

Report of Guest Lecture- “Challenges and opportunities for aspiring Journalists in the digital age: An insight into Broadcast and Print Media”

The Department of Journalism & Mass Communication, Integral University, Lucknow, organized a Guest Lecture and interactive session with Mr. Pranshu Mishra, Resident Editor, Hindustan Times, Lucknow, on 27/09/2024, in the Seminar Hall, 3rd floor, E-block. Mr. Pranshu has also served as Bureau Chief, CNN-News18 and holds more than 20 years of experience in TV and print media.

The welcome note and introduction of the speaker was given by Head of the Department Dr. Rashid Ansari. Mr. Mishra in his interaction with the students, provided insights into various career paths within journalism and mass communication, encouraging students to explore diverse roles beyond traditional reporting. He outlined essential skills for aspiring journalists, including critical thinking, strong writing abilities, and effective communication, and also stressed the importance of adaptability in a rapidly changing media landscape. Mr. Mishra shared personal anecdotes that illustrated challenges faced by journalists and offered strategies for navigating these challenges.

The session was interactive, with students posing questions related to their future careers, the impact of and significance of journalism. Mr. Mishra’s responses were well-received, sparking further discussions among students about their aspirations in the field. The session concluded with the vote of thanks by Coordinator Mr. Mohd. Zubair.

Thanks & Best Regards

Mohd. Rehan Irfan

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