



Outcome Report (Event/Activity Organised @ AUMP)

1. General Information

- 1.1 Date:** 25 September 2023
1.2 Event Type: Workshop
1.3 Event Title: Understanding the changing media scenario in India.
1.4 Venue : TV studio, Amity School of Communication
1.5 Organised by (School): ASCO, AUMP
- 1.6 Student Participation*:** 70 (approx) from ASCO
1.7 Faculty Participation*: 6 Faculties from ASCO
- 1.8 Participation from outside AUMP*:** Nil
- 1.9 Event Coordinator(s) with designation:** Siddharth Sharma, Assistant Professor Amity school of Communication, AUMP

General Introduction of the Event. The media landscape in India is undergoing a profound transformation, reshaping how information is disseminated and consumed. Traditional outlets like newspapers and television are no longer the sole sources of news. The digital revolution, fuelled by the widespread availability of smartphones and affordable internet, has given rise to a vibrant online media ecosystem.

Social media platforms, digital news portals, and streaming services have become influential players in shaping public opinion. This shift has democratized information access, allowing citizens to engage with a diverse range of voices and perspectives. However, it has also raised concerns about misinformation and the need for media literacy.

1.10 Objectives of the Event

- a. To provide attendees with comprehensive insights into the evolving media landscape in India, including emerging trends, challenges, and opportunities.
- b. To enhance media literacy among participants, enabling them to critically evaluate news sources and discern credible information from misinformation.
- c. Foster open dialogue and discussions among participants, encouraging them to share their perspectives and experiences related to the changing media scenario.
- d. Showcase the impact of technology on media, exploring innovations such as AI, social media, and digital platforms that are shaping the industry.

2. Details of Expert/Speaker/Resource Person/Judge:

Dr. Ashish Sharma

Associate Professor, Amity School of Communication, AUMP

With over 12 years of experience in academia and the media industry, He has worked with esteemed institutions such as Chandigarh University Punjab, Presidency University Bangalore, Amity University Madhya Pradesh, IMS Unison University Dehradun, APG Shimla University Shimla, and ITFT College Himachal Pradesh.

3. Event Report along with glimpses of the event *(Photographs)*

Key Outcomes.

- Event was carried out on series of events during the Innovation week.
- Participants learned that traditional media like television and newspapers are being increasingly replaced by digital platforms, including social media, streaming services, and news websites.
- Students gained insights into how platforms like YouTube, Instagram, and Facebook empowering individuals are to create and disseminate content, reshaping the media landscape.
- Students were encouraged to develop skills in discerning reliable information from misinformation and to approach media content with a critical mindset, promoting responsible and informed media consumption.

3.1 Photographs

