**GUEST LECTURE ON PRACTICAL APPLICATION OF THE COMMUNICATION THEORIES AND MODELS BY PROF. AMITABH SRIVASTAVA**

By: Ileen Kaur and Sneha Singh

**New Delhi, March 5, 2021:** Management Education and Research Institute affiliated to Guru Gobind Singh Indraprastha University, New Delhi organized a guest lecture by Prof. Amitabh Srivastava, Director, School of Media and Communication, Manipal University, Jaipur on March 5, 2021 on the topic “Practical Application of the Communication Theories and Models, with special reference to Lasswell Model of communication”. The lecture was conducted via Google Meet at 3 PM (IST). The students of BA(JMC) semester 1 were a part of this guest lecture. Prof. (Dr.) Dilip Kumar, Head, Department of Journalism and Mass Communication was the Convener and Ms. Ayushi Chopra, Assistant Professor was the Co-Convener for the event.

The session began with the traditional Saraswati Vandana followed by the welcoming of the guest, Prof. Amitabh Srivastava. He spoke about the relevance of Communication Models and Theories. His main emphasis was on Lawsell’s Model which says, “who says what, in which channel, with what effect”. He also spoke about Orsgood’s Model of Communication which says that communication is complete when the receiver perceives the message in the same way it was sent by the sender. The next thing he covered was the Agenda-Setting Theory by Maxwell McCombs and Donald L Shaw.

The session ended with an official Vote of Thanks by Prof. (Dr.) Dilip Kumar. An enlightening deliberation and the enthusiastic participation of the students made it a success.