



LPCPS
LUCKNOW PUBLIC COLLEGE
OF PROFESSIONAL STUDIES

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Ref.:LPCPS/PRINCIPAL/22-23/..02/05-C

Date: 22.02.2023

NOTICE

This is to inform that our college is organizing a three days' workshop from February 23rd to 25th, 2023, over the topic "**Role of Science communication in Media Studies**" in the Department of Journalism and Mass Communication at 12:00 pm

Everyone must ensure their presence.

Prof. (Dr.) Laxmi Shankar Awasthi
OFFICIATING PRINCIPAL

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomti Nagar, Lko.

Copy to:

- Director, IQAC
- Principal
- Dean Academics
- HOD(s): All Departments
- Academic Coordinator(s)
- All faculty members
- All notice Boards

ABOUT WORKSHOP

Science Journalism and Communication is all about 'rational thinking and approach'. It can challenge 'blind faiths', cure 'mass hysteria' & 'false public beliefs' through rational reporting. Science communicators bridge the communication gap between the complex scientific world and the common masses. Today science journalism is increasingly going online, where the possibilities of offering rich content, including info-graphics are virtually limitless. Besides, there is investigative science journalism, which is becoming very popular across the globe. This workshop aims to develop an understanding of science communication and its importance in society. It will focus on the various media for science journalism along with challenges and opportunities for science communication in India.



VISION

Excellence for all, Excellence from all is the epitome of our academic eco-system. In a caring and positive environment, the college provides education to enrich its students to manifest their full potential, achieve high standards of excellence in academic society, research and hands-on projects, and supportive areas of physical, cultural and social development inculcating civic and human values.

MISSION

To nurture individual talent to optimize their full potential and to inculcate professional, social and cultural values through a holistic approach by providing world-class education

CONTACT

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+919235311061, 1800 123
6877

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow



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THREE DAY WORKSHOP

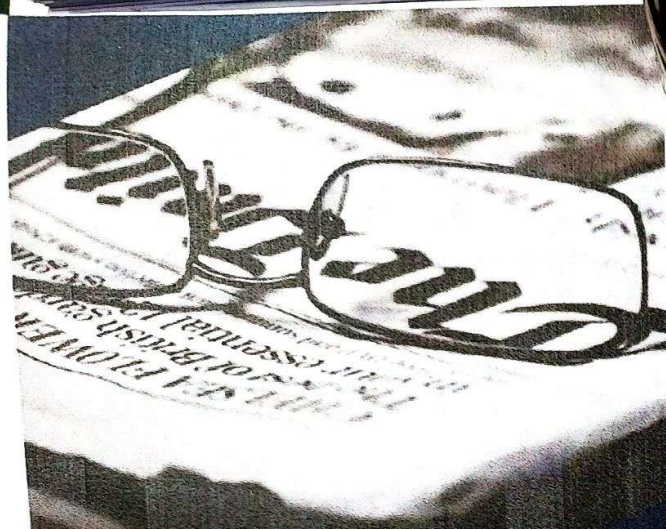
on
**ROLE OF
SCIENCE**

**COMMUNICATION IN
MEDIA STUDIES**

23-25 February 2023

Organised By

**Department of Journalism
& Mass Communication**



COMPONENTS OF WORKSHOP

- Environment and Science.
- Science Communication and Journalism.
- Scientific temperament in news identification and dissemination.
- Science Communication through Cinema in India.
- Digital media and Science Journalism in India and world.

SPECIAL LECTURE

SCIENCE JOURNALISM IN DIGITAL ERA

By

RICHEEK MISHRA
ASSISTANT EDITOR
AAJTAK DIGITAL

RESOURCE PERSONS

Mr. Neeraj Kumar Singh
HOD, Department of
Journalism & Mass
Communication, LPCPS

Ms. Aanchal Praveen
Assistant Professor,
Department of Journalism
& Mass Communication,
LPCPS

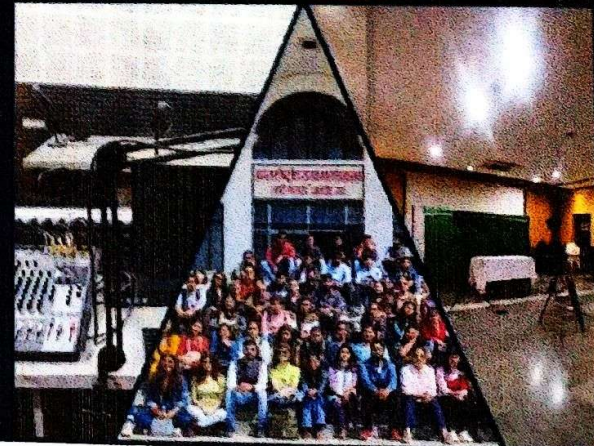
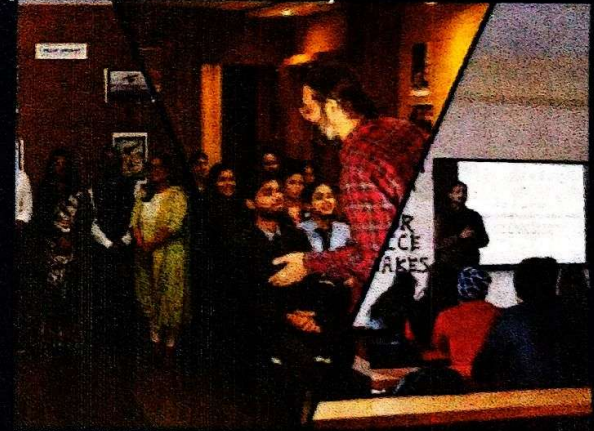
Ms. Priyanka Singh
Assistant Professor,
Department of Journalism
& Mass Communication,
LPCPS

Ms. Anshita Gupta
Alumni, DJMC, LPCPS

ABOUT US

DEPARTMENT OF JOURNALISM & MASS COMMUNICATION

- The Department of Arts was established in 2016.
- The Department offers undergraduate course in Journalism and Mass Communication. The objectives of the Department are-
- To impart theoretical and empirical understanding of the subject to its students;
- To help students pursue their higher education in Mass Communication
- To produce better communicators and journalists for the society.



CERTIFICATE NO.
LPCPS/RPDC/WS/2022-23/02/D/23



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WORKSHOP

This is to certify that

KHUSHI RAI

a Student of BAJMC - IV - Semester of Lucknow Public College of Professional Studies, Lucknow has participated in the three days workshop on "ROLE OF SCIENCE AND COMMUNICATION IN MEDIA STUDIES" successfully organized by Lucknow Public College of Professional Studies, Vinamra Khand, Gomti Nagar, Lucknow, India from 23rd February to 25th February, 2023.

Garima

Mrs. Garima Singh
Director, LPCPS

Anil Singh

Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

Anil Singh

Prof. (Dr.) Anil Singh
Principal, LPCPS

AS

Prof. (Dr.) Laxmi Shankar Awasthi
Dean Academics, LPCPS

Website: www.lpcps.org.in

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This is to certify that

HARSHITA DWIVEDI

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Director, LPCPS

Anil Singh

Prof. (Dr.) Anil Singh
Principal, LPCPS

Anil Singh
Principal
Lucknow Public College of Professional Studies
Vinamra Khand, Gomtinagar, Lucknow

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Prof. (Dr.) Laxmi Shankar Awasthi
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This is to certify that

HARSH CHAUHAN

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Anil Singh

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DIVYA SINGH

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This is to certify that

ESHANA SHARMA

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