



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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Event	:	Guest Lecture
Date	:	19th January, 2019
Time	:	12:30 PM to 2:30 PM
Venue	:	Lecture Hall, 3rd Floor PG Building, TIAS
Students	:	BA(JMC)
Convener	:	Dr. Nivedia, Head- Training & Placement Cell
Speaker	:	Mr. Raja Agnihotri – Digital Media Journalist, Zee Hindustan
Topic	:	Scope of Digital Media in India.

ABOUT THE SPEAKER: - Mr. Raj Agnihotri – Digital Media Journalist

OBJECTIVES:

- To make students understand the role of digital media in news and reporting.
- To demonstrate the students about different types of Digital Media, utilized for journalism.
- To make students realize the importance of knowledge of Cyber laws.
- To make students aware about the MOJO.
- To make students understand the scope of digital journalism.

REPORT:-

A Guest Lecture on Scope of Digital Media in Journalism in India under the ambit of Capability Enhancement Schemes was organized on 19.01.2019 for BA(JMC) students. The speaker Mr. Raj Agnihotri introduced the students about digital media and its wider acceptance in any form for e.g. text, audio or video. He emphasized that spawning of digital platform has aggravated the demand and role of digital journalists, along with the compiling content source from different platforms. He stated that with the growth in the filed digital media journalism, it is also open to many challenges. One needs to be thorough in terms of knowledge of laws for a successful digital journalist. He informed the students regarding various platforms of digital journalism. He briefed the students about Mo-Jo (Mobile – Journalism) and its growing market due to its handy and easy process. He also demonstrated the students the operational procedure behind this new media platform. The session was interactive and Mr. Agnihotri shared his vast experience: and was well received by the students.

LEARNING OUT COME:-

1. Students' knowledge about digital journalism was enhanced.
2. Students' were able to understand various platforms of Digital media for journalism.
3. Students' awareness about MO-JO and its scope was enhanced.
4. Students' knowledge about the operational process of digital media journalism was increased.
5. Students' information about the job opportunities in the field of digital journalism was increased.
6. Students' confidence was raised.



Mr. Raja Agnihotri (Zee Hindustan) briefing the students about “Scope of Digital Media in India”



Mr. Raja Agnihotri (Zee Hindustan) demonstrating the students about process of Digital Media