

Ahvan

Biannual Magazine

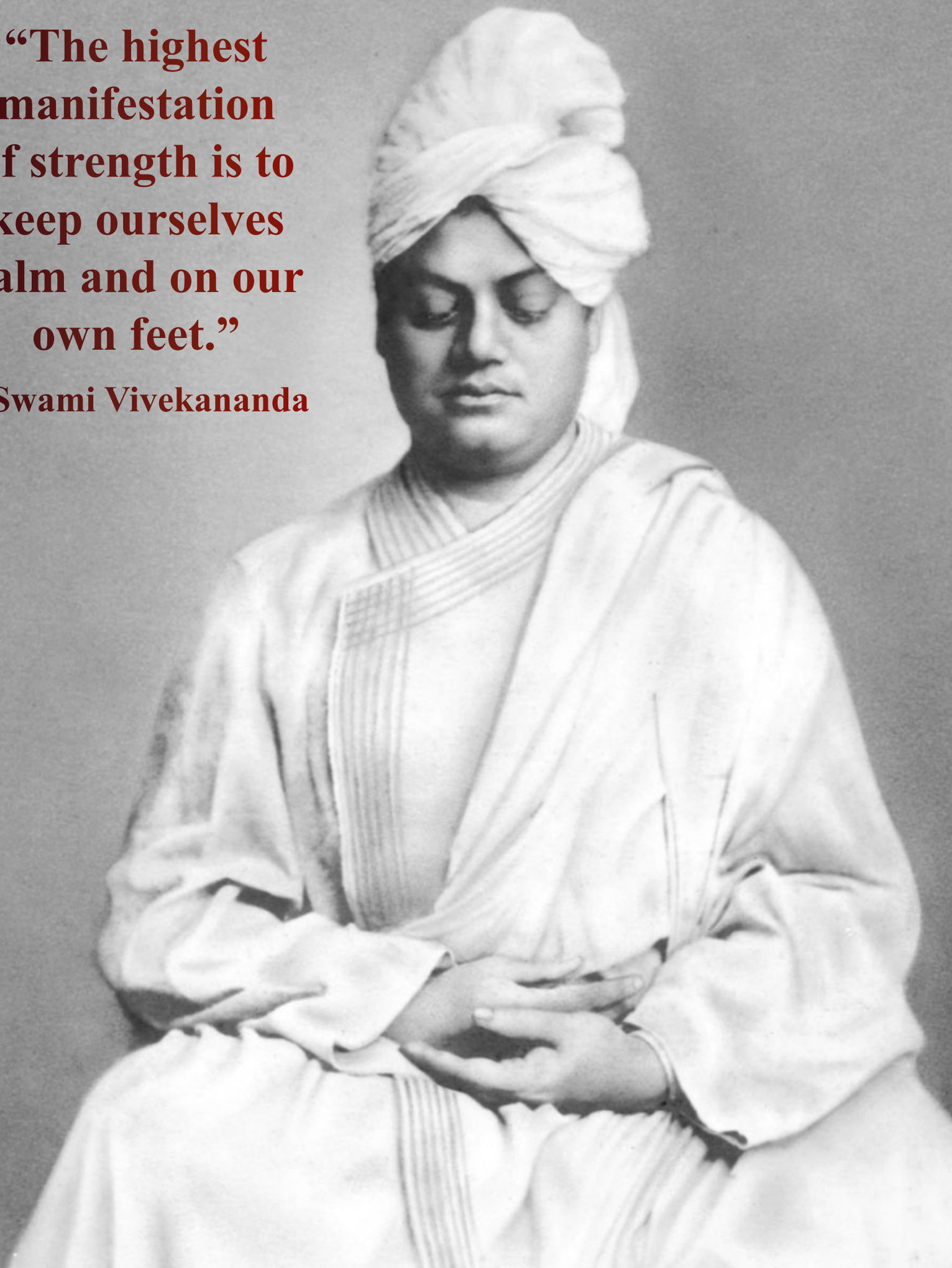
July 2022 - February 2023

VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC

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G.G.S.I.P UNIVERSITY AND RECOGNISED BY BAR COUNCIL OF INDIA & AICTE

**“The highest
manifestation
of strength is to
keep ourselves
calm and on our
own feet.”**

~ Swami Vivekananda



EDITORIAL

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Chairperson, VSJMC & VRC



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**Conferences, Seminars
and
Workshops**

VIPS

National Conference on On ‘अमृतकाल’ and Changing Media: Resurgence of New India

The two-day National Conference, ‘On ‘अमृत काल ‘ and Changing Media: Resurgence of New India’, sponsored by Indian Council for Social Science Research (ICSSR) Delhi in association with SCDR, JNU was organised by Vivekananda School of Journalism and Mass Communication, VIPS – TC on March 22-23, 2023 at the VIPS campus. The two-day conference witnessed the participation of hundreds of delegates, academicians, research scholars, media professionals and students across the country in a hybrid mode: offline as well as online. The two-day conference touched upon diverse issues around the central theme of ‘Atmanirbhar Bharat’— Economy, Infrastructure, Technology-driven Systems, Vibrant demography, and Demand. In the current scenario the nation’s emphasis is on creating wealth and values not only for ourselves, but for the larger humanity; India always has believed in the idea of ‘VasudhaivaKutumbakam’. The goal for the nation is to develop a New India that needs to be achieved by keeping pace with the developments happening around the globe, which also require the application of innovative process, methodology, and newer tools for policymakers as well as other implementing agencies. The national conference aimed at the central theme of ‘Amrit Kaal’ and how the changing media has to play the role in creating a new India. It aimed at highlighting, acknowledging and exploring the role and relevance of media in forming a New India. The conference put it best efforts in creating a platform for professionals, academicians, policymakers,

researchers, social scientists, economists, and learners to deliberate on the ways, processes, campaigns, and case studies on defining the role and responsibilities of media towards building a self-reliant Atma Nirbhar Bharat leading to the emergence of a New India. The two-day conference through various sessions touched upon several sub-themes also on which deliberations took place. With over 55 research and academic papers across the country from over 25 universities the conference was highly successful. It focused on quality research work having a futuristic approach.

The participation from over fifteen states and twenty five universities, included: Banaras Hindu University, St.Xavier’s University, Kolkata, Panjab University, National Institute of Fashion Technology (NIFT)) - Shillong Campus, Central University

of Punjab, RTM Nagpur University, SRTM University Nanded, Central University of Tamil Nadu, Kurukshetra University, Madurai Kamaraj University, WALET Consultancy, Galgotias University, Sister Nivedita University, K R Mangalam university, Chaudhary Charan Singh University, Meerut, Jagaran Lakecity University, Bhopal, Amity School of Communication Amity University Noida, Manipal University Jaipur, Jawaharlal Nehru University, University of Delhi, IFTM University Moradabad, Guru Gobind Singh Indraprastha University, New Delhi. For having Conference on an auspicious day of Hindu New Year; , in her opening remarks by Conference Head, Prof. Dr Charu Lata Singh appreciated the relevance of conference theme and efforts of committee members and guests. She



Prof. P.K. Josh and Prof. Sidharth Mishra

wished everyone a happy Hindu New Year - Vikram Samvat 2080. The Guest of Honour, Sh. Anand Sharma, former Addl. DG Meterology, Gov. of India, in his address focused on the role of social or digital media specially in context with Kedarnath tragedy, which they had predicted beforehand

and recent issues of Joshimath. He put light on PM's vision – 100 yrs of independence, 10-point agenda of disaster risk reduction and the effect of Technology such as the Digital India Initiative, the use of Digital Payments at local shops and vendors all over India. He also discussed the

role of Media in weather economy and disaster management. High emissions and increased Global Warming, changes in the climate pressure are leading to extreme weather. He talked about communities living in vulnerable areas, and natural hazards due to climate variability and said, "Our Job is we can't stop the Hazard, but we can reduce the impact and prevent them from becoming disaster". Sh Anand Sharma is popularly known as the weatherman of Uttarakhand and was in charge during the 2013 Kedarnath Disaster. He reflected on the role of prediction, and the lack of Communication between govt channels and said, "Meteorology cannot reach to people without media". He also talked about Joshi Math problems, media coverage, and misinformation (e.g. Cloud Burst in mountains) should be prevented at all costs . "Do They Know What We Mean?" is a Training Program to guide and give the right information to the right people at the right time, which can prevent hazards turning into disasters. He ended by referring to the power of social media, color-coded Warnings which further helps to enhance efficiency to save people. The Chief Guest of the inaugural session, Prof. P K Joshi, Chairperson Special Center for Disaster Research (SCDR) and Professor School of Environmental Sciences (SES), Jawaharlal Nehru University, spoke on the role and importance of media in creating awareness on environmental issues and disaster management. Prof Joshi expressed his opinion on the emerging new media, the importance of media houses in behaving responsibly and keeping in touch with reality, instead of sensationalising different issues. He exemplified the term 'Amrit Kal', used by the Finance Minister Nirmala Shitharaman during the Budget Presentation for the year 2023 and further by the Prime Minister



Sh. Anand Sharma, former Addl DG Meterology, Gov of India



Prof. P K Joshi, Chairperson Special Center for Disaster Research (SCDR)



Guests and Faculty

Narendra Modi at various platforms. Prof Joshi shared his experience about media consumption on social media, television, newspapers, radio and also the folk media including nukkad natak and stage plays. He expressed that the value system in India, has been in dynamically changing post 1991 Economic Liberalisation. With the broadcast of channels like CNN, BBC and others .he coverage of the war gave different exposure to the Indian audience altogether. He emphasised on the role of digital media, the importance of various forms of media being the pillar of democracy. Prof Joshi also shared his views on generating scientific temper and how the media should investigate through the prism of science and facts. Living in the era of the anthropogenic, we need to be more responsible as humans are less than 2% of all in the phenomenon, but dominate the rest 98% of living beings. Responsible media coverage is not about running for the TRP race,

but to a higher degree of authority and truth validation. He said that the top leadership is working on - Glasgow CDRI, LIFE – Lifestyle for the environment, recognised by UN and UNICEF. Prof Joshi concluded by encouraging the house towards the National Education Policy 2020 – the introduction towards a new world in education, and Amrit Kal and the new India. In his concluding remarks Conference Chair: Prof. Sidharth Mishra, Chairperson VSJMC & VRC, thanked all the guests and attendees of the conference and talked about how the previous night the earthquake of March 21, 2023, jolted the people of Delhi – NCR. He spoke about how fake news on social media and YouTube disaster coverage unnecessarily create panic among masses. He also stressed that media should be for the sake of knowledge and information and not for TRP and Breaking News”. Presenting his Vote of Thanks at the inaugural session, conference convener, Dr Ramesh

Kumar expressed his deep regards to management for their immense support. Presenting on the behalf of the External Research Committee, he thanked all delegates, chief guest for the session Prof PK Joshi from JNU, the guest of honour Sh Anand Sharma, Addl DG, IMD, Govt of India, Sh Dalip Kumar, Registrar, VIPS - TC, Prof Anuradha Jain, Principal VIPS – TC, Prof Siddharth Mishra, chairperson, VSJMC & VRC, Prof Dr Charu Lata Singh, Dean VSJMC, organising committee members Dr Praveen Kumar Singh, Dr Chetna Bhatia, Dr Mona Gupta, Dr Atul Upadhyay, all other faculty and students.

“Education is one thing no one can take away from you.” —Elin Nordegren

Functional Exposure Training (Internship)

A Functional Exposure Training was conducted by Vivekananda School of Journalism and Mass Communication, VIPS-TC from 20th July to 10th August 2022. In this training, the enrolled students were given Industry level training in the field of their choice as a part of their internship. The inauguration for the Program was done by Dean, VSJMC, Prof. (Dr.) Charu Lata Singh talked about the importance of the training and its benefits.

The Functional exposure training was mentored by Dr Manoj Kumar Sharma, Dr Amit Channa, and Dr Aneela Tahilramani. In this 3 Week training, Lectures were conducted to give a better understanding of the topics to the student, and daily tasks were also given to give a practical edge to the sessions. The classes were conducted in the studio located in the B Block building at the VSJMC department. Dr Amit Channa talked about the world of filmmaking and the nuances of making a good production. Dr Aneela talked about the scripting for a short video and Dr Manoj gave a brief about the Relation between the News and entertainment section. Assignments included writing a front-page newspaper summary, non-fictional brief, fiction story idea based on any news, and developing listicles of award shows and the films. The students were divided into smaller groups and were given the task of producing a shot film or documentary, for which a group of students went to a Greater Noida village known as Bistrakh, the birthplace of Ravana to document the history and to shed a light on the life of Raavan and his family which is discussed widely

in Ramayana and other scriptures. Students were able to gain several skills that will further help them in their future endeavours.



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**Vivekananda School of
Journalism and Mass Communication**

Presents

**FUNCTIONAL EXPOSURE TRAINING
(INTERNSHIP)**

20 July, 2022 - 10 August, 2022



Time: 11:00 am

Venue: Video Studio, Block B


FACULTY COORDINATORS

DR.AMIT CHANNA		DR.MANOJ K SINGH		DR.ANEELA TAHILRAMANI
PROF.(DR) CHARU LATA SINGH DEAN, VSJMC		PROF. SIDHARTH MISHRA CHAIRPERSON, VSJMC, VSIT, VRC		

“The more that you read, the more things you will know, the more that you learn, the more places you’ll go.” —Dr. Seuss

Value added Course on ‘Advanced Editorial Skills: Editorial Writing and Editorial Cartoons’


A value-added course in Print Journalism was conducted in April-May 2022 on ‘Advanced Editorial Skills: Editorial Writing and Editorial Cartoons’. The course instructors were Mr. Amitabh Shukla, Resident Editor, Prof. Sidharth Mishra, Chairperson VSJMC and VRC, Dr. Barnali Shah, Assistant Prof., VSE and Mr. Shekhar Gurera, Cartoonist. The course enabled students to learn in detail about the intricacies involved while writing an editorial and how it is different from a news report. The students were also given assignments to interpret various political cartoons and write an editorial on the Jahangirpuri Riots in 600 words. The faculty coordinators of this event were Dr Baninder Rahi and Dr Chetna Bhatia.




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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION
 organises
Value Added Course
 on
Advance Editorial Skills: Editorial Writing and Editorial Cartoons
 April-May, 2022


Speakers for Various Sessions




Mr. Amitabh Shukla
Senior Resident Editor
The Pioneer, Chandigarh




Prof. Sidharth Mishra
Chairperson, VSJMC, VSIT, VRC



Mr. Shekhar Gurera
Senior Editorial Cartoonist,
Illustrator and Graphic Designer



Prof.(Dr.) Charulata Singh
Dean, VSJMC



Dr. Barnali Saha
Assistant Professor, VSES, VIPS

Course coordinators: Dr. Baninder Rahi, Dr. Chetna Bhatia

Prof. (Dr) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VSIT, VRC

Fact Checking Workshop


Vivekananda School of Journalism and Mass Communication organised a two-day workshop on Fact Checking, for the students of the BAJMC department. Conducted by the Internal Research Committee, the first day of the workshop started in the Executive Room, A Block on 14th November 2022 at 3 pm. The workshop began with a welcome address to the mentor, Mr Sumit Dubey, India Editor for the reputed international news agency, Agence France-Presse (AFP) by Bhaskar Chakraborty, a fifth-semester student.

Mr Sumit Dubey from AFP began the session with an interactive introduction to what Fact Checking is all about, his first-hand experiences and background in the field along with a quick overview of the first encounter of the students on various fake news and the basics of mis/disinformation. Mr Dubey then went forward and explained briefly on technical aspects of what fact-checking is all about. Mr Dubey elaborated on the various tools and techniques used by him such as Reverse image search using Google, Yandex, etc and other practices like Geolocation and thumbnail research.

Discussing the importance of analysing and getting the correct information and identifying fake news, the mentors gave several

hands-on tasks to the students to try the tools and find out the source of various images and fake news clips. The Bootcamp session was very interactive and provided the

students with a glance into what fact-checking is all about and how the various techniques can be used to identify and acknowledge the various news pieces that are




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Vivekananda School of Journalism and Mass Communication
 Internal Research Committee
Two-Day Workshop

FAKE Checking

Date: 14 & 15 Nov, 2022 | Time: 3pm to 5pm | Venue: Executive Room, Block A



Sumit Dubey, Fact Checker
 India Editor, Agency France Press



Mohd. Salman, Fact Checker
 Journalist with Boom Live

Faculty Coordinators
 Dr. Ravi Chaturvedi Mr. Ghulam Hussain

Student Coordinator
 Bhaskar Chakraborty, 7703822942

Prof. (Dr.) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

★ Register Now ★

₹100
Only 50 Seats

floated to create misinformation/disinformation. The first day concluded with a short Q&A session followed by the faculty coordinator of the internal research committee, Dr Ravi Chaturvedi and Mr Ghulam Hussain thanking Mr Dubey for his input in educating the students in a meritorious manner. The second day of the workshop started in the Executive Room on 15th November 2022 at 3 pm. The workshop began with a welcome address to the mentor Mohd. Salman, a reputed fact checker and a journalist with BOOM live by Om Vashisht, 5th semester student of VSJMC. Mohd. Salman from BOOM Live began the session with an interactive introduction to what Fact Checking is all about, his first-hand experiences while being in this field for several years now and the importance to check and verify using various reverse image search tools and video meta data search tools as the narratives built by the people profiting off of this fake news is very polarizing in the society. Discussing the importance of analyzing and getting the correct information and identifying fake news, the mentors gave several hands-on tasks to the students to try the tools and find out the source of various images, videos and fake news clips. The Bootcamp session was very interactive and provided the students with a glance into what fact-checking is all about and how the various techniques can be used to identify and acknowledge the various news pieces that are floated to spin narratives in daily lives and how to save oneself from being the victim of such narratives. The second day concluded with a short Q&A session followed

by the faculty coordinator of the internal research committee, Dr Ravi Chaturvedi and Mr Ghulam Hussain thanking Mr Dubey for his input in educating the students in such a meritorious manner.



Students having a closer look



Mr Sumit Dubey addressing the students

“Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime.” —Maimonides

Events and Activities

VIPS

VIPS Rhythm Induction

VIPS Rhythm held an induction event on January 10th, 2023, in B-Block, VIPS-TC in the video studio. The event familiarized new members with the various activities of the societies - Sanidhya Varta and Industry Insights.

The event was conducted by the dean Prof. (Dr) Charu Lata Singh and esteemed faculty members, including Ms. Saloni Bhardwaj and Mr Anurag Gupta. The student coordinators of Sanidhya Varta were Megha Malhotra and Shefali Satija. The event commenced with an introduction of the society and welcome of the dean and members of the society. This was followed by a welcome address by the dean, encouraging them to give their 100 percent efforts towards the society. Ms. Megha further explained the podcast categories under VIPS Rhythm, i.e. Mixed Bag, Speak-out India, The Pop Talk, Sanidhya Varta, Mixed Bag, Industry Insights, Kuch toh Corona, and Weekly News Bulletin. Mr Anurag Gupta gave a brief on the Industry Insights talk show. Further on, the previously aired 25 episodes (four seasons) of Sanidhya Varta were summarised, explaining the functional flow of a podcast episode.

The students of BAJMC and MAMC were also informed about the rules and regulations along with the objectives and values of the society. The faculty members decided upon very pertinent themes such as sustainable development

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AU Block, Outer Ring Road, Pitampura, Delhi-110034

VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION

VIPS RHYTHM

the official podcast of VSJMC

invites you all for

INDUCTION

2023 - 2024

10th January, 2023

2:00 P.M. onwards

Video studio, 3rd floor - B Block

Student Coordinators :-
Shefali Satija :- +91 8383076776 Megha Malhotra :- +91 8287889842

Faculty Coordinators :-
Ms. Saloni Bhardwaj Mr. Anurag Gupta

Prof. (Dr) Charu Lata Singh Prof. Sidharth Mishra
Dean, VSJMC Chairperson, VSJMC, VRC

and cultural fusion. Prof. (Dr) Charu Lata Singh proposed the theme '75 years of independence'. The event concluded with an interactive Q&A session.

"Intelligence plus character —
that is the goal of true education."
—Martin Luther King Jr.

PRSI 'Amrit Sandhya' celebrated 'Azadi ka Amrit Mahotsav' on 15th August, 2022

Prof. (Dr) Charu Lata Singh, Dean VSJMC participated in 'Amrit Sandhya' National Programme organized by Public Relations Society of India (PRSI) as part of celebrations on the occasion of 75 years of Independence, Azadi Ka Amrit Mahotsav on 15th August, 2022. Fifteen poets and poetesses from Journalism and Mass Communication background participated in the programme. Prof. Charu Lata Singh recited three poems written by her on this occasion. The students also attended the program.

“Education: the path from cocky ignorance to miserable uncertainty.”

— Mark Twain

75
आज़ादी का
अमृत महोत्सव

अमृत संध्या

कविता की एक शाम : आज़ादी के नाम
15 अगस्त, 2022, Time -06:00pm to 08:00pm
Google Meet link:
<https://meet.google.com/jy-qpyw-bhd?code=jy-qpyw-bhd>

डॉ. चारुलाता सिंह, डॉ. अविनाश सिंघानी, श्रीमती दीपिका मजिनी, डॉ. विवेक कुमार शर्मा, डॉ. सुनेश सिंह

श्रीमती अंशु शर्मा, डॉ. वि. महेस्वरी, डॉ. अमित शर्मा, डॉ. प्रदीप कुमार, डॉ. अमित कुमार

डॉ. राहुल सिंह, डॉ. अमित शर्मा, डॉ. अमित शर्मा, डॉ. अमित शर्मा, डॉ. अमित शर्मा

पब्लिक रिलेशंस सोसाइटी ऑफ इंडिया

Faculty Development program on 'Post Pandemic Teaching Pedagogies'

VIPSJMC organised a week-long Faculty Development Program wherein esteemed resource persons were invited to speak their expertise on the theme 'Post Pandemic Teaching Pedagogies' spread across different sessions. The first session started off with Dr. Biswajit Das, Professor & Founding Director, Centre for Culture, Media & Governance, Jamia Millia Islamia, speaking about how communication studies surpass any single discipline and that it should be looked at from an interdisciplinary perspective. In the second session, faculty members were distributed groups of five, where they talked about the pros of value-added courses to enhance the experience of students and others. The first session on day two focused on the changing trends in the Film and Entertainment Industry in which Dr. Manoj Sharma, Modern Indian History Faculty at Kirori Mal College was invited to deliberate on the concerns of the same. The second session of Day two was a film appreciation activity, where the film 'Shabaash Mithu' directed by Srijit Mukherjee was screened. The third day of the FDP began with the insights about the impact of



Mr Suneet Vats, Vice-Chairman,
VIPS-TC



Dr Biswajit Das and Prof.
Sidharth Mishra

pandemic in the news and content broadcast industry in the morning session. Mr Ashish Bhandari, Founder, Managing Partner of Imagineers Circle Pvt Ltd, an experienced producer and a podcast artist, shared his experiences of the transformations that took place across the input, output, studio as well as production control room. The second session gave an opportunity to the participants to learn multi-camera operations and their control by practicing it in the VIPS Studio by Dr Ankit Sharma, Assistant professor, VIPS. On day four the first session addressed the most pertinent question about the control and domination of artificial intelligence over human performance in various fields across

the world. Pro Vice Chancellor of IGNOU Prof. MM Pant explained the concepts of artificial intelligence and metaverse by quoting examples from quantum Physics and Computer Science. It was followed by a session on tips for effective research by Dr Pawan Whig, Dean Research, VRC VIPS. He cleared the air around H-Index, I-Index and Impact factor in the field of research across disciplines. The last day was on Digital Profiling with Prof. Umesh Arya from Guru Jambheshwar University, Hisar. He stressed the idea of unconventional learning with a 360 degree turn. The one-week event was concluded by the valedictory function.

“A simple but powerful reminder of the positive domino effect a good education can have on many aspects of a person’s life and outlook.”



Front Row(L-R): Ms Bhumika Chandola, Ms Tahzeeb Fatma, Dr Anuradha Mishra Gaur, Ms Mona Gupta, Dr Vishnupriya Pandey, Dr Vaishali Billa, Dr Sunil Mishra, Dr Aneela Tahilramani, Ms Mrinalini Mehra

Second Row(L-R): Mr Gulam Hussain, Dr Priyam Ghosh, Dr Ramesh Kumar Sharma, Dr Praveen Kumar Singh, Prof. (Dr) Charu Lata Singh, Mr Suneet Vats, Prof. Sidharth Mishra, Dr Manoj Kumar Singh, Mr Ashish Verma, Dr Ankit Sharma, Ms Neha Pande, Dr Sahil Koul

Last Row(L-R): Dr Atul Upadhyay, Mr Anurag Gupta, Mr Abhinav Arohi and Dr Ravi Chaturvedi



Felicitation of Prof. M. M. Pant


Alumni of the Month

The alumni committee of Vivekananda School of Journalism and Mass Communication started a monthly activity of creating posters of Alumni. The alumni to be featured monthly, are selected by the committee unanimously based on their accomplishments in professional and or academic fields. The objective of the activity is to connect and re-connect with the Alumni of the department. The posters shared online are a form of recognition of the Alumni by the department, every month. This monthly activity engages the Alumni as the posts are shared on their social media profiles as well. The first Alumni of the Month poster was taken out for the month of May, 2022 and has been regularly released every month since then.

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Vivekananda School of Journalism and Mass Communication
 Recognises & Celebrates
 The Achievements of Alumni!

Alumnus of the Month
 April, 2023



Mr. Tarun Rawat
 Batch 2015-18
 Photojournalist, **The Times of India**
 Awarded **Ramnath Goenka, Excellence in Journalism Award 2020**

Alumni Committee

Prof. (Dr) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

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Vivekananda School of Journalism and Mass Communication
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 The Achievements of Alumni!

Alumna of the Month
 May, 2022



Ms. Ritika Singh
 Batch 2009-12
 News Anchor
News 18 India

Alumni Committee


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 The Achievements of Alumni!

Alumna of the Month
 July, 2022



Ms. Shikha Sachdeva
 Batch 2013-15
 TV Presenter, Sports Commentator
 & Voice-over Artist
Doordarshan

Alumni Committee


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Vivekananda School of Journalism and Mass Communication
 Recognises & Celebrates
 The Achievements of Alumni!

Alumnus of the Month
 November, 2022



Mr. Alakh Ranjan
 Batch 2014-17
 Assistant Director,
 Middle East Desk
**Federation of Indian Chambers
 of Commerce & Industry**

Alumni Committee

Prof. (Dr) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

Teachers' Day

Students of VSJMC department celebrated Teachers Day on 5th September 2022. It began with the felicitation remarks by VSJMC Chairperson, Prof. Sidharth Mishra and Dean, Prof. (Dr.) Charu Lata Singh. Students expressed their feelings through poetry and a short video prepared by them. Students planned a fun segment where the teachers played indoor games. The event ended with a group photograph.



(Dr) Charu Lata Singh being presented a token of appreciation by students




'Teachers' Day Celebration' A group photograph

आशु भाषण प्रतियोगिता

14 सितंबर 1949 को हर्दी को राजभाषा के रूप में स्वीकृत प्राप्त हुई। इसके उपलक्ष्य में वविकानंद पत्रकारिता एवं जनसंचार वविभाग प्रतविर्ष हर्दी दविस मनाता है। इस वर्ष हनिदी दविस समारोह १६ सितंबर, २०२२ को बी-ब्लॉक ऑडिटरियम में आयोजति कयिा गया। अपनी मातृभाषा हर्दी की दशा और दशिा पर चर्चा करने के साथ ही एक आशु भाषण प्रतयिोगतिा एवं काव्य संग्रह पाठ का आयोजन कयिा गया।

कार्यक्रमकी शुरुआतमें पत्रकारिता एवं जनसंचार वविभाग की डीन डॉ. चारुलता सहि का स्वागत कयिा गया। इस अवसर पर डॉ० सहि ने हर्दी की वैश्वकि महत्ता पर प्रकाश डाला, एवं प्रत्येक छात्र के लिए हनिदी का ज्ञान होना आवश्यक बताया। उन्होंने कहा कि आज मीडिया के क्षेत्र में हनिदीभाषी के लिए वशिष अवसर उपलब्ध हैं। वैश्वकि वसितार के साथ ही हर्दी रोजगार की भाषा भी बनती जा रही है। समारोह में वभिनिन प्रतभिागयिों ने अलग-अलग शैली में अपनी कवतिाएं प्रस्तुत की। सबसे पहले आशु - भाषण प्रतयिोगतिा हुई जसिमें १० प्रतभिागी थे और फरि उसके बाद एक नरिमल काव्य संग्रह पाठ हुआ जसिमें भी १० प्रतभिागयिों ने उतसाह से हसिसा लयिा। भाषण प्रतयिोगतिा के नरिणायक मंडल में डॉ. मनोज कुमार सहि, डॉ. अनुराधा मशिा एवं डॉ. रवचतुरवेदी रहे। समारोह के अंत में नरिणायक मंडल द्वारा परणाम की घोषणा हुई। कार्यक्रमके अन्त में प्रो० सदिधार्थ मशिा ने छात्रों को सम्बोधति करते हुए उन्हें हर्दी भाषा की महत्ता से अवगत कराया। उन्होंने कहा कि हमें



योग: कर्मसु कौशलम्

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विवेकानंद पत्रकारिता एवं जनसंचार विभाग

हिंदी दिवस समारोह

आशु-भाषण प्रतियोगिता

“ निज भाषा उन्नति अहै, सब उन्नति को मूल,
बिन निज भाषा ज्ञान के, मिटन न हिय के सूल। ”

दिनांक: 16 सितंबर, 2022
समय: दोपहर 02 बजे
स्थान: बी-ब्लॉक ऑडिटरियम

विशेष

काव्य-संग्रह पाठ

कार्यक्रम संयोजक:
डॉ. सुनील कुमार मिश्र

प्रो. (डॉ.) चारुलता सिंह
(डीन, वीएसजेएमसी)

प्रमाणपत्र एवं पुरस्कार




छात्र समन्वयक:
अभिषेक गौड़ (+91 83760 52209)
निशांत झा (+91 85789 92442)

प्रो. सिद्धार्थ मिश्र
(अध्यक्ष, वीएसजेएमसी)

हर्दी भाषा पर गर्व करना चाहिए। हनिदी दविस समारोह की समाप्ति प्रकृति वासदेव द्वारा दिए गए धन्यवाद ज्ञापन के साथ हुई। हर्दी दविस समारोह का आयोजन सफलता पूर्वक कयिा गया।

“I am not a teacher,
but an awakener.”
— Robert Frost

हिंदी में संवाद



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विवेकानंद पत्रकारिता एवं जनसंचार विभाग

हिंदी में संवाद

हिंदी का सम्मान



"मेरा आदर, मेरा गौरव" - हिंदी

प्रतिदिन 11 बजे पूर्वाह्न से 12 बजे मध्याह्न

धन्यवाद!

Prof. (Dr) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC & VRC

भारतीय जनमानस में बौद्धिक चित्तन का आधार, सभी भाषाओं के प्रति अपनत्व का भाव रखने वाली हिंदी हमें जड़ों से जोड़ने के साथ ही मातृभाषा का गौरव प्रदान करती है | 'हिंदी में संवाद' हिंदी के प्रति सम्मान एवं राष्ट्र भाषा के प्रति प्रेम भाव का बीजारोपण करने का प्रयास है जिससे वदियार्थी हिंदी भाषा को अपने जीवन में आत्मसात् कर सके |

"Study without desire spoils the memory, and it retains nothing that it takes in."

— Leonardo da Vinci

AICTE, Bhartiya Shiksha Mandal National Conference

‘ANANDSHALA (Blissinar) titled ALAP - Academic Leaders Alignment Programme’, a 2-day conference, was jointly organised by the Bharatiya Sikshan Mandal and Research for Resurgence Foundation (RFRF) in association with AICTE for Institutional and Academic Leaders at Prajnanam Auditorium, AICTE, New Delhi on 13th and 14 September 2022. The objective of the programme was to bring transformational changes in the Indian education system through guidance and engagement among faculty members from across India to find pathways for successful implementation of National Education Policy 2020. Prof. Dr. Charulata Singh, Dean VSJMC, Prof. Dr. Deepali Virmani, HOD School of Engineering & Technology, Dr Neelam, Associate Professor, VSLLS and Dr Ankit Sharma, Assistant Professor, VSJMC from VIPS -TC participated in the program. Some students of VSJMC attended and covered the program.



Prof. (Dr.) Charu Lata Singh presenting during ‘Anandshala’ Two day conference



Prof. (Dr.) Charu Lata Singh with faculty members and student coordinators

Bridge Course with OneCricket

In collaboration with One Cricket, VSJMC organised a five-day bridge course on cricket writing for the students of 5th semester BA(JMC). The session commenced with Mr Arjun Bhalla and Mr Anurag Singh, mentors from One Cricket, giving an interactive introduction about writing for cricket as well as their personal experiences in this field. The faculty coordinators Dr Mona Gupta and Ms Saloni Bhardwaj shared their valuable inputs on the agenda in an inspiring manner to encourage practicing writing regularly. The second day saw the importance of interpersonal communication and a new campaign #DOHRADO7. This session helped students understand the concepts of player profile, article outline, transitions and achievements. The third day highlighted the commentary aspect in sports. Ms Gargi Rao, one of the mentors from One Cricket and a former cricketer, shared a few instances and situations that arise while commentating. Mr Sourav Saikat and Mr Saikar Chatterjee, mentors from One Cricket shared curated an interactive session on feature writing, general news stories, breaking news stories, etc. Throughout all these sessions, students were encouraged to clear their doubts on the media industry,



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TRAINING AND PLACEMENT CELL**

In collaboration with



OneCricket

Bridge Course on Cricket Writing

Learn how to :

- Write for cricket
- Write player's bio, feature articles
- Cover cricket matches, write match preview

Added Benefits

- Internship opportunity with OneCricket
- Association with OneCricket community
- Goodies & Match Tickets

Date
10th October-14th October

Registration Fee
₹ 50/-



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(Moinak Chatterjee)


Faculty Coordinators
Dr. Mona Gupta
Ms. Saloni Bhardwaj

Prof. (Dr) Charu Lata Singh
Dean, VSJMC


Prof. Sidharth Mishra
Chairperson, VSJMC, VSIT, VRC

writing and career opportunities.

Surmounting Challenges Screening of Film by DMRC




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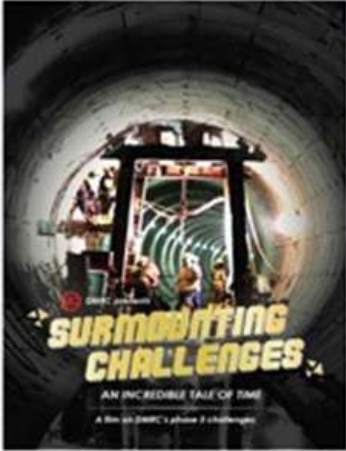


Vivekananda School of Journalism and Mass Communication
Presents
Screening and Discussion on
SURMOUNTING CHALLENGES
A National Award Winning film by DMRC


INAUGURATION



Sh. Vikas Kumar
Managing Director
Delhi Metro



DISCUSSION



Sh. Anuj Dayal
Principal Executive Director
Delhi Metro

Prof. (Dr) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC & VRC

The film 'Surmounting Challenges' produced by the Delhi Metro Rail Corporation (DMRC) saw a screening at VSJMC, followed by an insightful discussion. Sh. Vikas Kumar, Managing Director, Delhi Metro, inaugurated the screening.

The film has won the Best Promotional Film Award (Non-Feature Film) at the 68th National Film Awards 2020. The 28-minute long film shows the various construction-related challenges faced by DMRC during its third phase of expansion. In order to bring this film to life, it was necessary to shoot extensively in various locations and retrieve relevant archival material. In anticipation of the filming, for about five to six years from the start of construction, the entire construction process was recorded with videos and photographs for all corridors. With editing and other post-production requirements, the film took him over a year to make. Sh. Anuj Dayal, Principal Executive Director, Delhi Metro, conducted the discussion on the screening.

Orientation Sessions for BA(JMC) and Students and their Parents



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Orientation Session for Students
By Alumni
Batch 2022-25
 October 13, 2022



Ria Mukherjee
 Founder and Business Director
 Arpita Photography



Tahir Abbas
 Senior News Coordinator
 Times Now



Aditya Kumar
 Advertising Account Manager
 Double Barrel Communications, Gurugram



Shubhi Maheshwari
 MA Media and Public Relations
 Newcastle University, UK

Organised by
Vivekananda School of Journalism and Mass Communication

Prof. (Dr) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

An orientation session by alumni for the students of the batch 2022-25 was organised by VSJMC on October 13, 2022. Ms. Ria Mukherjee, Founder and Business Director, Ms. Arpita Photography; Mr. Tahir Abbas, Sr. News Coordinator, Times Now; Mr. Aditya Kumar, Advertising Account Manager, Double Barrel Communications and, Ms. Shubhi Maheshwari, MA Media and PR, Newcastle University, UK, were among the alumni who gave profound sharings and insights from their experiences to shine a guiding light.

“You educate a man; you educate a man. You educate a woman; you educate a generation.” — Brigham Young



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Orientation Session for Parents

Batch 2022-25

Date: October 15, 2022
 Time: 10:30 AM
 Platform: Zoom

Organised by
Vivekananda School of Journalism and Mass Communication

Prof. (Dr) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

The orientation session for parents of the students of batch 2022-25 was organised by VSJMC on October 15, 2022 via Zoom platform. Prof. (Dr) Charu Lata Singh, Dean, VSJMC and Prof. Sidharth Mishra, Chairperson, VSJMC & VRC explained in depth about the curriculum of BA(JMC) and the learning curve throughout the three year course.



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Orientation Session for MAMC Students By Alumni of VIPS & GGSIPU Batch 2022-24

October 17, 2022



Navya Singh



Himank Negi




Moumita Chakraborty

Organised by
Vivekananda School of Journalism and Mass Communication

Prof. (Dr) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

The orientation session for MAMC students of Batch 2022-24 by alumni was organised by VSJMC on October 17, 2022. Ms. Navya Singh, Mr. Himank Negi and Ms. Moumita Chakraborty were among the alumni who shared their knowledge and experiences to motivate the students and help them through the focal curve.



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Orientation Session for MAMC Students

Batch 2022-24
 October 17, 2022

Organised by
Vivekananda School of Journalism and Mass Communication

Prof. (Dr) Charu Lata Singh
 Dean, VSJMC

Prof. Sidharth Mishra
 Chairperson, VSJMC & VRC

An orientation session was organised for MAMC students, batch 2022-24 by VSJMC on October 17, 2022.

“A good education is a foundation of a better future.”
Education is the manifestation of the perfection already existing
in man. ~ Swami Vivekananda

Vigyapan

Inter-Departmental Ad Mad Competition

Vigyapan, the advertising society under the Centre for development of Communication and Media skills of Vivekananda School of Journalism and Mass Communication, VIPS-TC organised an Inter-Departmental AD MAD Competition on November 28, 2022, in Vivekananda Hall, Block B, VIPS. The judges for the Competition were Ms Anukriti Bajpai, Assistant Professor, VSES, Mr Devang Chaturvedi, Assistant Professor, VSJMC and Dr Nupur Arora, Assistant Professor, VSBS. Vasudha Sharma (student, BAJMC) and Niharika Maheshwari (student, BAJMC) were the hosts for the day. At the outset, Vasudha welcomed Prof. (Dr) Charu Lata Singh, Dean, VSJMC. The moderator then briefed about Vigyapan society and its purpose. This was followed by the rules and regulations, judging criteria, cash prizes, and procedure in which the competition would take place. The first round “The Quiz”, was moderated by Anushka Jain (Student, VSJMC). In the second round all participants had to make a 30-60 second jingle within 10 minutes and perform it on the spot. The third round “TVC or Television Commercial” was to create a convincing television advertisement. Participants were given 15 minutes to create an ad, which could be a maximum of 1.5 minutes long.

Thereafter, the host concluded by appreciating the performances of all the participants. Until the time the results were announced, she discussed the topic ‘Brand or Product Customer retention and recall’. The competition was concluded with the announcement of the results, prize distribution to the



Prof. (Dr) Charu Lata Singh addressing the participants



Anchors of the event: Vasudha Sharma and Niharika Maheshwari

winners and personal remarks by the jury to all the participants. Before concluding the event Dr. Priyam Ghosh, Assistant Professor VSJMC proceeded to give a formal vote of thanks to all the jury members. The event ended

with Ms Neha Pande, Assistant Professor, VSJMC delivering a vote of thanks to the Management VIPS, Prof. Sidharth Mishra, Chairperson VSJMC, VRC, Prof. (Dr) Charu Lata Singh, Dean, VSJMC, and the honoured jury

for their relentless support and guidance. The event was organised under the supervision of Ms Neha Pande, Assistant Professor, VSJMC and Dr Priyam Ghosh, Assistant Professor.



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Vivekananda School of Journalism & Mass Communication

Centre for Development of Communication and Media Skills

November 28, 2022 / 1:00-4:30 P.M. / Vivekananda Hall, B Block

For any queries, contact:

Student Coordinators

Vasudha Sharma (9911014080)
Unnati Bhardwaj (9891344641)

Prof. (Dr) Charu Lata Singh
Dean, VSJMC



Scan the QR
to register

Faculty Coordinators

Ms. Neha Pande
Dr. Priyam Ghosh


Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

Friday is Khadi Day

The VSJMC Department came out with the idea of celebrating our Indian Heritage every Friday with the concept of wearing Khadi clothes. The students are motivated to wear clothes made of Khadi every Friday and to embrace our culture's most important textile.


The cloth that united India during the Freedom struggle, unites the VSJMC department and instills the feeling and sense of belongingness within all individuals. The students are taught about the importance of Khadi in our culture, our heritage, the past of our Nation and how we

should be the ones to ensure the existence and value of Khadi in our Nation's future. Promoted by Dr. Priyam Ghosh and Ms. Mrinalini Mehra and supported by Prof. Dr. Charu Lata Singh, Dean, VSJMC this concept is very popular among the students and liked by them.



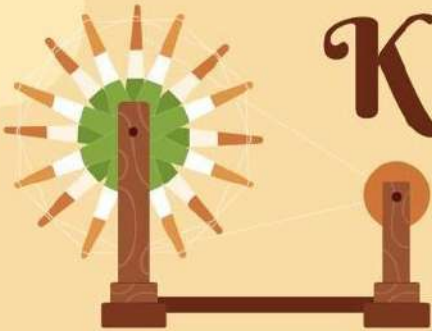
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**Vivekananda School of Journalism and Mass Communication
celebrates**

Wearing Khadi



Khadi for Fashion, Khadi for Nation

Every Friday

Prof. Dr. Charu Lata Singh
Dean, VSJMC

Faculty Coordinators
Dr. Priyam Ghosh Ms. Mrinalini Mehra

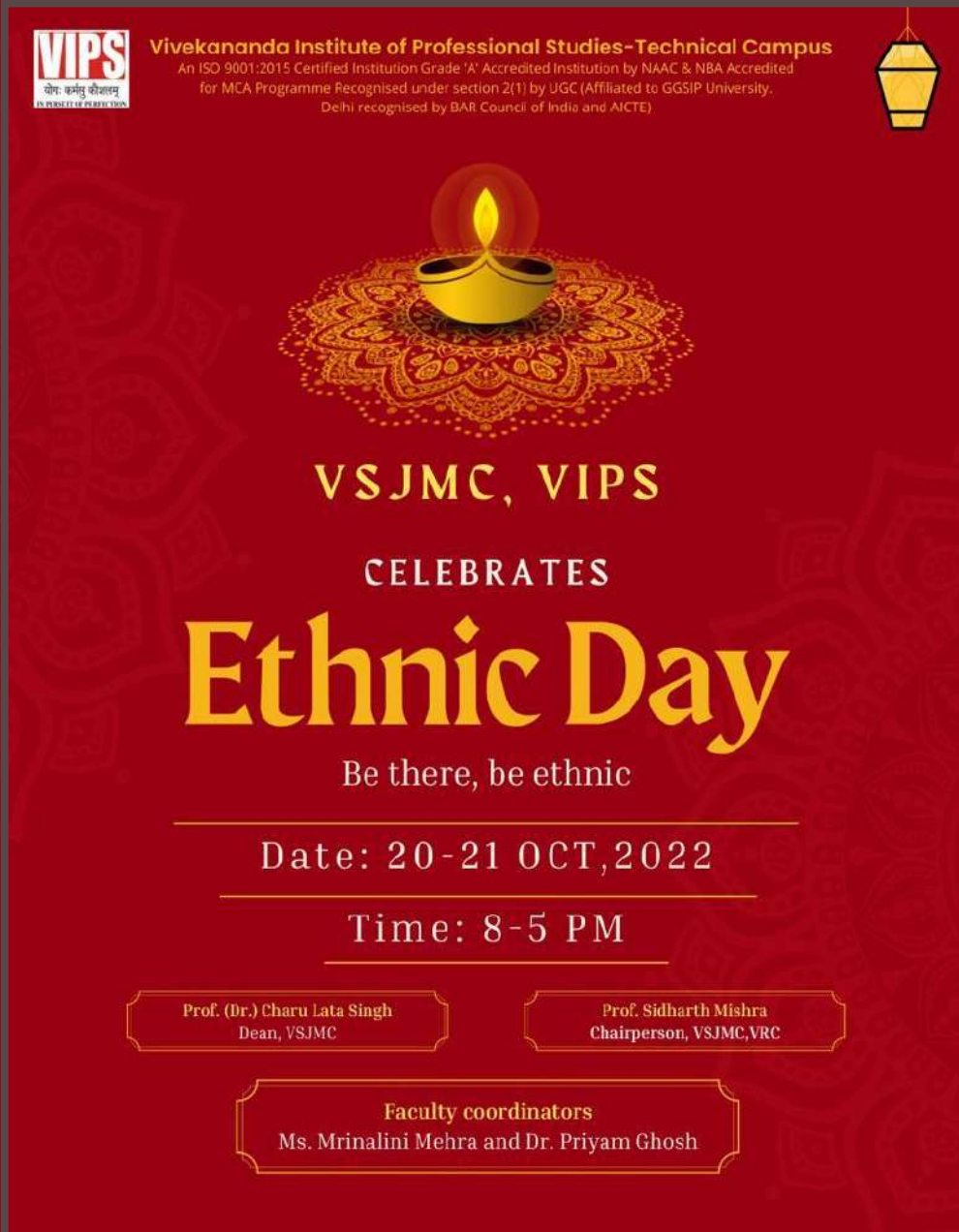
Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

VSJMC Celebrated Ethnic Day

Celebrated 20- 21 October, 2022 in the college premises, The Ethnic Day organized by the VSJMC department of VIPS was a big hit among the students. Everyone was seen in beautiful traditional clothing that made the entire college glow up with an Indian vibe. This event engaged the

students as they were exhilarated to join in and show off their ethnic side. The day marked the phenomenal turn towards Indian culture from the routine western culture clothes that have now become mundane. It was a beautiful concept passed on by Dr. Priyam Ghosh and Ms. Mrinalini Mehra

and approved by Prof. Dr. Charu Lata Singh, Dean, VSJMC. The day saw a massive participation by the students as well as the teachers and other faculty. This event spread out to cover the entire college. Every other department got dressed in ethnic and joined in to unite with VSJMC.



VIPS
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VSJMC, VIPS

CELEBRATES

Ethnic Day

Be there, be ethnic

Date: 20-21 OCT, 2022

Time: 8-5 PM

Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

Faculty coordinators
Ms. Mrinalini Mehra and Dr. Priyam Ghosh

FilmSutra Organised Film Screenings

Film Screening: Pakeeza

The event started with the anchors welcoming the audience to the first film screening by FilmSutra since the summer break. They talked about the significance of the film and its infamous production, while also highlighting the key talents who made the film possible. Before the screening began, the trailer for the film to be screened next week, Masaan, was played. The film played for roughly 2 hours and 30 minutes, with a 10-minute interval in the middle of the film for people to have a breather. After the film ended, a discussion was led by Dr. Priyam Ghosh. She talked about the various aspects of the film, both about its production process and its themes. The discussion, in which many members of the audience also participated, covered many grounds including Meena Kumari's career, Kamal Amrohi's other works, the film's lengthy production time, the intricate sets etc.

“Spoon feeding in the long run teaches us nothing but the shape of the spoon.”

— E.M. Forster



Filmsutra anchors



Dr Priyam Ghosh interacting with students after a screening

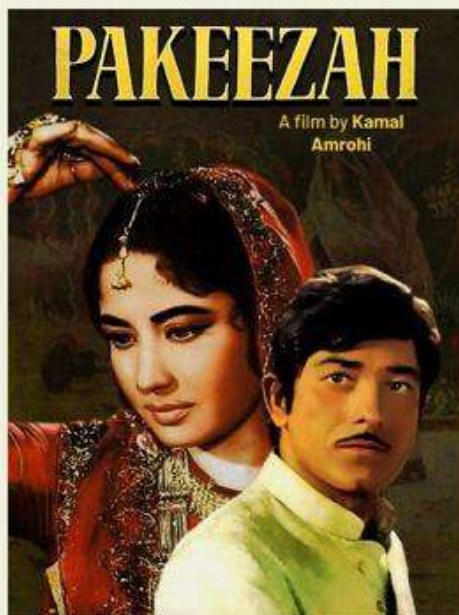


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Filmsutra Organizes Screening and Discussion of film



Faculty Coordinators

Dr. Baninder Rahi

Dr. Priyam Ghosh

Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

Student Coordinators

Priyanka Aggarwal
9871034976

Aastha Aneja
83739 08206

Abhishek Gaur
83760 52209

TIME: 2:30 pm Onwards
DATE: 7 October, 2022
VENUE: Auditorium, Block B

Film Screening: Masaan

FilmSutra VIPS, the film appreciation society of VSJMC organized a screening and discussion of the film 'Masaan' on October 13, 2022. The screening started from 2 PM in Conference Hall, Block B, VIPS with the help of faculty coordinators: Dr Baninder Rahi and Dr Priyam Ghosh and student coordinators: Priyanka Aggarwal, Mishika Bansal, Dharmender Gupta. Masaan was Neeraj Ghaywan's directorial debut and was written by Varun Grover, it is considered one of the best films of contemporary Hindi cinema. The film had Richa Chadha and Vicky Kaushal as leads. It also starred Sanjay Mishra, Pankaj Tripathi and Shweta Tripathi who was also a debutant at

the time along with Vicky Kaushal. Ever since its release in 2015, the film has achieved cult status. It was also screened at 68th Cannes Film Festival in the Un Certain Regard section and received a five minutes long standing ovation. Masaan ended up winning in the category and also won the FIPRESCI, International Jury of Film Critics prize. After the successful screening by FilmSutra, the moderator began with the discussion. The first topic that was discussed was about locations in a film being a character and contributing in the plot as much as any other character and how beautifully it was captured by Ghaywan. In films like Masaan, Banaras city had a personality of its

own, helping in steering the lives of the characters. The discussion also addressed the fact that with the help of Masaan, Neeraj Ghaywan and Varun Grover commented on two very serious issues faced by the Indian society; how tough a woman's life is and how the caste system still affects the lives and decisions of people in India. The performance of the actors also came up and the one character that shone was of Pankaj Tripathi. Students talked about how he was on screen for less than five minutes and it was a delight to see him. The most prominent topic of discussion was how the film talked about dealing with grief and pain.



Screening of film



Filmstura student anchors



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Filmsutra Organizes Screening and Discussion of film



Scan Me



A film by Neeraj Ghaywan

Faculty Coordinators

Dr. Baninder Rahi

Dr. Priyam Ghosh

Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

Student Coordinators

Priyanka Aggarwal
9871034976

Mishika Bansal
98716 96814

Dharmender Gupta
88513 71170

TIME: 2 pm Onwards

DATE: 13 October, 2022

VENUE: Conference Hall, Block B

Film Screening: Court

A courtroom drama typically has at least some of the following components: a fiery orator, high stakes, a developing case, exciting deliberations, and some sort of resolution—even if it isn't a pleasant one. All of these are absent from "Court". In terms of staidness, the case itself is astounding. Jargon is frequently used in disputes, some of which may even be unnecessary. A resolution seems impossible for most of the 116 minutes it lasts. The trial of a guy with few words and a powerful voice named Narayan Kamble (Vira Sathidar) centres the court. As his attorney Vinay (Vivek Gomber, who is also the film's producer), learns the accusation against Kamble is that he encouraged the suicide of a nearby sewage worker during one of his performances in a Mumbai slum. In addition to citing Kamble's prior sedition proceedings and implying connections to anti-national groups, Nutan (Geetanjali Kulkarni), the public prosecutor, draws attention to evidence of suicide. Cinematographer Mrinal

Desai uses extended, static takes, echoing the case's apparent endless drawl in the film's approach. When other directors would have chosen to cut, scenes continue for a few seconds or even minutes after that. This ultimately improves the film's realism, making the action appear more accidental than forced. The flawless attention to detail in the setting of the movie is also on display. While one character is being attacked outside of a restaurant, the framing allows you to see the security guard flee into the protection of the structure, while the continuous take compels you to observe what he is successfully evading. The fact that "Court" treats the audience as both a witness and a jury and presents a lengthy case for them to consider may be the reason why it succeeds as a superb courtroom drama. This one is difficult to forget long after the last credits have rolled. The end of the film was followed by a discussion with the audience. Naman, an audience member, gave details about what he observed in film. He observed how the camera

was placed and how all the shots were from an observer perspective, the use of long shots without any cuts in between and the scenes related to lawyer and judge were very easy to understand. He states how every character's life has such a varying dynamic and yet they are adjudicating the character named "Narayan Kamble", someone's life other characters can't relate to at all. Another member of the audience said he noticed the way the film was shot and how serious everything was in the movie, No background sounds, No songs and there was nothing typical like other Bollywood movies. After getting a good response from the audience Dr. Priyam Ghosh discussed some main points with the audience. She talked about multiple scenes in the film, with their significance and meaning. The discussion also went in the direction of caste and gender roles, with reference to the lives of different characters in the film. The screening ended with a 'thank you' message by the anchor.



Dr Priyam Ghosh, Faculty Coordinator



A snapshot from the screening of the film 'Court'



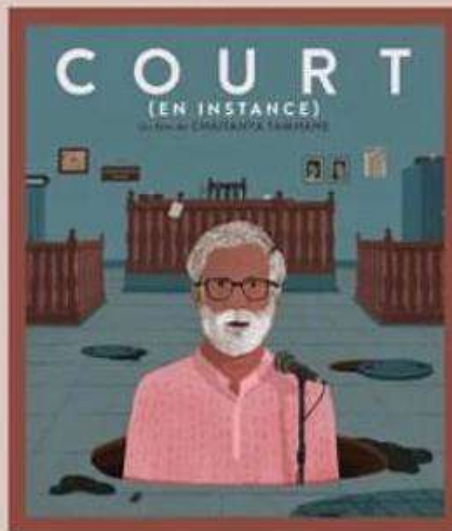
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Filmsutra Organizes Screening and Discussion of film



Scan Me



A film by **Chaitanya Tamhane**

Faculty Coodinators

Dr. Baninder Rahi

Dr. Priyam Ghosh

Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

Student Coodinators

Bhumika Saluja
8076801712

Varun Beri
7838184569

Lavanya Aggarwal
83778 89296

TIME: 2 pm Onwards
DATE: October 20, 2022
VENUE: Auditorium, Block B

Film Screening: Jai Bhim

FilmSutra VIPS, the film appreciation society of VSJMC organized a screening and discussion of the film 'Jai Bhim' on November 24, 2022. The screening started from 2 PM in Auditorium, Block B, VIPS with the help of faculty coordinators: Dr Baninder Rahi and Dr Priyam Ghosh and student coordinators: Priyanka Aggarwal, Aastha Aneja, Bhavika Rathore. Jai Bhim, directed by T.J. Gnanavel, an Indian film director and writer has worked predominantly in the Tamil film industry. The film is based on the realistic portrayal of the police system and struggles of the Indian judiciary to ensure the protection of human rights of marginalized communities. The film had Suriya, Lijomol Jose as leads and Prakash Raj in supporting roles. Considering the present situation in India, Jai Bhim comes as a hard-hitting tale not just about the Irular community but also about every marginalized community across India. Without glorifying unnecessary elements, Gnanavel has dealt with this script with utmost sensibility with a knock-out performance by Suriya.

After the successful screening by FilmSutra, the moderator began with the discussion. The first topic that was discussed was about police brutality, social injustice to tribal communities portrayed in the film. Jai Bhim captured caste-based

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FILM SUTRA

Filmsutra Organizes Screening and Discussion
of film

JAI BHIM
AMAZON PRESENTS

Faculty Coordinators
Dr. Baninder Rahi Dr. Priyam Ghosh

Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

Student Coordinators

Priyanka Aggarwal 98710 34976	Aastha Aneja 83739 08206	Bhavika Rathore 80100 10828
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Time: 1:30 PM Onwards
Date: November 24, 2022
Venue: Auditorium, Block B

Scan Me

discrimination to those who are deprived and made to languish on the fringes of our society. Students also talked about Suriya's stunning performance as an advocate in the film. His dedicated involvement in narration of deeply appealing story-telling methods was widely appreciated during the discussion.

**“Education is the kindling of a flame, not the filling of a vessel.”
— Socrates**

Manthan: Debating Society

Manthan, the Debating Society of VSJMC, organised a series of open house debates from November 2022- January 2023. The faculty coordinators were Dr Anuradha Mishra, Dr Chetna Bhatia and Dr Sahil Koul. The topics of the debates were: ‘Should euthanasia be legal?’, ‘Unipolar or Multipolar world, where does the buck stop?’, ‘Should death penalty be abolished’, ‘Simultaneous elections Vs. ongoing elections’, ‘Is refugee crisis an issue of Human Rights or economic burden upon countries?’. Through such debates, different perspectives were explored which led to the increment in quality discourses.



From the debate on Unipolar or Multipolar World



Group photo from Manthan Orientation

Vigyapan

Induction: Advertising Society

The Advertising Society aims to provide an opportunity for students to learn more about advertising through activities, discussions, workshops and competitions. It will help them develop creative thinking skills, exchange knowledge, keep up-to-date on the marketing world, and have hands-on experience with techniques to drive creativity. This will help them build portfolios and networks that will help them get industry ready. The proposed activities to groom students to be industry-ready include weekly discussions, quiz or Ad Mad in November 2022, Workshop/ Guest Lecture by an expert in December 2022 or January 2023, Advertising Film Festival in March 2023, and two stages of selection: group discussion and personal interview. Group discussion topics include influence marketing, ads portraying society, role of advertisements in social change, ASCI guidelines, and impact on youth. Students who get selected would have to fill an official membership form that will be renewed yearly on the basis of their performance and involvement.

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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION
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Affiliated to Guru Gobind Indraprastha University, Delhi, AU-Block Pitampura, Delhi-110044

Introducing
विज्ञापन
The Advertising Society of VSJMC

Discussions
Events
Quizzes

Now in VIPS

Prof. Siddharth Mishra
Chairperson, VSJMC, VRC
Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Faculty Co-ordinators
Ms. Neha Pande
Dr. Priyam Choudh

Student Co-ordinators
Mishika Barmal (98716 96614)
Saurav Kumar Ranjan (9903 75603)

VIGYAPAN

Digital Marketing Workshop

The session on November 16, 2022, by Mr. Neeraj Gupta started with a few questions. He then moved on and talked about social media and aspirational brands. He mentioned that the digital shelf life is much less, making it clear that the things

learned in the session might be outdated in 5-6 months. During the session, he also mentioned terms like “engagement, like-share-comment, cost per engagement, and impressions”. These terms are all linked to digital marketing and play an integral role in

order to create a successful digital campaign. Awareness-Consideration-Conversion-Loyalty-Advocacy are the terms of the digital marketing funnel which is concerned with the best results and higher engagement. The most important details in digital marketing are to find and select the final of any campaign to drive the business impact in the market. The message you want to deliver to the public is a ‘FOMO’ factor, which can be created through content to create hype for your product or service and show the urgency of any product or service that is ‘limited in stock’. While talking about measuring engagement, he talked about third-party measurement tools like Hootsuite, adobe campaign, and unmetric. The discussion then moved toward virtual reality. A metaverse is a shared virtual space that people can access through the comforts of their homes while still being in an immersive sensory virtual environment. Big brands that are exploring the metaverse like Hyundai, Gucci etc. It is important to understand web 3.0 as it is considered the future of technology and brands are already invested in learning and adopting this technology in order to connect with their stakeholders. The student coordinators were: Sneha Garg, Hardik Pappai, Shivani and Tushar from the 5th semester, VSJMC and the teacher coordinators were Dr. Mona Gupta and Mr. Devang Chaturvedi.



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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION

DIGITAL MARKETING

NOW AND THE WAY FORWARD

MR. NEERAJ GUPTA

Marketing Manager: Social Media, Justdial

- Setting right campaign objectives
- Driving value for business and clients - content or sharp audience optimisation?
- Tracking metrics on various platforms
- Birth of Metaverse
- Short form video boom
- Marketing in cookie less internet



Only for 5th Semester Students

 **WEDNESDAY**
NOVEMBER 16, 2022

 **TIME**
10:00 A.M. - 12 NOON

 **VIVEKANANDA HALL**
6TH FLOOR, B BLOCK

Faculty Coordinators
Dr. Mona Gupta
Mr. Devang Chaturvedi

Student Coordinators
Sneha Garg: 81307 62908
Shivani Sharma: 9910239412
Tushar Deswal: 88006 68372



Prof. (Dr) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

ICSSR Sponsored Research Methodology Course

Vivekananda School of Journalism and Mass Communication organized a week-long workshop on Research Methodology starting from February 6 to 10, 2023. The workshop was sponsored by the Northern Regional Centre of Indian Council for Social Sciences Research (ICSSR). The workshop was planned in accordance with the mandate of ICSSR towards providing opportunities to researchers and academicians to exchange views and opinions, address and debate research questions on policy relevant issues and generate academic research output on important social problems. The main objective of organizing this course was to give participants hands-on experience and develop the capacity for conceptualising and writing research proposals/synopsis/theses/reports etc. In order for more researchers to benefit from this course, the course was conducted on the hybrid mode. As a result, more than fifty researchers attended the course. They were from ten states like Kerala, Tamil Nadu, Andhra Pradesh, Maharashtra, Madhya Pradesh, Bihar, Uttar Pradesh, Haryana and Delhi from more than fifteen universities like The University of Calicut, Taminadu central university, Andhra University, SRTM University, Indira Gandhi National Tribal

Central University, Aligarh Muslim University, Chaudhary Charan Singh University, IFTM University, Sharda University, Galgotias University, Guru Jambheshwar University of Science and Technology, Indira Gandhi National Open University, Guru Gobind Singh Indraprastha University has participated.



Dr SC Vats, Founder & Chairman, VIPS – TC



Prof (Dr) Charu Lata Singh, Dean VSJMC

Parent -Teacher Interaction Session

The parent-teacher meeting was organised by the Vivekananda School of Journalism and Mass Communication on the 8th of July, 2022 to discuss the performance of the students in their first year of graduation. After the students have taken the first internal, it gives the faculty a more clear and concrete assessment of the students and thus discussion on the student's progress and performance in the second semester was the prime issue to be discussed and keeping the parents informed and updated about their ward's performance as well as to keep the channel of communication smooth and unhindered between the parents and the faculty. Parents discussed the queries regarding reading materials, the nature of course as well as the employment opportunity in future, also discussed. This was also the occasion to update the parents about the internship as mandated by the Guru Gobind Singh Indraprastha University for the course. Parents were informed that the students need to complete an internship of a fixed period before joining the third-semester classes and were also explained how the internship can be secured by the student. They were explained the need to maintain a regular record of the learning outcome and the experience of the internship for their Summer training report that is to be submitted in the third semester and bears credits in

the course. Students and parents were also reassured that in case of failure to attain the internship on their own, the department takes an initiative to organise industry

interaction with the experts and professionals and are given training and assignment which are closely monitored by their faculty.



From Parent Teacher Interaction Session



Parents interacting with faculty

Tasveer Open House

Tasveer, the photography society of Vivekananda School of Journalism and Mass Communication on 5th January 2023, hosted an interactive session called 'Tasveer Open House' to spread the love for photography amongst the students and to orient the freshers about the society. Tasveer was established ten years

and taste among students by bringing together those interested in photography and its various aspects. The event commenced at 2:00 pm in the Auditorium, B-Block. Aditya Singh and Prakriti Vasdev, the student members of Tasveer, started the event with a warm welcome to Prof. (Dr.) Charu Lata Singh, the faculty members

words, the stage was handed over to the faculty speaker of the event, Dr. Sunil Kumar Mishra who delivered a session on event photography. Through his experience in the field of photography, he told the students some tried and tested techniques that one can use in event photography. Further, Ishan Singh, the president of Tasveer



Prof. (Dr.) Charu Lata Singh, Dean, VSJMC addressing the students

ago under the guidance of Prof. (Dr.) Charu Lata Singh with the goal of promoting the art of photography as well as educating, encouraging, and improving photographic knowledge, skills,

and the audience and briefed them about the format of the event. She then welcomed Prof. (Dr.) Charu Lata Singh to speak a few words about Tasveer. After Prof. (Dr.) Charu Lata Singh's encouraging

was welcomed on the stage to deliver a small session on Candid Photography. In his session, he highlighted how one can capture beautiful moments without disturbing the subject and using

natural elements to enhance the pictures. Palash Vashisth, the vice president of the society was then handed over the stage to orient the students about mobile photography. His presentation was humours and left the audience guffawing. Followed by Om Vashisht, the student member of Tasveer was given the stage. Om shared about his journey and passion for photojournalism and narrated his incidents. After all the lectures, a Q&A session was organised wherein students asked

their doubts related to photography. The audience was then informed about the Tasveer Tryouts and were encouraged to take part in the same. Soon after the vote of thanks, the experience centre was opened to the audience. The Tasveer experience centre was a display of the latest cameras and various related equipment. The aim behind the experience centre was to create a space where people interested in photography can try their hands on professional shooting gear. Some of the cameras displayed were

Sony A7 III (Mirrorless Camera), APSC cameras from Nikon and Canon, Point and shoot camera and Cosina Film camera along with a wide variety of professional-grade equipment like flashes and gimbals. Dean VJSMC, Registrar VIPS and other faculty members graced the event with their presence. There were around 200+ registrations for the event and 100+ students from various departments attend the event. The event was a success and had a lasting impact on the students

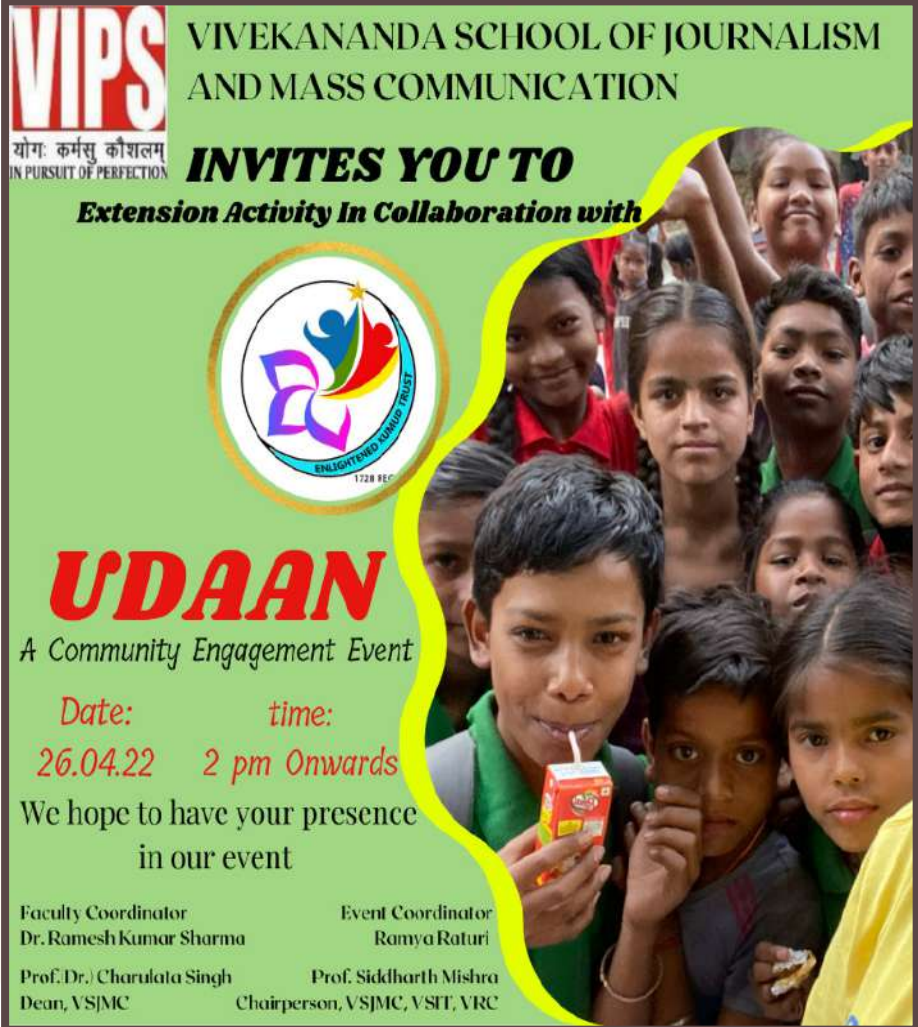


Students of Tasveer with Prof. (Dr) Charu Lata Singh and faculty in-charge Dr Sunil Mishra

“All men who have turned out worth anything have had the chief hand in their own education.” — Sir Walter Scott

‘Udaan’: A CSR Activity organised in Collaboration with the ‘Enlightened Kumud Trust’

Udaan was a community engagement event of VSJMC. It was organised on 26th April 2022. Udaan is a CSR Activity by the VSJMC, in collaboration with the Enlightened Kumud Trust, (NGO) with the motive of community welfare under which underprivileged students from underprivileged sections of society would be served by providing them with a stage for their talents and entertaining and spending a day full of joys and memories. This is in order to educate and enlighten them through organizing an extravagant event for them to give them the limelight for showcasing their talent. To facilitate this event 60 underprivileged children from the Enlightened Kumud Trust were invited, 10 members were also welcomed from their NGO to look after the children. The aim was also to develop and educate them by serving in their NGO for a considerable amount of time before the event by organizing various activities like educational, awareness, personality development etc. for them while providing them with basic amenities like food, clothes, sanitary items, books and stationery etc. Also for helping them economically and supporting their home chocolate brand to help



VIPS VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION

योग: कर्मसु कौशलम्
IN PURSUIT OF PERFECTION

INVITES YOU TO
Extension Activity In Collaboration with

UDAAN
A Community Engagement Event

Date: 26.04.22 time: 2 pm Onwards

We hope to have your presence in our event

Faculty Coordinator: Dr. Ramesh Kumar Sharma
Event Coordinator: Ramyra Raturi

Prof. Dr. Charulata Singh, Dean, VSJMC
Prof. Siddharth Mishra, Chairperson, VSJMC, VSIT, VRC

them generate some income for the betterment of the children. In addition to this, they were allowed to set up a small stall at the entrance of the B block Auditorium, so that they could sell their chocolates to the interested students, faculty and participants.


“In real life, I assure you, there is no such thing as algebra.”

— Fran Lebowitz

Book Reading Session

“In learning you will teach, and
in teaching you will learn.”
— Phil Collins

With the purpose to give students academic exposure beyond the curriculum, a book reading session was organised on July 11, 2022 by the students of second semester as part of their Print Journalism subject activity. During the commencement of the semester, students were told to read a book either written by a journalist or on Journalism. It was an open activity where 18 students submitted their names for the session. Students shared the insights about their chosen books and reviewed the books they had read during the course of the semester.




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VIVEKANANDA SCHOOL OF JOURNALISM AND MASS COMMUNICATION

Invites you for a

BOOK READING SESSION



Semester II-C | 11th July, 2022
Monday | 11:50 am

Faculty Coordinator: Dr. Baninder Rahi
Student Coordinators: Rishika Singh, Yuvraj Anand, Anjali Rana

Prof.(Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VSIT, VRC



Student anchoring the session



Students attending the session

Documentary Screening of 'Chhintoli Ke Murtikar'

Vivekananda School of Journalism and Mass Communication organized a documentary film screening of the film 'Chhintoli ke Murtikar' which was made by a final year student Deepak Kumar. This documentary is based on the sculpting culture in India, especially in the rural areas of Rajasthan which is known for its incredible marble designs and sculpture all around the world. Dr S.C. Vats was invited as a chief guest for the event and the faculty was invited as well. The screening began with a brief from Prof. Sidharth Mishra, Chairperson VSJMC regarding the ups and downs of making this documentary and that it is dedicated to all the sculptors of India. Beautiful visuals of Rajasthan are shown in this documentary as well as how a marble rock is converted into exquisite sculptures through intense hard work. Dr S.C. Vats gave a perfect ending to the screening with a review of the film to leave things on a positive note. Sir remarked on the skill required to convert hard rock into beauties like Shri Krishna, Shiva and other deities.



Prof. Sidharth Mishra, Chairperson, VSJMC & VSIT, during his welcome address




Dr S.C. Vats sharing some laughs

**“To educate a person in the mind but not in morals is to educate a menace to society.”
— Theodore Roosevelt**

Weekly Audio News Bulletin

The 'Weekly News Bulletin' as a part of the curriculum of 'Radio Jockeying and News Reading' in the 3rd semester BA(JMC). It was a class activity in which the class was divided into groups of 5 students each. Each week saw releases from two groups of bulletins in English and Hindi containing the latest news items of that week. The purpose was to implement the theory behind Radio news bulletins and audio processing. Each bulletin contained a signature tune, the headlines, the news briefs, concluding headlines and the sign off. The news bulletins were recorded in the 2nd Floor Audio Studio using dynamic microphones. The elements and processing in post production were also scrutinized upon to deliver quality results. The releases were made under Dr. Sahil Koul.



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**The students of
Radio Jockeying & News Reading
Bring To You**

WEEKLY NEWS BULLETIN

20th November - 27th November 2022

STUDENT COORDINATORS	FACULTY COORDINATOR
<i>Aakash Verma</i>	<i>Dr. Sahil Koul</i>
<i>Vani Sharma</i>	
<i>Isha Sharma</i>	
<i>Pratham Soni</i>	
<i>Ananya Agarwal</i>	
<i>Anushka Sharma</i>	

Prof. (Dr.) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC, VRC

“We spend the first year of a child’s life teaching it to walk and talk and the rest of its life to shut up and sit down. There’s something wrong there.”

— Neil deGrasse Tyson

Colloquium 2022: Chapter Reading and Discussion Session

The Colloquium 2022 was organised by the Internal Research Committee of Vivekananda School of Journalism & Mass Communication, Vivekananda Institute of Professional Studies-TC from August 24 to 26, 2022 in hybrid mode. The first two days were in offline mode and one session on the third was online mode. Colloquialism is an academic exercise in VSJMC where faculty read their chapters and promote discussion on it. Colloquium 2022 was graced by the presence of Sh. Suneet Vats, Vice Chairman, VIPS, Dr Ashwini Kumar, Director General, VIPS, Prof. Venkata Rao, Chairperson, VSLLS, Prof. Sidharth Mishra, Chairperson, VSJMC & VRC, Prof (Dr.) Charu Lata Singh, Dean, VSJMC and Faculty Members of VSJMC. The colloquium started with welcome by Dr Vaishali Billa, Member, Internal Research Committee, VSJMC followed by setting the context by Prof. (Dr) Charu Lata Singh, Dean, VSJMC. The first chapter of the colloquium, titled 'Agenda Setting Model of Communication', was read out by Professor Siddharth Mishra, Chairperson VSJMC and VRC. His chapter interestingly looks into the stretch of journalism in India via the theory of agenda-setting. This chapter contains a series of facts that explain the role of the media in the 19th century and how the media worked on the

agenda. At the end of his part, he congratulates IRC and all faculties for this effort. The Colloquium was followed by the chapter reading sessions by the faculty members as per the schedule. On the 26th of August, a chapter titled

'Mise-en-scene: Setting up the cinematic frame' was presented by Dr Tahzeeb Fatma through online mode. All the sessions ended with the question-and-answer round and suggestions were provided by the dignitaries.



Sh. Suneet Vats, Vice-Chairman, VIPS-TC addressing the faculty



Prof. Sidharth Mishra, Chairperson, VSJMC & VSIT



Sh. Suneet Vats, Vice Chairman, VIPS-TC and Dr Ashwini Kumar Sharma, Director General, VIPS-TC attending the session



Front Row (L-R): Dr Chetna Bhatia, Dr Manoj Kumar Singh, Prof. Sidharth Mishra, Prof. (Dr) Charu Lata Singh, Dr Ramesh Kumar Sharma
Second Row (L-R): Dr Sunil Mishra, Dr Atul Upadhyay, Dr Ankit Sharma, Dr Praveen Kumar Singh, Dr Mona Gupta, Dr Vaishali Billa, Dr Aneela Tahilramani, Dr Anuradha Mishra Gaur
Third Row (L-R): Dr Ravi Chaturvedi, Dr Sahil Koul, Mr Gulam Hussain, Mr Ashish Sharma, Dr Priyam Ghosh, Ms Neha Pande, Ms Bhumika Chandola, Mr Abhinav Arohi and Mr Anurag Gupta.

Industry Interface

VIPS

Youth Adda- Azadi ka Amrit Mahotsav

'YOUTH ADDA'
(ALPHA GEN)

ON 15th AUGUST 2022,
04:00 PM

75
Azadi Ka
Amrit Mahotsav

Youth RJ : **Sahibjeet Singh Taneja**

With
RJ Rajesh Kumar

Producer : Prabha Kumar

You can send your feedback at rainbow.102.6fm@gmail.com

live streaming: mobile app: **Newsair**

YouTube /AkashvaniAIR Instagram Twitter Facebook @rainbowdelhi @fmrainbow

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विवेकानन्द प्रोफेशनल स्टडीज
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Affiliated to Guru Gobind Singh Indraprastha University, Delhi
AU-Block (Outer Ring Road) Pitampura, Delhi - 110034

**Vivekananda School of
Journalism and Mass Communication
Congratulates**

SAHIBJEET SINGH TANEJA
for conducting

'YOUTH ADDA'
(ALPHA GEN)

on

**AUGUST 15, 2022
4:00 P.M.**

75
Azadi Ka
Amrit Mahotsav

fm rainbow
102.6

Prof. (Dr) Charu Lata Singh
Dean, VSJMC

Prof. Sidharth Mishra
Chairperson, VSJMC & VRC

On our 75th Independence Day, 15th August, 2022 Sahibjeet was given an opportunity to go live on All India Radio- Youth Adda programme. He was the youth RJ of 102.6 FM on this Independence Day. He was accompanied by RJ Rajesh Kumar. It was a great experience and opportunity to be an RJ for him for one day and to communicate with the whole country. He thanked the department for this amazing opportunity.

“The highest activity a human being can attain is learning for understanding, because to understand is to be free.”
— Baruch Spinoza

Photowalk

Tasveer's monthly Photo Walk for the month of September took place on 1st October, 2022. The aim was to do street and architectural photography. The members discovered the whole area of Kartavya Path right from India Gate to Netaji Subash Chandra Bose's statue.

“In the world of photography, you get to share a captured moment with other people.”

VIPS VIVEKANANDA INSTITUTE OF PROFESSIONAL STUDIES - TC
 The photography society of
 Vivekananda School of Journalism and Mass Communication

KARTAVYA PATH PHOTOWALK

Enjoy a delightful evening filled with
INDIA'S DEMOCRATIC PAST!

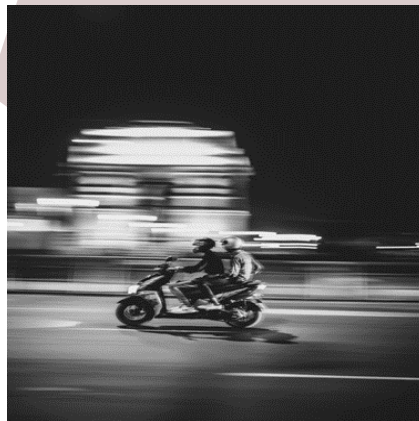
Venue: Kartavya Path
 Date: 1st October, 2022 | Saturday
 Time: 06:30 PM onwards

STUDENT COORDINATORS:
 ANSHU SINGH (+91 98729 78844)

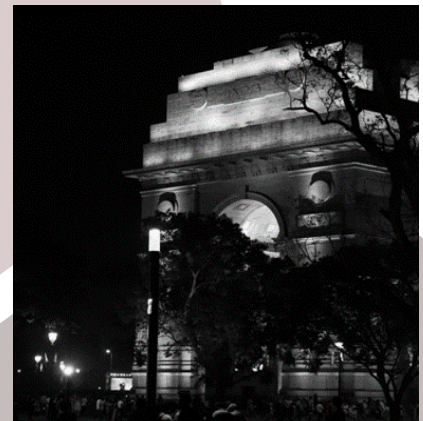
FACULTY COORDINATORS:
 DR. SURESH MISHRA
 PROF. SIDHANTI MISHRA
 CHAIRPERSON, VLJMC, VST & VRC



A monochrome shot by a student



Motion-blurring all the way



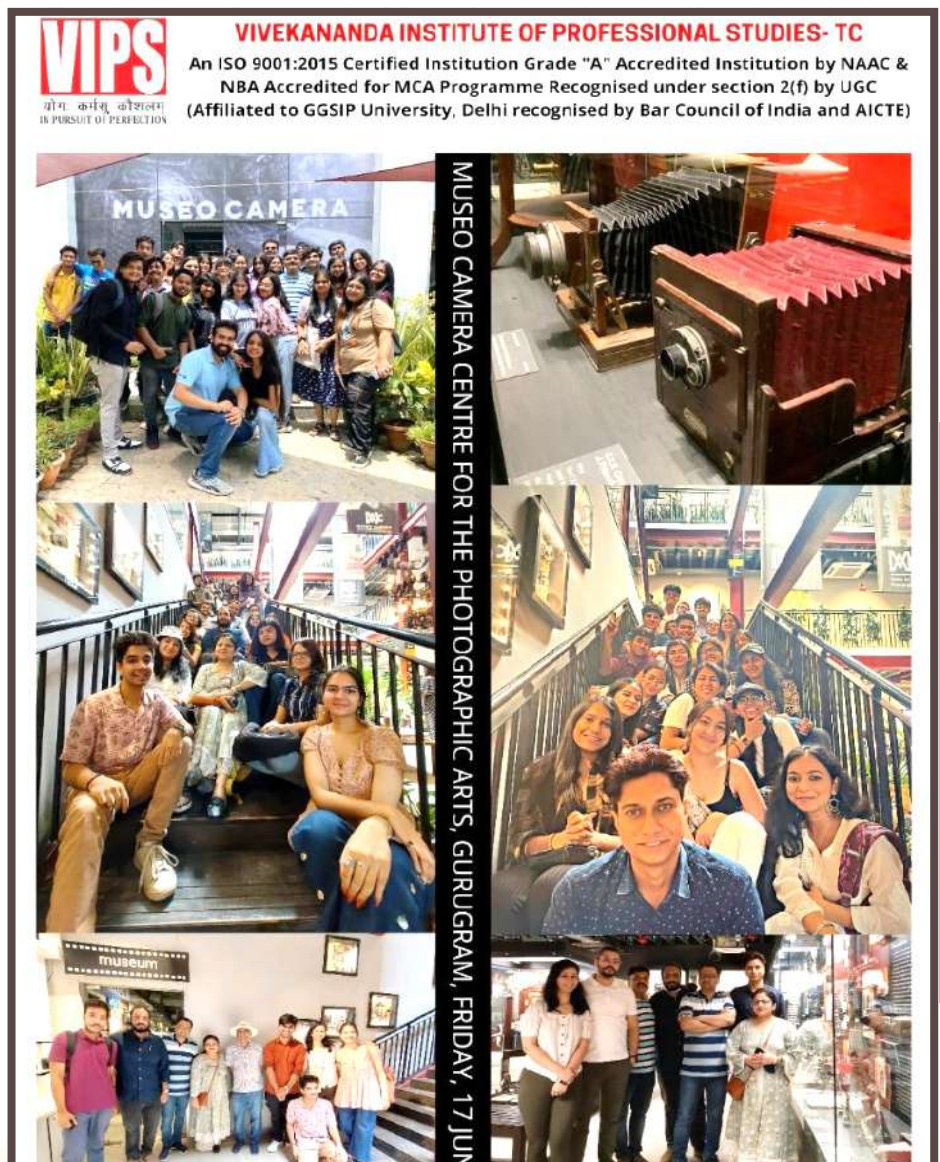
India Gate at night

A Visit to Museo Camera

The visit to the museum started with a brief introduction to the students and teachers about the museum by Mr. Aditya Arya, founder of the museum to cut down some of their inquisitiveness. In his briefing he talked about the history of photography and technological development in the field. The museum grew out of Mr. Arya's personal collection which includes about 5000+ cameras and other photographic equipment which go back to the 1850s. It all began in 2009 in his basement and today it is the largest not-for-profit crowd funded Centre for Photographic Arts in South-east Asia. He also mentioned "there is only one rule here, take as many pictures as you can." The visit was organized for the students of 2nd semester. The visit was scheduled in two slots of two hours for the students of first and second shift, the slots were 10 am – 12 pm and 01 pm - 03 pm respectively. On the ground floor, as you enter the museum, you see a chandelier made of the oldest Yashica and Hasselblad cameras which as per Mr. Aditya Arya is "The first Chandelier made of cameras in India". Then, moving forward, Journey of Cameras starting from the 1800s has been stated on the walls along with the display of antique cameras and lenses. You also come across a room known as the 'darkroom' used for developing the negative photographs. Moving to the first floor, photographs at the time of

the Independence struggle and Queens & Kings of the royal kings were displayed. Along with the Photographic elements, many ancient artifacts such as the bioscope, gramophones etc. were also displayed. The gallery also had eye-catching abstract photographs clicked by the photography enthusiasts.

Students of the second semester thoroughly enjoyed their weekend visit to Museo Camera Centre for Photographic Arts as everyone was seen clicking pictures, having interactive discussions with their peers and teachers. It was indeed a great learning experience.



Poster of the visit

A Visit to ‘All India Radio’

The Vivekananda School of Journalism and Mass Communication organized a field visit to ‘All India Radio’ for the sixth-semester students on 19 April, 2022. The visit was conducted under the able guidance of Dr Ramesh Kumar Sharma, Associate Professor, VSJMC. The aim of the visit was to get training in the field of Radio and to understand the use of Basic Equipment in a radio station. The aim was also to study the organizational structure of a government-owned and operated station, which is part of the sixth-semester curriculum for Media Management & Entrepreneurship. The students came in direct interaction with the RJs operating, the attendees also got the privilege of interacting with RJ Manna Thakral, who helped us in understanding the equipment and various elements of radio. Students appreciated it and stated that it was a great learning experience. The expedition saw the students being exposed to the practical and real-time aspect of learning radio transmission and jockeying functionalities.



Students posing for a photograph after an interactive session with RJ Manna Thakral at AIR



Students at All India Radio

“Game shows are designed to make us feel better about the random, useless facts that are all we have left of our education.”
— Chuck Palahniuk, Invisible Monsters

Student Achievements

VIPS

Student Achievements

S no.	Name of Students	Achievements	Batch
1	Sahibjeet Singh Taneja	Conducted 'Youth Adda' (Alpha Gen)	BAJMC 2020 - 23
2	Anjali Rana	1st Position- (UG Level, Delih Prant) Subhash Swaraj Sarkar Research Paper Writing Competition	BAJMC 2021 - 24
3	Palak Yatra	2nd Position- (UG Level, Delih Prant) Subhash Swaraj Sarkar Research Paper Writing Competition	MAMC 2022-24
4	Daksh Sehdev	Featured as Lead Actor in 'Pyaar Tune kya kiya' on Zee5 and Zing	BA(JMC) 2020-23

Alumnus of the Month

S no.	Name of Students	Job Description	Batch
1	Mr. Ankit Tiwari (August, 2022)	Group Head- Copy, Innoccean Worldwide India	2014-17
2	Ms. Gunjan Sharma (October, 2022)	Deputy Bureau Chief, PTI	2007-10
3	Mr. Alakh Ranjan (November, 2022)	Assistant Director, Middle East Desk, FICCI	2014-17
4	Mr. Rahul Shubhanian (January, 2023)	Head of News Coordination Team, Republic TV	2010-13
5	Ms. Sonali Bajpai (February, 2023)	Marketing & PR Manager, Crowne Plaza, New Delhi Okhla (IHG Group)	2011-14

**Publications
and
Faculty Achievements**

VIPS



Prof. (Dr.) Charu Lata Singh

Books

1. Editor, 'Media and Communication in the New World Order', DPS Publishing House, New Delhi, 2022 ISBN No. 978-93-91870-27-0
2. Author, 'Imbibing Human Values and Ethics', DPS Publishing House, New Delhi, 2022 ISBN No. 978-93-91870-43-0.

Chapters

1. Chapter on 'Assimilation of Cultural Identities in Digital Age' published in 'Language, Culture and Identity' IIMC Monograph, Dhenkanal edited Dr Mrinal Chatterjee, published by IIMC Dhenkanal, Orissa, August, 2022. ISBN No. 978-93-5680-603-0. P 100
2. Chapter published on the topic, Changing Representation of Gender Roles in Indian Television Advertisements in 'Media and Communication in the New World Order', DPS Publishing House, New Delhi, 2022. ISBN No. 978-93-91870-27-0. P. 161.

Paper Presentations

1. Chapter on 'Dynamics of Activism' presented in colloquium organised by the department from 24th-26th August, 2022.
2. Paper presented on, 'The Coping Mechanisms Adopted Gen. Z for Dealing with Mental Health Issues' in International Conference on, 'Globalisation and Emergence of New World Order: Theoretical Formulations and Empirical Reality' 20th-24th November, 2022 organised by GREFI in institute of Social Sciences, Vasant Kunj, New Delhi.

Articles

1. Published by AMIC, Phillipines: 28th AMIC Annual Conference Book of Abstracts. Science Communication: Managing the Now and the Future of the paper titled , indigenous Scientific tempers, Social knowledge and patent aspects and issues , ISSN no 2599-4743, 2022 P 24.
2. Published article, ‘Changing Global Media Values and Ethics’ in International AMIC Newsletter, submitted on 1st August, 2022
3. Book review of the Book, ‘ Changing Dimensions’ reviewed by Prof VP and published in Interdisciplinary Research Journal, ‘Emerging Trends in Development Research’, Vol. 28, No. 1&2, Jan-July, 2022 p 71-72

Attended

1. Participated in Two-Day Anandshala (Blissinar) titled ‘ALAP - Academic Leadership Alignment Programme’ under NEP Implementation Pathway Services (NIPS) in AICTE, on 13-14 September, 2022
2. Stakeholders Consultation on Draft National Credit Framework (NCrF) organised by Ministry of Education and Ministry of Skill Development, GOI at IIT , Delhi on 21st November, 2022.

Resource person

1. Appointed Reviewer (December 2021) and member of Technical committee 2022 for the Papers in 13th International Conference on Environmental Science and Development (ICESD) held during March 18-20, 2022 in Wuhan, China.
2. Appointed Organising Committee member for ISA RC 14, GREFI International Conference on ‘Globalisation and the Emergence of a New World Order: Theoretical Formulations and Empirical Reality’, held at Institute of Social Sciences, JNU campus on November 20-24, 2022.
3. Invited as an eminent speaker in fireside chat on essential ‘Global Media Ethics’ in the regional conclave, “Communication Research in the era of Neo-Globalisation: Re- orientation, Challenges and Changing Contexts” of IAMCR, IIMC in IIMC on 12th July, 2022.
4. Invited for online National poetry recitation in Amrit Sandhya on the occasion of 75 yers of Independence on 15th August, 2022 organised by PRSI.
5. Invited as a panelist in International Education Conclave organised by DC Consultants and Ambition Law Institute on 10th September, 2022 in Shangrila Hotel. New Delhi

6. Invited to chair a symposium on the topic, “Media Narratives of Coverage of Wars in Ukraine and Afghanistan” on 23rd November, 2022 in International Conference on, ‘Globalisation and Emergence of New World Order: Theoretical Formulations and Empirical Reality’ 20th-24th November, 2022 organised by GREFI in institute of Social Sciences, Vasant Kunj, New Delhi.

7. Invited to Chair a session on Abhivyakiti Ki Swatanterta, Sarkar aur sarokar, by PRSI and Indraprastha Literary Festival, IGNCA on 17th December, 2022.

Awards

1. Awarded as VIP Guest for the function ‘The Guru’ by Brainworld, on 11th June, 2022.

2. Awarded for contribution in Nation Building at the launch of the film ‘Naar Ka Sur’ at NDMC Convention Centre on August 3, 2022.

3. Awarded National Award, ‘Outstanding Contribution to the Education of PR and Mass Communication by PRSI on 25th December, 2022. The award given by Education Minister, MP, Hon’ble Mr Sarangi.

4. Awarded First Prize for the Book, Introduction to Corporate Communication: Indian Case Studies authored by Charu Lata Singh and Mona Gupta by PRSI on 25th December, 2022.



Dr. Amit Channa

Chapter

A Study of Impact of Social Media Marketing on Online Purchases of Consumers with Respect to FMCG Personal Products, Book Recent Advances in Finance, Business Management & Technology (Rubicon Publication) ISBN: 978-1-913482-21-3.

Research Papers

1. Quality of Work Life: Conceptual Frame Work in Education Sector, Korea Review of International Studies, ISSN: 1226-4741 September 2022.
2. Impact of Social Media as Tool of Communication Strategy on Promoting Khelo India, Neuroquantology, eISSN 1303-5150 November 2022.
3. Mann Ki Baat- Listener's Perspective and Attitude Neuroquantology, eISSN 1303-5150 November 2022.

Award

Patent Published for Smart Autocorrecting, Real Time Tool to Support Journalist to Pen Down the Flash News Effectively in September 2022.



Dr. Manoj Kumar Singh

Award

Patent Published for Smart Autocorrecting, Real Time Tool to Support Journalist to Pen Down the Flash News Effectively in September 2022.



Dr. Vaishali Billa

Book

Editor; Revisiting Media Perspectives; Vivekananda Institute of Professional Studies-Technical Campus; 2022; ISBN 978-93-91870-35-5

Chapter

“Challenges in Healthcare & Communication for Tuberculosis Epidemic During Covid-19”, in ‘Neoteric Tendencies in World Economy, Education and Employment’ by Iterative International Publisher; 2022; ISBN: 978-93-92591-61-7

Research Paper

“Gender Identity and Workplace Discrimination: A Study of Transgender Issues”, in International Journal of Emerging Technologies and Innovative Research - JETIR; UGC Approved Journal No: 63975; Volume 10 | Issue 5 | December 2022; Pg. No: h292-h302 ISSN: 2320-2882; http://www.ijcrt.org/viewfull.php?&p_id=IJCRT22A6900



Dr. Ramesh Kumar Sharma

Book

Editor, Media and Communication in the new World Order, Published by D. P. S. Publishing House, ISBN No.: 978-93-91870-27-0

Chapter

Social Media Literacy Amid Pandemic Covid-19, in Edited book, Media and Communication in the new World Order, Page No 299-323, Published by D. P. S. Publishing House, ISBN No.: 978-93-91870-27-0 2-

Research Paper

Social Media Literacy Amid Pandemic Covid-19, in Edited book, Media and Communication in the new World Order, Page No 299-323, Published by D. P. S. Publishing House, ISBN No.: 978-93-91870-27-0 2-

Resource Person

1. Invitation as Distinguished Speaker in National Seminar on “नए भारत में अंतर सांस्कृतिक संचार : स्वच्छता, आत्मनिर्भरता एवं समृद्धि” organized by Indira Gandhi National Tribal University Amarkantak held on August 5-6, 2022.

2. Invitation as Key note Speaker in National Seminar on “NEP 2020: Language, Literature and Culture” organized by School of Social Sciences, IFTM University, Moradabad, UP, held on August 26-27, 2022.

3. Invited as expert committee member for review of Pre-vocational Journalism Course, organized by Bhartiya Shiksha Board, Ministry of Education, GOI on October 8 & 31, 2022.

4. Invitation as Speaker for special lecture on “Technical aspects in Media Writing” organized by Department of Journalism and Mass Communication, Aditi Mahavidyalaya, University of Delhi, on November, 19, 2022.

External Funded Projects

Received research grant from VRC, VIPS-TC for Documentary Film Production on “ Dying Flame Poetry of Potter” as Minor Research Project.



Dr. Sunil Kumar Mishra

Refresher Course

Participated in Refresher Course in Quality Research and Teaching Methodology organized by Jai Narain Vyas University, Jodhpur during 9th July-22nd July, 2022.

Award

Appointed as a Member, Research Degree Committee, Swami Vivekanand Subharti University, Meerut (Uttar Pradesh) in November, 2022.

Chapter

Chapter titled 'Hindi Cinema evam Bhartiya Sanskriti' published in Bhartiya Sanskritik Kala Ka Sanchar, Swaraaj Prakashan, Delhi in August, 2022.



Dr. Mona Gupta

Chapters

1. Four models of Public Relations in 'Revisiting Media Perspectives' ISBN: 976-93-91870-35-5
2. Stakeholders Vs Publics in book titled 'Public Relation in the Digital World Global Relationship Management', ISBN: 978939498114-0

Research Paper

Communicating Gender Equality during Covid-19 Pandemic: An Analysis of Indian Corporate Websites, in Glocalism: Journal of Culture, Politics and Innovation, 2, Online. 2283-7949

Articles

1. Internal Communication: The Communication Within published with timesofindia.indiatimes.com
2. Are you careful during conversation? - The art of digital communication published in timesofindia.indiatimes.com
3. Trusting Yourself - The art of internal communication published with timesofindia.indiatimes.com

External Funded Project

Received research grant from VRC, VIPS-TC for conducting Communication research as part of Minor Research Project

Award

PRSI National Awards-2022 for Best Public Relations Mass Communication Book 'Introduction to Corporate Communication-Case Studies from India'



Dr. Anuradha Mishra

Chapter

E-Learning through online courses in mass communication: A study on undergraduate students' perspective, Published by D. P. S. Publishing House, ISBN No.: 978-93-91870-27-0 2-



Dr. Ravi Chaturvedi

Chapter

“North South Imbalance in the International News Discourse” - Revisiting Media Perspectives; Vivekananda Institute of Professional Studies-Technical Campus; 2022; ISBN 978-93-91870-35-5



Mr. Ashish Verma

Chapter

“North South Imbalance in the International News Discourse” - Revisiting Media Perspectives; Vivekananda Institute of Professional Studies-Technical Campus; 2022; ISBN 978-93-91870-35-5



Dr. Tahzeeb Fatma

Chapters

1. Fatma, T. (2022). Negotiating Inequality and Chasing Empowerment: Studying Themes of Oppression, Empowerment, and Self-Reliance in Contemporary Female Centric Indian Films. ISBN-9789391734305
2. Fatma, T. (2022). Questioning Traditional Stereotypical Gender Roles and Expectations in Popular Contemporary Malayalam Films: A Thematic Study of Kumbalangi Nights and The Great Indian Kitchen. ISBN 978-93-91870-27-0



Dr. Aneela Tahilramani

Faculty Development Program

Attended one-week: Post-Pandemic Teaching Pedagogies Faculty development program, organised by VSJMC, VIPS-TC from 29th to 2nd September, 2022.



Dr. Chetna Bhatia

Book

Editor, Media and Communication in the new World Order, Published by D. P. S. Publishing House, ISBN No.: 978-93-91870-27-0

Chapter

‘Use of Social Media Sites by Teenagers during COVID-19 Second wave: A Survey of Undergraduate students of media Studies in Delhi’ published in Book titled AatmNirbhar Bharat and Media: On the Road to Success, Today and Tomorrow’s Printers & Publishers, Delhi. ISBN: 9789391734305 ; ‘Transcreation: Techniques and Prospects’ in the book titled ‘Synthesis’ published by VSJMC , VIPS -TC

Research Paper

A Perception and Awareness Study of Undergraduate students of Media Studies in Delhi NCR towards Rapes and Molestation of Women in India’ published in International Journal of Research Trends and Innovation (IJRTI)



Dr. Sahil Koul

Chapter

Radio Broadcasting in India: A Brief Introduction in Revisiting Media Perspectives



Dr. Ankit Sharma

Research Paper

Language translation and subtitling strategies employed by OTT platforms to cater to diverse linguistic audiences in India-published in Journal of Emerging Technologies and Innovative Research (An International, Peer-reviewed, Refereed Journal) Impact factor 7.95, ISSN-2349-5162, December 2022.

Resource Person

Invite as Expert -Workshop on “Photography and Mobile Journalism” organized by UNICEF, For rural Journalist of Chhatisgarh, Raipur on October, 19, 2022.

Award

Patent Published for Smart Autocorrecting, Real Time Tool to Support Journalist to Pen Down the Flash News Effectively in September 2022.



Ms. Bhumika Chandola

Chapter

Feminist Intervention in Media Studies In: Revisiting Media Perspectives; Vivekananda Institute of Professional Studies-Technical Campus; 2022; ISBN 978-93-91870-35-5 Presented a Chapter on Packaging Creativity in Advertising: A presentation through case studies in Synthesis- VSJMC Departmental Publication



Ms. Mrinalini Mehra

Chapters

Presented a Chapter on Art of Coping up with Mental Health Issues, Synthesis- VSJMC Departmental Publication.

Globalization and Mental Health Issues: The Coping Mechanisms Adopted by Gen Z
ISBN - 978-81-962212-0-1



Mr. Abhinav Arohi

Chapter

Editor; Revisiting Media Perspectives; Vivekananda Institute of Professional Studies-Technical Campus; 2022; ISBN 978-93-91870-35-5



Dr. Priyam Ghosh

Research Paper

Lives worth Grieving for: Representation of Lesbian Suicides in Print and Cinema in India as

part of History, Culture, and Heritage, AHM Conference 2022: 'Witnessing, Memory, and Crisis' organised by Amsterdam School for Heritage, Memory and Material Culture (AHM), the University of Amsterdam from 30 June-2 July 2022.



Dr. Praveen Kumar Singh

Research Paper

The Upsurging Bihar: A study on undergoing transformation in economic, social & consumption spheres; IASSI Quaterly; 2022, ISSN: 0970-9061, OCLC Number: 23449526



Dr. Atul Upadhyay

Chapters

1. Role of Media in rise of the korean Wave and its effect on India and Korea Relations-ISBN 978-93-91870-27-0
2. Bollywood main desh bhakti visay par bani filmein: Ek Adhyan -ISBN-9789391734305



Ms. Saloni Bhardwaj

Research Paper

Role of Media in rise of the korean Wave and its effect on India and Korea Relations-ISBN 978-93-91870-27-0



Mr. Anurag Gupta

Research Paper

“India’s Role In The UN Peacekeeping Operations” published in IJFANS International Journal of Food and Nutritional Sciences (UGC CARE Listed (Group -I) Journal) e-ISSN 2320 –7876 Vol.11, S Iss.1, 2022.



Mr. Ghulam Hussain

Book

Editor; Revisiting Media Perspectives; Vivekananda Institute of Professional Studies-Technical Campus; 2022; ISBN 978-93-91870-35-5

Chapter

Internet Video Culture: A New Ramification - ISBN:978-93-91870-35-5

“Education is the passport to the future, for tomorrow belongs to those who prepare for it today.”

~ Malcolm X



MEDIA LABS

Vivekananda School of Journalism and Mass Communication



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