



Communication Today
A Bilingual Media Quarterly Journal
Lighthouse of Media Professionals



Bharati Vidyapeeth's
Institute of Computer Applications
and Management (BVICAM), New Delhi

Jointly present

196th National Webinar

**Digital Shift of PR: More Marketing,
 less PR**

Monday
2nd February
2026

Link to Login: <https://bvicam.webex.com/meet/Webinar>

Eminent Speaker



Dr Ratan Singh Shekhawat
 Head, Department of Media Studies
 HJU, Jaipur

Organizing Committee

5:30 PM to 6:00 PM
Login & Online Chit-Chat (Acquaintance)

6:00 PM to 7:30 PM
Experts' Session

7:30 PM to 8:00 PM
Q&A Session followed by Certification



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