



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
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Recognized Under Sec. 2(f) of UGC Act 1956  
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085  
Tel: 91-11-27555121-24, E-Mail : directortias@tecnia.in, Website: www.tiaspg.tecnia.in



## Department of Journalism and Mass Communication

Report On

(Session 2019-20)

### SUBJECT: - TELEVISION PROGRAMMING AND PRODUCTION

**Event:** Workshop on TV News, Anchoring and Social Media Campaign.

**Title:** Workshop on TV News Anchoring and Social Media Campaign, Advertising Creativity Management, Photography.

**Date:** 19 February, 2020

**Time:** 11:00 AM – 01:00 PM

**Venue:** Auditorium Hall, UG Building, TIAS

**Resource Person:** Mr. Mayank Arora, Assistant Professor- TIAS

**Participant :** Students of 1st year, 2nd Sem. Shift (Morning & Evening)

**Flyer:**

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**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**  
**Is Organizing**

**Workshop on TV News, Anchoring and Social Media Campaign**

- 19 FEBRUARY 2020
- 11:00 AM TO 1:00 PM
- Auditorium UG Building

Resource Person : Mr. Mayank Arora  
(Assistant Professor)  
Department of Journalism and Mass Communication

**Objectives:**

- Provide comprehensive insights into the dynamics of TV news reporting, anchoring, and social media campaign strategies.
- Deepen participants' understanding of the role and responsibilities of news anchors in delivering credible and engaging content.
- Facilitate networking opportunities among participants, industry experts, and media professionals to foster collaboration and knowledge exchange.
- Encourage participants to build professional connections and partnerships for future collaborations in the media industry.
- Empower participants with the confidence and skills necessary to excel in the competitive landscape of TV news anchoring and social media campaigning.
- Provide constructive feedback and mentorship to participants to help them refine their skills and overcome challenges in their career pursuits.

**Report:**

All the Students of BA(J&MC) who participated in the workshop learnt the working of Camera; its parts (aperture, shutter, filters, lenses), lighting (natural and artificial) and different situations (in empty room, filled with properties, outside locations etc.). The upcoming photographers were very in a great enthusiasm after meeting expert person an International Fashion Photographer and Alumnus Tecnia (BAJMC). He has shot the Indian & International models which he showed to the students and also told the story behind shooting (behind the scene). He shared his experiences from taking the first picture to the shoot of International Models and other tips of the Fashion Photography. He also told students to take criticism as praise because the experts have very little time to teach the photographer.

A workshop was organized focusing on TV news, anchoring, and social media campaigns at [Seminar Hall]. The event aimed to provide participants with insights into the dynamics of television journalism, effective anchoring techniques, and leveraging social media for impactful campaigns. The workshop featured prominent industry experts and professionals who shared their knowledge and experiences with the attendees. Workshop kicked off with a comprehensive session on TV news reporting and production. Experts delved into the process of gathering, verifying, and presenting news stories for television audiences. Emphasis was placed on the importance of accuracy, fairness, and ethical considerations in journalism. Participants gained valuable insights into scripting, editing, and delivering news content effectively on television platforms.

Anchoring plays a pivotal role in engaging audiences and conveying information effectively. This session focused on honing anchoring techniques and presentation skills. Attendees learned about body language, voice modulation, and building rapport with viewers. Practical tips and exercises were provided to enhance confidence and charisma while anchoring news segments. In today's digital age, social media platforms serve as powerful tools for disseminating news and engaging audiences. This session explored strategies for creating impactful social media campaigns. Experts discussed the use of storytelling, visual content, and audience targeting to maximize the reach and impact of campaigns. Case studies illustrating successful social media initiatives were presented, providing attendees with actionable insights for their own projects.

The workshop on TV news, anchoring, and social media campaign proved to be highly informative and insightful for all participants. Attendees gained valuable knowledge and practical skills essential for success in the dynamic field of journalism and media communication. The event served as a platform for learning, collaboration, and networking, fostering professional growth and development. Such workshops play a crucial role in equipping aspiring journalists and media professionals with the tools and insights needed to thrive in today's rapidly evolving media landscape.

### **Photographs:**





### List of Participant

S. No.	Enrolment No.	Name of Student
1	00117002419	Subhradeep guha
2	00217002419	Pulkit sharma
3	00317002419	Sakshi singhal
4	00417002419	Dhriti khanna
5	00517002419	Niharika makhija
6	00617002419	Surbhi dwivedi
7	00717002419	Tejaswita upadhyay
8	00817002419	Ishita
9	00917002419	Shivam verma
10	01017002419	Kritika sabharwal
11	01117002419	Ritik gupta
12	01217002419	Eash trehan
13	01317002419	Khushi sondhi
14	01417002419	Yash sharma
15	01517002419	Parul arora
16	01617002419	Sanidhya malhotra
17	01717002419	Aayush pandey
18	01817002419	Rohan basoya
19	01917002419	Jhanvi kalra
20	02017002419	Sejal pandey
21	02117002419	Umesh jain
22	02217002419	Rajat kumar sharma
23	02317002419	Aashita gulati
24	02417002419	Surbhit sharma
25	02517002419	Lakshay sajwan
26	02617002419	Shruti kandwal

27	02717002419	Manan talreja
28	02817002419	Prince kumar
29	02917002419	Vinayak godra
30	03017002419	Bhanu valecha
31	03117002419	Aakriti sharma
32	03217002419	Sanyam jain
33	03317002419	Riya bhasin
34	03417002419	Drishti sridhar iyer
35	03517002419	Avneet singh issar
36	03617002419	Ruchika rawan
37	03717002419	Vivek manocha
38	03817002419	Priyam purang
39	03917002419	Kanishka garg
40	04017002419	Ishita sharma
41	04117002419	Anmol gupta
42	04217002419	Navya kaamra
43	04317002419	Varun gupta
44	04417002419	Sahil jamwal
45	04517002419	Palak goenka
46	04617002419	Abhishek biswas
47	04717002419	Kajal sharma
48	04817002419	Manya bahl
49	04917002419	Harshit sharma
50	05017002419	Bhumika verma
51	05117002419	Rishi aggarwal
52	05217002419	Himakshi khatri
53	05317002419	Piyush chauhan
54	05417002419	Ritika mishra
55	05517002419	Laksh juneja
56	05617002419	Aakansha choudhary
57	05717002419	Aastha singh
58	05817002419	Aman deep kaur
59	05917002419	Kunal choudhary
60	06017002419	Vaibhav sharma
61	06117002419	Abhishek kumar
62	06217002419	Sagar jethani
63	06317002419	Jigyasa sharma
64	06417002419	Medha joshi
65	06517002419	Sanskriti arora
66	06617002419	Muskan kumar
67	06717002419	Faraz ashraf
68	06817002419	Bhavay gulati
69	06917002419	Manvi upadhyaya
70	07017002419	Akanksha
71	07117002419	Shivam khera
72	07217002419	Garv katyal

73	07317002419	Tushar saini
74	07417002419	Jahanvi sharma
75	07517002419	Arushi kaushik
76	07617002419	Sonia
77	07717002419	Tanisha
78	07817002419	Rushali kaul
79	07917002419	Anshul panthri
80	08017002419	Tripti pipil