

## DME Media School makes a mark in global forum in French capital

### Prof. Ambrish Saxena and Prof. Susmita Bala participate in World Journalism Education Congress in Paris

Prof. (Dr) Ambrish Saxena, Dean, and Prof. (Dr) Susmita Bala, Head, DME Media School brought laurels to DME Media School by participating in 5<sup>th</sup> World Journalism Education Congress (WJEC) held in University Paris-Dauphine from July 9 to 11, 2019.

### Representation of India globally

More than 600 participants, professors, researchers, professionals, and representatives of journalism schools from 70 countries participated in this congress. Only 4 Indians participated in WJEC. Besides Prof. Saxena and Prof. Bala, the participants included Prof. Surbhi Dahiya of Indian Institute of Mass Communication (IIMC) and Dr. Archana Kumari of Jammu Central University.

### Lone IGNITE presentation from Asia

WJEC called upon the journalism educators from across the world to submit presentations on new ideas in teaching journalism under the programme head IGNITE. Finally, 12 presentations were selected from five continents. The



Dr. Ambrish Saxena making a presentation at 5<sup>th</sup> WJEC



Dr. Susmita Bala making a presentation at 5<sup>th</sup> WJEC

presentation of Dr. Saxena and Dr. Bala on *Journalism Education: Innovative Approach in Content and Delivery* was the only one selected from Asia.

### Contribution to Syndicate deliberations

Dr. Ambrish Saxena and Dr. Susmita Bala contributed immensely in a discussion on *Educating Journalism Students on Gender and Inequality* as part of Syndicate (Number 11) in WJEC. This syndicate was held in Paris Dauphine University on July 10.

### Witness to Paris Declaration on Journalism Education

Dr. Saxena and Dr. Bala became a witness to the historic occasion when *Paris Declaration on*

*Freedom of Journalism Education* was signed by Joe Foote, Founder and President of the World Journalism Education Council and Pascal Guénée, the director of IPJ Dauphine-PSL in the company of Isabelle Huault, the President of the Université Paris-Dauphine PSL and Marie-Christine Lemardeley, the deputy Mayor of Paris.

This declaration was signed in the splendid hall of Paris Town Hall which is a heritage building known for its architectural design.



Participants of Syndicate at the 5<sup>th</sup> WJEC



Dr. Ambrish Saxena and Dr. Susmita Bala during IGNITE at the 5<sup>th</sup> WJEC

# DME organizes one-week FDP on Qualitative and Quantitative Research

Kritika Sati

Learning is a continuous process and to facilitate this process, Delhi Metropolitan Education (DME) organized a week-long faculty development programme on Quantitative and Qualitative Research from June 7 to 13 June, 2019. This FDP was attended by faculty members of DME and academicians from other institutes.

The session was inaugurated in the presence of chief guest Dr. R. Sreedher, media expert and community radio expert. The session was also attended by internal dignitaries of DME who expressed their pleasure and insisted on organizing more such activities which would enhance the knowledge base of faculty members.

In the first session of the FDP, Prof. Shivaji Sarkar, an accomplished journalist and media educator, talked about the 'Various Aspects of Research'. Over the next six days, a variety of topics like 'Research in Opinion/ Exit polls', 'Open Source Research', 'Writing a Thesis/Dissertation', 'Referencing in

Research' and 'Quantitative Content Analysis Research Methods' were discussed.

These sessions were conducted by people of eminence like Prof. K.G. Suresh, former Director General, IIMC; Dr. Anubhuti Yadav, Professor, New Media, IIMC; Dr. Sunetra Sen Narayan, Professor, Publications, IIMC; Mr. Pawan Koundal, Assistant Editor, IIMC and Dr. Jatin Srivastava, Associate Professor, Ohio University.

This week-long FDP finally concluded with a valedictory ceremony on June 13, 2019 in the presence of Dr. Srivastava and other internal dignitaries who addressed the gathering and appreciated the theme of this FDP.

All the partakers were felicitated with certificate of participation. The function ended with a vote of thanks by Dr. Swati Jain, Associate Professor, DME Management School.



Faculty Members at Faculty Development Programme in Studio 62, DME



Justice Bhanwar Singh felicitating Dr. Jatin Srivastava at FDP



Prof. Amrish Saxena felicitating Prof. K.G. Suresh at FDP



Justice Bhanwar Singh felicitating Dr. R. Sreedher at FDP



Dr. Jatin Srivastava taking a session at FDP



Prof. Amrish Saxena addressing the gathering at the inaugural session of FDP

# DME joins the world in Yoga Practice on June 21

Mohd. Kamil

On the occasion of International Day for Yoga (IDY), Sports Committee of Delhi Metropolitan Education organised a yoga session for the faculty and staff members on June 21, 2019. It was celebrated with great enthusiasm.

Dr. Sandeep Singhal, a naturopathic doctor and yoga expert, instructed the participants in the yoga session. He demonstrated various Asanas like Sashtang, Kapalbhati and Anulom Vilom. Warm up exercises were taken and all the faculty members performed sitting and standing Asanas. Importance of these Asanas was explained by the expert simultaneously.

Dr. Singhal informed that common yoga protocol was followed during the event. "Regular practice of yoga can surely help people achieve a better life physically, mentally and spiritually," he added.

The event was inaugurated in the presence of Prof (Dr.) Ambrish Saxena, Dean DME Media School and Prof (Dr.) Susmita Bala, Head DME Media School.

The celebration concluded with recitation of a prayer by Dr. Singhal. He encouraged all the participants to practice yoga regularly to remain fit and improve concentration.



Faculty members of Delhi Metropolitan Education practicing yoga on International Day for Yoga



**PHOTO OF  
THE MONTH**

**Nabeel Ahmad  
Semester 3  
BA JMC**

*'Life is difficult, find joy in everything that life offers you.'* Anirudh Das, Semester 3, BA JMC



**PHOTO  
EXHIBIT**



*'The smaller the creature, the bolder its spirit.'* Swayam Jain, Semester 3, BA JMC

# Media School felicitates faculty members for their continuous endeavors

Kritika Sati

No event is successful without a well coordinated team and earnest efforts by the team members. To applaud the faculty members for their efforts in successfully organizing ICAN<sup>2</sup> and CIFFI, DME Media School organized a felicitation ceremony on May 15, 2019. The school also took the opportunity to award the faculty members involved in election study research work under Research and Innovation in Media (RIM) with certificates and copy of book published.

The function began with the address of Prof. (Dr.) Amrish Saxena, Dean, DME Media School who discussed his vision regarding ICAN<sup>2</sup>, CIFFI and RIM project and pointed out the important highlights of the function.

This was followed by distribution of certificates and books published during ICAN<sup>2</sup>, RIM certificates and books as well as certificates of CIFFI to the respective team members.

Mr. Aman Sahni, Vice Chairman, DME praised the team for their rigorous efforts and enthusiasm which made it possible to organize such large scale events successfully. He further congratulated the entire team for coming out with publications and stressed on continued research work by every faculty member.

Hon'ble Justice Bhanwar Singh, Director General, DME congratulated the faculty members for organizing the conference and the film festival successfully. He motivated the faculty members to organize similar activities in future.

The event concluded with encouraging remarks by Prof. (Dr) Ravi Kant Swami, Director, DME who expressed his delight with the unrelenting attitude of team members and congratulated everyone for their diligent efforts to make all the initiatives successful.



“ **IN CONVERSATION WITH**  
**MANMEET KAUR** ”

**Sincerity and desire to perform, key to success in media**



**You have completed three years at DME. Tell us about your journey so far.**

I joined DME in July 2016. It's been a wonderful journey so far. I have had the opportunity to grow not only as an academician but also as a kind of manager, one could say. I have handled a variety of tasks. On some days, I was organizing a big college event and, on some days, helping students with their projects while simultaneously pursuing my Ph.D.

**What subjects do you enjoy teaching the most?**

I enjoy teaching Research and Film Studies. Research, because it has a very broad scope; it is not limited to any particular specialisation.

As for the film studies, I have been a cinephile since childhood. I regularly watch movies and follow news about film stars and the industry. I am also interested in cross-cultural content and Turkish comedy movies.

**You must have taught hundreds of students in these years. What is your fondest memory with them?**

Unexpected calls from students when they get their degrees or information about their achievements, sometimes when they get better job opportunities. It gives us sense of responsibility to do even better for the future aspirants.

**Colleague you are most inspired by?**

It has to be (Prof) Dr. Ambrish Saxena. His zeal and enthusiasm and never-ending efforts to do better are inspirational for the entire faculty. He completes every project with perfection and absolute flawlessness.

**Any message you wish to give for the new batch of students joining DME this year?**

My warm welcome to the new students of DME Media School. You have our support for exploring your hidden talents. Your sincerity and desire to perform will make you career-ready by the time you graduate.

Interview by Sukriti Arora

**Budget 2019: Govt slaps 10% custom duty on newsprint**

Already under pressure from the growing digital business, print media hit another roadblock with the first Budget of the new government. Finance Minister Nirmala Sitharaman announced a 10 per cent customs duty on newsprint in her Budget speech on Friday. There was no custom duty for the category earlier.

The government also imposed a 5 per cent custom duty on imported books. “To encourage domestic publishing and printing industry, 5 per cent custom duty is being imposed on imported books,” Sitharaman said.

**Dainik Bhaskar ropes in Salman Khan for its circulation expansion drive**

DB Corp Limited (DBCL), home to flagship newspapers Dainik Bhaskar, Divya Bhaskar, Divya Marathi and Saurashtra Samachar, has roped in Bollywood super star Salman Khan, to be the face of Dainik Bhaskar Group recent Circulation Expansion Initiative.

Dainik Bhaskar Group has devised a print media campaign featuring Salman Khan which promises readers a chance to win prizes worth Rs 21 crore. The campaign revolves around the theme 'Life Badal Jayegi, Boss'. This initiative is to engage readers and garner interest among non-readers which will aid in circulation expansion.

**Internet advertising to slow down to single digits in 2021: Zenith Report**

Internet advertising will slow down to single digits in 2021, predicts a study from industry forecaster Zenith, according to media reports.

Global advertising spend, meanwhile, is expected to grow 4.6% in 2019. Internet advertising would account for 52% of global advertising expenditure in 2021, says the report by Zenith, owned by French advertising group Publicis. Currently, 47% of the total global advertising spends accounts for internet advertising. But the growth rate is expected to slow down.

**Budget 2019: Govt proposes TV channel for start-ups under Doordarshan**

Finance Minister Nirmala Sitharaman in the Union Budget announced that the Government will start a TV channel exclusively for start-ups under the Doordarshan umbrella. This will provide a platform for start-ups to disseminate information in the industry. The channel will be managed and implemented by the start-ups themselves.



## Article 15: Unfolding caste equations

Director: Anubhav Sinha

Rating: 3.5/5

Run time: 130 minutes

Cast: Ayushmann Khurrana, Manoj Pahwa, Kumud Mishra, Mohammed Zeeshan Ayyub, Ashish Verma, Sayani Gupta, Isha Talwar, Nassar

# ARTICLE 15

Review by  
Neelam Nanda

*Farq bahut kar liya, ab farq laayenge* (Made lot of discrimination, now we will bring about a change) *Aukaat wahi hai jo hum dete hain* (Respect is what we give) are dialogues from movie Article 15 released on June 28, 2019. After a long time, Indian film industry witnessed a film on deprived sections of society. The film invokes Article 15 of the Indian Constitution that prohibits discrimination on the grounds of religion, race, caste, sex or place of birth.

Director Anubhav Sinha's Article-15 starts with *Kahab to lagi jaaye dhak se* (It will hurt you deep, if I say) song which accentuates the disparities prevailing in the country between upper caste (rich) and lower caste (poor). Ayan Ranjan (Ayushmann Khurrana) a Delhi-based IPS officer is deported to Lalgaoon village where casteism is embedded in the roots and darkness & violence looms at every corner. Ayan Ranjan

investigates a case where two young dalit girls were raped because they raised their voice to increase their wages by Rs. 3.

Movie portrays day-to-day struggle of have not's. Wherein, atrocities like doing all the filthiest work of society, struggling for seeking respect, entering in the temple, wages disparity, political polarization has been very well depicted.

In a scene, Ayushman tries to understand higher and lower caste in Brahmins (Kanyakubj) are better than Saryuparin and in dalits (Chamar over Pasi).

Movie ends by *Kon jaat ho amma* (what is your caste aunty?). It's a must watch movie as it shows reality of central and eastern region of India where castesim has shackled them from ages.



**Patron-in-Chief:** Mr. Vipin Sahni, **Patrons:** Mr. Aman Sahni, Justice Bhanwar Singh, Dr. Ravi Kant Swami, **Editorial Advisor:** Dr. Ambrish Saxena, **Editor:** Dr. Susmita Bala, **Assistant Editors:** Mr. Mohammad Kamil, Ms. Deepika Dhawan and Ms. Kritika Sati, **Design & Layout:** Mr. Anmol Mehta, **Student Editorial Team:** Sonal Srivastava, Shrishti Sharma (Coordinators), P.V. Vishnu (Photography and Visual Effects), Kritika Banerjee, Shivani Saini, Kaushik Das, Vishnu, Palak Jaiswal, Shubham Mandal, Yukta Prakash, Kushagrata Thakur, Gajendra Singh, Pranati Agarwal, Jenitta Sabu, Adarsh Sharma, Saket Tejaswi

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