



Public Relations and Media Centre

October 11, 2022

IUST holds special lecture on Developing Interactive content in Digital Journalism

Awantipora 11th October: Department of Journalism and Mass Communication (DJMC) Islamic University of Science and Technology (IUST) held a special lecture “Developing interactive content digital Journalism”, on Monday. The event took place in association with NEWSWRITERS.IN- a National level online platform for promoting critical thinking on contemporary issues related to media and communication, specifically in the wake of digital revolution.

The keynote speaker for the event was Mr. Anjan Chakraborty, a digital media consultant and trainer for the new media newsrooms with over 19 years of journalistic experience with organisations like Reuters, The Statesman, ABP, Hindustan Times etc. and is currently the CEO of Estory Infocom- a cyber-security consultancy firm based in Kolkata.

The event was coordinated by Dr. Monisa Qadiri, Sr.Assistant Professor and departmental Coordinator for Industry Connect, DJMC and moderated by Dr. Arif Nadaf, faculty member DJMC.

The journalist turned entrepreneur, while addressing the students shared tips on developing interactive content for greater engagement of users and said in today’s world, interactive content is the backbone of any modern day journalism where future of journalism lies.

He emphasized the need for interactive content in different formats including pictures and videos and talked about the need for diversifying the ways to allow users to interact with the information. He also highlighted the need for journalists to equip themselves with digital media skills to remain relevant in times of interactive content, while sharing practical tips with the students.



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The lecture concluded with a question/ answers session followed by concluding remarks by Dr. Monisa Qadiri. Also present during the session were Dr. Heeba Din Faculty member DJMC and Mr. Zahoor Gilkar, staff member DJMC and PR centre and Mr. Sarfaraz Ahmad, IT dept.