

**TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE 'A' INSTITUTE**

BA (JMC)

Event	: Induction cum Orientation BA (JMC) 2018
Date & Day	: 1 st - 4 th Aug 2018
Students	: BA (J&MC)
Faculty Convener:	Orientation - Ms. Shalini Guliani Bridge Class – Ms. Shalini Guliani Talent Hunt – Dr. Vandana Raghav

The Induction Program for BA (JMC) consists mainly three events 'bridge classes' 'Orientation programme' and 'Talent hunts'.

Objectives

- To make the students aware about the vision, mission and goals of the institute.
- To assist the newcomers in learning institute values, culture and expectations.
- To make the students aware about the facilities to be provided by the institute.
- To discuss the scope and career options in the field of journalism and mass communication.
- To provide a platform to the students in order to explore out their talent.
- By familiarizing the Institute Curriculum and teaching strategies by acquainting the student about curriculum by bridging the gap between the school level and a professional B- school.
- To provide learning support to students' who lag far behind their equivalents in performance and to bridge the gap between the current knowledge and required knowledge for studying the subjects.
- Faculty members can provide learning activities and practical experiences to students according to their capabilities and requirements.
- Throughout the teaching process, teachers provide systematic training to develop pupils' generic skills, including interpersonal relationship, communication, problem-solving, self-management, self-learning, independent thinking, creativity and the use of information technology.

Learning Outcome:

- Orientation will provide adequate information on campus facilities, club participation and resources.
- Students will feel welcomed and integrated within TIAS community.
- Orientation program will make the students familiar with the curriculum facilities provided by the institute, need and scope of journalism and mass communication.
- Students got the platform where they presented their talent.

Let's discuss the each event one by one.

Bridge Class

The bridge course classes are very important to assist lecturers in ensuring that the entire class has some prerequisite knowledge before starting the core concepts of the syllabus. The students also can confidently take up classes and understand the concepts more coherently. Bridge classes were organized on 1st, 3rd & 4th August 2018.

Each student is different in terms of learning ability, academic standards, classroom learning and academic performance and each has his/her own learning.

Bridge Course is a teaching Programme organized by Tecnia Institute of Advanced studies to acquaint students with new subjects that they have not studied before, like:

- **Basics of Design & Graphics** - The Design & Graphics bridge course classes include the Basics of design & graphics, Principles of Designing. Classes progress to teach Logo design, desktop publishing and the basics.
- **New Media**—New Media classes include the basics of Online Communication, Traditional vs Paperless Journalism, ICT and its applications, Website Planning and Visual Design and Audience Analysis

- **Digital Media Marketing**–Digital Media course classes includes Social Media & Social Network, Mobile Apps, Data Mining for Digital Media and Building Brand on Digital Media

The classes are held by the experienced faculty of the college who ably guide fresher's in teaching them the concepts. The bridge class also aims:

- Faculty members can provide learning activities and practical experiences to students according to their capabilities and requirements.
- Individualized educational program are designed with intensive support to help students' combine their basic knowledge in different subjects, master the learning methods, strengthen their self-confidence and enhance the effectiveness of learning.
- Such training can lay the foundation for pupils' life-long learning, help them develop positive attitudes and values, as well as prepare them for future studies and career.

Orientation BA (JMC)

The Orientation Program of BA(JMC) was organised on 2nd August 2018 in TIAS Auditorium from 9:00 am to 2:00 pm. The Orientation for BA (JMC) got inaugurated with the arrival and facilitation of guests and other dignitary members of the institute. The guests of the event were Dr.Ambrish Saxena, a renowned name in the field of journalism and Mr. Parvesh Chandel, motivational speaker and RJ.

Just after the lamp lighting and Saraswati Vandana, the event began with the PPT Presentation about the entire BA (JMC) program and the working culture of the institute. Such event proceedings were addressed by the guests and Dr. Ajay Kumar, Director, TIAS, Dr. A.K. Srivastava, CE(A&D), TIAS, Dr. Ajay Pratap, Head IQAC, TIAS and Mr. Sanjay kumar Srivastava, HOD BA(JMC) & Dr.Nivedita Mishra, Head T& P, TIAS. Students were also introduced with the club in-charges of TIAS who work with the students in their specialised field.

Report on Talent Hunt

For the session of 2018-19, the orientation was done on 2nd of August 2018 and received a warm response by Freshers. So, on the fine day of 4th August, Saturday, a Talent Hunt was organized for the freshers of all the courses in the college auditorium. Dr. Vandana Raghav was the convener of the program. The Event started at 10:00 am to 2:00 am. This very first event of the session was held to give the freshers a chance to showcase their talent and make an impression from the starting. This event helped the cultural society of the institute to find and welcome the new talents from all the courses for the active participation in upcoming events. The event started with a welcome dance performance by a 3rd year student, Divyakhemka. This encouraged the freshers to come and volunteer themselves to the stage. Some performances by freshers like Rahul malhotra, shivani, kavita, aishni were appreciated by the audience and got an amazing response. To motivate the spirit of performers, a few performances were given by the existing talent in the college. Nikita, Lakshika and Ankit gave such heart-warming performances in dance. Apart from dance and music, the hunt was on for dramatics and poetry and as well. And amazingly, these were also the field of interest shown by the new champs.

The Singing or music performances were started by an encouraging performance by Yatharth and Piyush Lodha- President of the Music Society. After the music and dramatics, Ankita- President of the writing society also performed a poetry which touched the souls there. The ambience there was very well maintained and handled by the hosts- Pakhi and Prajwal there. These joyful and warming anchors kept the environment lively and happening throughout the day.

After the event, the feedback from freshers was really appreciating. Performances were liked and happily encouraged by them. Freshers seem to be really excited and hopeful for their upcoming years in the institute. They seek for new chances and experiences by participating in the every possible event in future.



Guests & other dignitary members of TIAS



Lamp Lighting & Saraswati Vandana by the TIAS Dignitary members & Students



Guest Mr. Parvesh Chandel addressing the students



Guest Dr.Ambrish Saxena addressing the students



Club In-charge PVC & faculty BA(JMC) Mr. Abhik addressing the students



Tecnia staff and students



PVC &BA(JMC) student Ms. Mehak Bharti Interviewing guests for Tecnia T.V.



Students participating in the event



Students participating in the event



Students hosting the event