**BASICS OF MEDIA RESEARCH**

Department of Journalism and Mass Communication of St. Albert’s College, (Autonomous), Ernakulam conducted an invited lecture by Dr. PV Sangeetha, Assistant Professor, Department of Visual Communication, Ethiraj College for Women, Chennai on the topic ‘Basics of Media Research’ on Saturday, 20th March, 2021 via Google meet. The meeting commenced at 11 AM followed by a silent prayer. The resource person was warmly introduced by Prof. Nikitha Shaji Thomas, HoD, Department of Journalism and Mass Communication. The vote of thanks was delivered by the student coordinator, Aiswarya Santhosh (I B.A. English Triple Main) and the event got over at 12 pm. It was an insightful and interactive session and the students learnt the ropes about various facets of media research and how to apply it in the academic set up.



