Event Report: Expert Talk on World Press Freedom Day organized by the Department of Mass Communication at Integral University

On 3rd May 2025, the Department of Mass Communication at Integral University, Lucknow, organized an enlightening Expert Talk to mark World Press Freedom Day. The session commenced at 10:30 AM in Central Auditorium Hall 2 and was centered on the critical theme: "Promoting Gender Equity in Media: The Impact of AI on Mass Communication." This event was part of the university's ongoing efforts to foster dialogue around pressing issues in media and communication, particularly those shaped by emerging technologies and social justice concerns. The program began with the inaugural address by the Dean, Prof. Abdul Rahman Khan, who extended heartfelt welcome to the guests and the audience, and underscored the importance of fostering inclusive dialogue and progressive thinking within academic and media spaces. He expressed his appreciation for initiatives that encourage equity, diversity, and social responsibility, setting a thoughtful tone for the event.

The expert talk featured two distinguished academics as speakers. Prof. Shafey Kidwai, Professor and Dean at Aligarh Muslim University, delivered the keynote address, in which he talked about "Promoting Gender Equity in Media," emphasizing the need for fair and accurate representation of all genders across television, film, journalism, and digital platforms. He highlighted how media influences societal attitudes and the importance of breaking stereotypes, increasing the visibility of women and non-binary individuals in leadership roles, and supporting content creators from underrepresented communities. He also discussed the role of media organizations in adopting inclusive hiring practices and policies that ensure diverse voices are not only heard but also valued in decision-making spaces.

Joining him as the guest speaker, Dr. Rubaid Ashfaq, Associate Professor at Amity University, Noida, addressed the audience on the broader ethical and practical implications of AI integration in journalism. He discussed the importance of ensuring that AI tools in media are designed and deployed in ways that promote inclusivity and fairness, rather than perpetuating systemic inequities.

The session concluded with an interactive Q&A segment, where students and faculty engaged actively with the speakers, reflecting a strong interest in the future of mass communication in an AI-driven world. The event was highly appreciated for its relevance and academic depth, making it a significant contribution to the university's World Press Freedom Day observance.

The event was held under the leadership of Dr. Rashid Ansari, Head of the Department, and was convened by Mr. Mohd. Rehan Irfan, Assistant Professor. Their collective efforts and support of other faculty members ensured the smooth and professional execution of the event. Dr. Arafat Hasan Rizvi, Assistant Professor, introduced the guests whereas Mr. Mohd. Rehan Irfan, Assistant Professor, delivered a vote of thanks. Ms. Subuk Zehra and Ms. Unaiza Shahid, students of BJMC 3rd year and 2nd year, respectively, conducted the event.