

# **An Extension Lecture on “Print & Electronic Media – Possibilities and Challenges” by News Editor of Jag Bani/Punjab Kesari Chandigarh**

The Department of Computer Science and Applications, in collaboration with the Department of Languages & Institute’s Innovation Council (IIC) at B.A.M. Khalsa College, Garhshankar conducted a one-day workshop on Entrepreneurship Skill, Attitude and Behavior Development on January 29th 2024.

S. Jagjeevan Meht was the keynote speaker of the workshop. He is a Sr. News Editor, Jag Bani & Punjab Kesari, Chandigarh. A workshop on “Electronic Media Skill Development” was organized with the aim of enhancing the proficiency of participants in utilizing electronic media platforms effectively.





This workshop focused on imparting knowledge and practical techniques relevant to the contemporary digital landscape, equipping attendees with the skills necessary for success in the electronic media industry. An expert in electronic media delivered a comprehensive presentation covering various aspects of electronic media, including social media marketing, content creation, digital advertising, and audience engagement strategies. The presentation provided participants with valuable insights into the evolving landscape of electronic media and highlighted the importance of mastering digital skills in today's interconnected world. Real-world case studies were presented to illustrate the practical application of electronic media strategies in various contexts. By examining successful electronic media campaigns and initiatives, participants gained valuable insights into effective digital marketing techniques and content creation strategies. Hands-on activities were organized to provide participants with practical experience in using electronic media tools and platforms. Participants were given the opportunity to create and optimize content for different electronic media channels, allowing them to apply the concepts and techniques learned during the lecture.

The workshop on Electronic Media Skill Development was successful in achieving its objectives of enhancing participants' proficiency in utilizing electronic media platforms effectively. By providing participants with valuable insights, practical techniques, and hands-on experience, the

lecture has equipped them with the skills necessary to thrive in the digital age.

