



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
welcomes you to a
One Day International Webinar on

**Mediated Mythical Discourses:
Media Semiotics and Research**

**31st January 2021
Sunday, 10.30AM (IST)**

Register at: www.tinyurl.com/aliahregistration
Join with Google Meet for live session without registration:
<https://meet.google.com/adg-wxzz-vju>

Prof Arthur Asa Berger
Professor Emeritus, Broadcast
and Electronic Communication Arts
San Francisco State University
**Myth and Media
Semiotics**

Prof K. V. Nagaraj
Professor (Rtd) and
former Pro Vice Chancellor,
Assam University.
**Many Dimensions of
Communication Research
in India**

Chief Patron: Prof. Muhammad Ali, Hon'ble Vice Chancellor, Aliah University
Patrons: Dr. Syed Nurul Saleem, Registrar, Aliah University
Prof. Rajul Karim, Dean, Faculty of Humanities and Languages, Aliah University
Chairperson: Dr. Mohammad Reza, Assistant professor and Head (Officiating),
Department of Journalism and Mass Communication, Aliah University
Convener: Dr. Kaifia Anwar, Assistant professor,
Department of Journalism and Mass Communication, Aliah University

Participants will receive link for joining and
updates regarding the program in their
registered email id. Certificates will not be
provided for attending this webinar.
If you are outside India, please make sure
to take the time difference into account.
Mail id: kaifiaancer@aliah.ac.in

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

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 , USA POP: 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>

Organising Committee:

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Prof Mahammad Ali, Hon'ble Vice Chancellor, Aliah University

Patrons

Dr Syed Nurus Salam , Registrar, Aliah University

Prof. Rejaul Karim, Dean, Faculty of Humanities and Languages, Aliah University

Chairperson:

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