



Delhi Metropolitan Education wishes all of its readers a very Happy Diwali.

B. G. Verghese Lecture Series K. G. Suresh calls for positive journalism

It is rightly said that challenges make a job more interesting and worth fighting for which is why we can find many intensely passionate journalists across the world.



The students and teachers of the Department of Journalism and Mass Communication and the Management of Delhi Metropolitan Education (DME) came across with such a journalist turned academician on August 29. This personality was Mr. K. G. Suresh, Director General of Indian Institute of Mass Communication. And the occasion was the First Special Lecture as part of B. G. Verghese Lecture Series in the current academic session.

"A good journalist sees a story behind a story," said Mr. Suresh while addressing an inquisitive audience in the jam packed Nelson Mandela Auditorium of DME. The receivers found in him an eloquent and passionate speaker and they loved to remain captivated by his words of wisdom.

Discussing the various challenges that Indian journalism faces in today's age, Mr. Suresh started off by saying that in India, journalism was born out of the need to inspire, inform, make aware and motivate the nation towards the freedom struggle. A word from the Indian journalism used to be accepted as the 'vedvaakya' or 'the biblical truth' by the people of the nation but today it is seen with as much skepticism as an advertisement, giving rise to a trust deficit towards journalism amongst the people.

Mr. Suresh was impeccable in pointing out one of the most important challenges of media ownership that acts as a barrier to objective reporting and honest journalism. Only seen as a 'service to the people' until a couple of decades ago, it is now highly commercialized, owned by businessmen. He explained how paid journalism is used as a tool for manipulation in Electoral Politics and how some people compromise on their integrity as a journalist.

He addressed the common issue of reporting negativity that the Indian journalism is facing. The fact that no good news or welcome development in the nation is reported by the Indian media has made a common perception amongst the people that we are failing as a nation. He suggested that reporting positivity will enhance optimism, good actions and help gain a balance in reporting. While journalism is widely appreciated, it is not a highly-paid profession and therefore dependent on advertising. A major part of the revenue comes from advertising. This compromises on the valuable media space for reporting important

events. Another loophole that is eating up good journalism is too much dependence on the internet. Healthy journalism always starts with 'on-the-ground' reporting. No amount of social media and wide online resources can be as credible as a reporter getting the facts right from the grassroots level.

Mr. Suresh advised the students that as future journalists, they should support their reports with the right evidence and understand their rights as journalists and

as citizens. He ended with an urgent call for responsible social media behavior, a pledge to abide by the journalistic ethics and an appeal to not take this profession lightly.

Dr. Ambrish Saxena, Academic Head, ZIMA/ZICA at ZLL/ZMCL talked about social responsibility in journalism. Dr. Susmita Bala, Head of Department of Journalism and Mass Communication at DME, said that the thoughts of Mr. Suresh would benefit the students immensely. The programme was conducted by Ms. Divya Rastogi, JMC faculty at DME.

Challenges:

1. Trust deficit towards journalism
2. Media Ownership
3. Paid journalism
4. Reporting negativity
5. Revenue by advertising
6. Dependence on the internet



Roaring performance by Kathak exponent Shovana Narayan

“Great dancers are not great because of their technique, they are great because of their passion.”

- Martha Graham

The sounds of appreciation and praise thundered in the Nelson Mandela Auditorium at DME on 31st August as Padamshri Vidushi Shovana Narayan danced with utmost grace to the sounds of the harmonium played by Ustad Imran Khan, violin played by vocalist and music composer Ustad Azhar Shakeel and tabla played by Ustad Shakeel Ahmed Khan.

The famous Kathak dancer discussed about the origin and the historical importance of the dance form. She paid homage to Lord Krishna and demonstrated different feet and hand movements, sounds of ghungroos in accompanying music and the importance of facial, eye and neck movements. She talked passionately about the concept of story-telling through Kathak. She also taught a few steps to the students.

The auspicious lamp was lighted by the artists and other members of the Management and later on, Smt. Shovana Narayan was honored and felicitated by the Chairman Mr. Vipin Sahni with great respect for her and admiration for her dedication and passion towards the art form.

The students were excited and motivated by her performance and applauded her experience and expertise in the dance form.



Teachers' contribution acknowledged on Teachers' Day

A teacher affects eternity; he can never tell where his influence stops. Their hard efforts of making our and nation's future is something we can never be grateful enough for.

The gratitude towards teachers was expressed in the Teachers' Day function organized in Nelson Mandela Auditorium of DME. This day is celebrated every year to commemorate the contribution of Dr. Radha Krishnan. It was a celebration initiated by Mrs. Chandrani Ganguly as part of Fly committee in the college.

Cultural activities in the form of dances, vocal music and instrumental music were performed by the students accompanied by a graceful address by the Prof. Bhanwar Singh, Director General and Mr. Aman Sahni, Vice Chairman of DME. Professors from all the departments were felicitated with utmost respect and gratitude for their contribution towards the growth and achievements of the college.



Valuable Tips for an Effective Presentation

The journalism and mass communication students always strive to make presentations while doing their assignments in some paper or the other. This task was made easy to them by Dr. Ramani Swarna, faculty in the Department of Journalism and Mass Communication during a workshop held in the Nelson Mandela Auditorium of Delhi Metropolitan Education (DME) on 24th August.

Holding workshop on the theme 'How to give an effective presentation', Dr. Swarna emphasized that effective presentation involves in-depth understanding of the audience and the topic. She discussed several aspects that need to be taken care of while giving a presentation. She asserted the importance of clothes, hair and gestures in order to appear confident. She said, "What you wear while delivering a presentation is a critical element of the overall success of your presentation".

Having learned about the impact of using a Powerpoint presentation, the students B. A. (JMC) appeared contented. The workshop turned out to be an effective learning process for them.



Filmmaking workshop produces documentaries on harmony and change

Films are strong source of disseminating a message to the society and if used well, can act as a strong weapon for social reformation. With the youth getting more aware and actively facilitated by the technology, training them on the issues of national and social importance in film-making is a step towards a better future.

With this objective in mind, a national workshop titled 'JASHN-E-AMAN' was organized on film-making at DME from September 8th to 10th. It was organized at the initiative of Dr. Ramani Swarna.

Thirty students, including 10 from other colleges, participated in the workshop organised in collaboration with STEP Trust, UNESCO, Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) and Public Service Broadcasting Trust (PSBT).

Ice-breaking sessions and introduction to the concept of Interfaith and religious understanding amongst the youth constituted the 1st day of the workshop. On the 2nd day, the students watched short films and documentaries, the focus being on one of the classics titled 'The Birth of Nations'. Post the screening, a technical session on film-making was conducted. On the 3rd day, three documentaries were screened and students discussed elaborately about the plots, titles, concepts and philosophies of the films they were planning to make.

The Guest-of-Honor on the concluding day of the workshop was Dr. Ambrish Saxena, who is also Advisor to the Department of Journalism and Mass Communication. He underlined the importance of the medium of films in social change while emphasizing on the making of documentaries after proper research. He felicitated the students and faculty members with the certificates. Dr. Susmita Bala, Head of the Department of Journalism and Mass Communication at DME, also graced the function.

The documentaries produced during the workshop were screened at the India Habitat Center on September 21 as part of World Peace Day programme.



Visionary photographers rewarded in ENVISION'17

“Taking an image, freezing a moment, reveals how rich reality truly is.”

- Anonymous

DME Frames, the photography society of DME organized Envision'17, a photography competition that ran from September 3 till 28. Entries were invited for with no device restriction and a permission to edit. To participate, students had to submit their entries in JPEG format. A participant was allowed to submit as many entries as they wished. Each entry was to be submitted along with an appropriate caption. The images were submitted via mail and then uploaded on the Facebook page of DME Frames. A total of 177 entries were received and uploaded, out of which 20 images were short listed and 11 images were selected by the convener of DME Frames, Mr. Harjeet Singh Kukreja for the final selection process. The selected 11 images were displayed in the reception area along with 6 images in the 'Special Appreciation' category.

SPECIAL APPRECIATION

- | | |
|----------------------|----------------|
| 1. Shubham Prajapati | 4. Sneha Bisht |
| 2. Suchindra Tilak | 5. Aman Prasad |
| 3. Damini Bhandari | 6. Ravi Sharma |

The winners were selected on the basis of the votes from the dignitaries, faculty members and management staff of DME. The event concluded on 28th September, 2017 at the Nelson Mandela Auditorium, DME. All the faculty members, students and the management staff were invited to attend the event. The winners securing the 1st, 2nd and 3rd position were felicitated by the Vice-Chairman, Mr. Aman Sahni, the Director (Officiating),

Mr. Bhavish Gupta and The HOD of B. A. (J.M.C.) Department, Ms. Susmita Bala with cash prizes of Rs. 2,500, Rs. 1,500 and Rs. 1,000 respectively. The participants belonging to the special appreciation category were felicitated with a certificate of appreciation.

1st position is secured by
ADITYA SHARMA
with 16 votes.



2nd Position is secured by
SAMRAT SINGH SOLANKI
with 10 votes.



3rd Position is secured by
SUPRIYA ARORA
with 9 votes.



Faculty Achievements

Ms. Sanchita Chakraborty and Mr. Mohit Kumar

Participated & presented a paper titled “Promulgating science & technology through web portals” at the 5th International Conference on New Frontiers of Engineering, Science, Management & Humanities (ICNFESMH-2017) held at IETE, Delhi on 17th September 2017.

Same paper got published in “International Journal of Innovations and Advancement in Computer Science (IJIACS)” September 2017 issue.

Mr. Mohit Kumar

Paper titled “Feedback study on facebook live as a promotional tool with special reference to the youth of Bhopal” got published in “International Journal of Transformation in Operational & Marketing Management” Volume 3 Issue 1 2017 by Eureka Journals.

Ms. Neelam Nanda

Recorded lecture at Jamia Millia Islamia University for 'Swayam', an online learning course for students pursuing masters in Media and Communication. The lecture's focus was on Development Communication and Advertisement and included some topics of Research Methodology and History of Press.

Voice Silenced



On the 5th of September, a woman was shot dead right outside her house in the parking lot around 8 pm. She was none other than senior journalist and activist Gauri Lankesh who ran 'Gauri Lankesh Patrike', a weekly newspaper she published from Bangalore. Seven bullets were fired by people wearing helmets that fled after the cold-blooded murder. These murderers haven't been nabbed yet but search is on.

She was criticised, disparaged, trolled and called names but that never stopped her from speaking her mind. Why did they kill Gauri Lankesh? If they disagreed with her view point or the content in her newspaper, why couldn't they come up with content to oppose her? Did she make her haters that vulnerable that they thought gunshots are necessary to silence her voice? Even though she's no more, she lives in the words she wrote. This incident of Gauri Lankesh's murder is a slap on our right to freedom and speech.

*Gayatri Bhatia
First year, B. A. (J.M.C.)*

Big Popcorn, Small Popcorn : Apple

Apple Inc. launched three iPhones together this month – iPhone 8, iPhone 8+ and iPhone X. The exorbitantly priced Phone X at \$999 when compared to iPhone 8+, gives more features and advanced design in a fistful of extra dollars. On the other hand, Samsung launched its Note 8 at \$920, for just \$79 dollars less than the iPhone X. The strategy is about launching three iPhones together and the tiny difference of \$79 will not shake the 'Apple' market as the ratio of launch by Samsung and Apple Inc., in terms of the product offerings is 1:3.

This is a marketing technique called 'The popcorn theory' in which you clearly the medium-sized popcorn is priced closer to the large-sized popcorn. It has been proven that people tend to buy the larger product more when an overpriced medium-sized is put at offer alongside, as opposed to a situation when there is a lone large-sized product on the shelf. Everyone will save a few hundred bucks and go for the X. A clever marketing technique in my opinion, if not a scam.

Another impressive strategy that Apple Inc. uses is to associate the iPhones with the most popular telecom companies at the respective launch. iPhone 6 was launched with Airtel as its distribution partner, iPhone 7 with Jio network and Vodafone for iPhone 8, iPhone 8+ & iPhone X. All in all, Apple has managed to decode the psychology of its target market. With these kind of strategies, the future iPhones, even with a price tag of \$4000 will continue to garner huge sales.

*Anandita Adhauilya
First year, B. A. (J.M.C.)*

गुरु

गुरु का महत्व कभी होगा ना कम,
भले ही कर ले कितनी भी उन्नति हम।
वैसे तो है इंटरनेट पर हर प्रकार का ज्ञान
पर अच्छे बुरे की नहीं है उसे पहचान
जब भी लगा मुझे कि मैं हारा
दिया है हमेशा आपने अपना सहारा
गुरु का महत्व कभी होगा ना कम
भले ही कर ले कितनी भी उन्नति हम
आपने बनाया है मुझे इस योग्य
कि प्राप्त कर सकूं अपना लक्ष्य
हर समय किया मैंने आपको परेशान
पर फिर भी आपने दिया ढेर सारा ज्ञान
गुरु का महत्व कभी होगा ना कम
भले ही कर ले कितनी भी उन्नति हम
नहीं हैं शब्द कैसे करूँ आपका धन्यवाद
बस हर पल चाहिए मुझे आपका आशीर्वाद
आज करता हूँ दिल से आप का सम्मान
आपको है मेरा सत सत प्रनाम
गुरु का महत्व कभी होगा ना कम
भले ही कर ले कितनी भी उन्नति हम।

गजेन्द्र सिंह भरंगर, प्रथम वर्ष, बी ए (जे एम् सी)



Patron-in-Chief: Mr. Vipin Sahni, **Patrons:** Mr. Aman Sahni, Honorable Justice Mr. Bhanwar Singh, Dr. Bhavish Gupta, **Chief Advisor:** Dr. Rakesh Sharma, **Editor:** Dr. Susmita Bala, **Associate Editor:** Dr. Ramani Swarna, **Assistant Editor:** Ms. Deepika Dhawan, **Design & Layout:** Mr. Anmol Mehta, **Faculty Contributors:** Mr. Harjit Singh Kukreja, Ms. Sanchita Chakraborty, **Visual Effects and Photographs:** Jayesh Bhat and Ravi Sharma, **Student Journalists:** Anandita Adhauilya, Gajendra Singh, Gayatri Bhatia

Printed and Published by Delhi Metropolitan Education (for in-house circulation only.)

Address: B-12, Sector 62 Noida, Uttar Pradesh - 201301 Phone No.: 7042667951, 7042667516