

Vice Chancellor Dr. B.K. Ravi Delivers Insightful Lecture on Media Evolution at Bengaluru City University

Dr. B.K. Ravi, Vice Chancellor of Bengaluru North University, delivered a special guest lecture to students of the Department of Mass Communication and Journalism at Manmohan Singh Bengaluru City University on Wednesday, April 1, as part of a media club activity. He spoke in detail about traditional media forms such as print, radio, and broadcasting, while also highlighting the growing importance of new media, including social media platforms. He elaborated on the evolution of media and the role of education in shaping responsible journalists in a rapidly changing media landscape.

Emphasizing career readiness, he encouraged students to develop essential skills and strong communication abilities to succeed in journalism. He also stressed the importance of building language proficiency and being dynamic in the present-day era by adapting to work across all avenues of the journalism field. Students from both undergraduate and postgraduate programs attended the session, which concluded with an engaging and interactive discussion.







