

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Name of the Event: Experiential Learning on “A Visit to 48th Kolkata Book Fair”

Category: Experiential Learning

Date: 5th February, 2025

Time: 1:15 pm. onwards

Venue: Kolkata Book Fair, at Boi Mela Prangon, Salt Lake

Number of Participants: 17 (10 from Semester 3 + 7 from Semester 6) and 2 faculty members.

Brief Description of the Event: The department organised an experiential learning session titled “*A Visit to 48th Kolkata Book Fair*” as part of its ongoing academic enrichment initiatives. The session aimed to expose students to the vast and dynamic world of publishing, literature, and media engagement, while fostering a greater appreciation for journalistic storytelling and literary traditions.

Students had the opportunity to observe the convergence of media houses, publishers, and authors, and explore themes relevant to communication, mass culture, and readership trends. The event encouraged interdisciplinary thinking and highlighted the relationship between journalism, publishing, and cultural narratives.

The visit was guided by two faculty members who contextualised the experience within the framework of their academic curriculum. Students interacted with publishers, explored various thematic pavilions, and engaged in critical observation exercises to apply classroom knowledge to real-world settings.

Learning Outcome: The experiential learning visit to the *48th Kolkata Book Fair* significantly broadened the academic and professional horizons of participating students. By stepping outside the classroom, students encountered real-life applications of journalistic theories, communication practices, and media trends. They observed how literature, journalism, and mass communication intersect in public spaces to inform, influence, and reflect society. This immersive experience enabled students to develop *critical observation skills, conduct interviews, assess media representation in public discourse*, and better understand the production and dissemination of literary and journalistic content. Interactions with publishers, editors, and visitors offered insights into audience engagement, content curation, and the business side of communication.

Moreover, the event nurtured a spirit of inquiry and independent learning. Students were encouraged to document their observations and relate them to classroom discussions on *media ethics, cultural journalism, and audience studies*. This practical exposure helped bridge the gap between theoretical frameworks and field realities.

The visit also enhanced collaborative learning, as students from different semesters exchanged perspectives and reflected on their experiences. Overall, the event enriched their

academic journey by fostering critical thinking, professional curiosity, and a holistic understanding of mass communication in action.

