



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

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Fax No: 27555120, Tel: 27555121-24



Dated – 21/08/2010

Corporate Resource Centre

EVENT: Workshop on “Webblogging: Steps, Trends & Impediments”

PROGRAMME: Workshop

SCHEDULE:

Date : August 21st, 2010

Day : Saturday

RESOURCE PERSON : Mr. Avinash Vachaspati, Mr. Kanishka Kashyap

FACULTY INCHARGE: Mr. Sudhir K Rinten

Head CRC : Mr S.P. Dahiya

No of Students : All BJMC Department

OBJECTIVE:

1. To create first hand Exposure about new media trends after cyber world.
2. To give training about the blog Management.
3. to provide knowledge about procedure and their utility.



Mr. Avinash Vachaspati & Mr. Kashyap in The Session



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Welcoming Mr. Kashyap, Editor in chief Media Prahari



Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & Included in Top 100 B – Schools & IT -Schools by Dalal Street Investment Journal



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Students Working in Workshop



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Learning Outcome :

The Journalism department of Tecnia Institute of Advanced Studies organized a workshop on 'Web blogging- its steps, trends and implements'. Mr Avinash Vachaspati from Ministry of Information & Broadcasting along with Mr Kanishka Kashyap, the editor-in-chief of Media Prahari channel was welcomed as the guest of honor, by Mr Sudhir K Rinten, the programme coordinator of BJMC department.

Firstly, the Mr Avinash gave a brief description about what the whole workshop is based upon. Explaining the meaning of blogging he said, " Young generation has the highest grasping power with regard to technology". After which Mr Kankishka Kashyap gave a detailed explanation about the importance of web blogging in coming scenario. He further illustrated all the minor details with regard to creating and maintaining a blog, so that one can communicate world wide. He also told the importance and scope of having a blog as an additional qualification.

After listening to the information of a blog, the students of V semester created their own blogs based on music, life, fashion, etc and had an interactive session.

The program was concluded with clapping from the students and vote of thanks was given by Mr. Tapan Kapri.

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