

# Aligarh Muslim University Kishanganj Centre

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## Press Release

### Guest Lecture on Media Management by Mr Md Mudassir Alam, PRO, CUSB

AMU Kishanganj Centre organised a Guest Lecture on Media Management by Mr Md Mudassir Alam, Public Relations Officer Central University of South Bihar on November 05, 2016 at Academic Block, AMU Kishanganj Centre. Formally welcoming the guest on the occasion, Dr Raashid Nehal, Director, AMU Kishanganj Centre highlighted the importance of such guest lectures as link to the outside world and stressed on the need for interaction in keeping with the interdisciplinary societal needs. Speaking on the occasion, Mr Md Mudassir Alam described media as the 4<sup>th</sup> pillar of democracy and as such the important role of media in daily affairs of the citizens of the nation. He lamented the fact that media was now more interested in controversies and projecting negative stories. Stressing on the need for a more positive approach by students towards life, he said that optimal utilization of time was key to success in any domain of life. He urged the students to be multitasking and multidisciplinary in their interest areas to be acceptable to the modern world. The guest lecture was followed by an interactive session in which students as well as faculty members had a question answer session with the guest. The lecture ended with a vote of thanks from Dr Asad Ullah, Course Coordinator, Department of Business Administration while the entire event was compeered by Ms Farha Rashid, Assistant Professor, Department of Business Administration. All students and faculty members from Department of Education and Business Administration were present on the occasion.

Md. Asadul Haque  
Public Relations Officer

Dr. Raashid Nehal  
Director

5.11.16

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