

Name of the Activity: “Media and Development”

Category: Extension Lecture

Organising Unit: Department of Journalism and Mass Communication, RKSMVV

Date: 13.03.2024

Time: 12:15 pm onwards

Venue: Room Number 8, RKSMVV

Number of Students: 29

Number of Resource Persons: 01

Name of Resource Person: Dr. Kausik Ray; Associate Professor, Department of Journalism and Mass Communication, Dum Dum Motijheel College.

Number of Participants: 29

Brief description of the event: An extension lecture was conducted by the Department of Journalism and Mass Communication on 13th March 2024. Dr. Kausik Ray, Associate Professor, Department of Journalism and Mass Communication, Dum Dum Motijheel College, gave an insightful and thought-provoking lecture on “Media and Development”. In his welcome address Smt. Tanika Deb Roy introduced Assistant Prof. Kausik Ray as an eminent Media Educator and academician who has achieved laurels in the area of Development Communication, Advertising, and Sports journalism. Dr. Ray has 24 years of Experience as a media educator. His informative talk and knowledge in development communication were excellent. The lecture was attended by the teachers and Even and Odd Semester (Sem 1, 4 & 6) students of our department. To help our students with any questions they had, we set up a question-and-answer session. A formal vote of thanks was proposed by Assistant Professor Aditi Das, Head of the Department, who thanked the revered speaker for delivering a thought-provoking lecture.

Program Outcome: Dr. Kausik Ray highlighted the relevance of the topic and also talked about the **transforming role** of media in development communication, as it seeks social change in the direction of a higher quality of life and **a socializing role**, by seeking to maintain some of the established values of the society. He also threw light on the matter that in development communication, media should spread knowledge on these relevant areas: government should provide adequate food and clean drinking water, decent shelter; education; security of livelihood, help people to participate in decision making, uphold a person’s dignity and self-respect and also consider the case of the high-yielding seed variety. Farmers can raise their crop manifold after adoption and more money will be available to purchase equipment, animals, or land as a result. Students came to know that Communication and media play a vital role in supporting social development and a significant amount of social transformation is necessary. People must be educated, persuaded, and informed to achieve it. Information must flow both from and to them to meet their needs and allow them to take part in acts and decisions in nation-building. It also needs to move vertically for decisions to be made. Our eminent speaker stated that using communication for growth requires a lot of feedback. communication should never be one-way. It should be feasible for users to provide

implementers with meaningful feedback. He also shared some detailed information on the Basic Need Approach. He stated that Poverty is the state experienced by those who are unable to achieve their fundamental needs. The methodology comprised determining and assessing welfare outcomes and concentrated on standards of non-material needs like political liberty, employment, and participation as well as material needs like food, clothing, and shelter. Our department successfully handled the question-and-answer session, which helped students learn more specifically about Development communication and the significance of media in development.



The poster features a central blue rounded rectangle containing a portrait of Dr. Kausik Ray, surrounded by various icons representing media and technology. The background of the entire poster is light pink with faint floral patterns.

**RAMAKRISHNA SARADA MISSION
VIVEKANANDA VIDYABHAVAN**

Department of Journalism and Mass Communication
In Collaboration with IQAC
Organises

EXTENSION LECTURE

TOPIC: MEDIA & DEVELOPMENT

SPEAKER: DR. KAUSIK RAY

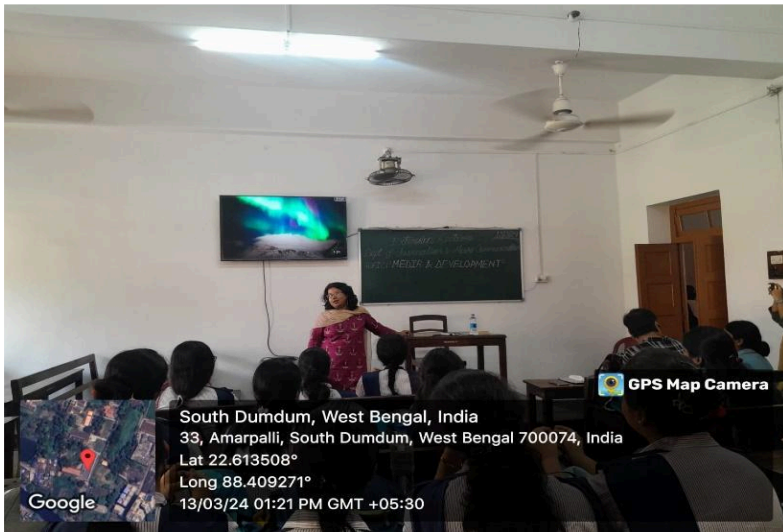
**ASSOCIATE PROFESSOR & HEAD, DEPT. OF JOURNALISM
AND MASS COMMUNICATION, DUM DUM MOTIJHEEL
COLLEGE, WEST BENGAL, INDIA**

Time: 12:15–1:15pm. **Date: 13/3/2024**

Venue: Room No. 8



South Dumdum, West Bengal, India
33, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613492°
Long 88.40926°
13/03/24 12:35 PM GMT +05:30



South Dumdum, West Bengal, India
33, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613508°
Long 88.409271°
13/03/24 01:21 PM GMT +05:30



South Dumdum, West Bengal, India
33, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613383°
Long 88.409239°
13/03/24 01:25 PM GMT +05:30