



MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES (A unit of Maharaja Agrasen Technical Education Society)

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Session on “Impact of Sense of Humor on the Audience” April 13, 2020

The Department of Journalism and Mass Communication, Maharaja Agrasen Institute of Management Studies, organized a session on “Impact of sense of humor on the audience” in Maharaja Agrasen Institute of Management Studies, New Delhi on April 13, 2020. In total 57 students attended the session.

Dr. Umesh Pathak, Faculty, MAIMS interacted with the students and briefed about how Humor is a superpower that is underestimated and underused. He also mentioned that in order to lead with humor, the first thing is to know your audience. Sense of Humor can be incorporated using Stories, phrases, situations, quotes, etc. The participants enjoyed the session and learnt creative ways to include humor in conversation. Communication can be so effectively used for attracting the audience was the key lesson in the session.

On the behalf of Maharaja Agrasen Institute of Management Studies Ms. Nisha Singh, Assistant Professor, Department of Journalism and Mass Communication (MAIMS) presented a memento as a token of gratitude.

