



Training and Placement Cell

EVENT REPORT



Video URL

<https://drive.google.com/file/d/1T0krdvGyxdyqkNKnlupCSnjN1JpmVNeg/view?usp=sharing>

Event:	Webinar
Topic:	Communication Skills: An asset for Media Industry
Date:	10.06.2021
Time:	12.00 PM
Duration:	One Hour
Mode:	Microsoft Teams
Program:	BA (JMC)
Coordinator:	Mr. Mayank Arora, Assistant Professor, Department of Journalism and Mass Communication;
Convener:	Dr. Nivedita, Head Training and Placement Cell
Students:	83 in number

Resource Person:

Mr. Neeraj Vats, Sub Editor, Editor Ji

Objective:

1. To make students understand about the importance of communication skill in media industry.
2. To make students aware about the Zero Error Principle in communication on different platform of media.
3. To make students understand the importance of knowledge of language and vocabulary while communicating on different media platform.
4. To make students realize to practice reading and writing to have command on language.
5. To raise the confidence of the students.

Report:

A webinar on the topic, Communication Skills: An asset for Media Industry , was organized on 10.06.2021 by Training and Placement Cell, TIAS under the ambit of Capability Enhancement Scheme for the students of BA9JMC) first year. The speaker of the webinar was Mr. Neeraj Vats, Sub Editor, Editor Ji. The speaker described that the selection of effective method of communication and delivering a message so that a listener completely understand it, is an art and more the person

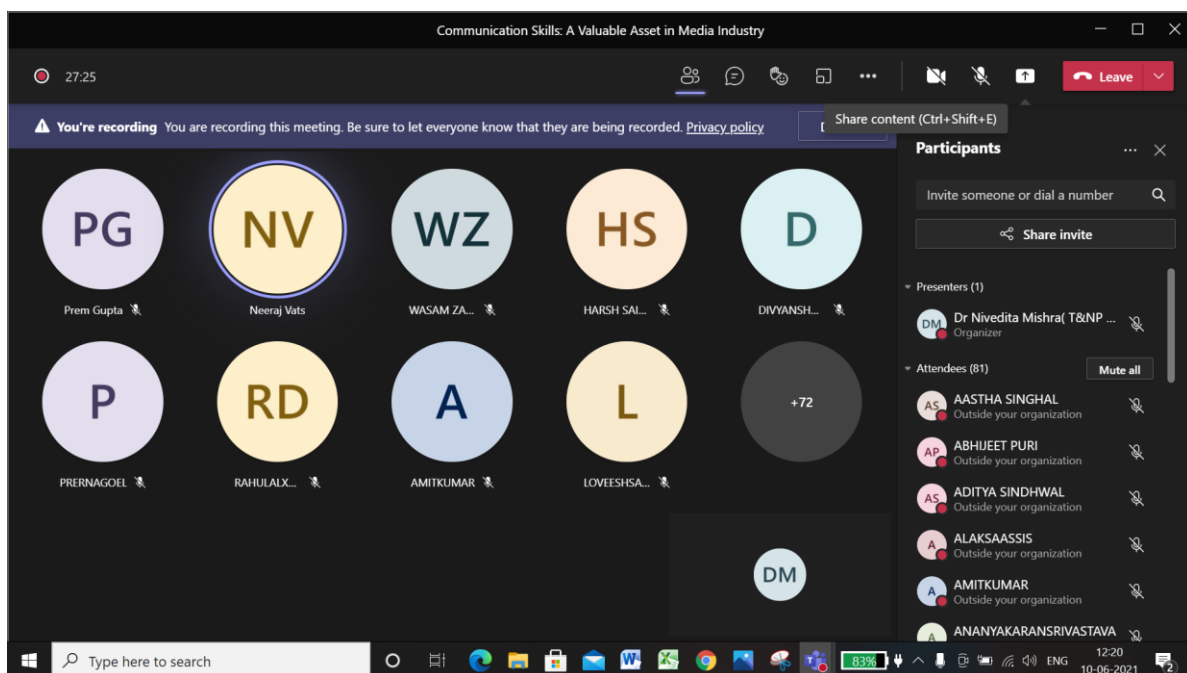
practise the more he or she is skilled. He described that the communication differs on different platform for eg, print, electronic or social media as the target audience are not clearly defined in the former two methods; however, likes and dislikes on different content on social media does give a fair idea as to what should be posted more to attract good traffic. He said in media, the communication works on zero error principle and therefor before broadcasting or circulating any news one has to thoroughly investigate the information through 5W and 1H process. He sensitized the students often it is a very tough job for the reporter or editor and requires good skill and mental composition to put any information for circulation specially when there is stiff competition amongst various media industries as to who can put forward the news first. He emphasized that while hiring, often the HR evaluate the candidature for his or her skill along with his or her fitment in the company with the particular profile, hence the candidate should not only know the tools for the profile on offer but also willing to adapt to the culture of the organization. He also said that good communication skill requires good vocabulary and that this can be raised to exceptional level only by lots of reading and writing.

The one hour session was coordinated by Mr. Mayank Arora Assistant Professor, Department of Journalism and Mass Communication. A total of 83 students participated in the webinar. The one hour session was very interactive and was well received by the students. At the end of the webinar feedback was collected and analysed.

Learning Outcome:

1. Students were able to understand the importance of communication skill in media industry.
2. Students' awareness about the importance of authenticating of the news by processing 5W 1H and Zero Error Principle was enhanced.
3. Students' awareness about importance of knowledge of language and vocabulary while communicating on different media platform was enhanced.
4. Students' awareness about the methods to enhance to have command on language.
5. Students' confidence was raised.

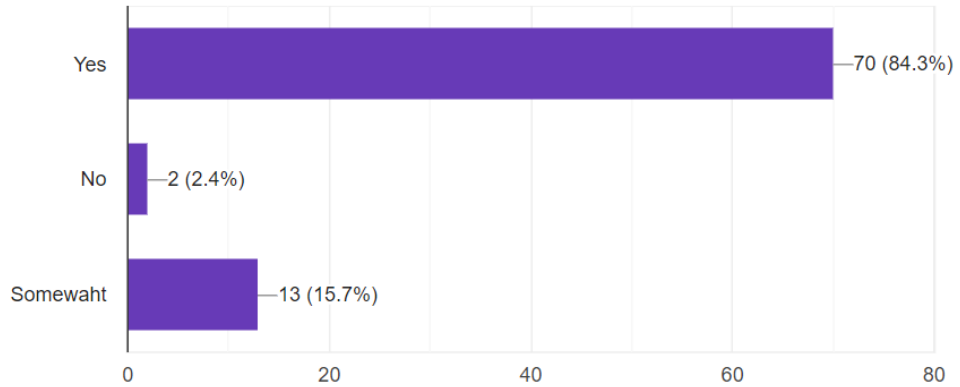
Screenshot:



Feedback :

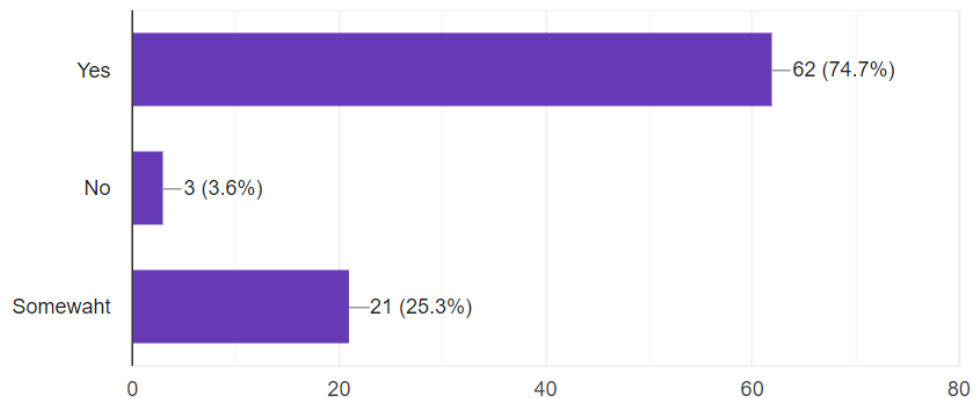
My understanding about the importance of communication as an Out of Box skill in media industry is raised after the webinar

83 responses



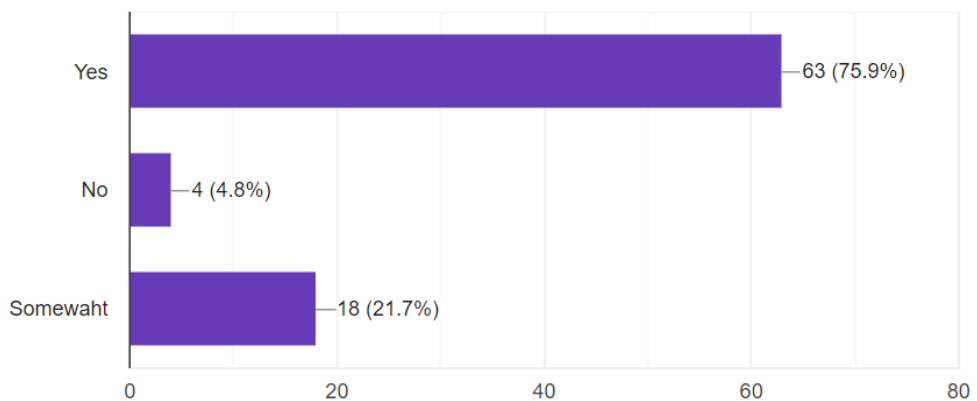
My understanding about the value of target group while communicating on different platform of media (print/electronic/social) is raised after the webinar

83 responses



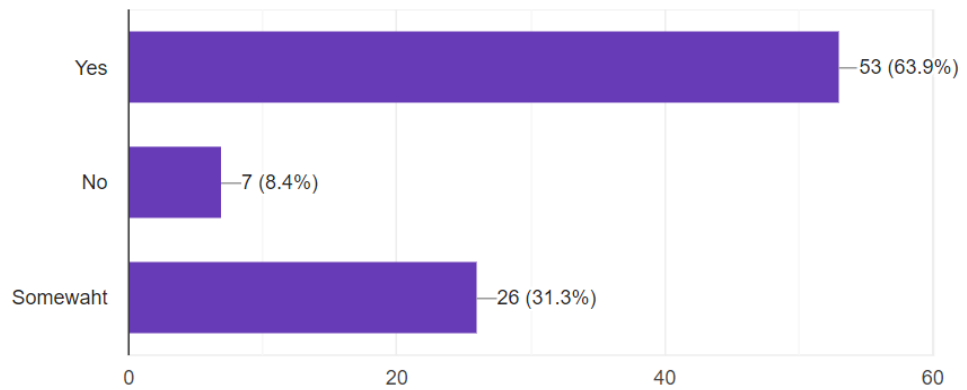
My awareness about the importance of authenticating of the news by processing 5W 1H is raised after the webinar

83 responses



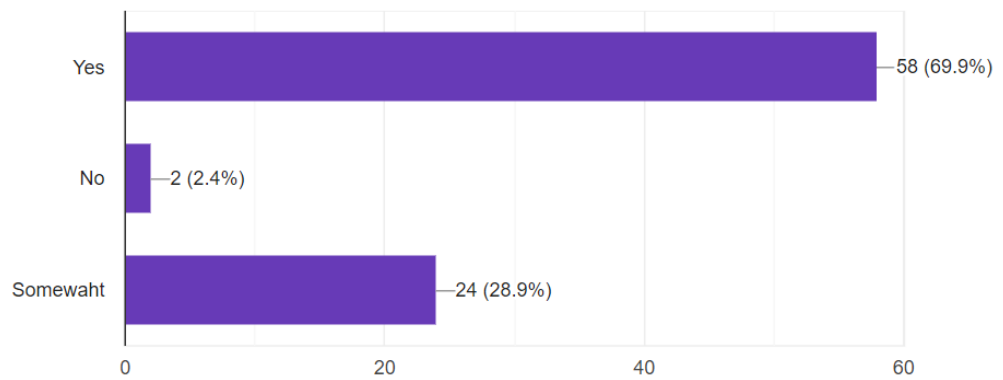
My awareness about the Zero Error Principle in communication on different platform of media is raised after the webinar

83 responses



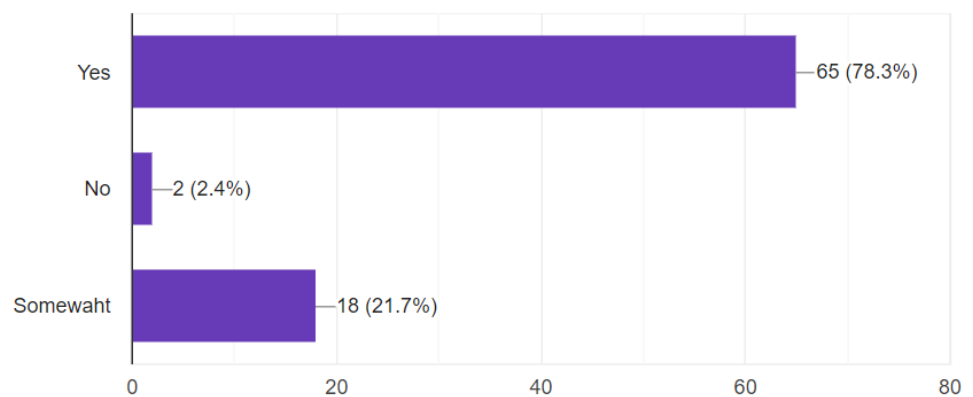
My awareness about updating my skill sets to bridge the gap between demand and supply Zero in media industry is raised after the webinar

83 responses



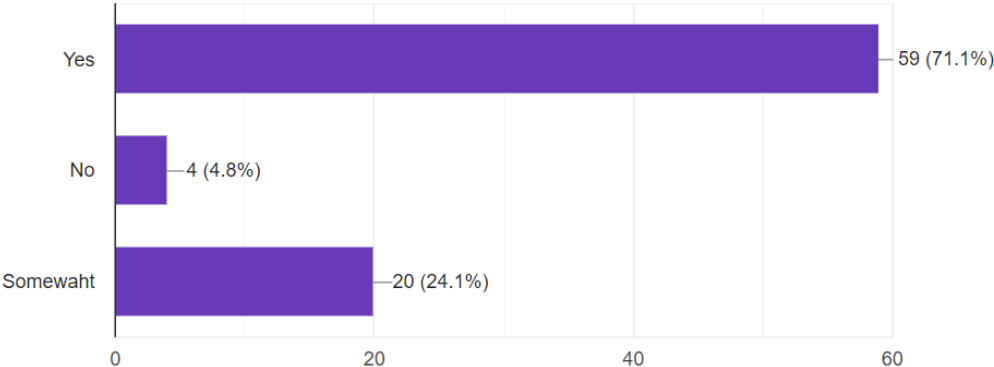
My awareness about importance of knowledge of language and vocabulary while communicating on different media platform is raised after the webinar

83 responses



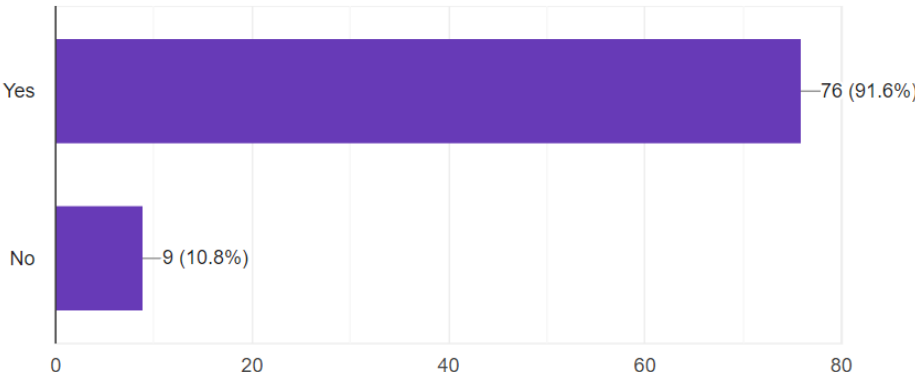
My knowledge about the methods to raise the command on language, like practicing reading and writing , is raised after the webinar

83 responses



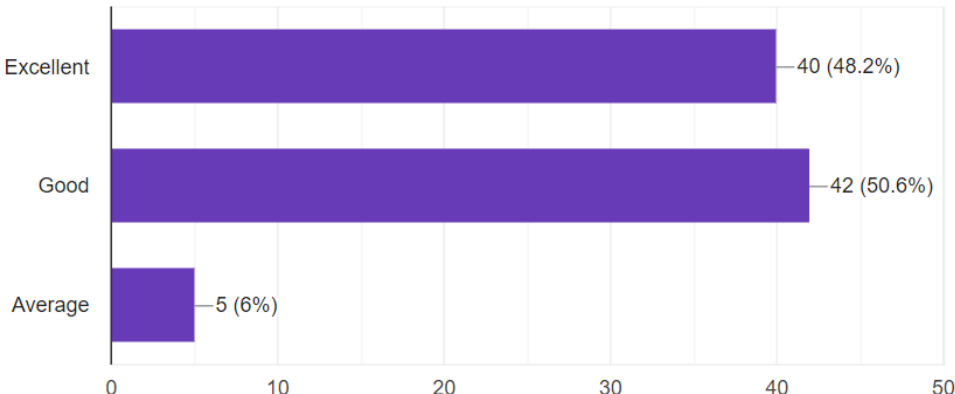
My Confidence is raised after the webinar

83 responses



Overall feedback of the webinar

83 responses



List of Beneficiaries:

S. No.	Name	Program of Study	Enrolment No.	Overall feedback of the webinar
1	Khushali singhal	BA(JMC) 2020-23	4021302420	Good
2	Ummey Hani	BA(JMC) 2020-23	9521302420	Excellent, Good
3	Shreya Goel	BA(JMC) 2020-23	8421302420	Good
4	Shreya Garg	BA(JMC) 2020-23	50617002420	Good
5	Janvi Sinha	BA(JMC) 2020-23	O372130240	Good
6	Janvi Tiwari	BA(JMC) 2020-23	3821302420	Good
7	Manvi Kumar	BA(JMC) 2020-23	5117002420	Good
8	Sachin singh	BA(JMC) 2020-23	7621302420	Good
9	Sarthak Kothari	BA(JMC) 2020-23	8117002420	Good
10	Manisha chauhan	BA(JMC) 2020-23	050@21302420	Excellent
11	DIVYANSHU MISHRA	BA(JMC) 2020-23	2321302420	Excellent
12	Prerna Goel	BA(JMC) 2020-23	35417002420	Excellent
13	Loveesh Sareen	BA(JMC) 2020-23	4721302420	Excellent
14	Pragya	BA(JMC) 2020-23	36117002420	Excellent
15	Freya Uppal	BA(JMC) 2020-23	2521302420	Good
16	Himang Pandey	BA(JMC) 2020-23	3617002420	Good
17	Geet Sharma	BA(JMC) 2020-23	2621302420	Excellent
18	Lakshya Sharma	BA(JMC) 2020-23	4621302420	Average
19	Dhriti Pasricha	BA(JMC) 2020-23	2021302420	Good
20	Hitesh taneja	BA(JMC) 2020-23	3321302420	Good
21	Tushar Aggarwal	BA(JMC) 2020-23	35521302420	Excellent
22	Nimisha Chawla	BA(JMC) 2020-23	6321302420	Excellent
23	Tarang Chopra	BA(JMC) 2020-23	9121302420	Excellent
24	Aastha singhal	BA(JMC) 2020-23	417002421	Average
25	Keshav Sharma	BA(JMC) 2020-23	4317002420	Good
26	Rahul Alex R Dass	BA(JMC) 2020-23	6617002420	Good
27	Yashika Sharma	BA(JMC) 2020-23	10521302420	Good
28	Khushi Malhotra	BA(JMC) 2020-23	35517002420	Excellent
29	Shalvi Mishra	BA(JMC) 2020-23	8221302420	Excellent, Good
30	Priyanshu singhal	BA(JMC) 2020-23	6317002420	Good
31	Mitali Arora	BA(JMC) 2020-23	35917002420	Excellent
32	Rahul Sharma	BA(JMC) 2020-23	6621302420	Excellent
33	Yash sah	BA(JMC) 2020-23	10321302420	Excellent, Good
34	Priyal	BA(JMC) 2020-23	6217002420	Average
35	Arpan Saha	BA(JMC) 2020-23	1421302420	Excellent
36	Devang Sabharwal	BA(JMC) 2020-23	35817002420	Excellent
37	Sanya narula	BA(JMC) 2020-23	8021302420	Good
38	SABIYA BASHEER	BA(JMC) 2020-23	7421302420	Excellent
39	Somya Talwar	BA(JMC) 2020-23	35121302420	Good
40	Prem Raj Gupta	BA(JMC) 2020-23	50117002420	Excellent
41	Mohd zaid	BA(JMC) 2020-23	5417002420	Excellent
42	AAKASH KUMAR	BA(JMC) 2020-23	317002420	Good
43	Prakhar Maheshwari	BA(JMC) 2020-23	6521302420	Good
44	RUPALI DAS	BA(JMC) 2020-23	7317002420	Excellent
45	Sachin Solanki	BA(JMC) 2020-23	7521302420	Excellent
46	Janvi Bery	BA(JMC) 2020-23	3621302420	Excellent
47	Sanya Oberoi	BA(JMC) 2020-23	7917002420	Good
48	Amit kumar	BA(JMC) 2020-23	721302420	Good
49	Yashika Goel	BA(JMC) 2020-23	10421302420	Good
50	Ananya Karan Srivastava	BA(JMC) 2020-23	921302420	Good
51	ABHIJEET PURI	BA(JMC) 2020-23	517002420	Excellent
52	Ishita Goyal	BA(JMC) 2020-23	3817002420	Excellent
53	VAIBHAV SINGH	BA(JMC) 2020-23	35721302420	Excellent
54	Anubhav Syal	BA(JMC) 2020-23	1321302420	Average

55	Anjali khanna	BA(JMC) 2020-23	50417002420	Good
56	Nandini Sharma	BA(JMC) 2020-23	5617002420	Excellent
57	Khushi pundir	BA(JMC) 2020-23	4221302420	Good
58	Kavya swaroop	BA(JMC) 2020-23	4217002420	Good
59	Dev Gogia	BA(JMC) 2020-23	2817002420	Good
60	Ajay Bhardwaj	BA(JMC) 2020-23	321302420	Good, Average
61	Alaksa Assis	BA(JMC) 2020-23	62132420	Excellent
62	Ishpreet Singh	BA(JMC) 2020-23	35921302420	Good
63	Nidhi	BA(JMC) 2020-23	5817002420	Excellent
64	Riya Singh	BA(JMC) 2020-23	071213024 20	Excellent
65	Vanshika Chawla	BA(JMC) 2020-23	9817002420	Excellent
66	Komal Rawat	BA(JMC) 2020-23	4517002420	Excellent
67	Arundhati Nautiyal	BA(JMC) 2020-23	1521302420	Excellent
68	PRIYANKA SEHRAWAT	BA(JMC) 2020-23	951502420	Excellent
69	Rohit Malhotra	BA(JMC) 2020-23	7217002420	Good
70	Shreya das	BA(JMC) 2020-23	TIAS/BA(JMC)/2020-23/16629	Good
71	WASAM ZAFFAR	BA(JMC) 2020-23	10117002420	Excellent
72	Drishti Bisht	BA(JMC) 2020-23	3117002420	Excellent
73	Shruti Gupta	BA(JMC) 2020-23	8521302420	Excellent
74	Mansi	BA(JMC) 2020-23	5121302420	Excellent
75	Riya Bhaskar	BA(JMC) 2020-23	7021302420	Excellent
76	Vaibhav Mudgal	BA(JMC) 2020-23	9317002420	Good
77	Nandini Thakur	BA(JMC) 2020-23	5717002420	Good
78	Sanskriti goyal	BA(JMC) 2020-23	7921302420	Good
79	Shweta Dass	BA(JMC) 2020-23	8621302420	Good
80	Vedica Singh	BA(JMC) 2020-23	10021302420	Good
81	Khushboo joshi	BA(JMC) 2020-23	35321302420	Good
82	Sarthak bansal	BA(JMC) 2020-23	8121302420	Good
83	Aditi shukla	BA(JMC) 2020-23	817002420	Excellent