



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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

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Event	:	Press release writing workshop
Topic	:	Press Release Writing
Date & Day	:	19th January, 2019, Saturday
Venue	:	Ravi Shankar Hall
Students	:	BA (J&MC) SEM II (Both Shifts)
Resource Person:	:	Ms Hema (Assistant Prof. BAJ&MC)
Convener	:	Bal krishna Mishra (Incharge, Press & Media Club)



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Press and Media Club

Organizes

Press Release Writing Workshop

19th January, 2019

India's Premier ISO 9001:2015;14001:2015 Certified Institute. Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by Business India; Included in Top 100 B & IT Schools by reputed publications

Objectives

- To inculcate working knowledge of press release writing in students.
- To nurture and motivates the creativity of students.
- To contribute towards knowledge generation and dissemination.
- To develop skills to encourage the production of creative media messages.

REPORT

Press and Media Club of Tecnia Institute of Advanced Studies organized a workshop on press release writing for the students of BA (JMC) Semester II, IV and VI. The workshop started with opening remarks of Mr Bal Krishna Mishra faculty BA(J&MC). He welcomed and introduced the resource person to the students sharing the remarkable achievements of Ms Hemlata (resource person).



Ms Hemlata sharing her experiences during workshop

Ms Hemlata said that there would be tremendous opportunities in the upcoming media industry. She discussed various emerging career opportunities in the Print Media Industry after finishing their graduation course. She said that every student should self –analyse his/her skills and capabilities before choosing the career as each and every person is unique in his/her own way. He advised students to polish their journalistic writing skill, Keep themselves abreast in the current affairs and develop professional contacts with media professionals in the areas of their interest and expertise through social networking sites like Face book, LinkedIn and Instagram. She told the students about do's and don'ts of press release writing. She also gave the task of press release writing to the students. She also shared few of her experiences from the industry which were very informative and motivating for the students.



Students during the question answer session

Students participated enthusiastically, especially in the question answer writing session. Students asked about the career opportunities for fresher's in the stream of Print Media. Ms. Hemlata also gave satisfactory answers of the concerns of the students on their queries about the difficult procedure of getting employment in a good media house. She also shared the details of setting up a newspaper.

The session was concluded with the vote of thanks delivered by Mr. Bal Krishna Mishra Faculty BA(J&MC) and Incharge of Press & Media Club .The workshop was very much motivating to the students.



Students and Faculty Members during workshop

LEARNING OUTCOME

- ❖ The counselling session enabled the students in doing self assessment before choosing an appropriate field of career in the areas of their interest.
- ❖ The students were enabled how to fulfil the gap between class room teachings and industry requirements.
- ❖ The session was very much successful in enhancing the motivational level of the students towards grooming and shaping themselves for harnessing opportunities in the specialized areas of their future career.