

Report: Inter-University Debate Competition organised by the Department of Mass Communication, Integral University

Dear All

The Department of Mass Communication's debating club, "The Dialogue" hosted a successful Inter-University Debate Competition on 12 April 2025, at Central Auditorium, Hall 2, on the topic "Implications of Influencer Culture on Younger Audiences". With the influencer culture rapidly evolving into a dominant force in shaping youth opinions, values, aspirations, and self-perception, the topic sparked rigorous intellectual discourse among participants and attendees alike.

The competition was conceived and coordinated under the leadership of Mr. Mohd. Rehan Irfan, Assistant Professor, Department of Mass Communication. The event commenced with a brief inaugural session, where the participants, judges, and audiences were welcomed. More than 25 participants from various universities took part in the debate, presenting both affirming and opposing views on the topic. The competition was judged by a panel of esteemed academics, including Dr. Rashid Ansari, Head, Department of Mass Communication, Integral University, and Dr. Manzoor Khan, Assistant Professor, Faculty of Law, Integral University.

Each participant was allotted 3+1 minutes to present their viewpoint, followed by a rebuttal round, which tested their ability to think on their feet and respond to counter-arguments with clarity and logic. The debaters touched upon a wide range of issues, including the psychological impact of idealized lifestyles and curated content, role of influencers in shaping political opinions and social movements, commodification of personal identity and experiences for brand promotion, potential of influencers to educate, inspire, and spread awareness, concerns about misinformation and the lack of accountability in online spaces, and so on.

The event was marked by eloquence, sharp reasoning, and passionate delivery, reflecting the participants' deep understanding of the subject and its relevance in today's digital landscape.

Winners of the Competition:

1. Shumaila Khan – BA English, University of Lucknow (1st Prize)
2. Aqsa Khan – BMRIS, Integral University (2nd Prize)
3. Laiba Rehman – BTech-Biotech, Integral University (3rd Prize)

The winners were felicitated by the judges and the convener, who praised their command over the subject matter and their ability to engage with complex social issues in a meaningful way.

Glimpses of the Event:

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Thanks & Warm Regards

Dr Rashid Ansari

Associate Professor & HOD

Mass Communication