

CENTRAL UNIVERSITY OF ODISHA, KORAPUT

OFFICE OF THE PUBLIC RELATIONS

PRESS RELEASE, DATE: 16.11.2023

DJMC, Central University of Odisha organizes National Seminar and Book Release on National Press Day

The Department of Journalism & Mass Communication, Central University of Odisha, Koraput celebrated the National Press Day by organizing an online national level seminar and publishing a book. Dr. P.K.Rath, Assistant Professor, DJMC started the proceedings by welcoming the guests.

The seminar themed on, *Journalism in the era of Artificial Intelligence*, began with Dr. Sourav Gupta, Head (i/c), DJMC by giving the thematical address where he explained the background of National Press Day and the various perspectives of the emergence of Artificial Intelligence in Journalism. Prof Arun Kumar Bhagat, Member, Bihar Public Service Commission & Former Dean, School of Media Studies, MGCU, Motihari explained that AI has the capability to print huge number of newspapers in very less time, it can read minds and multi-language content can be produced accordingly. However, he cautioned that reporter may lose their jobs due to AI. Shri Harsh Vardhan Tripathi, eminent journalist and media educator from New Delhi, opined that there is nothing artificial about journalism and AI can't replace human brain. He stressed that AI can personalize content and can enhance accuracy. It has made journalism easier but critical thinking and brainstorming gives better results in journalism. Shri Ashok Kumar Pradhan, Bureau Chief, The Times of India, Bhubaneswar emphasized that AI is a tool and not a replacement for journalists. AI tools based on various algorithms can make work easier but cannot replace originality & creativity. Future journalists will be empowered by AI.

Prof Chakradhar Tripathi, Hon'ble Vice Chancellor, CUO said in his message that the press is a vital weapon of nation building and appreciated the Dep't of J & MC for celebrating the National Press Day. An E-Book titled, *National Press Day: Contemporary Issues, Premises & Challenges* published by the DJMC & edited by Dr. Sourav Gupta was inaugurated on this occasion. The book is graced by a message of Justice Ranjana Prakash Desai, Hon'ble Chairperson, Press Council of India and contains chapters by DJMC Faculty & research scholars. Miss Jharana Kadaraka, DJMC Alumni was felicitated on this occasion for getting nominated for her photography in national level competition. The vote of thanks was proposed by Dr. Talat Jahan Begum, Lecturer, DJMC. The event concluded with screening of a short film made by students of DJMC. It was compeered by Manoranjan Dash and Sukanya Adikari, students of DJMC.

Dr. Phagunath Bhoi, PRO, Dr. Chakradhar Padhan, HOD, Hindi, Dr. B K Srinivas, HOD, Anthropology, Dr Pradosh Swain, Dr Alok Baral, Dr Ganesh Sahoo, Faculty of Odia Dep't were present among others. The seminar was attended virtually by many academics and research scholars across the country.

Dr. Phagunath Bhoi, Public Relations Officer