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Department of Mass Communication & Journalism  
Tezpur University, Assam, India

in partnership with  
**UNICEF Assam**  
organises

International Webinar Series  
**SDG SENSITIVE  
RISK COMMUNICATION AND  
COMMUNITY ENGAGEMENT  
(RCCE) RESPONSES TO COVID-19**

14 -17 December 2020

Free Registration  
E-certificates will be provided to all registered participants



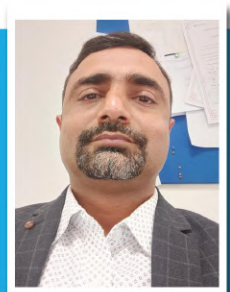
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**Dr. Anjuman Borah**  
Assistant Professor,  
Department of MCJ,  
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Webinar Advisor  
**Prof. Joya Chakraborty**  
Professor and Head,  
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**Mr. Suresh Parmar**  
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DEPARTMENT OF MASS COMMUNICATION & JOURNALISM : TEZPUR UNIVERSITY : ASSAM : INDIA





International Webinar Series  
**SDG SENSITIVE  
RISK COMMUNICATION AND  
COMMUNITY ENGAGEMENT (RCCE)  
RESPONSES TO COVID-19**



14 -17 December 2020

**SPEAKERS**



**Prof. David H. Mould**  
Professor Emeritus,  
School of Media Arts and Studies,  
Ohio University,  
USA



**Prof. Jan Servaes**  
Professor Emeritus,  
Catholic University of Leuven,  
Belgium



**Prof. B.P. Sanjay**  
Professor,  
Communication and Media Studies,  
Manipal Institute of Communication,  
Manipal, India



**Dr. Paolo Mefalopulos**  
Country Representative,  
UNICEF Chile



**Prof. Sisir Basu**  
Professor,  
Department of Journalism &  
Mass Communication,  
Benaras Hindu University, India



**Prof. Claudia Lago**  
Professor,  
University of Sao Paulo,  
Brazil




**Prof. Mohan J Dutta**  
Dean's Chair Professor,  
Communication, Journalism, & Marketing  
Director, CARE  
Massey University, New Zealand



**Prof. R. Samarajiva**  
Founding Chair, LIRNEasia,  
Colombo, Sri Lanka



**Ms R. Bandaranayake**  
Researcher, LIRNEasia,  
Colombo, Sri Lanka

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RESPONSES TO COVID-19



Day 1: 14 December 2020

IST 6:00 pm GMT 12:30 pm

## Inaugural session



Mr. Siddhartha Shrestha  
Chief,  
Communication for  
Development,  
UNICEF India



Dr. Supriya Bezbaruah  
Technical Officer,  
Risk Communication,  
WHO  
South-East Asia Region



Dr. Madhulika Jonathan  
Chief of Field Office,  
UNICEF Assam and  
North East India



Prof. Vinod Kumar Jain  
Vice-Chancellor,  
Tezpur University



Prof. Sunil Kanta Behera  
Professor,  
Department of MCJ,  
Tezpur University

## Lecture session

# Risk Communication in Emergencies: Principles and Practices



Speaker  
Prof. David H. Mould  
Professor Emeritus,  
School of Media Arts and Studies,  
Ohio University, USA



Moderator  
Prof. Joya Chakraborty  
Professor and Head,  
Department of  
Mass Communication & Journalism, Tezpur University

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Day 2: 15 December 2020  
IST 5:30 pm GMT 12:00 pm



TOPIC 1: The missing 18th SDG -  
Communication for All- in the age of Covid-19

Speaker  
Prof. Jan Servaes  
Professor Emeritus,  
Catholic University of Leuven,  
Belgium





TOPIC 2: Paradigm Continuity  
and SDGs

Speaker  
Prof. B.P. Sanjay  
Professor,  
Communication and Media Studies,  
Manipal Institute of Communication,  
Manipal, India

Moderator  
Dr. Sanjeev Kumar  
Independent Communication Consultant  
and Senior Guest Faculty,  
IIMC, New Delhi



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International Webinar Series  
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Day 3: 16 December 2020

IST 5:30 pm GMT 12:00 pm



TOPIC 1: Response to Covid-19 and SDGs:  
The role of communication for social & behavior  
change in mitigating the negative effects on children

Speaker

Dr. Paolo Mefalopulos,  
Country Representative, UNICEF Chile



TOPIC 2: Mapping of the Communication  
Perspectives of the Responses of the Indian  
Societies to COVID - 19 crises

Speaker

Prof. Sisir Basu,  
Professor, Dept. of Journalism and Mass Communication, BHU, India



TOPIC 3: COVID-19 in narratives produced by  
alternative and activist journalism:  
Perspectives and dilemmas

Speaker

Prof. Claudia Lago  
Professor, University of Sao Paulo, Brazil

Moderator

Ms. Veena Singh

Communication for Development Specialist,  
UNICEF Kolkata Field Office, India



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Day 4: 17 December 2020

IST 11:00 am GMT 5:30 am

TOPIC 1: Risk Communication in a Pandemic:  
Preliminary findings from the Asia Pacific

Speakers



Prof. Rohan Samarajiva  
Founding Chair, LIRNEasia, Colombo, Sri Lanka  
and

Ms Ramathi Bandaranayake  
Researcher, LIRNEasia, Colombo, Sri Lanka



TOPIC 2: Radical democracies, socialist politics  
and pandemic response

Speaker

Prof. Mohan J Dutta

Dean's Chair Professor, Communication, Journalism, & Marketing  
Director, CARE, Massey University Massey University, New Zealand

Moderator

Prof. N. Usha Rani

Former Professor,  
Department of MCJ,  
University of Mysore, India



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