

Special Lecture on “Health Communication: Need & Importance”

June 14, 2021

In the time of COVID -19 Pandemic, when Health Communication became the utmost need of the hour, the Department of Journalism & Mass Communication organized a Special Lecture on the topic ‘Health Communication: Need & Importance’ on June 14, 2021. Eminent Health Communicator, former Public Relation Officer of Apollo Hospitals, CEO & Managing Director, HEAL Foundation, Via Media Health, Dr. Swadeep Srivastava addressed the students of Journalism & Mass Communication.

He started his lecture with Evolution of Health Journalism and then discussed various national dialogue/ knowledge sharing platforms. He talked about the massive flow of health-related information, the spread of fake news during the COVID -19 pandemic.

While highlighting the importance of Health Journalism he said that during the pandemic, the graph of media coverage has gone up from 2% to 10% and it will increase in the near future.

He also guided students about the dos and don’ts of health reporting and highlighted the harms of misreporting of health news.

