



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
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## Department of Journalism and Mass Communication

Seminar Report

Session 2019-20

- Event** : Industry-Academia Interface Seminar on Veer Arjun (Print Media)  
**Date** : 11<sup>th</sup> August, 2019  
**Time & Venue**: 11 am onwards & Veer Arjun ITO, New Delhi  
**Department** : Journalism and Mass Communication  
**Convener** : Mr. Mayank Arora, Assistant Professor, Do JMC- TIAS  
**Resource Person**: Mr Sadanand Pandey, Associate Editor- Veer Arjun  
**Participants** : BA(JMC)- 1<sup>st</sup> Semester Students

The poster features the TECNIA logo at the top left. The main text reads: 'TECNIA INSTITUTE OF ADVANCED STUDIES NAAC ACCREDITED GRADE "A" INSTITUTE DELHI, INDIA'. Below this, it says 'Department of Journalism and Mass Communication Organizing Industry-Academia Interface Seminar on Print Media'. A blue box highlights 'Resource Person Mr. Sadanand Pandey Associate Editor'. To the right is the 'वीर अर्जुन' logo. At the bottom, it lists: 'Date: 11<sup>th</sup> August, 2019, Time: 11:00 AM', 'Venue: Pratap Bhawan, 5-Bahadur Shah Zafar Marg., Delhi, 110002', and 'Faculty Coordinator : Mr. Mayank Arora Assistant Professor, Dept. of (J&MC)'.

**Objectives:**

1. Encourage experiential learning through workshops, panel discussions, and interactive sessions.
2. Showcase academic research and projects relevant to the media industry.
3. Explore internship and job opportunities available in the media sector for students.
4. Promote innovation and creativity in journalism and mass communication practices.
5. Empower students with the skills, knowledge, and connections necessary for successful careers in the media industry.

**Execution:**

The seminar commenced with an inaugural session where esteemed speakers from leading media organizations and academic institutions shared their perspectives on the evolving landscape of journalism and mass communication. Notable figures from renowned newspapers, television channels, and digital media platforms presented case studies, discussed emerging trends, and highlighted the importance of skill development in the rapidly changing media industry.

Following the inaugural session, parallel interactive sessions were conducted, covering various specialized areas such as print journalism, broadcast journalism, digital media, advertising, public relations, and media management. Industry experts engaged participants in insightful discussions, providing practical insights, and sharing experiences from their respective domains.

The seminar also featured panel discussions, workshops, and networking sessions, allowing students to interact with professionals, seek career guidance, and gain valuable industry exposure. Participants had the opportunity to showcase their projects, receive constructive feedback, and explore internship and job opportunities offered by participating organizations.

**Learning Outcomes:**

Overall, the Industry Academia Interface Seminar at Veer Arjun, ITO, New Delhi, provided a comprehensive platform for students to bridge the gap between academia and industry, equipping them with the skills, insights, and connections necessary for a successful career in journalism and mass communication.

1. Students gained practical insights into the functioning of the media industry, understanding its dynamics, challenges, and opportunities.

2. Interactions with industry professionals provided students with networking opportunities, fostering connections beneficial for their future career endeavors.
3. Workshops and interactive sessions enabled students to enhance their skills in various aspects of journalism and mass communication, including writing, reporting, editing, and digital media production.
4. Guidance from experienced professionals helped students understand industry requirements, career paths, and emerging trends, assisting them in making informed career decisions.
5. Participation in panel discussions, project showcases, and workshops facilitated experiential learning, allowing students to apply theoretical knowledge to practical scenarios.

**List of Beneficiaries:**

<b>S. No.</b>	<b>Enrolment no.</b>	<b>Name</b>
1	01417002419	Yash Sharma
2	07517002419	Arushi Kaushik
3	08717002419	Geetika Bisht
4	01717002419	Aayush Pandey
5	07917002419	Anshul Panthri
6	03417002419	Drishti Sridhar Iyer
7	06717002419	Faraz Ashraf
8	08517002419	Shristi
9	05417002419	Ritika Mishra
10	00117002419	Subhradeep Guha
11	06917002419	Manvi Upadhyaya
12	00317002419	Sakshi Singhal
13	10417002419	Anshika Rana
14	03617002419	Ruchika Rawan
15	03117002419	Aakriti Sharma
16	01917002419	Jhanvi Kalra
17	05017002419	Bhumika Verma
18	03917002419	Kanishka Garg
19	05817002419	Aman Deep Kaur
20	08317002419	Isha Prasad
21	09317002419	Maitraiya Durgapal
22	00717002419	Tejaswita Upadhyay
23	07617002419	Sonia
24	09917002419	Priya
25	07317002419	Tushar Saini