



# P.P.N. (P.G.) College, Kanpur

96/12 Mahatma Gandhi Marg, Kanpur - 208001

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**3.2.2: Number of workshops/seminars/conference including programs conducted on Research Methodology, Intellectual Property Rights (IPR) and entrepreneurship (Session: 2021-22)**

## Online Symposium on Youth, Mass Media, and Voting Behaviour 04.02.2022

### **Introduction:**

The symposium aimed to delve into the evolving dynamics of youth engagement, the pervasive influence of mass media, and the consequential effects on voting behavior. With the advent of digital media and changing demographics, understanding these interconnections is pivotal for comprehending contemporary political landscapes.

### **Distinguished Guests:**

1. **Chief Guest - Prof. Abha Chauhan:** Prof. Abha Chauhan, an esteemed authority in sociology and youth studies, served as the Chief Guest. Her opening remarks underscored the significance of understanding youth perspectives in shaping democratic processes. Prof. Chauhan emphasized the need for inclusive policies that cater to the diverse aspirations and concerns of the youth population.

2. **Keynote Speaker - Prof. D S Rajput:** Prof. D S Rajput, a renowned scholar in mass media and communication, delivered the keynote address. His presentation delved into the evolving role of mass media in shaping political opinions and voting behavior among the youth. Prof. Rajput highlighted the transformative impact of digital media and social platforms, emphasizing their potential to both inform and influence political choices.

### **Symposium Organizers:**

1. **Convener - Dr. T B Singh:** Dr. T B Singh, with expertise in political sociology, played a crucial role as the convener of the symposium. His opening remarks set the tone for the discussions, focusing on the symposium's objectives and the importance of interdisciplinary



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approaches to understanding the complex dynamics of youth, mass media, and voting behavior.

2. **Organizing Secretary - Dr. Krishna Kumar:** Dr. Krishna Kumar, an expert in social research methods, served as the organizing secretary. His efforts in coordinating the symposium ensured a smooth flow of events, and his commitment to fostering a collaborative environment was evident throughout the sessions.

## **Key Themes and Discussions:**

The symposium covered a spectrum of themes, including the impact of social media on political awareness, the role of traditional media in shaping public opinion, and the challenges and opportunities for youth engagement in the electoral process. Panel discussions, paper presentations, and interactive sessions allowed participants to explore these themes in depth.

## **Conclusion:**

The Online Symposium on Youth, Mass Media, and Voting Behavior, organized by the Department of Sociology, emerged as a crucial platform for scholars, researchers, and practitioners to exchange insights on the complex interplay between youth, mass media, and voting behavior. With Prof. Abha Chauhan as the Chief Guest and Prof. D S Rajput as the Keynote Speaker, the symposium provided a comprehensive understanding of the contemporary challenges and opportunities in democratic processes. The contributions of Dr. T B Singh and Dr. Krishna Kumar, as convener and organizing secretary, respectively, were instrumental in the success of the event. As societies continue to navigate the evolving landscape of politics and media, the symposium's discussions will undoubtedly contribute to shaping future research agendas and policy considerations in this critical field.



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**Online  
NATIONAL SYMPOSIUM  
ON**

**Youth, Mass media and Voting Behavior**

**Date & Time: 4<sup>th</sup> February 2022, 4 pm onwards**

<p><b>Chief Guest</b> <b>Prof. Abha Chauhan</b></p>  <p>President Indian Sociological Society Prof. Dept. of Sociology University of Jammu</p>	<p><b>Key Speaker &amp; Guest of Honour</b> <b>Prof. D.S. Rajput</b></p>  <p>Professor Dept. of Sociology &amp; Social Work Dr. H.S. Gour Singh Central University Sagar, M.P.</p>
<p><b>Sri Yogendra Swaroop</b></p>  <p>Patron President, Management Committee P.P.N. PG College, Kanpur</p>	<p><b>Prof. Anoop Kumar Singh</b></p>  <p>Principal P.P.N. PG College, Kanpur</p>
<p><b>Dr. T.B. Singh</b></p>  <p>Convener</p>	<p><b>Dr. Krishna Kumar</b></p>  <p>Organizing secretary</p>

Organized by  
Department of Sociology  
P.P.N. P.G. College Kanpur (Affiliated to C.S.J.M. University Kanpur)

Online Symposium on Youth, Mass Media, and Voting Behaviour, organized by Dept. of Sociology on 04.02.2022



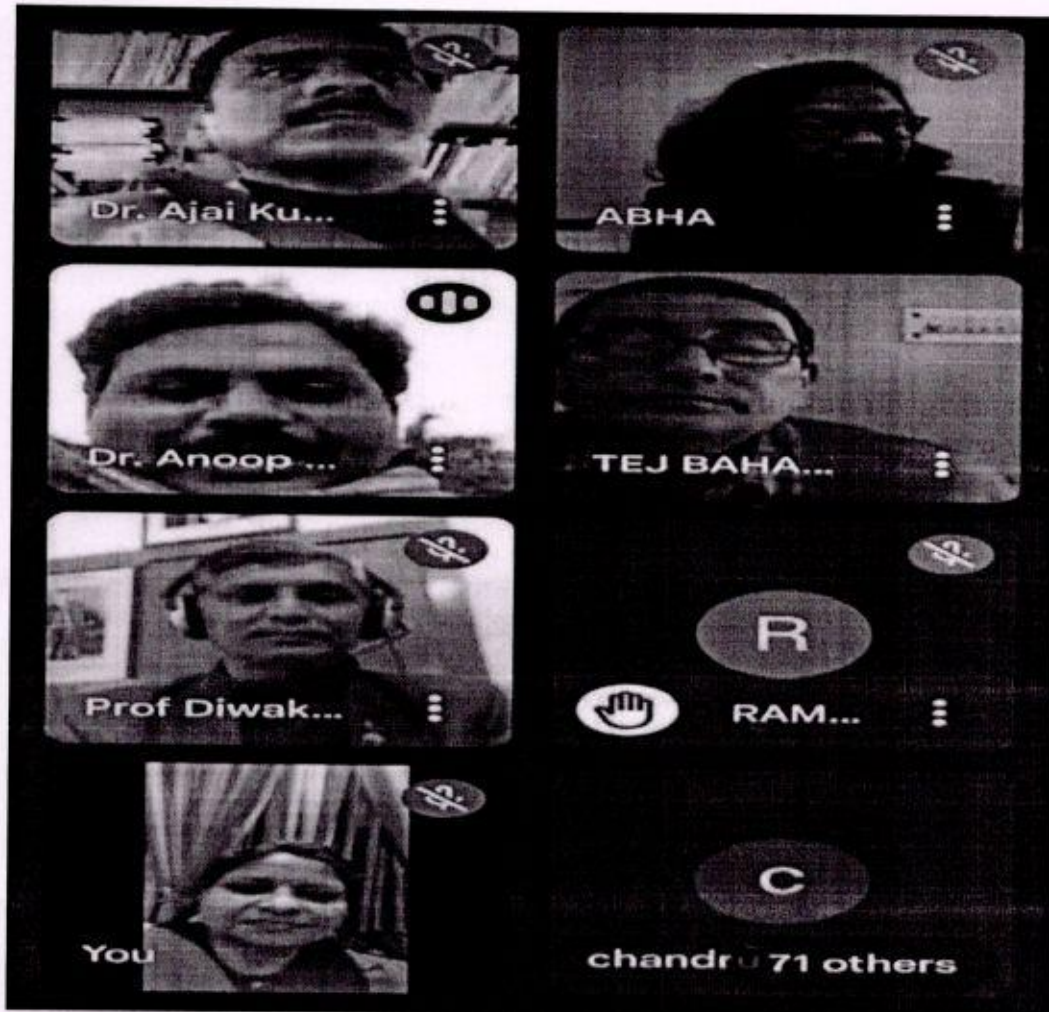
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Glimpses of Online Symposium on Youth, Mass Media, and Voting Behaviour, organized by Dept. of Sociology on 04.02.2022