:** 40

**Name of Resource Person/s with Designation:** Dr. Pallav Mukhopadhyay; Assistant Professor, Department of Journalism and Mass Communication, West Bengal State University.

**Brief description of the Event:** An extension lecture was conducted by the Department of Journalism and Mass Communication. Dr. Pallav Mukhopadhyay, Assistant Professor, Department of Journalism and Mass Communication, West Bengal State University, gave an insightful lecture on Development Communication and film as a medium of communication for Development. His informative talk and knowledge in development communication were excellent. To help our students with any questions they had, we set up a question-and-answer session.

**Programme Outcome:** Students came to know that a film has advantages and downsides as a communication tool and the term "development communication" describes the application of communication to support social development. Techniques for development communication include behaviour modification, social marketing, media advocacy, community engagement, information sharing and education, and social mobilization. One of the most obvious and important advantages of using a movie as a communication tool is the chance to convey an argument visually and, as a result, forge a better connection with the audience. Students discovered that there are three methods for connecting communication to development. These are a multiplicity of information, empathy, and dissemination. Our department successfully handled the question-and-answer session, which helped students learn more specifically about Development communication and film as a medium of communication for Development.



