Name of the Event: Extension Lecture on "'Construction of Identity in Digital Era"

Category: Extension Lecture

Organising Unit: Department of Journalism and Mass Communication, RKSMVV

Date: 28th February, 2025

Time: 11:15 am. onwards

Venue: Room Number 33, [RKSMVV]

Number of Participants: 25 students & 02 teachers

Name and Designation of the Resource Person (s): Dr. Debsmita Sarkar, Assistant Professor, Department of Journalism and Mass Communication, Dum Dum Motijheel College.

Brief Description of the Event: The Department of Journalism and Mass Communication organized an extension lecture on the topic *'Construction of Identity in Digital Era'* on 28th February 2025. The session was initiated with an introduction by *Smt. Tanika Deb Roy*, who warmly welcomed the resource person, faculty members, and students. She provided a brief overview of the significance of the topic and its relevance in contemporary digital communication.

Dr. Debsmita Sarkar delivered an insightful lecture on the evolving concept of identity in the digital world. She discussed various aspects, including digital footprints, social media influence, and personal branding. The lecture also touched upon the challenges of authenticity, online persona management, and the ethical concerns surrounding digital identity.

Students actively participated in the interactive session, engaging in discussions about privacy concerns, self-representation, and the psychological impact of digital interactions. The session was highly enriching, offering students a broader understanding of identity construction in the digital landscape.

The event concluded with a *vote of thanks by Smt. Tanika Deb Roy*, who expressed gratitude to Dr. Sarkar for sharing her expertise and to the participants for their enthusiastic engagement.

Programme Outcome: This extension lecture significantly enhanced students' understanding of identity formation in the digital age. Some major learning outcomes are:

i) Understanding the concept of digital identity and its various components, including self-presentation, online reputation, and social media influence.

ii) Recognizing how digital footprints impact personal and professional identity, including the role of data privacy and security concerns.

iii) Gaining insights into the power of social media in shaping self-perception, societal identity constructs, and digital self-branding.

iv) Analyzing the role of artificial intelligence and algorithms in influencing personal branding, social interactions, and visibility in the digital space.

v) Exploring ethical considerations in digital identity formation, including issues of authenticity, misinformation, and online persona management.

vi) Developing critical thinking skills to assess the credibility of online identities and differentiate between real and fabricated digital personas.

vii) Understanding the psychological effects of online interactions, including digital validation, identity fragmentation, and mental well-being in the digital space.

viii) Enhancing media literacy skills to responsibly navigate digital platforms, critically engage with digital narratives, and manage online identity with integrity.

ix) Learning strategies for maintaining a positive and balanced digital presence while ensuring privacy, security, and professional ethics.

x) Exploring the impact of digital storytelling, content creation, and online activism in constructing individual and collective identities in the digital era.

The session provided students with valuable theoretical and practical knowledge, equipping them with essential skills to navigate the digital world responsibly and leverage digital tools for academic, professional, and personal growth.

RAMAKRISHNA SARADA MISSION VIVEKANANDA VIDYABHAVAN

Department of Journalism and Mass Communication

In Collaboration with IQAC

Organises

EXTENSION LECTURE

Topic: Construction of identity in Digital Era

Speaker: Dr. Debsmita Sarkar
Assistant Professor of Department of Journalism and Mass Communication, Dum Dum Motijheel College, West Bengal, India

Time: 11:15 am onwards

Date: 28/02/2025

Venue: Room No. 33

South Dumdum, West Bengal, India
52/c, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613167° Long 88.408838°
28/02/2025 11:24 AM GMT +05:30

South Dumdum, West Bengal, India
52/c, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613317° Long 88.409047°
28/02/2025 11:20 AM GMT +05:30

South Dumdum, West Bengal, India
52/c, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613294° Long 88.409068°
28/02/2025 11:23 AM GMT +05:30

South Dumdum, West Bengal, India
52/c, Amarpalli, South Dumdum, West Bengal 700074, India
Lat 22.613256° Long 88.409161°
28/02/2025 12:07 PM GMT +05:30