Report on the Webinar:
"Impact of New Technologies on Traditional Media"

Organized by: Department of Journalism and Mass Communication, Dum Dum Motijheel Rabindra Mahavidyalaya

Date: 03/08/2020

Time: 3.30 pm

Platform: Google Meet

Resource Person: Dr. BUROSHIVA DASGUPTA Professor, Brainware University Former Mentor, School of Liberal Arts, Karnavati University, Gujarat Former Director, Manipal Institute of Communication, Manipal University

Introduction

The Department of Journalism and Mass Communication at Dum Dum Motijheel Rabindra Mahavidyalaya recently organized an enlightening webinar on the "Impact of New Technologies on Traditional Media." This event aimed to explore how the advent of new technologies is reshaping the landscape of traditional media. The webinar featured a distinguished resource person, Dr. Buroshiva Dasgupta, an expert in the field of media and technology.

Welcome Address

The webinar commenced with a warm welcome address by the Head of the Department, who highlighted the significance of understanding the interplay between new technologies and traditional media. She emphasized the importance of adapting to technological advancements to stay relevant in the rapidly evolving media industry.

Speaker: Dr. Buroshiva Dasgupta, Professor, Brainware University Former Mentor, School of Liberal Arts, Karnavati University, Gujarat Former Director, Manipal Institute of Communication, Manipal University

Topic: Evolution of Traditional Media in the Digital Age

Dr. Dasgupta, a renowned media analyst, kicked off the session with an insightful presentation on how traditional media has evolved with the advent of digital technologies. He discussed the following key points:

- Historical Context: Dr. Dasgupta provided a brief history of traditional media, including print, radio, and television, and their roles in society before the digital revolution.

- Technological Disruption: He elaborated on the various technological advancements that have disrupted traditional media, such as the internet, social media, and mobile devices.

- Adapting to Change: Dr. Dasgupta emphasized the necessity for traditional media outlets to adapt to these changes by embracing digital platforms, utilizing data analytics, and engaging audiences through interactive content.

- Convergence of Media: Dr. Dasgupta explained the concept of media convergence, where traditional and digital media merge to create a more holistic and immersive user experience.

- Role of Artificial Intelligence: He delved into the role of artificial intelligence (AI) in media, including content creation, curation, and personalized recommendations.

- Virtual and Augmented Reality: Dr. Dasgupta highlighted the potential of virtual reality (VR) and augmented reality (AR) in transforming media consumption by providing immersive and interactive experiences.

- Challenges and Opportunities: He addressed the challenges traditional media faces in integrating new technologies, such as digital literacy and financial constraints, while also pointing out the opportunities for innovation and growth.

- Case Studies: He presented case studies of traditional media companies that successfully transitioned to digital formats, highlighting their strategies and outcomes.

Q&A Session

The presentations were followed by an engaging Q&A session, where participants had the opportunity to interact with the speakers. Questions ranged from the ethical implications of AI in journalism to practical tips for traditional media practitioners transitioning to digital platforms. Dr. Dasgupta provided insightful and practical answers, enriching the discussion further.

Conclusion

The webinar concluded with a vote of thanks from the organizers, expressing gratitude to the speakers for their valuable insights and to the participants for their active engagement. The event successfully provided a comprehensive understanding of the impact of new technologies on traditional media, inspiring attendees to embrace and adapt to the digital age.

The webinar was a significant step towards bridging the gap between traditional and digital media, equipping participants with the knowledge and tools needed to thrive in the modern media landscape.