



A.H.M.'s
ANJUMAN ARTS, SCIENCE AND COMMERCE COLLEGE,
ANJUMANABAD, BHATKAL-581320
(AFFILIATED TO THE KARNATAKA UNIVERSITY, DHARWAD)

LECTURE ON "MASS MEDIA AND ITS RESPONSIBILITIES"
(22-03-2022)

ATTENDANCE LIST

S / N	NAME	SIGNATURE
1	Ashok Somayya Devadiga	A.D. Devadiga
2	Bharat Madev Devadiga.	B.M. Devadiga
3	Francis Piya Louis	Francis PL
4	Ganapati Rama Naik	Ganapati
5	Ganesh Shankar Naik	Ganesh
6	Ganesh Subraya Devadiga	Ganesh
7	Hemant Shreedhar Naik	Hemant
8	Laxmana A T.	Laxman
9	M.H.Mazin.	M.H. Mazin
10	Mayur Mahadev Naik	Mayur
11	Mithun Shreedhar Naik	Mithun
12	Mohan Somayya Devadiga	Mohan
13	Praveen Manjappa Naik	Praveen
14	Ritesh Ramachandra Shetty.	Ritesh
15	Santosh Venkatesh Kharvi	Santosh
16	Sathish J	Sathish
17	Shahbaz Ahmed Ibbu	Shahbaz
18	Vishwanath Manjunath Devadiga	Vishwanath
19	Adarsh Madhukar Shetty	Adarsh
20	Jayanth Manjunath Naik	Jayanth
21	Samraddha Nagappa Naik	Samraddha
22	Shankar Sannu Gonda	Shankar
23	Shreekant Subray Moger	Shreekant
24	Shreenivas Annappa Moger	Shreenivas
25	Shridhar Timmappa Gond	Shridhar
26	Vinod Subraya Devadiga.	Vinod
27	Yashodhar Rama Naik	Yashodhar
28	Raviraj Laxman Naik	Raviraj



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S/N	NAMES	SIGNATURE
1	Abhishek Laxman Devadig	Abhishek
2	Akshata Manjunath Naik	AM Naik
3	Chandrasahas Narayan Shetty	Chandrasahas
4	Chitra Timmayya Naik	Chitra
5	Dhanush Ramadasa Moger	Dhanush
6	Dhanyashree G. Moger	Dhanyashree
7	Fatima Fiza	Fatima
8	Felcy Saver Dsouza	Felcy
9	Ganesh Somayya Gond.	Ganesh
10	Gayatri Manjunath Moger.	Gayatri
11	Hemant Anand Poojari	Hemant
12	Kavya Narayan Naik	Kavya
13	Kiran Govind Gond	Kiran
14	Kusuma	Kusuma
15	Lavanya Naik	Lavanya
16	Nagaraj Janardhan Harikantra	Nagaraj
17	Nagendra Venkatraman Naik	Nagendra
18	Nahdiya Nazish Jukka	Nahdiya
19	Nayana Ananta Moger	Nayana
20	Netravati Mastappa Naik.	Netravati
21	Poornima Nagappa Gond	Poornima
22	Prasad Raghunath Prabhu.	Prasad
23	Ramesh Ganapati Naik	Ramesh
24	Rohit Madev Naik	Rohit
25	Rohit Shaniyar Naik	Rohit
26	Sachin Shridhar Naik	Sachin
27	Sachinkumar Shravankumar Kamble	Sachin
28	Sandeep Raju Achari	Sandeep
29	Shakeela Baleendra Gond	Shakeela
30	Sharat Nagappa Devadig	Sharat
31	Shobha Ramachandra Moger	Shobha
32	Shweta Manjunatha Naik	Shweta
33	Swati Shankar Naik	Swati
34	Umesh Laxman Naik	Umesh
35	Vighnesh Shankar Naik	Vighnesh
36	Vinayak Manju Gond.	Vinayak
37	Vinod Narayan Hebbar.	Vinod
38	Yashaswini Rama Naik	Yashaswini
39	Gulfan Jabbar Ahmed Khan.	Gulfan
40	Deepa Madev Naik	Deepa



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REPORT ON LECTURE BY MR. RADHAKRISHNA BHAT: “MASS MEDIA AND ITS RESPONSIBILITIES”

Introduction

On **22nd March 2022 (Tuesday)** at **4:00 PM**, our College NSS unit organised an enlightening lecture by Mr. Radhakrishna Bhat, a senior reporter from **Bhatkal**. The lecture focused on the crucial role of mass media in society and the responsibilities it carries.

Key Speakers

- **Mr. Radhakrishna Bhat:** As an experienced journalist, Mr. Bhat shared valuable insights into the functioning of mass media, its impact, and ethical considerations.
- **President:** Prof. Manjunath Prabhu, Head of the Department of Commerce, graced the event with his presence.
- **Guest of Honor:** Mrs. Sujata M. Gond, a respected member of the Gram Panchayat in Konar, added significance to the occasion.

Audience Participation

- **NSS Volunteers:** A total of **54 NSS volunteers** actively engaged in the lecture, demonstrating their commitment to community awareness and responsible media consumption.
- **Staff Members:** We had **13 staff members** from various departments attending the event, showing their interest in the topic.
- **Community Engagement:** The lecture drew enthusiastic participation from the residents of Konar village, emphasising the relevance of mass media in their lives.

Highlights of the Lecture

Mr. Radhakrishna Bhat covered the following points during his thought-provoking talk:

1. **Role of Mass Media:** He discussed how mass media (including newspapers, television, radio, and digital platforms) influences public opinion, disseminates information, and shapes societal discourse.
2. **Responsibilities and Ethics:** Mr. Bhat emphasised the ethical responsibilities of journalists and media professionals. He highlighted the



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need for accurate reporting, unbiased coverage, and sensitivity toward diverse perspectives.

3. **Media Literacy:** The lecture underscored the importance of media literacy among citizens. Understanding media biases, fact-checking, and critical analysis are essential skills in today's information-rich environment.

Conclusion

The lecture left attendees with a deeper understanding of the power and impact of mass media. As responsible consumers, let us engage with media content critically and hold it accountable for its role in shaping our collective consciousness.


IQAC Coordinator
(Prof. S. A. Indikar)
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Anjuman Arts, Science,
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