



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: 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:-

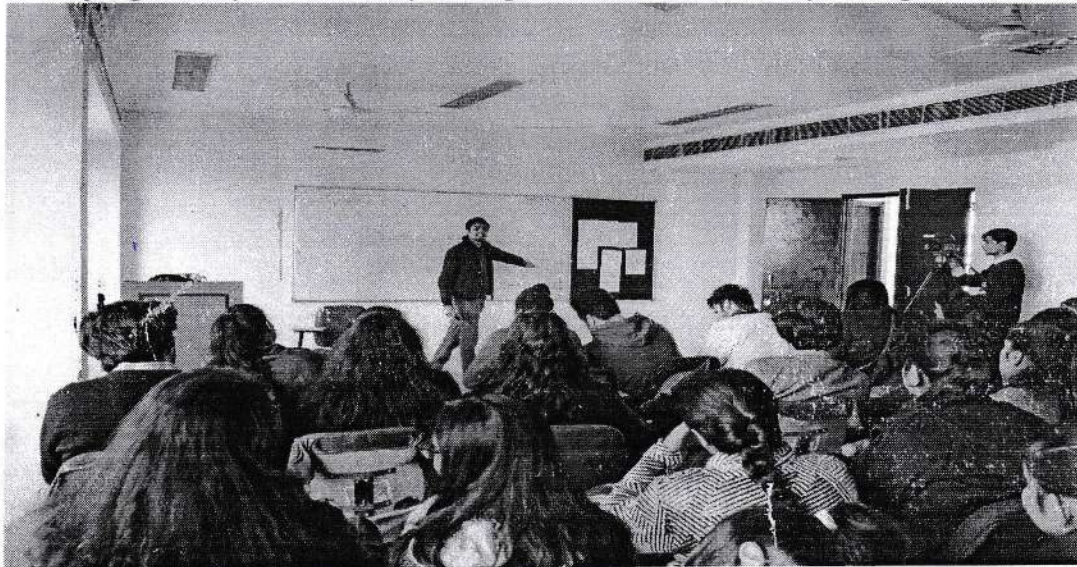
A Guest Lecture on Scope of Digital Media in Journalism in India under the ambit of Capability Enhancement Schemes was organized on 19.01.2019 for BA(JMC) students. The speaker Mr. Raj Agnihotri introduced the students about digital media and its wider acceptance in any form for e.g. text, audio or video. 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"



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From the office of: Training and Placement

NOTE SHEET

Ref. No. Notesheet/OC/2018/211

Date: 19.01.2019

Subject: Regarding Guest Talk by Mr. Raja Agnihotri, Digital Media Journalist at Zee Hindustan for BA (JMC) Students.

In order to increase the employability and to make students industry ready, Guest Talk has been proposed to be scheduled on Saturday, 19.01.2019 for BA(J&MC) students. The lecture intends to enhance the knowledge and understanding of the industry.

Date & Time: 19.01.2019

Duration: 02 Hr (01:00 PM - 3:00 PM)

Speaker: Mr. Raja Agnihotri, Digital Media Journalist at Zee Hindustan

Topic: Scope of Digital Marketing in India.

About the Company:

Zee Media Corporation Ltd is one of India's foremost media companies with a strong presence in the national and regional news genre. The company was incorporated as Zee Sports Limited on August 27, 1999. The name of the company was changed to Zee News Limited in May 27, 2004 and further to Zee Media Corporation Limited (ZMCL) with effect from July 6, 2013. ZMCL touches the lives of millions of Indians through a clutch of national and regional news channels.

Speaker's Profile:

He is working as a Digital Media Journalist at Zee Hindustan. He is a Leading the digital media team & developed innovative strategies. He has more than 05 years of Experience in Media Industry with organizations like ABP News & Zee Hindustan. He puts more focus on discussing & sharing real life examples & practical situations.

Requirements:

1. Multipurpose Hall, PG Building, TIAS
2. LCD Projector, Screen
3. Laptop
4. Refreshment (Rs. 200/-)
5. Honorarium for the Speaker: Rs. 3000/-

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pl video recording
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TECNIA INSTITUTE OF ADVANCED STUDIES
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Training and Placement Cell

NOTICE

Date: 18.01.2019

Attention BA(J&MC) Students

In order to increase the employability and to make students industry ready, Guest Talk has been scheduled on Saturday, 19.01.2019 for BA(J&MC) students. The lecture intends to enhance the knowledge and understanding of the industry.

The details are as follows:

Name of the Company: Zee Hindustan
Date & Time: 19.01.2019, 02 Hr (01:00 PM - 3:00 PM)
Venue: Multipurpose Hall, PG Building, TIAS
Speaker's Name: Mr. Raja Agnihotri

Objectives:

- To make students understand about digital media or Digital Journalism
- To aware the students about scope, future and challenges of digital media or journalism precautions
- To make understand the practical application of digital media or journalism and its safeguard provisions
- To enhance the technical knowledge of the students
- To enhance the confidence of the students

Speaker's Profile: He is working as a Digital Media Journalist at Zee Hindustan. He is a Leading the digital media team & developed innovative strategies. He has more than 05 years of Experience in Media Industry with organizations like ABP News & Zee Hindustan. He puts more focus on discussing & sharing real life examples & practical situations.

Note: Be in Formals

Dr. Nivedita
Head - Training and Placement

CC: Director, CE(A&D), Academic Coordinator, IQAC, HOD BA(J&MC), FPC BA(J&MC), Tecnia TV, Head IT, Website Incharge, Notice Boards



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Attendance Sheet for BA(J&MC) Students, Guest Lecture with ZEE Hindustan

(A.Y 2018-19) Date: 19-01-2019, Time: 01:00 pm, Venue: Hall, 3rd Floor, PG Building, TIAS

DIV: B

S. No.	STUDENT NAME	ENROLMENT NO.	MOBILE NO.	SIGNATURE
1	Jatika Mehra		9315689262	yatikamehra
2	Yukta Wadhwa	40617002418	9996922060	Yukta
3	Vishal Shokeen			
4	Haresh Balyan	029 18		
5	Aman Thakur			
6	Jainil Joshi	357 18		
7	Sakshi Soni	40217002418	8178604858	Sakshi
8	Harish Sharma	355 18	8375032685	Harish
9	Tanu Priya	087 18	8887761869	Tanu
10	Vishal Shokeen	09417002418	9971631854	Vishal Shokeen
11	Ritika Rana	07117002418	8930338011	Ritika
12	Rishav Singh	06917002418	8448341678	Rishav
13	Nikita Sharma 2EA	03721302418	7701859028	Nikita Sharma
14	Himanshi Raghav 2EA	02021302418	9311262257	Himanshi
15	Muskaan 2EA	03221302418	9667518435	Muskaan
16	Manvi Jain 2EA	03021302418	7291087773	Manvi Jain
17	Aarav Renu 2EA	35821302418	8178001621	Aarav
18	Sajal 2EA	054 18	9811897040	Sajal
19	Kritika 2EB	42721302418	8860476877	Kritika
20	Abhijeet 2EA	00221302418	9314133148	Abhijeet
21	Shubhangi 2EB (20)	43021302418	8506810754	Gupta
22	Pragati 2EA	04321302418		
23	Haresh Balyan 1MA			
24	Ananddeep Singh 1MA	01021302418		
25	Gagan 2A	01421302418	7240961189	Gagan
26	Riya Sharma	05121302418	9582098381	Riya
27	Smriti Verma	36021302418	8800203636	Smriti
28	Ritik Dhasmana		9873373028	Ritik Dhasmana