**<u>Report of guest lecture: Mohammad Shameem Khan, RJ, All India Radio, Delhi</u>**

The Department of Journalism & Mass Communication and the Alumni Welfare Association of Integral University organized an engaging interaction session with Dr. Mohammad Shameem Khan, a renowned Radio Jockey at FM Gold, All India Radio, New Delhi, and esteemed alumnus of Integral University, Lucknow. The event took place on October 23, 2024, at 2:00 PM in Room no. E319, E-block, Integral University, Lucknow.

 The session aimed to provide students with valuable insights into the field of journalism and mass communication, particularly in radio broadcasting, television production and so on. Dr. Khan's extensive experience and success in the industry served as an inspiration for aspiring journalists. The session commenced with a welcome address by Mr. Mohd Zubair, Coordinator. Then Dr. Khan shared his journey from being a student at Integral University to becoming a prominent figure in the media industry. He discussed various aspects of his career, including the challenges he faced and the skills necessary for success in journalism.

 During his talk, he highlighted key aspects of his career, detailing the challenges he encountered along the way, and emphasized the importance of reading and practice in overcoming obstacles. He also discussed the essential skills for success in journalism, such as effective communication, creativity, and a keen understanding of media dynamics. His insights not only motivated students but also provided them with practical advice for navigating their own paths in the field of journalism and mass communication.

Dr. Rashid Ansari, Head of the department, presented the certificate of appreciation to the guest and also delivered the concluding remarks and thanked him for sharing valuable insights. Ms. Unaiza Shahid, a student of BJMC 2nd year, conducted the event.

**Thanks & Best Regards,**

Mohd. Rehan Irfan

Assistant Professor

(Departmental Website Coordinator)

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