

TECNIA INSTITUTE OF ADVANCED STUDIES

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Department of Journalism and Mass Communication

Seminar Report

Session 2021-22

Event

: Communicating with Influence: Insights from Ancient Indian Wisdom

(In collaboration with Centre of Communication, TIAS)

Date

: 18th Februrary, 2022

Time & Venue

: 11 am onwards & Tecnia Auditorium

Department

: Journalism and Mass Communication

Convener

: Dr. Gopal Thakur, Associate Professor, Do JMC-TIAS

Resource Person: Dr. Kumari Pallavi, Assistant Professor- Galgotias University

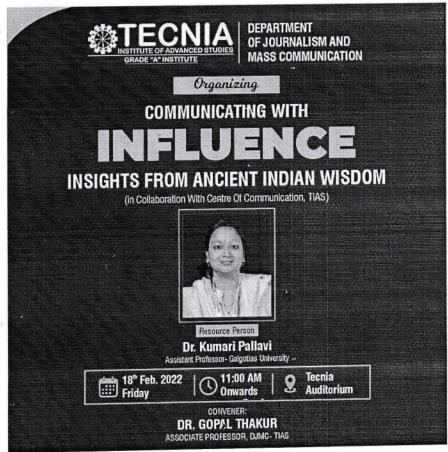
Joint Convener: Dr. Shivendu Kumr Rai, Chairperson of Centre of Communication,

TIAS and Assistant Professor, Do JMC-TIAS

Participants

: TIAS Faculty & students

Flyer of Seminar:



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Objectives:

- 1. To equip faculty members and students with a deeper understanding of the principles of influential communication as elucidated in ancient Indian texts.
- 2. To empower attendees with practical techniques derived from ancient Indian wisdom to enhance their communication prowess.
- To encourage interdisciplinary dialogue and collaboration between faculty members and students from diverse academic backgrounds.
- To cultivate a sense of ethical responsibility and integrity in communication practices among both faculty members and students.

Execution:

The seminar titled "Communicating with Influence: Insights from Ancient Indian Wisdom (In collaboration with Centre of Communication, TIAS)" held at Tecnia Institute of Advanced Studies was a resounding success, captivating both faculties and students alike. Faculty members and students from various departments gathered in enthusiastic anticipation, eager to explore the depths of ancient Indian wisdom and its relevance to modern-day communication practices. The event, organized by the Department of Journalism and Mass Communication in collaboration with the Centre of Communications, proved to be an enlightening journey into the timeless principles of effective communication.

Distinguished speakers, well-versed in both ancient Indian texts and contemporary communication theories, took the stage to share their insights. They delved into the rich tapestry of ancient Indian philosophy, highlighting its profound teachings on the art of storytelling, persuasion, and non-verbal communication. Through engaging presentations and interactive discussions, attendees gained valuable perspectives on how to harness the power of words and gestures to influence and inspire others. From the epic narratives of the Mahabharata and Ramayana to the subtle nuances of body language depicted in ancient treatises, every aspect of communication was explored with depth and reverence.

The seminar provided a platform for fruitful exchanges between faculty members and students, fostering a spirit of inquiry and intellectual curiosity. Participants left the event with a renewed appreciation for the wisdom of the ages and a deeper understanding of how it can inform and enhance their communication skills in both personal and professional contexts. As the echoes of wisdom reverberated through the halls of Tecnia Institute of Advanced Studies,

they left an indelible mark on all who attended, inspiring them to strive for excellence in their communication endeavors.

Learning Outcomes:

Overall, the seminar, provided a unique opportunity to both faculties & students enriching their communication skills and allowing them to discover the enduring wisdom that continues to shape the way we all connect and engage with others.

- 1. Faculties gained a deeper understanding of the principles of influential communication as elucidated in ancient Indian texts.
- 2. Explored innovative teaching methodologies inspired by ancient Indian wisdom to enhance communication pedagogy.
- 3. They acquired insights into incorporating cross-disciplinary perspectives from ancient Indian philosophy into curriculum development.
- 4. Students developed a comprehensive understanding of the key principles and techniques of influential communication drawn from ancient Indian wisdom.
- They cultivated an effective verbal and non-verbal communication skills through practical exercises and case studies inspired by ancient Indian teachings.
- 6. They explored the role of storytelling, rhetoric, and persuasion in communication, as exemplified in ancient Indian literature and philosophy.

List of Beneficiaries (Faculties):

| S. No. | Faculty Name | Department | |
|--------|------------------------|------------|--|
| 1 | Dr. Gopal Thakur | J&MC | |
| 2 | Mr. Mayank Arora | J&MC | |
| 3 | Dr. Shaheen Bano | J&MC | |
| 4 | Dr. Vipul Pratap | J&MC | |
| 5 | Ms. Megha Mohan | Management | |
| 6 | Dr. Deepak Sonkar | ICT | |
| 7 | Dr. Shivendu Kumar Rai | J&MC | |
| 8 | Dr. Archna Dixit | Management | |
| 9 | Dr. Namita Mishra | Management | |

Management

Gopenhod TIAS

List of Beneficiaries (Students):

| S. No. | Enrolment no. | Name | |
|--------|---------------|-------------------------|--|
| 1 | 6117002420 | Pratham Singhal | |
| 2 | 6217002420 | Priyal Sharma | |
| 3 | 6317002420 | Priyanshu Singhal | |
| 4 | 6417002420 | Puneet Jain | |
| 5 | 6517002420 | Rachit Singh | |
| 6 | 6617002420 | Rahul Alex R Dass | |
| 7 | 6717002420 | Ranveer Singh Ahluwalia | |
| 8 | 6817002420 | Renu Sharma | |
| 9 | 6917002420 | Rishabh Diwan | |
| 10 | 7017002420 | Riteshna | |
| 11 | 7117002420 | Riya Pokhriyal | |
| 12 | 7217002420 | Rohit Malhotra | |
| 13 | 7317002420 | Rupali Das | |
| 14 | 7417002420 | Sagnik Bhunia | |
| 15 | 7517002420 | Sakshi Bhayana | |
| 16 | 7617002420 | Sakshi Yadav | |
| 17 | 7717002420 | Saloni Arora | |
| 18 | 7817002420 | Sanjam | |
| 19 | 7917002420 | Sanya Oberoi | |
| 20 | 8017002420 | Sarthak Jain | |
| 21 | 8117002420 | Sarthak Kothari | |
| 22 | 8217002420 | Shallu Bhambri | |
| 23 | 8317002420 | Shivam Tiwari | |
| 24 | 8417002420 | Shreya Mittal | |
| 25 | 8517002420 | Shruti | |

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