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National Conference Global Trends and Issues on Media Communication

Tecnia Institute of Advanced Studies organized a National Conference on Global Trends and Issues on Media Communication on 21st November, 2014 at

the Tecnia Auditorium.

Objectives of the Conference was to exchange of views and share experiences on current global trends in communication between Academicians, Researchers, e d i a Professionals and Research Scholars, to interact on New World Information and Communication Order in changing social and economic environments, to conducting and

participating in discussions of global dimensions related to their profession. **Inaugural Session:**

Padmashree Dr. Shyam Singh Shashi, International, Delhi, graced the conference

Director General, Research Foundation as Chief Guest. Prof. Kapil Kumar,

provide an Chief Guest Padmashree Dr. Shyam Singh Shashi, Director General, Research exposure to media Foundation International, Delhi; Prof. Kapil Kumar, Chairperson, School of Social scholars for Science, IGNOU, Delhi; Dr. A.K. Rathore, Director TIAS, Lighting the lamp

Chairperson, School of Social Science, IGNOU, Delhi and Mr. Sudesh, Film Maker, Delhi were present as Guest of Honour on this occasion.

Guest Receiving committee extended warm reception to the Chief Guest, Guests of Honour, and other dignitaries.

National Conference started with Lighting of Lamp besides Saraswati Vandana and the distinguished Guests. All the distinguished guests were Felicitated.

Dr. Ajay K. Rathore, Director, TIAS in his opening remarks highlighted Tecnia's achievements. He said that there are new trends coming in Media Communication like WhatsApp which is getting more and more popular throughout the world more than facebook which is a older application. Ms. Bhavna Madan Vij, faculty BJMC in

> the key note address explained about various Global Trends and Issues in Media Communication. Guest of Honour, Prof. Kapil Kumar, Chairperson, School of Social Sciences, IGNOU, Delhi, critically analyze the situation of the modern media, especially advertisements portrayed on television media. He pointed out on the limitations of modern media.

> Prof. Rajesh Bajaj, Chief Convener, TIAS, said that in present era, communication is based on

technology. He stated the problems faced by media like Money Problem, Competition, Transparency etc.

Guest of Honour, Mr. Sudesh Kumar, Film Maker, Delhi, pointed out on the role of media as it is playing a vital role in communication and management of the society at national and international level. He said that both the knowledge and skill are required in the field of media. He also highlighted E-Journalism as the upcoming trend in media profession.

Chief Guest Padmashree Dr. Shyam Singh Foundation International.

Delhi, said students are well versed with the technology and they can use it to perfection. He highlighted on "ROMA" culture and a journalist should have adopted this culture



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

for huge information about world and society. He said that our country is known for their values, morals and a rich culture. At last he said maintain your values and printed it by pen.

Dr. Anjani Kumar Jha, HoD-BJMC, TIAS gave Vote of Thanks.

First Plenary Session

The first plenary session was chaired by Dr. Charulata, Director, SJMC, VIPS. Mr. Alok Bhadauria, Executive Editor in Dainik Bhaskar, Delhi; Mr. Sudesh Kumar Research Scholar, Punjab Technical University, Punjab; Prof. A. K. Chaudhary on behalf Prof. Vineeta Jha, Head, Department of English, MDDM College, Bihar

University, Muzaffarpur; Ms. Ritu Yadav, Asst. Professor, Kalindi College, Delhi University, Delhi presented their papers.

Second Plenary Session





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The second plenary session was chaired by Prof. Rajesh Bajaj, TĬAS. Mr. Ashish Kumar, Research Scholar, o i d a International University, Noida; Ms. Neha Garg, Research Scholar, TIAS; Ms.Nitika Sharma, Research Scholar, TIAS; Mr. Saket Rateria, Research Scholar, TIAS presented their papers on the various key issues of the conference.



Third Plenary Session

The third plenary session was chaired by Dr. Vinita Gupta,

MAIMS, Delhi. Mr. Ashish Chaudhary and Mr. Aniket Rajpoot; Ms. Anupriya Dobhal and Ms. Swati Chaudhary; Ms. Rakhi Chauhan; Mr. Sawan Shubham, Research Scholars, TIAS presented their papers.

All the research scholars were judged on the basis of their content and presentation and given the prizes and certificates. Mr. Sawan Shubham, Research Scholar, TIAS won the

first prize and Ms. Neha Garg Research Scholar, TIAS was given second prize. Mr. Ashish Chowdhary and Mr. Aniket Rajpoot, Research Scholar, TIAS were given the third prize.

Valedictory session was given by Dr. Rajesh Agrawal, Convener of the Conference. He concluded the all sessions including inaugural session and present glimpse of the conference in brief and given thanks to support by Management, TIAS, Faculty, TIAS, Research Scholars, Students and Non-teaching staff.

The students learnt the role of media, current scenario of global media, and upcoming trends, issues, and challenges before the media. This conference developed skills to reconstruct media messages by making them understand the constructed nature of media. It increases the expertise and provides the best possible platform by educating

students and attracting new researchers. A platform was given to the academics, researchers and students of INDIA to present their latest research findings, ideas, developments and applications in the broader areas in global trends and issues in Media Communication.

Photos: Lalit Mohan, Manendra Gupta, Sheetal Kumar, Deepanshu Arora, Vikas Chaurasia, Amandeep Singh,

Dr. Rajesh Agrawal, Rahul Mittal

Glimpses of National Conference on Global Trends and Issues on Media Communication



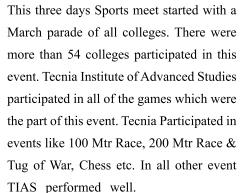
Tecnia in GGSIPU Annual Sports Meet



together and work as a team spreadi g message of brotherhood. Sports play a v e r y important role in a Student Life apart from his or h e r academics.

University, Delhi organized its annual Sports from 13th to 15th November at its Dwarka Campus. All the affiliated colleges and institutes took part in the sports meet. The main objective of this Sports Meet is to give a platform to the students of different Colleges to come

Sports tournament provide much needed platform to all students from different Courses & Colleges to come together and develop a spirit of team & learn various new developmental things.



Students participated in all events with great enthusiasm. This Sports tournament really develops the sports & team spirit among students. They also learned about how to do coordination at various times during an event.



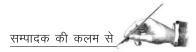
They also felt that fitness is also very important part in their life and by participating these kinds of events they can make them fit.

The students learnt how to enhance team spirit and increasing the feeling of fitness. Students from various Colleges & courses met each other and develop their professional relationship. Students were made aware about various new sports skills.





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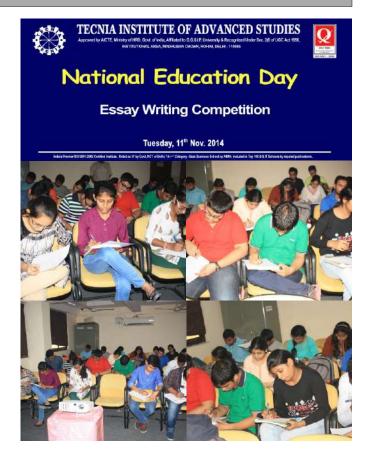


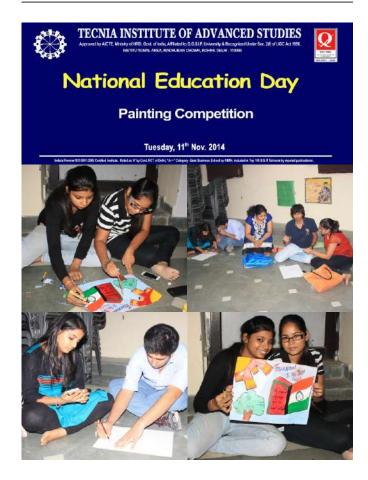
मित्र या शत्रु

बदलती अन्तर्राष्ट्रीय परिस्थित में राष्ट्रीय हितों के दृष्टिकोण से समयानुसार किसी भी देश की विदेश नीति में परिवर्तन होना स्वाभाविक है। यही कारण है कि कोई देश न तो किसी का स्थायी मित्र होता है और न ही स्थायी शत्रु। इक्कीसवीं सदी के पहले दशक में इसे दुनिया में तेजी से उभरते हुए एक शक्ति के तौर पर देखा जाता है। भारत को भी अपने राष्ट्रीय हितों को देखते हुए समय—समय पर अपनी विदेश नीति में परिवर्तन करना पड़ता है। अभी तक मोदी 'ब्रिक्स' में हुई भेंटों के अलावा सार्क देश भूटान, जापान, चीन और अमेरिका से मिले हैं। दक्षेस देशों के सम्मेलन में भी प्रधानमंत्री नरेंद्र दामोदर दास मोदी छाए रहे। उनके पाकिस्तानी समकक्ष नवाज शरीफ ने बांग्ड्रलादेश, भूटान, मालदीव, नेपाल,श्रीलंका और अफगानिस्तान के राष्ट्राध्यक्षों से तो हाथ मिलाया लेकिन मोदी से सामान्य शिष्टाचार निभाना भी उन्होंने उचित नहीं समझा। दोनों के बीच शीतयुद्ध जैसे हालात बने रहे। भारत को पाकिस्तान से बात करनी चाहिए या नहीं। वार्ता की पहल कौन करे पाकिस्तान या हिन्दुस्तान, यह सवाल आज भी अपनी जगह मौजद है।

नेपाल में आयोजित दक्षेस देशों के 18 वें शिखर सम्मेलन से थोडी उम्मीद थी कि जब नवाज शरीफ और नरेंद्र मोदी एक मंच पर होंगे, तब रिश्तों पर जमी बर्फ पिघल जाएगी लेकिन ऐसा नहीं हुआ। इसे सुखद अहसास कहें या विडबना। क्या कूटनीतिक मामले मुह फुलाने से हल होते हैं। जब अटल बिहारी वाजपेयी प्रधानमंत्री थे और पाकिस्तान ने कारगिल में घुसपैठ की थी। उसे खदेडने के लिए हमें पाक सेना से जंग लडनी पड़ी थी। दोनों तरफ तनाव था लेकिन इसके बावजूद दक्षेस सम्मेलन में अटल जी ने पाकिस्तान के राष्ट्रपति जनरल परवेज से हाथ मिलाया था। तब भी यही सवाल उठे थे कि हाथ मिले हैं या दिल लेकिन यहां दिल मिलना तो दूर, हाथ मिलाने तक की औपचारिकता भी सम्मलेन के अंतिम दिन हुआ । नवाज शरीफ ने दक्षेस की शिखर बैठक में मंच को अपनी ओर करने की कोशिश की और उम्मीद भी कि अगला दक्षेस सम्मेलन इस्लामाबाद में हो लेकिन मोदी ने पासपास -साथ होने का फर्क बताकर उन्हें न केवल अकेला कर दिया बल्कि उन्हें विकास की तरफदारी करने को भी बाध्य कर दिया। अगर पाकिस्तान ने भारत से लंडने की बजाय अपने यहां की गरीबी और समस्याओं से लंडने का प्रयास किया होता तो उन्हें दक्षेस सम्मेलन में आने से पूर्व आईएसआई चीफ से वार्ता करने की जरूरत नहीं पड़ती।

मतलब अभी भी नवाज शरीफ की मंशा साफ नहीं है। वे भारत से वार्ता भी करना चाहते हैं लेकिन अपनी शर्तों पर। वे आतंकवादियों के साथ भी रहना चाहते हैं और विकास भी। यह एक साथ सधने वाला नहीं हैं। ऐसे में दो एक एकादश हुए किसने नहीं देखे सुने। मोदी का फार्मूला नवाज को कितना रास आया होगा, यह नहीं कहा जा सकता लेकिन दक्षेस सम्मेलन के मंच पर उन्हें जिस तरह अकेलापन झेलना पड़ा, उसकी तो उन्होंने परिकल्पना ही नहीं की होगी। शायद ही कोई ऐसा देश रहा हो जिस पर मोदी की राय का असर न हुआ हो। चाहे मामला ट्रवेलर बीजा का हो या मेडिकल वीजा का, पड़ोसी देशों से समन्वय बनाने और उनका सहयोग करने का हो, मोदी सबसे आगे रहे। नरेन्द्र मोदी ने सार्क में संबोधन भी चिरपरिचित चुनावी रैली के अंदाज में दिया। कई सपने दिखाए, कई फलसफे बयां किए और कई घोषणाएं कीं। उनका यह अंदाज श्रोताओं को लुभाता है। इसलिए सार्क में उनका आकर्षण का केंद्र बनना स्वाभाविक है। सार्क सम्मेलन के बहाने दूसरी बार उन्हें नेपाल यात्रा करने का अवसर मिला और उन्होंने कई सौगातें नेपाल को दीं। इससे भारत-नेपाल संबंधों के दृढ़ होने की उम्मीद बधी है।





बाल दिवश विशेष

छोटी उम्र में बड़े बदलावों की राह

रुकवाया बाल विवाह

नाम : सलोनी | शिक्षा : कक्षा 8 की छात्रा उम्र : 13 साल | क्षेत्रा :सीतापुर ;उत्तरप्रदेशद्ध

कामः नेवादा गांव की रहने वाली और टप्प खजुरिया गांव स्थित कस्तूरबा गाँधे आवासीय बालिका विद्यालय की छात्राा सलोनी ले डेढ़ साल पहले अपनी सहेली किराना का



विवाह रुकवाया था। सलोनी ने पहले किराना के अभिभावकों से उसकी शादी न करने का अनुरोध किया, लेकिन अनसुनी करने पर उसने पुलिस बुलाने की चेतावनी दी जिसके बाद किराना वेफ पिता मान गए। किराना का विवाह तय होने की खबर दोबारा मिलने पर उसवेफ अभिभावकों को पिफर आडे हाथ लिया।

बल यौन शोषण के खिलापफ मुहिम

नाम : आकाश सिंह शिक्षा : कक्षा 11 का छात्रा उम्र क्षेत्रा : पटना ;बिहारद्ध

कामः पटना के रेडिएंट स्कूल के छात्रा आकाश ने बाल यौन शोषण के खिलाफ जागरूकता फैलाने के लिए बचपन नाम की एक परियोजना बनाई है।



पारयाजना बनाइ है। इसके तहत वह गांव—गांव जाकर लोगो को जानकारी देता है। बड़े कामों को करने वेफ लिए उम्र कोई मायने नहीं रखती। बचपन से लेकर व्यक्ति के बूढ़े होने तक किसी भी उम्र में प्रेरणादायक काम किये जा सकते हैं। हमारे आसपास ऐसे बच्चे दिखाई दे जायेंगे जिन्होंने उम्र को ध्ता बताकर ऐसे कार्य किये हैं जिन्हें देखकर कोई भी दांतों तले उंगली दबाने पर मजबूर हो जायेगा। बाल दिवस के मौके पर यंगस्टर टीम ऐसे ही वुफछ बच्चों से रू—ब—रू करा रही है जिन्होंने बेहतर कल की उम्मीद जगाई है।

पहले पढाई फिर शादी

नाम : पिंकी | शिक्षा : कक्षा ८ की छात्रा। उम्र : 13 साल| क्षेत्रा : सीतापुर ;उत्तरप्रदेशद्ध

कामः कसरैला की मोसेपुर गांव की रहने वाली पिंकी भी टप्पा खजुरिया स्थल कस्तूरबा गांध आवासीय बालिका विद्यालय की छात्राा है। मात-पिता ने कम उम्र में

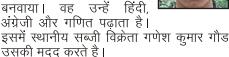


विवाह तय कर दिया तो उसने घर छोड़ने की धमकी दी। मामले की गंभीरता को समझते हुए दादी ने पिकी का पक्ष लिया जिससे उसका विवाह टल गया। पिकी वेफ पिता पहले उसे आठवीं तक ही पढ़ाना चाहते थे, पर अब वह उसकी आगे की पढ़ाई वेफ लिए तैयार हैं।

गरीब बच्चों को शिक्षा

नाम : मो. नाजिम | शिक्षा : कक्षा 10 का छात्रा उम्र : 15 साल | क्षेत्रा : संतकबीरनगर ;उप्रद्ध

वामः नाजिम करीब एक साल से नगर के दो दर्जन बच्चों को रोज एक घंटे तक पढ़ाता है। इसके लिए उसने पिता की मदद से घर पर ही टिन शेड बनवाया। वह उन्हें हिंदी, अंग्रेजी और गणित पढ़ाता है।



पॉलीथीन वेफ खिलाफ आवाज

नाम : अभिषेक । शिक्षा : कक्षा ७ का छात्रा उम्र : 12 साल | क्षेत्रा : सोनभद्र ;उत्तरप्रदेशद्ध

कामः म्योरपुर ब्लॉक वेफ गोविंदपुर का रहनेवाला अभिषेक रेणुकूट स्थित आदित्य बिड़ला पब्लिक स्कूल में पढ़ता है। स्कूल से आने के बाद वह प्रतिदिन



ग्रामीणों को पॉलीथीन के खतरों से आगाह करता है। इसके लिए उसने गांव में ही बच्चों का एक समूह बनाया है। यह बच्चे पर्यावरण को सापफ रखने के लिए ग्रामीणों को प्रेरित करते है। पॉलीथीन पर पाबंदी के लिए अभिषेक प्रशासन और कई स्वयंसेवी संगठनों को पत्रा भी लिख चुका है।

दहेज से मुक्ति का अभियान

नाम : सीपिका यादव शिक्षा : कक्षा 11 की छात्रा। उम्र : भैत्रा : जौनपुर ;उप्रद्ध

कामः सिकरारा के डेहजुरी गांव की सीपिका खेलकूद और सांस्क्तिक कार्यक्रमों के माध्यम से दहेज प्रथा और अशिक्षा के खिलापफ अभियान चला रही है। उसने अपनी मुहिम को तहसील और ब्लॉक से लेकर जिलास्तर तक बढाया है।



Student Workshop in Tecnia Institute Photos: Lalit Mohan



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How to improve your writing skill

Good writing requires a deep skill set. You have to understand three basics- language, syntax, and context. Each piece of writing must be organized and its sentences should be well structured so its readibilty is smooth. The language you are using in your writing should be simple, accurate and precised. Sure, some people are born with a word craft talent. But nobody's born knowing how to write. Better writing is not something that happens overnight. It's a long-term commitment. If you adopt a habbit of daily writing then you can be a



good writer.

Here are some tips that would guide you to create a better writing skill:

Read

First of all if you want to be a good writer so you must have a habbit of reading because when you read something you will get more ideas, Reading is the single best way to enhance your writing skill.

Write Every Day

Practice makes a men perfect. So you need to write everyday for atleast fifteen minutes inspite of writing for three hours in twice a week. Even if you dedicate few minutes a day for writing, it will become your habit. Writing will become an integral part of your life.

Creative Writing

try to use creative writing because it creates readers interest and you will also find interest in writing.

Collect Tools and Resources

Find out which writing tools work best for you. Some of us like notebooks or note cards and fancy pens. Others need nothing more than a simple computer. So always write on that tools which is suitable for you.

Use a Process

Find a writing process that works for you. What steps do you need to complete to tackle a writing project Maybe you need to start with an outline, or perhaps you do better when you just dive write in. You could have one process for fiction and another for nonfiction. Know yourself and know your process, whatever it may be.

Proofread, Edit and Revise

It's obvious when a piece of writing has not been properly proofread then definitely some mistakes will be there and if your readers starts finding mistakes in your reading then they will not find interest in your writing. So whenever you are going to write anything you must revise and do the corrections required.

Work and Invite Feedback

One of the quickest way to improve your writing is through feedback. Get a real, live, well-read person to review your work. If you start getting feedback from your readers then. This will give a better perspective on your own work.

Concentration on all the above tips will help you to be a good writer.

Bal Krishna Mishra

Basics of Media

Follow Spot - Powerful special-effects spotlight used primarily to simulate theater stage effects. It generally follows action, such as dancers, ice skaters, or single performers moving in front of a stage curtain.

Foot-candle (fc) - The American unit of measurement of illumination, or the amount of light that falls on an object. One foot-candle is the amount of light from a single candle that falls on a 1-square-foot area located 1 foot away from the light source.

Fresnel Spotlight - One of the most common spotlights, named after the inventor of its lens. Its lens has steplike concentric rings.

Gel - Generic term for color filters put in front of spotlights or floodlights to give the light beam a specific hue. Gel comes from gelatin, the filter material used before the invention of more-durable plastics. Also called color media.

HMI Light - Stands for hydragyrum medium arc-length iodide. Uses a high-intensity lamp that produces light by passing electricity through a specific type of gas. Needs a separate ballast. Similar to the HID light.

Incandescent - The light produced by the hot tungsten filament of ordinary glass-globe or quartz-iodine light bulbs (in contrast to fluorescent light).

Compilation: Rahul Mittal

This Month

November 1, 1700 - Charles II of Spain died and was succeeded by Philip V, resulting in the War of Spanish Succession.

November 30, 1700 - The Battle of Narva occurred as eight thousand Swedish troops under King Charles XII invaded Norway, defeating a force of 50,000 Russians.

November 27, 1701 - Anders Celsius (1701-1744) was born in Sweden. He invented the centigrade (Celsius) temperature scale commonly used in Europe.

November 19, 1703 - The "Man in the Iron Mask," a prisoner of Louis XIV in the Bastille prison in Paris, died. The prisoner may have been Count Matthioli, who had double-crossed Louis XIV, or may have even been the brother of Louis XIV. His true identity has been the cause of much intrigue, and was celebrated in literary works such as Alexandre Dumas' The Viscount Bragelonne.

November 26, 1703 - A "Great Storm" lasting two days struck southern England, flooding the Thames and Severn Rivers, killing at least 8,000 persons.

Compilation: Dr. Vaibhav Bansal



TECNIA INSTITUTE OF ADVANCED STUDIES

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International Student's Day

"Shikshit Bharat Saksham Bharat"

Monday, 17th Nov. 2014

India's Pramier ISO 9001:2006 Certified Institute. Rated as "A" by Govt. NCT of Delhi; "A++" Category - Bast Business School by ARMA; included in Top 100 B & IT Schools by reputed publications.

ecnia Institute of Advanced Studies or ganized a "Chhatra Sansad" Students' Parliament to discuss ideas on "Shikshit Bharat, Saksham Bharat" on the eve of International Student's Day- 17-11-2014. Students from UG(BBA & BJMC) & PG(MBA & MCA) Programs along with their Faculty members participated with great enthusiasm.

The various noteworthy recommendations which emerged out from the discussions are as follows:

Ayushm
a n
Singhal
(BJMCIII) Educatio
n should
create job
givers
more than
j o b
seekers.

Since major population still lives in rural areas.

Ashish Choudhary (BJMC I) - Participation of local youths to be encouraged in remote areas in creating awareness

towards education.
Shraysh
Tiwari
(BBA V)Curriculu m should be based o n vocational training and impart theoretical

knowledg e into practices.

Urvashi
(MBA-III) Government
should make
quick efforts
to pass
Foreign
University

Bill so that Foreign Universities can setup their campuses in India and students would be able to get exposure of education of international standard.

Gagan Sharma (MCA I) - More emphasis on project-based class work instead of traditional book-based instructions, where students may just memorize facts from a single source.

Yatin Kapoor (MCA I) - Schools can reduce administrative costs by using technology tools, as other fields have done and provide more funds for the classroom.

Abhishek Sharma (MBA I) - The spirit of curriculum should be projects driven not exams driven, it should be innovation driven and it should evolve rather than stay stagnated.

Rahul Mittal Dr. Ajay Pratap Singh



IMPORTANT QUOTES

"Criticism is prejudice made plausible."

- Henry Louis Mencken

"It is better to be quotable than to be honest."

- Tom Stoppard

"Being on the tightrope is living; everything else is waiting."

- Karl Wallenda

"Opportunities multiply as they are seized."

- Sun Tzu

"A scholar who cherishes the love of comfort is not fit to be deemed a scholar."

- Lao-Tzu

" The best way to predict the future is to invent it."

- Alan Kay

"Never mistake motion for action."

- Ernest Hemingway

Compilation: Ms. Bhavna Madan Vij

Winners V/s Loosers

Part-41

Winners believe in win/win; Loser believe for them to win, someone has to lose.

Winner says "It may be difficult but it is possible"; Loser says "It may be possible but it is too difficult".

Winner makes a mistake. He says "I was wrong"; Loser makes a mistake; he says "It wasn't my fault".

A winner says: "It may be difficult but it's possible." A loser says: "It may be possible but it's too difficult."

to be continued in next issue

Compilation: Rahul Mittal

All Students and Faculty are welcome to give any Article, Feature & Write-up along with their Views & Feedback at youngster@tecnia.in



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