

CRITERIA VI: GOVERNANCE, LEADERSHIP AND MANAGEMENT

**6.3.3: AVERAGE NUMBER OF PROFESSIONAL DEVELOPMENT /
ADMINISTRATIVE TRAINING PROGRAMS ORGANIZED BY THE
INSTITUTION FOR TEACHING AND NON TEACHING STAFF DURING THE
LAST FIVE YEARS**

DATA COLLECTION YEAR FOR ASSESSMENT

2017-18

Programme Schedule

Day One – 29th May 2017

Lalit Kumar, Senior Vice President, Sulabh International
Kiran Bala, Associate Professor, JIMS, VK

Day Two – 30th May 2017

Samir Kapur, VP, Ad Factors PR
Jaishree Jethwaney, Prof. IIMC

Day Three – 31st May 2017

Arun Joshi, PEX, AIR
Varun Sapra, Assistant Professor, JIMS, VK

Day Four – 1st June 2017

Priyam Ghosh, Assistant Professor, JIMS, VK
Satish Kapoor, President, We Care Filmfest
on Disability
Deepak Parvitiyar, Media Consultant

Day Five – 2nd June 2017

Gangotri Deb, AVP, Client Servicing, Lowe Lintas

Jagannath International Management School

(Affiliated to GGS Indraprastha University, New Delhi)

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Department of Communication &
Organis

Faculty Development Programme
on
Reinventing Media Studies
Teaching

29th May-2nd June, 2017

Venue

Jagannath International Management School
Vasant Kunj, New Delhi

About the Programme

With the advent of neo-liberalization, there has been an exponential growth in the number of institutes catering to growing need of media graduates, as well as providing both professional and research oriented courses on media studies. While, there has been an ongoing sea change with this expansion, more and more teachers are finding it challenging to transfer the functional use of theory into practice. There has been a marked increase in the number of media houses, but there have been a constant critique of the quality of information dispersed to the students. There is a marked difference between theoretical understandings taught in classes versus the practical aspects demanded by the ever expanding media industry. With this marked disparity between knowledge imparted in classroom and the industry requirement, the employability of students remains a major concern. There is a need to weigh the teaching methodology in media studies and its applicability in different media streams. To develop a longstanding partnership with the industry, we are planning to organize a one week long FDP on "Reinventing Media Studies Teaching" from 29th May 2017 till 2nd June 2017 (Monday to Friday) The various sessions would look at following areas :

- Pitch and Advertising Campaign (Story Board)
- Corporate Communication
- News Production: Scripting and presentation techniques for Radio
- Feature and Drama Production
- Film Appreciation

About JIMS

The first amongst all the institutes, affiliated to GGS Indraprastha University, New Delhi, to have been accredited 'A' Grade by National Assessment and Accreditation Council of India (NAAC), the topmost media school of the university as per Cfore HT Media School Survey 2013, 12th topmost private business school in the country as per Mainline Media Survey 2013 as reported in North East Sun magazine, the third best undergraduate Business School of the university as per MBAUniverse.com B-school Survey 2013, and has been ranked 19th in Indian Business Journal B school Placement Survey 2014. Jagannath International Management School, Vasant Kunj, was established only a decade ago in 2003. With three Bachelor's degree courses running in Business Administration, Computer Applications, and Journalism & Mass Communication, the institute has been led by the philosophy of change leadership that it inculcates as a culture among its students to meet the challenges of a rapidly changing environment.

Speakers



Gangotri Deb
AVP, Lowe Lintas



Dr. Lalit Kumar
Sr. VP, Sulabh International



Samir Kapur
VP, Ad Factors PR



Prof. Jaishree Jethwaney
Prof. IIMC



Arun Joshi
PEX, AIR



Satish Kapoor
President, We Care
Filmfest

Mode of Payment

Participation fee is Rs.1500/- (Rupees One thousand and Five Hundred only), payable to Jagannath International Management School, through Demand Draft/Cheque along with a brief profile of the participant.

***Early Bird Discount for registration before May 15, 2017**

Organizing Committee

Patron
Programme Chair
Programme Convenor
Programme Coordinator

Dr. Amit Gupta
Dr. Ravi K Dhar
Dr. Neeru Johri
Dr. Kiran Bala

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Jagannath International Management School
Vasant Kunj, New Delhi-110070.
(Affiliated to Guru Gobind Singh Indraprastha University, Delhi)
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DEPARTMENT OF COMMUNICATION STUDIES
FDP on
“Reinventing Media Studies Teaching Methodology”
(29th May to 2nd June 2017)

With the advent of neo-liberalization, there has been an exponential growth in the number of institutes catering to growing need for media graduates, as well as providing both professional and research oriented courses on media studies. While, there has been an ongoing sea change with this expansion, more and more teachers are finding it challenging to transfer the functional use of theory into practice. There has been a marked increase in the number of media houses, but there have been a constant critique of the quality of information dispersed to the students. There is a marked difference between theoretical understandings taught in classes versus the practical aspect demanded by the ever expanding media industry. With this marked disparity between knowledge imparted in classroom and the industry requirement, the employability of students remains a major concern. There is a need to weight the teaching methodology in media studies and its applicability in different media streams. To develop a longstanding partnership with the industry, Dept of Communication Studies organized a one week long FDP on “Reinventing Teaching Methodology in Media Studies” from 29th May 2017 till 2nd June 2017 (Monday to Friday) Each day two sessions were held.

Day 1 started with the inaugural session by Dr Neeru Johri, Head, Dept of Communication Studies with opening circle. She welcomed the participants from various institutes and demonstrated the importance of positive energy in both personal and professional lives. The first resource person, Dr Lalit Kumar, Sr Vice President, Sulabh International. Presented his valuable insight on Sanitation Campaign and Role of CSR in Swachh Bharat campaign. While talking about the social and sanitation plans of Dr Bindeshwar Pathak and Sulabh International he sensitized the faculty members about their role in ‘Swachh Bharat Mission.’



The second session focused on media research. By Dr. Kiran Bala, Associate Professor, JIMS, Vasant Kunj. She discussed the application of framing theory in media research. Taking the example of dengue as one of the most discussed health issue in newspaper she familiarized the participants with the tools used in Framing theory.

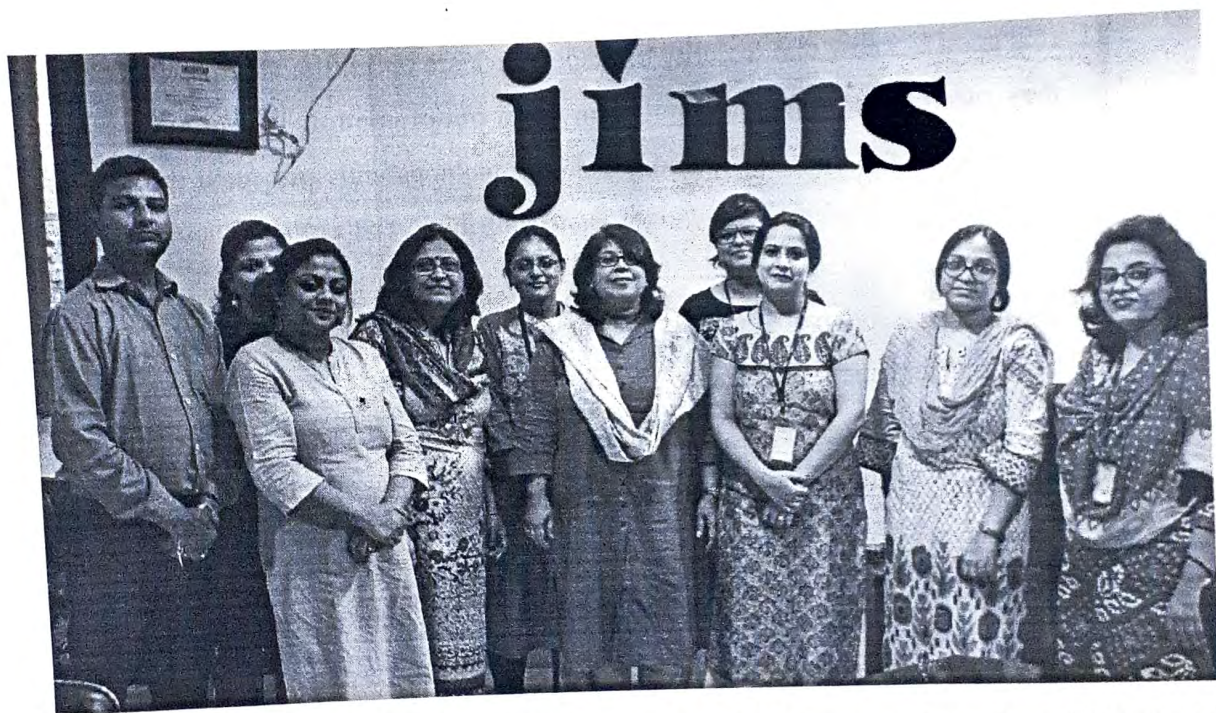
Day 2 - In the first session of day 2, Mr. Varun Sapra, Assistant Professor, JIMS, Vasant Kunj acquainted the faculty members with Data Mining for Digital Media : Google Analytics, Website Audience Measurement (WAM). He demonstrated the tools of Google analytics and explained their use in user friendly manner.



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In the second session, Dr. Samir Kapur, Senior Vice-President, Adfactors PR talked about image building campaign of Coca Cola and role of social media in session 'Designing a PR Campaign (With case studies)'. He discussed case studies of political personalities and products.

Day 3 - In the first session of the third day, Mr. Souvagya Kar, Programme Executive, All India Radio shared his experiences with the faculty members. He emphasized on need of how they should always keep them abreast with the current happenings and be ready to reinvent themselves to meet the need of rapidly changing media scene. He spoke about the newsroom activities, roles and responsibilities of people working in the newsroom. He also enlightened faculty members about technical aspects of producing radio news bulletin and different formats of news programmes.



In the second session of the FDP, Ms Vineeta Thakur, Sr Programme Executive, All India Radio spoke on the production of radio drama and radio features. She shared that casting is very important in radio drama. The artists should understand the characters completely. She also emphasized on the role of rehearsal before recording of the drama. Talking about the radio feature, she said a nice story and good narratives are two important aspects of a radio feature. She highlighted that this is the age of natural acting, dialogues should be written keeping today's generation in mind. However, she feels while doing comedy or "prahasana" for radio, a little

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dramatization helps as radio being an audio medium does not have advantage of comical gestures. She also mentioned how silence sometimes more effective than music and narratives. She spoke at length about children's drama.. She shared that while producing radio drama for children, one should keep in mind that repetition and slow narration are important. In a very light hearted manner, she shared many incidences from her professional life, which had the participants in splits.

Day 4. started with Ms. Priyam Ghosh, Assistant Professor, JIMS, Vasant Kunj who spoke about the skill of 'Film Appreciation'. She used the clippings of various Hindi, English and Iranian movies and discussed the analysis of various film techniques of light, sound and cinematography.

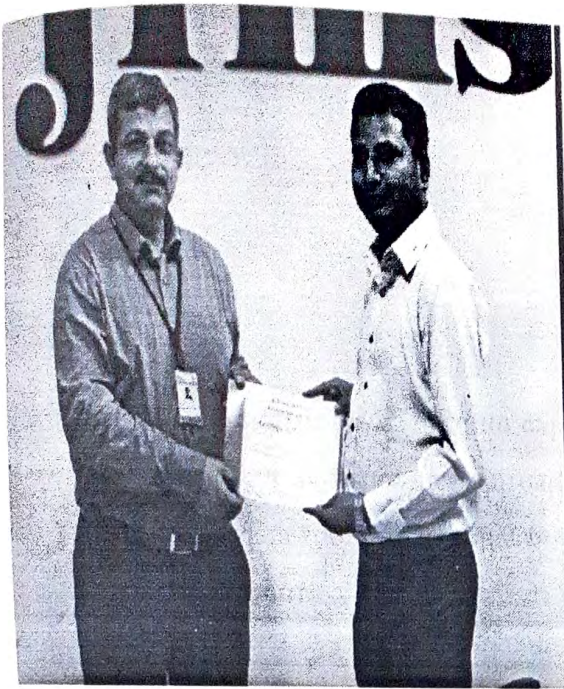
In the second session Mr. Satish Kapoor, Chairman, WECARE Film Festival and Mr. Deepak Parvartiyar, Media Consultant introduced the concept of films on disabilities and screened films. These films were judged by faculty members. About 16 short and feature films produced by amateur directors of Indian and Iranian origin were screened.



Day 5, started with the session by Ms Gangotri Deb, associate vice president, Client servicing, Lowe Lintas who shared storyboard of different advertising campaigns. Dhe spoke at great length Pitch and Advertising Campaign (Story Board)'. She shared her first hand experience in drafting pitch and presentation.



At the end of day 5, Dr Ravi K Dhar, Director, JIMS distributed the certificates amongst participants. Valedictory session ended with vote thanks by Dr Neeru Johri, head Department of communication studies.



Jagannath International Management School

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DEPARTMENT OF COMMUNICATION STUDIES

Attendance Sheet of FDP on " Reinventing Media Studies Teaching"

29th May to 2nd June 2017

Venue: JIMS Vasant Kunj

S.No	Name	Signature				
		29th May	30th May	31 st May	1st June	2nd June
1	Dr. R K Dhar					
2	Dr Neeru Johri					
3	Dr Ritu Sood					
4	Dr. Kiran Bala					
5	Dr Manish Srivastav					
6	Mr. Anish K Saxena					

Sl. No	Name	Signature				
		29th May	30th May	31st May	1st June	2nd June
7	Ms. Sakshi Arya					
8	Ms. Sanyogita Choudhary					
9	Ms. Shikha Kukreja					
10	Ms. Priyam Ghosh					
11	Ms. Himani Joshi					
12	Ms. Kriti Singh					
13	Ms. Jhimli Sarkar					
14	Ms. Aqsa Anjum					

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DEPARTMENT OF COMMUNICATION STUDIES

Attendance Sheet of Participants for FDP on " Reinventing Media Studies Teaching "

29th May to 2nd June 2017

Venue: JIMS Vasant Kunj

S.No	Name	Signature				
		29th May	30th May	31 st May	1st June	2nd June
1	Dr. Pooja Rana					
2	Ms. Manasvi Maheshwari					
3	Ms. Ankanksha Jain					
4	Mr. Sam					
5	Mr. Sam					
6	Gaming					

