



TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC ACCREDITED GRADE "A" INSTITUTE

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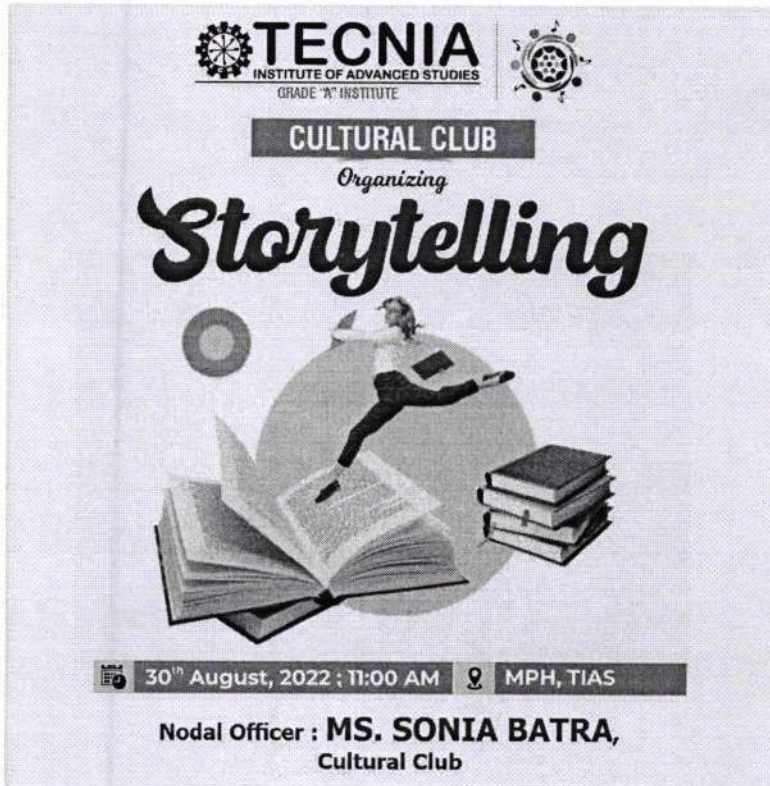
Event: Storytelling

Program Coordinator: Sonia Batra

Date: 30th August 2022

Venue: MPH, TIAS

Beneficiary: Tecnia Students



Storytelling is an integral part of journalism and mass communication. It involves conveying a message, idea, or narrative through various forms of media, such as print, broadcast, and digital platforms. For BJMC (Bachelor of Journalism and Mass Communication) students, mastering the art of storytelling is essential, as it forms the foundation of effective communication and audience engagement. This report explores the objectives, learning outcomes, and conclusions related to the study of storytelling in the field of journalism and mass communication.

Objective of event

- To enable students to communicate effectively and persuasively by structuring narratives in a coherent and engaging manner.
- To teach students how to capture and maintain the audience's attention through compelling stories that resonates with them emotionally and intellectually.
- To foster critical thinking by encouraging students to analyze, interpret, and present stories with clarity and depth.

Coordinator
Internal Quality Assessment Cell (IQAC)
Tecnia Institute of Advanced Studies
New Delhi-110085

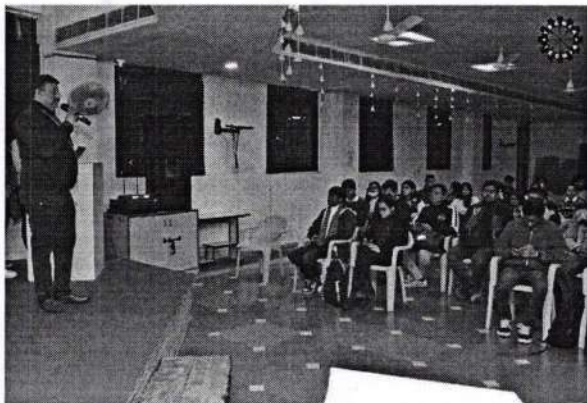
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- To encourage creativity by allowing students to explore various storytelling techniques and formats, pushing the boundaries of traditional journalism.
- To emphasize the importance of ethical considerations in storytelling, ensuring that students understand the impact of their narratives on individuals and society.

Learning Outcomes:

- Upon completing their study of storytelling, BJMC students are expected to achieve the following:
- Students will be able to craft well-structured and engaging stories that effectively convey the intended message.
- Students will learn to create content tailored to different audience segments, understanding the nuances of audience preferences and behaviors.
- Students will become adept at telling stories across multiple platforms, including print, television, radio, and digital media.
- Students will develop the ability to critically analyze stories, identifying key themes, messages, and underlying biases.
- Students will gain a strong understanding of ethical storytelling, recognizing the responsibility that comes with shaping public perception through media.

Storytelling is a powerful tool in journalism and mass communication, serving as the bridge between the information and the audience. For BJMC students, mastering storytelling is not just about learning to tell a good story; it's about understanding the profound impact that stories can have on society. Through this study, students are equipped with the skills to engage, inform, and inspire their audiences while maintaining a commitment to ethical and responsible journalism. As future media professionals, their ability to tell compelling, truthful, and impactful stories will be crucial in shaping public discourse and driving social change.



Director, TIAS addressing the gathering



Debate and Public Speaking Competition

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List of Students

Sr. No.	Enrollment No.	Name	Course
1.	08217002421	Tanuj Verma	BAJMC
2.	08317002421	Ishika Tayal	BAJMC
3.	08417002421	Nidhi	BAJMC
4.	08517002421	Mohd Usaid Parvez	BAJMC
5.	08617002421	Khushi Mahajan	BAJMC
6.	08717002421	Nitesh Yadav	BAJMC
7.	08817002421	Anshita Gupta	BAJMC
8.	09017002421	Tisha Mehta	BAJMC
9.	09317002421	Gracy Gupta	BAJMC
10.	06317001721	Kashish Malhotra	BAJMC
11.	06417001721	Shruti	BAJMC
12.	06517001721	Anshika Negi	BBA
13.	06617001721	Sahil Bansal	BBA
14.	06717001721	Sambhav Jain	BBA
15.	06817001721	Yashwant	BBA
16.	06917001721	Anjali Dudheria	BBA
17.	05417002021	Mohammad Jafar Zaki	BCA
18.	35117002021	Niwanshu Sharma	BCA
19.	35217002021	Parth Kamra	BCA
20.	35317002021	Muskan Gupta	BCA


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