



St. Vincent College
(Affiliated to Savitribai Phule Pune University)
Pune -411037

Title of the Event	Seminar on ChatGPT: Technology, Applications, and Ethical Implications		
Date of the Event	August 1, 2024	Place of the event	St. Vincent College
Objectives of the Event	The seminar aimed to provide First-Year B.Com Mass Communication students with a clear understanding of ChatGPT's underlying technology, practical applications in media and communication, and the ethical responsibilities involved in using generative AI tools.		
Name/s of the Resource Persons	Representatives from College.dev		
A short narration of the program			
<p>Seminar on ChatGPT: Technology, Applications, and Ethical Implications</p> <p>On the morning of August 1, 2024, St. Vincent College hosted a focused and technically grounded seminar titled “What’s Really Happening Behind ChatGPT? & Its Use Cases in Day-to-Day Life”, specifically designed for First-Year B.Com Mass Communication students. Organized in collaboration with College.dev, a platform dedicated to bridging academic learning with emerging technologies, the session took place in the Digital Lab and commenced at 8:15 a.m. Attendance was mandatory, reflecting the college’s emphasis on equipping students with foundational digital literacy in an AI-driven media landscape.</p> <p>The guest lecture offered a clear, accessible, yet substantive exploration of ChatGPT, the large language model developed by OpenAI, demystifying both its technical architecture and real-world utility. The speaker began with an overview of the underlying technologies—Generative Pre-trained Transformers (GPT), Natural Language Processing (NLP), and machine learning principles—explaining how these systems are trained on massive textual datasets to recognize patterns, predict sequences, and generate contextually relevant responses. A key distinction was drawn between modern generative AI models like ChatGPT and older rule-based chatbots, highlighting how the former leverages statistical learning rather than predefined scripts to simulate human-like conversation.</p> <p>The session then transitioned to practical applications highly pertinent to mass communication students. These included drafting press releases and social media content, assisting in academic research through</p>			



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summarization and idea generation, personalizing email outreach, enhancing customer engagement in digital marketing, and supporting ideation in creative storytelling. The speaker emphasized that AI tools like ChatGPT are best understood not as replacements for human communicators, but as productivity amplifiers—provided they are used with critical awareness and editorial oversight.

Crucially, the seminar did not shy away from addressing the ethical and professional challenges posed by generative AI. Topics such as algorithmic bias, hallucinations (fabricated information), data privacy concerns, plagiarism risks, and the spread of misinformation were discussed with nuance. Students were encouraged to adopt a responsible-use framework: always verifying AI-generated content, citing sources where appropriate, and maintaining transparency about the role of AI in their workflows. The importance of human judgment, editorial integrity, and authentic voice in journalism and public communication was reaffirmed as irreplaceable.

The session concluded with an interactive Q&A, during which students posed thoughtful questions about the future of human roles in media, strategies for fact-checking AI outputs, and the balance between efficiency and originality. The high level of engagement reflected both curiosity and concern—indicative of a generation learning to navigate the promises and pitfalls of AI with discernment.

By grounding technical concepts in professional relevance and ethical reflection, the seminar served as a timely intervention in the Mass Communication curriculum. It aligned with St. Vincent College’s broader commitment to responsible digital citizenship and critical media literacy, ensuring that students do not merely consume AI tools but engage with them as informed, ethical, and creative practitioners.

Name of the Collaborating Agency	College.dev
Learning Outcomes of the Event for the Participants	Students gained foundational knowledge of NLP and GPT architecture, identified relevant use cases in content creation and research, and developed critical awareness of issues like bias, misinformation, and authenticity—enabling them to use AI tools responsibly and effectively in their field.
Learning Outcomes for the Organizing team	The faculty and collaborators refined their approach to integrating emerging technologies into discipline-specific curricula, recognized the importance of balancing



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	technical literacy with ethical reflection, and strengthened partnerships with tech-education platforms like College.dev for future digital upskilling initiatives.
No. of Participants	First-Year B.Com Mass Communication students
Faculty in Charge	Dr. Gilbi John
Documents Attached	<ol style="list-style-type: none">1. Attendance Sheet2. Geotag photographs3. Resume of resource persons if any4. Copy of remuneration paid if any5. Notice of the event6. Thank you letter to the resource persons