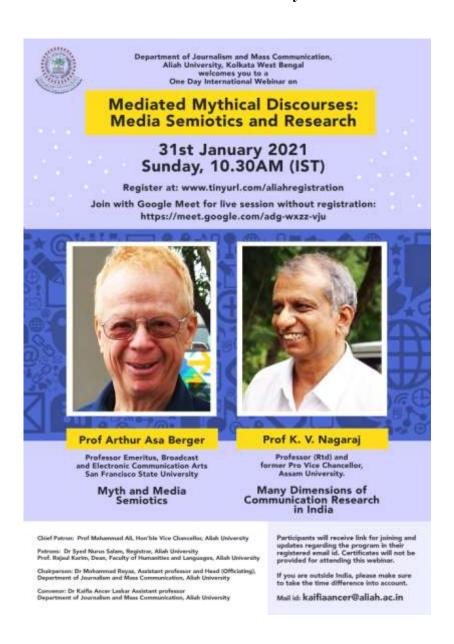
Department of Journalism and Mass Communication Aliah University

(A UGC approved autonomous Institution under the Department of Minority Affairs and Madrasah Education, Govt. of West of Bengal)

Park Circus Campus, 17, Gorachand Road, Kolkata-700014

International Webinar on 'Mediated Mythical Discourses: Media Semiotics and Research



Department of Journalism and Mass Communication, Aliah University, Kolkata West Bengal organized a One Day International Webinar on 'Mediated Mythical Discourses: Media Semiotics and Research' on the 31st January 2021.

The event was addressed by Prof Arthur Asa Berger Professor Emeritus, Broadcast and Electronic Communication Arts San Francisco State University on the topic 'Myth and Media Semiotics'. The webinar also had a deliberation by Prof K.V.Nagaraj, Professor (Rtd) and former Pro Vice Chancellor, Assam University on 'Many Dimensions of Communication Research in India'. The webinar witnessed participation from across India, around 500 participants registered for the

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webinar and almost 160 +participants joined the two and half hour long session. The webinar also witnessed participation from academics, research scholars from not only India but around the globe, with around 5 faculty members from Bangladesh attending the session.

Prof Berger in his presentation briefly discussed about the use of Methods of Analysis Semiotic Theorists. He also deliberated on methods of interpreting texts with focal points: Art/Artist/America/Audience/Media. He then went on to explain concepts such as Myth, Myth Model, Myth of David and Goliath, Myth and Macintosh, Myth Model and Fidji Advertisement from his works.

Prof K.V. Nagaraj delivered his lecture on the developments of communication research in India and its many dimensions. He further stressed on the need for diversification and innovation in research design in among Indian media researchers to take it to global standard.

Prof Arthur Asa Berger is Professor Emeritus of Broadcast and Electronic Communication Arts at San Francisco State University, where he taught between 1965 and 2003. He has published more than 100 articles, numerous book reviews, and more than 60 books. Some of his very renowned books are Media Analysis Techniques with its 6th edition in 2018, Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches (2013). He has also written a number of academic mysteries such as Durkheim is Dead: Sherlock Holmes is Introduced to Sociological Theory (2003) and Mistake in Identity: A Cultural Studies Murder Mystery (2005). Signs in Society and Culture, Shopper's Paradise: Retail and American Consumer Culture, Humor, Psyche and Society, Three Tropes on Trump ,Brands and Cultural Analysis, Marketing and American Consumer Culture, Applied Discourse **Analysis** POP: **USA** Culture/Fashion/Style/Taste, Ads, Fads and American Consumer Culture. His books have been translated into eight languages and thirteen of his books have been translated into Chinese.

The second speaker of this International Webinar was Prof Krishnapuram Venugopal Nagaraj, who has been a professor of repute in Indian media education. Prof Nagaraj has been associated with Media Education since three decades and has served as Professor in many Universities as well as pro- Vice chancellor of Assam Central University. He worked for different agencies including Second Press Commission, India, University Grants Commission, India, Indian Council for Social Science Research, National Council for Science and Technology communication and Press Council of India. Prof. Nagaraj has supervised more than 50 doctoral and MPhil scholars at various universities. He has convened, chaired and organized serious academic congregations the most recent being the International Web Convention on 100 years of media education in South Asia. Prof. Nagaraj authored ten books. He works as an editorial advisor of various research journals and contributes in national and international journals.

The link of the video of the webinar in Youtube is : https://www.youtube.com/watch?v=3tz-v-MSdFc&t=2751s

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Dr Mohammad Reyaz, Assistant professor and Head (Officiating), Department of Journalism and Mass Communication, Aliah University

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Dr Kaifia Ancer Laskar Assistant professor, Department of Journalism and Mass Communication, Aliah University

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