



# Delhi Metropolitan Education

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**DAY-3**

## **PRESS RELEASE**

### **Ujjwal Chowdhury analyses impact of COVID on media and entertainment**

Ref no: 007/ICAN3/20

Date:- June 23, 2020

**NOIDA:** Day-3 of the International Conference ICAN<sup>3</sup> organized by DME Media School upped the ante when renowned media academician Prof. Ujjwal K Chowdhury, Pro Vice-Chancellor, School of Media, Communication & Fashion, Adamas University, Kolkata, West Bengal took a plenary session on the pertinent topic ‘COVID impact on Media and Entertainment’ on June 23, 2020. The session started with the opening remarks by Dr Ambrish Saxena, Dean, DME Media School and Organising Secretary of ICAN<sup>3</sup> and Dr Susmita Bala, Head, DME Media School and Convenor of ICAN<sup>3</sup> welcoming the guest.

Prof. Chawdhury with his mammoth experience in the field of industry unfolded the changing aspects of the media and entertainment industry due to the COVID pandemic. Prof. Chawdhury said, “Digital convergence is the way forward and adaptation of new techniques and switching to the digital platform will bridge the gap created by the pandemic”.

Dr Ambrish Saxena added to the conversation by emphasising on the importance of evolution and coping up with the current loses in a good spirit to trudge forward to the better future in the industry.

During the same session, the special editions of Newsletter of DME Media School were unveiled digitally through an AV prepared by Mr Sumantra Sarathi Das, Assistant Professor.

The newsletter is focused on the COVID-19 pandemic and all the content is specially generated by the faculty of DME and renowned experts from the field of journalism.

The enlightening plenary session with Prof. Chawdhury was followed by a Master class focusing on 'India's Misplaced Priorities: Community, Media and Policy.' The first Master class of the conference was conducted by Mr Akram Hoque, Founder Editor, The Policy Times, New Delhi.

The session detailed about India's decision making policies and elaborated on how a good decision is to be made by a policymaker or a government official. Mr Hoque said, "Community, Media and Policy can be our strengths and weaknesses". He illuminated the hidden parts of India's decision-making policies and stressed the dual nature of the community and media.

With concrete research to back-up his claim, Mr Akram, detailed out the positive changes India can implement to exterminate faults in policies such as job creation and our healthcare system among others which have been increased due to the Corona Virus pandemic.

While Mr Mohit Kishore Vatsa, Assistant Professor, moderated the master-class, Muskan Bakshi, a first-year BJMC student anchored the session.

Day3 of the conference ended with a technical session in which several papers were presented on the theme 'Media Content, News Analysis and Ethical Issues'. Discussion on Fake News, Propaganda and Misinformation was the highlight of the session. It was chaired by Dr Anubhuti Yadav, Professor and Course Director, Advertising and Public Relations, Indian Institute of Mass Communication, New Delhi and co-chaired by Ms Yashasvika Yadav, Assistant Professor. Kumar Kanish, a student, was the anchor of the session.

### **Link for downloading the newsletter**

<https://seureservercdn.net/198.71.233.51/y2m.87c.myftpupload.com/wp-content/uploads/2020/06/BA-JMC-June-2020-Fortnight-1-Issue.pdf>.

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