

National Conference
on
**“Global Trends and Issues
In Media Communication”**



Venue:

Auditorium,
TECNIA INSTITUTE OF ADVANCED STUDIES
*3, PSP Institutional Area, Madhuban Chowk,
Rohini, Delhi*

Day & Date:

Friday, 21st November, 2014

Organized by



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To GGSIP University, Recognized under Sec 2(f) of UGC ACT 1956

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

Tel: 91-11-27555121-24, Fax No: 91-11-27555120,

E-Mail: directortias@tecnia.in; Website: www.tecnia.in



REPORT

Event	:	NATIONAL CONFERENCE
Topic	:	Global Trends and Issues in Media Communication
Day & Date	:	Friday, 21st November 2014
Venue	:	Tecnia Auditorium
Convener	:	Dr. Rajesh Agrawal
Delegates and Research Scholars	:	23
Faculty Delegates	:	39

Chief Guest:

Padmashree Dr. Shyam Singh Shashi, Director General, Research Foundation International, Delhi.

Guests of Honor:

- Prof.Kapil Kumar, Chairperson, School of Social Sciences, IGNOU, Delhi.
- Mr. Sudesh Kumar, Film Maker, Delhi.

Technical Session Chair Person:

- Dr. Charu Lata Singh, Director, School of Media Studies, VIPS, Delhi (Session -1).
- Prof. Rajesh Bajaj, TIAS, Delhi (Session -2).
- Dr. Vinita Gupta, Asso. Professor, MAIMS, Delhi (Session -3).

Resource Persons:

- Dr. Ajay K. Rathore, Director, Tecnia Institute of Advanced Studies, New Delhi
- Padmashree Dr. Shyam Singh Shashi, Director General, Research Foundation International, Delhi.
- Prof.Kapil Kumar, Chairperson, School of Social Sciences, IGNOU, Delhi.
- Mr. Sudesh Kumar, Film Maker, Delhi.
- Prof. Rajesh Bajaj, TIAS, Delhi.
- Dr. Rajesh Agrawal, TIAS, New Delhi.
- Dr.Anjani Kumar Jha, TIAS, New Delhi.
- Ms. Bhavna Madan Vij, TIAS, New Delhi

Guest receiving and welcoming:



Red Carpet welcome Hon'ble Chief Guest and Guests of Honour by Director, Chief Convener and Convener, TIAS, Delhi.



Welcoming the Chief Guest Padmashree Dr. Shyam Singh Shashi



Welcoming the Guest of Honour Prof. Kapil Kumar



Welcoming the Guest of Honour Prof. Kapil Kumar



Welcoming the Chief Convener Prof. Rajesh Bajaj

Inaugural Panel:

After “Tecnia Foot Prints” – A Tecnia Presentation, Welcoming the Guests, Saraswati Vandana, Lighting the Lamp ceremony and the distinguished Guests and the members of the Inaugural Panel were felicitated.



Ms. Bhavana Madan Vij, Asst. Professor, TIAS, Delhi; Prof. Rajesh Bajaj, TIAS, Delhi; Prof. Kapil Kumar, Chairperson, School of Social Sciences, IGNOU, Delhi (Guest of Honour); Padmashree Dr. Shyam Singh Shashi, Director General, Research Foundation International, Delhi (Chief Guest); Dr. A.K.Rathore, Director, TIAS; Delhi; Mr. Sudesh Kumar, Film Maker, Delhi (Guest of Honour); Dr. Rajesh Agrawal, TIAS, Delhi, Dr.Anjani Kumar Jha, TIAS, Delhi (From Right to Left)



Lamp Lighting by the dignitaries



Felicitation of Chief Guest Padmashree Dr. Shyam Singh Singh (Director General, Research Foundation International, Delhi) by Dr. Ajay K. Rathore, Director, TIAS



Felicitation of Guest of Honour Prof. Kapil Kumar, (Chairperson, School of Social Science, IGNOU, Delhi) by Prof. Rajesh Bajaj, Chief Convener, TIAS

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Felicitation of Guest of Honour Mr. Sudesh Kumar, Film Maker, Delhi by Dr.Sandeep Kumar, TIAS



Felicitation of Dr. Ajay K. Rathore, Director, TIAS by Mr.M.N.Jha, Academic Controller, TIAS



Felicitation of Prof. Rajesh Bajaj, Chief Convener, TIAS by Mr. J.P.Mohala, Registrar, TIAS



Felicitation of Dr. Rajesh Agrawal, Convener by Dr.M.K.Jha, TIAS



Felicitation of Ms. Bhavana Madan Vij, Faculty, TIAS by Dr.Gurvinder Kaur, HOD-IT, TIAS



Felicitation of Dr. Anjani Kumar Jha, HOD-BJMC (M), TIAS by Dr. Namita Mishra, HOD-BBA, TIAS



Dr. A. K. Rathore, Director, TIAS delivering the Opening Remarks.

After the felicitation ceremony, Dr. Ajay K. Rathore, Director, TIAS welcomed the Chief Guest Padmashree Dr. Shyam Singh Shashi; Guest of Honours Prof. Kapil Kumar and Mr. Sudesh Kumar; Chairpersons of plenary sessions Dr. Charulata, Prof. Rajesh Bajaj and Dr. Vinita Gupta; Convener Dr. Rajesh Agrawal; delegates came from various parts of India and NCR; TIAS faculty and students who are participating in the conference. He praised the Tecnia achievements and highlighted on the topic “Global Trends and Issues in Media Communication” and various themes of the conference and wished for the success of conference.

Ms. Bhavna Madan Vij, faculty BJMC delivered the key note address. She focused on present scenario of the global media and upcoming challenges and issues before the media at local, national and international levels encompassing the various themes of the conference. She specially focused on social media and globalization.



Ms. Bhavna Madan Vij, faculty BJMC delivering the key note address



Prof. Kapil Kumar addressing the audience

Guest of Honour, Prof. Kapil Kumar, Chairperson, School of Social Science, IGNOU, Delhi, critically analyzed the situation of the modern media, especially adopting blindly the western culture without realizing the impact of advertisements portrayed on television media especially on our youth and children. TV media is now deviating from the responsibility to the society and the seriousness of contents and issues what are debating on primetime in contrast with advertisements abruptly interrupting the serious talks or debates. He emphasized on a need of serious research study in India about the impact of media on the population other than the marketing aspects.

National Conference on Global Trends and Issues in Media Communication

Prof. Rajesh Bajaj, Chief Convener, TIAS, deliberated on changing communication technologies in the media industry. For traditional communication technology, he gave an example of selection procedure of 'Pope'. He pointed out on changing of presentation pattern in the media communication. Prof. Bajaj highlighted the role of media and media reporters in the field of mass communication. For encouraging the media students, he also focused on brighter side of media profession, because now a day lot of money involved in the media industry and media economy is increasing day by day.



Prof. Rajesh Bajaj addressing the audience



Mr. Sudesh Kumar during his speech in inaugural session

Guest of Honour, Mr. Sudesh Kumar, Film Maker, Delhi, shared his views on cut throat fight on TRP, fight for audience and media coverage space. Mr. Sudesh encouraged the media students that this is the best time to develop skills and acquire knowledge as much as possible. Gradually the media houses are moving in the convergence of media model. He told the students that, 'trust me, you will stand out in the profession with lot of knowledge, develop your identity, you will be an icon face'.

Padmashree Dr. Shyam Singh Shashi, Director General, Research Foundation International, Delhi, as Chief Guest of the Conference welcomed all the auditorium members to attend the conference. He was worried on decreasing Indian values and culture. Prof. Shashi advised the students to read variety of books and knowledgeable books. Read newspapers and magazines as many as possible. Go to the library explore it. He emphasized the students to visit government media like DAVP, PIB, Doordarshan, All India Radio, Publication Division to know about various departments of Ministry of Information and Broadcasting. Because these are the fields in which you have to work. You are the budding journalists. You are the future of media profession.



Padmashree Dr. Shyam Singh Shashi addressing the audience



*Dr. Anjani Kumar Jha delivering
Vote Thanks*

Dr. Anjani Kumar Jha, HOD-BJMC, TIAS delivered Vote of Thanks. He thanked Chief Guest Padmashree Dr. Shyam Singh Shishi; Guests of Honor Prof. Kapil Kumar and Mr. Sudesh Kumar and Research Scholars and media students.

Plenary Session –I

Chairperson:

Dr. Charulata, Director, BJMC,VIPS;

Scholars:

- Mr. Alok Bhadauria, Executive Editor in Dainik Bhaskar, Delhi presented a paper on Social Movement and Media.
- Prof.A.K.Chaudhary, Muzaffarpur, Bihar presented a paper on The New Digital Media and Literary Culture: Challenges and Prospects.
- Ms. Ritu Yadav, Asst. Professor, Kalindi College, Delhi University, Delhi presented a paper on Media and Democratisation in a Critical Perspective.
- Mr. Sudesh Kumar Research Scholar, Punjab Technical University, Punjab presented a paper on Innovation and Communication Technologies.



Panel for Plenary session 1



***Dr. Charul Lata Singh, Chairperson,
first plenary session addressing
the audience***



***Mr. Alok Bhadauria presenting
his paper***



***Prof. A.K. Chaudhary presenting
his paper***



***Ms. Ritu Yadav presenting
her paper***



***Mr. Sandeep Kumar presenting
his paper***

Plenary Session-II

Chairperson:

Prof. Rajesh Bajaj, TIAS, Delhi.

Scholars:

- Mr. Ashish Kumar, Research Scholar, Noida International University, Noida presented a paper on Blogs of Senior Hindi Journalists: A comparative analysis.
- Ms. Neha Garg, Research Scholar, TIAS, Delhi presented a paper on Social Media: A Magic Multiplier.
- Ms. Nitika Sharma, Research Scholar, TIAS; Mr. Saket Rateria, Research Scholar, TIAS, Delhi jointly presented a paper on Social Movement and Media.



Panel for Plenary session 2



Mr. Ashish Kumar presenting his paper



Ms. Neha Garg presenting her paper



Mr. Saket Rateria & Ms. Nitika presenting their paper

Plenary Session-III

Chairperson:

Dr. Vinita Gupta, Maharaja Institute of Management Studies, Delhi

Scholars:

- Mr. Ashish Chaudhary and Mr. Aniket Rajpoot, Research Scholars, TIAS, Delhi jointly presented a paper on Social Media and Democratic Awakening.
- Ms. Anupriya Dobhal and Ms. Swati Chaudhary, Research Scholars, TIAS, Delhi jointly presented a paper on Gender Issues and Media.
- Ms. Rakhi Chauhan, Research Scholar, TIAS Delhi presented a paper on Global Trends and Communication
- Mr. Sawan Shubham, Research Scholars, TIAS presented a paper on Media, Democracy & Politics..



Panel for Plenary session 3



Dr. Vinita Gupta, Chairperson, third plenary session addressing the audience



Mr. Ashish and Mr. Aniket presenting their paper



Ms. Anupriya and Ms. Swati presenting their paper



Ms. Rakhi Chauhan presenting her paper



Mr. Sawan Shubham presenting his paper

Valedictory Session

During the Valedictory Session Dr. Rajesh Agrawal, Convener of the Conference concluded the deliberations during all sessions, including inaugural session. He presented a glimpse of the conference in brief. He appreciated the hard efforts put in by the students, staff and faculty of TIAS to make this conference, a success.



*Dr. Rajesh Agrawal, Convener,
Concluding the Conference*

Prize Distribution

Presentations made by the research scholars were evaluated by a panel of judges consisting of Dr. Sandeep Kumar, Dr.M.K.Jha and Dr. Namita Mishra. Mr. Sawan Shubham, Research Scholar, TIAS was awarded the First prize and Ms. Neha Garg, Research Scholar got the Second prize.



Mr. Sawan Shubham receiving First Prize



Ms. Neha Garg receiving Second Prize



Group photographs of organizing team with faculty members



Learning Outcome:

All the Dignitaries and Research Scholars have shared their views and focused on the theme Global Trends and Issues in Media Communication. They deeply discussed on various key issues of the conference. It was based on the Social Media, which is the emerging trend of convergent global. It has redefined the mass communication. Due to the social media two way communication systems have evolved. Latest communication technologies are also changing the media industry. It has changed the presentation pattern of media communication. The conference inspired the new research scholars.

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