

**TECNIA INSTITUTE OF ADVANCED STUDIES**  
NAAC ACCREDITED GRADE "A" INSTITUTE  
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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** : 18<sup>th</sup> February, 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 :

The flyer is for a seminar titled "Communicating with Influence: Insights from Ancient Indian Wisdom" organized by the Department of Journalism and Mass Communication at Tecnia Institute of Advanced Studies. The seminar is held on Friday, 18<sup>th</sup> Feb. 2022, from 11:00 AM onwards at the Tecnia Auditorium. The resource person is Dr. Kumari Pallavi, Assistant Professor at Galgotias University. The convener is Dr. Gopal Thakur, Associate Professor at DJMC-TIAS.

**TECNIA**  
INSTITUTE OF ADVANCED STUDIES  
GRADE "A" INSTITUTE

DEPARTMENT  
OF JOURNALISM AND  
MASS COMMUNICATION

Organizing

COMMUNICATING WITH  
**INFLUENCE**  
INSIGHTS FROM ANCIENT INDIAN WISDOM  
(In Collaboration With Centre Of Communication, TIAS)

Resource Person  
**Dr. Kumari Pallavi**  
Assistant Professor - Galgotias University -

18<sup>th</sup> Feb. 2022  
Friday

11:00 AM  
Onwards

Tecnia  
Auditorium

CONVENER:  
**DR. GOPAL THAKUR**  
ASSOCIATE PROFESSOR, DJMC- TIAS

Dr. Gopal Thakur  
HoD  
BA(JMC)-TIAS

**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.
3. To encourage interdisciplinary dialogue and collaboration between faculty members and students from diverse academic backgrounds.
4. 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.
5. 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):**


<b>S. No.</b>	<b>Faculty Name</b>	<b>Department</b>
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. Archana Dixit	Management
9	Dr. Namita Mishra	Management

  
Dr. Gopal Thakur  
HoD  
J&MC



**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

  
Dr. Gopesh Dhaekar  
HOD  
BA(JMC)-TIAS

