



Intensive rumination on news brings scholars together at DME

'Deliberation and debate is the way you stir the soul of our democracy.' – Jesse Jackson

With oodles of participation from the Indian subcontinent, USA, UK and Australia, the 3-day International Conference ICAN 2018 (India and Changing Aspects of News), proved an ultimate platform for vital deliberations about the media industry. The knowledge-sharing amongst the participants supported with important insights by scholars from major universities across India, Jamia Millia Islamia, BHU and IIMC Delhi, extended an opportunity to researchers and authors for enriching their knowledge base. The conference was organised by DME Media School on March 9 - 11. ICAN 2018 was partnered by UNESCO New Delhi Office, Knowledge Partner IIMC, Strategic Partner CEMCA and Powered by IndiaToday.in Education.

Day 1 of ICAN kick-started with the Prof. (Dr.) Susmita Bala (HOD, DME Media School) addressing and welcoming dignitaries, presenters, faculty members and students with sheer gratitude and sharing important information about the conference. She told about the 124 research papers accepted from the 172 abstracts. An inaugural video address was delivered by octogenarian journalist, Mr. Mark Tully. It was followed by a Photography Exhibition which showcased pictures clicked by the students on various topics. There were 5 technical sessions and 1 plenary session. The topic of the plenary session being 'Reinterpreting News and Ethics' which saw the panelists discussing important issues and sharing valuable insights about the role of ethics in journalism. The panel consisted of Senior Professor Pradeep Mathur, Professor Ram Mohan Pathak, Dr. Avinash Singh and Dr. Sukhmandan Singh. The day came to an end with the screening of a short film named 'Azaad' directed by Rahul V. Chittella.

The enthusiasm of the participants and student volunteers welcomed the second day with great energy. Seven technical sessions and a plenary session themed 'Redefining Media's Role in Development' was chaired by Dr. Nirmala Mani Adhikary, Professor Shivaji Sarkar, Dr. Namrata Joshi and Dr. Ambrish Saxena. The day ended with great fervor with a sitar recital performance by Pt. Sunil Kant Saxena, Kathak performance by Smt. Parul Mishra and other performances by the students of DME.

A master class on the topic 'Theory Building through Research' by a reputed authority in 'Bhartiya Sanchar Siddhant', Dr. Nirmala Mani Adhikary from Kathmandu University was held on day 3 of ICAN, i.e. 11th March, 2018. Dr. Nirmala Mani Adhikary was felicitated by Mr. Aman Sahni (Vice Chairman, DME).

The 3-day conference saw academicians and prominent media practitioners from reputed academic and media organizations. The event was a great success as it received enthusiastic response nationwide and from abroad. ICAN 2018 was covered by Dainik Jharkhand, India Today, Amar Ujala and other national and regional newspaper dailies.



HIGHLIGHTS



Students experience grandeur at Aloha 2.0

College life is that part of your life that you are going to relive in your memories till you breathe.

Students from the colleges of GGSIP University and Amity University participated in the Annual cultural fest 'Aloha 2.0' organised by Delhi Metropolitan Education, to showcase their talent in the jam-packed Expocentre. It was held on 16th March, 2018 and saw the participation of over 80 students.

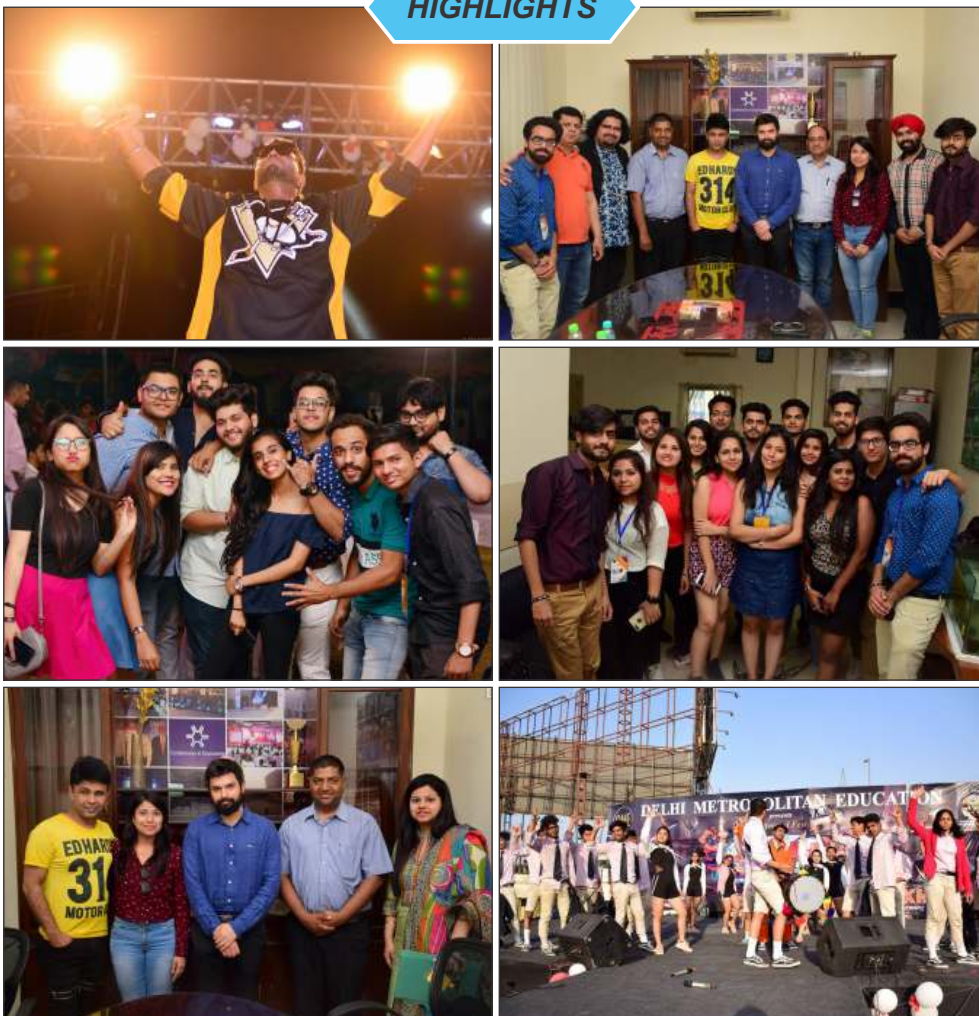
The fest was inaugurated by Mr. Aman Sahni (Vice-Chairman, DME). The relentless efforts and incredibly sharp supervision of the fest by Dr. Parul Mehra [Head (second shift), DME Media School] along with Dr. Smita Gupta (Associate Professor, DME Law School) and Mr. Rahul Joshi (Assistant Professor, DME Media School), made Aloha 2.0 an experience to reminisce about. Mr. Vipin Sahni (Chairman, DME), Ms. Kiran Sahni (Chairperson, DME), Mr. Aman Sahni (Vice-chairman, DME), Dr. Bhavish Gupta [Director (Officiating), DME] and Hon'ble Mr. Justice Bhanwar Singh (Director General, DME) facilitated and supported the event with great enthusiasm and fervour.

For the students and the faculty members it was a joyous time to sing, dance and have fun. The competitions conducted in the fest were fashion parade, mono acting, dance competitions, singing competitions, literary competitions, fine arts competitions and stand-up comedy. Sukh-E, the Indian singer-songwriter and music producer of chartbuster single 'Sniper' fame performed live at the fest. RJ Naved from FM 98.3 Mirchi and Ms. Akanksha Sharma, the official voice of the cartoon Shinchan also graced the occasion with their lively performances.

Post that, everyone welcomed the most awaited event, i.e. a power-packed performance by the music director and singer, Sukh-E that turned out to be extremely energetic. The students and the visitors danced joyously to the beats of Sukh-E's music.

The jam-packed Expocentre experienced grandeur with Aloha. With this year's event proving to be huge success, everyone looks forward to the fun next year.

HIGHLIGHTS



World of Public Relation and Advertising explored during Annual Showcase 2018

'Being creative without strategy is called art, creative with Strategy is called advertising' - Prof. JefI. Richards

Public Relation includes using intermediaries to communicate with ones audience whereas Advertising helps in informing the customers about the brands available in the market and the variety of products useful to them.

To learn more intricacies about both, the Advertising and Public Relation enthusiasts from third year BJMC went for an elucidating workshop to Apeejay Institute of Mass Communication under the supervision of faculty member Ms. Deepika Dhawan. The workshop held on 17th March 2018 was titled Annual Showcase 2018.

The event was an exhibition and formal presentation of the Brand Case studies by the students of Advertising and Public Relation from several colleges.

The first brand that the students got to see was 'Fashion Monk' which was launched as a part of a parent brand of a North-East Fashion magazine that promoted North-East Fashion and Culture.

The next product innovation idea was to enlighten people about the obsolete Monuments of India through their smart phone app.

It got interesting when students came up with a product innovation of something different which was 'sporty and comfortable women's heels'.

The next brand was a chocolaty side snack- 'Meltchhino', to make one's experience at Starbucks even better. Their product innovation was focused on all the coffee lovers who would be glad to have a chocolaty snack to go by.

The last group's product was 'Wizcon'. The whole idea of 'Wizcon' was to promote various events, go live through their app during the event and book cabs for the venue of the event.

It was an enthralling experience where the students learnt about Product Innovation, style and ways of presenting and promoting a brand and product as well as innovative ways of branding.



Third year BA(JMC) students with faculty member Ms. Deepika Dhawan at the Annual Showcase at Apeejay Institute of Mass Communication

Vritika: an *affaire* with film-making

'There are no rules in filmmaking. Only sins. And the cardinal sin is dullness.'

—Frank Capra

Just like a painting is a creation of an artist, films are a magical creation by film makers. To celebrate this creativity, DME Media School of Delhi Metropolitan Education organized this year's annual students' short film festival 'Vritika'. Various colleges and film production houses participated in this event.

The guests for the day were renowned cinematographer & academician, Mr. Vinay Shanker and academician & theatre artist, Mr. Vishal Sahai. They were felicitated by Dr. Ambrish Saxena (Advisor, DME Media School) and Prof. (Dr.) Susmita Bala (HOD, DME Media School) respectively.

Various social issues were highlighted in the films that proved to be an enriching experience for the audience. The first position secured by NISCORT Media School for their film 'Blind Cricket' was awarded with a cash prize of Rs. 3000. 'An Open Letter', a short film from Apeejay Institute of Mass

Communication obtained the 1st runner up position and was awarded by cash prize of Rs. 2000. The 2nd runner up position secured by 'The Dark Day' by NISCORT Media School was awarded with a cash prize of Rs. 1000. The winners were also awarded with trophies.

A special appreciation prize was given to Shubham Prajapti (Student, Second Year BJMC, DME Media School) and his team for their short film 'Left Handed Man'. They were awarded with certificates and a cash prize of Rs. 1100.

The film fest concluded with all the participants being felicitated with participation certificates for their creativity and efforts. Vritika is an annual effort by DME Media School to promote the art of filmmaking. This effort has been receiving an enthralling response year by year and aims to be greater next year.

HIGHLIGHTS





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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