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GRADE "A" INSTITUTE

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22.11.2023

Department of Journalism and Mass Communication

Report

Group Discussion on Podcasting- New Media, New Voices

Session 2023-2024

Activity Name: Group Discussion on Podcasting- New Media, New Voices

Subject: (301) Basics of New Media

Faculty in Charge: Dr Gopal Thakur, Associate Professor, Do J&MC

Participants: Students of 5th Sem Morning B (3rd Year)

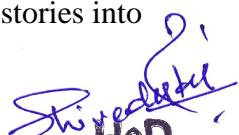
Objectives: To immerse journalism and mass communication students in the dynamic world of new media through a week-long, project-based learning experience in the New Media Lab and finally came up with group discussion on the last day. The activities aimed to equip students with practical skills in:

- To utilize diverse multimedia formats, including text, audio, video, and interactive elements.
- To build interactive narratives and foster community conversation through social media integration.
- To evaluate the ethical, social, and technological implications of new media platforms.

Execution of Activity:

Students of BA(JMC), 3rd Year formed small teams discussed and identified local issues/stories worthy of exploration through new media formats. Topics ranged from environmental concerns to youth entrepreneurship, each showcasing the potential of diverse platforms. Experts from the industry conducted short workshops, providing hands-on training in podcasting, videography,

animation, and social media storytelling. Students also learned about data visualization and fact-checking in the digital age. Working collaboratively, teams crafted their chosen stories into


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engaging multimedia narratives. This involved scriptwriting, video shooting/editing, audio recording/production, and interactive elements like polls or quizzes. Teams presented their works-in-progress to their peers and instructors, receiving constructive feedback for further refinement. This emphasized the importance of audience engagement and iterative content creation. The culmination of the week was a group discussion session where students presented their finished projects to a broader audience, including faculty, industry professionals, and the local community. The platform catered to the diverse formats – an interactive website hosted podcasts, videos, and data visualizations, alongside live Q&A sessions on social media. The final year students of J&MC participated in this learning activity very effectively.

Learning Outcomes:

The third year BA(JMC) course Basics of New Media (301) & New Media Lab (351) offered students a chance to comprehend the creation process and all its complexities. Overall, this activity provided a valuable platform for journalism students to develop essential skills and apply their knowledge of new media in a practical and engaging setting. The following are the outcomes that the students attained:

- Students gained confidence in utilizing new media tools for storytelling, from podcast editing to social media analytics.
- Students understood and discussed the impact of new media platforms on amplifying diverse voices and perspectives.
- Students discussed analyzed case studies of successful new media initiatives that have empowered marginalized communities.
- Students discussed the challenges and opportunities of navigating new media landscapes for individuals and communities with limited resources or technological access.


Photographs:



Shivendra
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List of Participants:

Serial No.	Enrollment No.	Name of the student
1	00417002421	Gayatri Pradhan
2	00817002421	Vanshaj Sharma
3	00917002421	Suraksha Maggu
4	01017002421	Aakriti Sethi
5	01417002421	Nishchal Sharma
6	01617002421	Aastha Gaur
7	01717002421	Mamta
8	01817002421	Tanishqa Patil
9	02117002421	Khushi Pruthi
10	02317002421	Kavita Kumari
11	02717002421	Sanskriti Singh
12	02917002421	Krishna Khetarpal
13	03117002421	Samarth Gulati
14	03217002421	Sarthak Thakur
15	03317002421	Garima Sharma
16	03417002421	Stuti Jain
17	03517002421	Preyanshu Bhardwaj
18	03617002421	Rohit Gupta


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19	03717002421	Garvit Soni
20	03917002421	Aryan Bhardwaj
21	04017002421	Saurya Vardhan
22	04117002421	Deepika
23	04217002421	Riya Sharma
24	04317002421	Shreya Sharma
25	04417002421	Naman Chawla
26	04517002421	Aarti Sharma
27	04617002421	Saanchal Dhamija
28	04717002421	Ojus Puri
29	04917002421	Kunal Pandey
30	05117002421	Dhruv Gupta

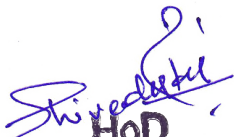


Faculty in Charge

Dr Gopal Thakur,

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