

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION EVENT REPORT

Name of the Event: Extension Lecture on “AI in New Media: Current Trends and Future Directions”

Category: Extension Lecture

Date Held: 4th December, 2025

Time: 11:15 am. onwards

Venue: Swamiji Bhavan, RKSMVV

Name and Designation of the Resource Person : Smt. Sabari Pramanik, Assistant Professor, Department of Computer Science, Vidyasagar University.

Number of Participants: 21 students (05 students from NEP semester I, 05 students from NEP semester III and 11 students from NEP semester V) & 04 faculty members.

Brief Description of the Event: The Department of Journalism and Mass Communication, in association with IQAC, organized an Extension Lecture titled “AI in New Media: Current Trends and Future Directions” on 4th December 2025 at Swamiji Bhavan. The session began with an introductory address by faculty member *Smt. Riya Laskar*, who welcomed the speaker and emphasized the importance of Artificial Intelligence in today’s media environment. Students of NEP Semester V felicitated the invited speaker, Smt. Sabari Pramanik, with a handmade bouquet and a plant as a gesture of appreciation.

Before entering the core discussion, the speaker provided a brief history of AI, tracing its origin from early computing theories of the 1950s—when pioneers like Alan Turing introduced the idea of machine intelligence—to the development of machine learning, neural networks, and present-day generative AI systems. This historical background helped students understand how AI evolved from simple rule-based programs to modern intelligent technologies influencing journalism and digital communication. The lecture then explored how AI is transforming new media through automation, content personalization, data-driven storytelling, and real-time digital interactions.

Students actively engaged in the Q&A session, asking thoughtful questions and showing genuine interest in the topic. The lecture provided them with valuable insights beyond their regular curriculum.

The session concluded with a formal Vote of Thanks delivered by *Smt. Tanika Deb Roy*, who expressed gratitude to the speaker for her insightful and engaging presentation.

Outcome of the Event: The Extension Lecture on “AI in New Media: Current Trends and Future Directions” proved to be highly informative and impactful for the students of the Department of Journalism and Mass Communication. The session offered a comprehensive understanding of how Artificial Intelligence is reshaping the media landscape through automation, data analytics, personalized content delivery, and advanced digital tools. Students gained clarity on the role of AI in enhancing efficiency in newsrooms, improving accuracy in data-driven stories, fact checking, identifying the fake news and enabling innovative forms of storytelling such as automated writing, predictive analysis, and immersive media experiences.

The speaker emphasized both the opportunities and challenges associated with AI’s growing role in media. Students learnt about the ethical concerns surrounding misinformation, deepfakes, and algorithmic biases. This helped them reflect on the responsibility of future journalists in ensuring credibility and maintaining professional integrity in an AI-driven environment. The lecture encouraged students to critically analyze how AI tools can aid journalistic practices without compromising human judgment.

Additionally, the interactive nature of the session allowed students to ask questions related to emerging media technologies, career prospects in digital media, and the skills required to adapt to the future job market. The resource person also guided the students on responsible AI usage, highlighting the importance of continuous learning and technological awareness in the competitive media industry.

Overall, the event successfully broadened students’ perspectives on the evolving media ecosystem. It motivated them to explore new research areas, upgrade digital skills, and stay informed about technological advancements. The Q&A session was particularly beneficial, allowing students to clarify doubts and gain targeted knowledge related to the filmmaking process. The session was insightful, engaging, and beneficial in strengthening their academic and professional preparedness in the field of journalism and mass communication.



Ramakrishna Sarada Mission Vivekananda Vidyabhavan
33, Sri Maa Sarada Sarani, South Dum Dum, Kolkata-700055

Accredited by NAAC with A+ Grade (CGPA 3.45)

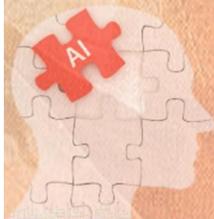
Department of Journalism and Mass Communication

In association with IQAC

Presents

An Extension Lecture

Topic : **AI** in New Media :
Current Trends and Future Directions



Speaker:

Smt. Sabari Pramanik
Assistant Professor

Department of Computer Science
Vidyasagar University

Venue:
Swamiji Bhavan

Date : 04/12/25

Time:11:15am onwards



GPS Map Camera
 Kolkata, West Bengal, India 🇮🇳
 240, Jessore Rd, Bangur Avenue, Block D, Bangur, দক্ষিণ, Kolkata, West Bengal 700055, India
 Lat 22.611092° Long 88.40903°
 Thursday, 04/12/2025 11:26 AM GMT +05:30



GPS Map Camera
 Kolkata, West Bengal, India 🇮🇳
 240, Jessore Rd, Bangur Avenue, Block D, Bangur, দক্ষিণ, Kolkata, West Bengal 700055, India
 Lat 22.611092° Long 88.40903°
 Thursday, 04/12/2025 11:25 AM GMT +05:30



GPS Map Camera
 Kolkata, West Bengal, India 🇮🇳
 240, Jessore Rd, Bangur Avenue, Block D, Bangur, দক্ষিণ, Kolkata, West Bengal 700055, India
 Lat 22.611092° Long 88.40903°
 Thursday, 04/12/2025 11:31 AM GMT +05:30



GPS Map Camera
 Kolkata, West Bengal, India 🇮🇳
 435, 11, Jessore Rd, Behind Identity Complex, Shyam Nagar, Amarpalli, Kolkata, West Bengal 700055, India
 Lat 22.612969° Long 88.409857°
 Thursday, 04/12/2025 12:44 PM GMT +05:30



GPS Map Camera
 Kolkata, West Bengal, India 🇮🇳
 435, Jessore Rd, Vivekananda Abasan, Amarpalli, Dum Dum, Kolkata, West Bengal 700055, India
 Lat 22.612908° Long 88.409582°
 Thursday, 04/12/2025 12:50 PM GMT +05:30



GPS Map Camera
 Kolkata, West Bengal, India 🇮🇳
 435, Jessore Rd, Vivekananda Abasan, Amarpalli, Dum Dum, Kolkata, West Bengal 700055, India
 Lat 22.612946° Long 88.409625°
 Thursday, 04/12/2025 12:54 PM GMT +05:30