

Scholars from the world throng Starring Asia Conference in December 2019 Deakin University hosts Dr Ambrish Saxena in Melbourne

Three-day International Conference **Starring Asia Conference** in the first week of December in Melbourne witnessed the participation of more than 50 scholars in 8 panel discussions from more than 10 countries of three continents. It was organized by School of Communications and Creative Arts, Faculty of Arts and Education, Deakin University Burwood campus.

Dr Ambrish Saxena, Dean, DME Media School, Delhi Metropolitan Education and Director, DME Studios and Production, and Dr Gauri Chakraborty, Head, Amity School of Communication, Amity University, Noida were the special invitees in this conference.

Professor Sean Redmond and Dr Vikrant Kishore shouldered the responsibility of hosting the event on behalf of Deakin University. Swinburne University, RMIT University and Monash University joined hands with Deakin University in organizing the conference.

The most awaited event, panel discussion on **Starring Bollywood: International Dimensions** was held in iconic Capitol Theatre in the heart of Melbourne on Wednesday December 4, 2019. The panelists included Professor Ambrish Saxena and Dr Gauri Chakraborty along with three Melbourne based scholars, Ms Achala Datar, Head, Film Distribution, Zee Studios International, Australia and New Zealand. Mr Karan Battan, film actor, Dr Dhvani Joshi, media scholar and Ms Shyama Sasidharan, Indian classical dancer and media personality. The session was moderated by Dr Vikrant Kishore, Course Director – Film, Television & Animation in the School of Communications and Creative Arts, Deakin University.

Starring Asia Conference opened with the inaugural speech by Dr Sean Redmond on Deakin university campus on Monday



Dr Ambrish Saxena addressing the conference as chairperson of session on Celebrities and Stardom in South Asia

December 2, 2019. Dr Vikrant Kishore made a presentation on Ram Gopal Verma and his films on the first day itself.

Panel 1 was focused on **Celebrity Culture in Asia: Production, Consumption and Politics**. Scholars from China, Hong Kong and Malaysia made their presentations in this session. Panel 2 had the theme **Chinese Celebrities: A Gender Perspectives**. Scholars from China, Hong Kong, Taiwan and Australia made their presentations in this session. In Panel 3, scholars from Japan, South Korea and Australia made presentations on **Celebrities Cultures in Japan and South Korea**.

Chinese Celebrities - Performance, Persona and Fandom was discussed in Panel 4 with participation of scholars from University of Newcastle, UK, Newcastle University, Australia and Peking University. Ms Liu Yahan, a scholar from China, spoke on "The influence of the 'Character Collapse' scandal in China". **Internet Celebrities in China** was the theme of Panel 5. Scholars from Deakin University, RMIT University and Hong Kong made presentations in this session.

In Panel 6, Ms Sana Sayed from American University of Sharjah made a presentation on "From 'Dream Boy' to Pakistan's Prime Minister: The (Re) creation of Imran Khan's Star Persona". Ms Ha Hoang from Western Sydney University made a presentation on "A 'Korean model' for Vietnamese pop stars: An industry yearning for a new era". Sreya Mitra from American University of Sharjah spoke on Modi with Akshay and Anushka Kartha from Queen Mary University of London spoke on Stardom of Shahrukh Khan. This panel was on the theme **Celebrities and Stardom in South Asia** and it was chaired by Dr Ambrish Saxena.



Professors of Media School get a panoramic view of Data Journalism

Faculty Development Program at Apeejay Institute of Mass Communication

A teacher is a lifelong learner. With a view of understanding a niche topic as Data Journalism and enriching their knowledge for their respective research areas, four professors - Ms. Krishna Pandey, Ms. Deepika Dhawan, Mr. Ritwik Ghosh and Mr. Mohit Kishore Vatsa from DME Media School attended a three-day Faculty Development Program (FDP) on Data Journalism from 19th- 21st December 2019 at Apeejay Institute of Mass Communication (AIMC), Dwarka.

Day 1

Prof. Ashok Ogra, Advisor (Mass Communication), Apeejay Group; Prof. Sajal Mukherjee, Director, AIMC and Prof. KG Suresh, Professor Emeritus, AIMC welcomed the participants heartily on the first day of the FDP. The resource persons for the first day were Ms. Tuhina Pandey, Head- Global Corporate Communication & Public Affairs, Tech Mahindra; Mr. KM Prashant, Deputy General Manager, NTPC and Prof. KG Suresh, Professor Emeritus, AIMC.

Ms. Pandey talked about the rise of data journalism. She extended its relevance to data privacy and the concept of 'consent'. She pressed on the fact that print readership is rising and will continue to rise. She also quoted during her session 'Comments are free, facts are not.'

Prof. KG Suresh dived into the essential definitions of data journalism and its relevant history. He emphasized that data journalism has always been there, but people started talking about it only since 1989 when a Pulitzer prize for data journalism was presented to an Investigative Reporter Bill Dedman of the Atlanta Journal-Constitution. He talked about the data-driven journalism process in detail and said that data journalism brings transparency to reporting. Mr. KM Prashant shared a presentation about the corporate communication story of National Thermal Power Corporation Ltd. (NTPC) and how data plays an immense role in it.

Day 2

On day two, Mr. Harikishan Sharma, Assistant editor, The Indian Express talked about the definitions of key words drafted in the laws by the government and thus the misdirected data basis it. He also explained how people tend to find loop holes in the laws, adulterating the data. He concluded by saying that the laws need to be changed regularly in order to curb the misleading nature of data.

Mr. Roshan Panjwani, Partner Solutions Manager- News, Facebook India introduced the participants to an elaborate presentation of Creator Studio by Facebook. The web application is used to manage multiple pages at once by video publishers and creators. It is also used to analyse content and build online communities. According to him, it is most useful for the purpose of disseminating news over the social media platforms like Facebook and Instagram.

Dr. Umesh Arya, Professor- Guru Jambheshwar University of Science and Technology was the third guest on day two. He taught important techniques for primary and secondary data research online. His session included Google Power Search, data scraping and data filtering. He talked about the nature of data and explained tricks to filter data for free. Dr. Arya also shared techniques on how to collect primary data from Twitter and other social media platforms.

Day 3

The third day saw Mr. John Samuel Raja, Co-founder of website 'How India Lives'.

He shared his insights on how political data is analysed and presented in interesting formats. He shared from his expertise on how to get data such as political party funding, profiles of political candidates, election expenditure and past records of candidates from government websites.

Mr. Shyamlal Yadav, Senior Editor, the Indian Express shared his lifelong experiences as an investigative journalist. He described his stories of bringing real changes in the laws and functions of the government through Right to Information (RTI) Act as his only weapon. He suggested the professors in the audience to teach their students to use RTI as much as possible to be a good journalist.

Dr. Rajeev Kumar Panda, Associate Professor and Mr. Naveen Gautam, Assistant Professor from AIMC hosted the certificate distribution ceremony with great enthusiasm. The participants shared their experiences of the FDP.

The program ended with a concluding speech by Dr. Ashok Ogra wherein he shared that he looks forward to organising more such programs and for having participants onboard in future.



Prof. K.G. Suresh giving a lecture on data journalism



Participants from DME Media School at the FDP

DME participates in 9th Global Sports Summit 'TURF2019'

FICCI, in association with FIT INDIA & Ministry of Youth Affairs and Sports, organized TURF2019-International Conference on Business of Sports on December 11, 2019, at the Federation House, Tansen Marg, New Delhi. The theme of this 9th edition of the Global Sports Summit & Indian Sports Awards was "Building the New India through Sports and Fitness".



Participant from DME Media School with the panellists

Delhi Metropolitan Education (DME) was represented in the event by Mr. Ritwik Ghosh, Assistant Professor, DME Media School.

The day had very insightful and intense panel discussions

on issues like Fit India Movement- Transforming India, Creation and optimal utilization of sports infrastructure, Enhancing sports performance through sports science and technology with Members of Parliament.

Another highlight of the event was the Indian sports awards, which went to Rohan Bopanna's - Sports School, Centre for Sports - Best company promoting sports in the private sector (Khelo India Academies), Fancore - Best Sports Startup (App 10M+ downloads), Subroto Mukherjee Sports - Best NGO for promoting sports.

Some flashes of the discussions summed up, that the Government of India at no cost can afford to turn a blind eye to sports development and sports promotion in India.

Discussions were held on the topics like Right to Public Service Delivery Act, PPP in sports with 7 disciplines operational now out of 10 disciplines, Pay and Play model for stadiums - a PPP model, Sports Hostels of Orissa.

Light was shed on the topic of International flair to governance of sports in India by President, Afghanistan Olympic Committee Mr. Hafizullah Wali Rahmini.

The key takeaways were, sports is greatly about 'Right product for the right people' and 'Development of grass-root sports' is the need of the hour.



Media Fest VRITIKA 2019 Inaugurated at DME Media School

Young journalism aspirants of Delhi-NCR come under one roof

The highly anticipated media fest organized by DME Media School commemorated with an inaugural session held at Nelson Mandela Auditorium on November 14, 2019. The presence of the chief guest of the occasion, Mr Daya Prakash Sinha - a former bureaucrat, celebrated writer, playwright and theatre director elevated the atmosphere. Prof. (Dr) Susmita Bala, Festival director, Vritika 2019 encouraged everyone to make utmost use of the platform.

Dr Ravikant Swami, Director, DME while addressing the gathering, highlighted the enthusiasm despite the alarming weather conditions. The event proceeded by presenting a video

including glimpse of DME Media school, Vritika 2019 and life story of Ganesh Shankar Vidyarthi. Mr D.P. Sinha while greeting the audience said "The energy of students reminds me of my grandchildren". Adding to it he said that media is a very powerful tool and it plays a major role in bringing the world closer.

Prof. (Dr) Ambrish Saxena, Festival Advisor, Vritika 2019 mentioned the importance of competitive spirit. At the end, Mr. D.P. Sinha declared the event open. This established the great journey of the exciting event ahead.

INAUGURAL CEREMONY



Giving Art the limelight

Participants given the stage to show their talent in media fest

Creativity is an integral part of media. Vritika 2019, the two-day media fest of DME Media School, conducted various competitions that provided a platform for participants to put their creativity and skills on display.

The event saw participation from various universities and colleges including Delhi University, GGSIPU, Amity University and ISOMES to name a few.

Eleven competitions were held on November 14, 2019, the first day of the media fest. These events challenged participants on many factors. Writing skills were tested in News Writing – Hindi and English, and Creative Writing – Hindi and English. While competitions like Photography and Digital poster

making brought out the technical and aesthetic skills of the participants; Ad Mad and Talent hunt let performers own the stage. Knowledge and passion were required for Debate – Hindi and English, and Media Quiz.

The second day, November 15, 2019, of the fest saw the completion of four other competitions including Storytelling, Anchor Hunt, RJ Hunt and Radio Jingle.

Topics and instructions were provided beforehand and a fair and smooth running of the competition was ensured. All the events were judged by eminent media personalities. Winners of each competition were awarded for their performances.

COMPETITIONS OF MEDIA FEST



Valedictory Ceremony marks the end of Vritika 2019

Marking the absolute success and enriching exposure of the two-day Media Fest-Vritika 2019, a valedictory ceremony was organized on November 15, 2019 in the newly built Amphitheatre of DME.

The valedictory ceremony highlighted the true spirit of compassionate journalism, by honouring four eminent faces of the media world- Dr Sanjio Singh, News Editor In charge Market Mantra, News Services Division, All India Radio; Ms Peenaz Tyagi, Senior Anchor/Editor, News Nation; Ms Deepti Sachdeva, Senior Broadcast Journalist and Anchor and Mr Pradeep Tiwari, Assistant Editor, The Pioneer Hindi newspaper. They were awarded with the prestigious 'Ganesh Shanker Vidyarthi Award' for Value-based Journalism for their contributions towards religious harmony and their relentless

work for social causes in the media industry.

The awardees extended their gratitude and enlightened the young aspirants to present valuable content to the community. The winners of various competitions of Vritika 2019 held on November 14 and 15 were also felicitated with prizes. The event was electrified by various cultural performances.

The event witnessed the presence of Prof. (Dr) Susmita Bala, Festival Director, Vritika 2019, Prof. (Dr) Ambrish Saxena, Festival Advisor, Vritika 2019 and Dr Ravikant Swami, Director, DME. The session concluded with a vote of thanks by Ms Manmeet Kaur, Assistant Professor, DME Media School.

VALEDICTORY CEREMONY

Journalism for the greater good Ganesh Shankar Vidyarthi Award

Awarding media personalities who follow the footsteps of Ganesh Shankar Vidyarthi.

Media plays a great role in bringing positive change in the society. Journalists who contribute towards social upliftment and religious harmony are an essential cog in the development of the nation. Such eminent journalists were honored with the 'Ganesh Shankar Vidyarthi Award' for value-based journalism during the two-day media fest, Vritika 2019.

Ganesh Shankar Vidyarthi was a very important person in India's freedom struggle. He was not only a freedom fighter, but also a brave editor. He used his newspaper to induce social change and fight against oppression faced by people. He showed the true power of mass media in the society.

Four journalists were given the 'Ganesh Shankar Vidyarthi Award' during the Valedictory ceremony of Vritika 2019 on November 15, 2019. The honorable recipients were - Ms Deepti Sachdeva, Senior broadcast journalist and Anchor with Republic; Ms Peenaz Tyagi, Editor and a Prime-time Anchor in News Nation; Dr Sanjio Singh, News Editor In-charge, Market Mantra, News Services Division; and Mr Pradeep Tiwari, Assistant Editor, Pioneer.



“ IN CONVERSATION WITH ”

Pramod Pandey

"Need to acquire blend of skills and knowledge to be fully prepared for the job market"



You have completed 2 years at Delhi Metropolitan Education, how has been your journey so far?

Working at DME is a memorable 2 years journey. I have thoroughly enjoyed teaching the students here and this place has taught me a lot. My experience so far has been very enriching. DME is a very nice place to work.

You worked as a Junior Research Fellow, describe the challenges and learnings that came with it.

Working as Junior Research Fellow allows one to be fully devoted to research without any financial concerns. The challenges are however same as any other non-JRF research scholar. Since one spends majority of the time in the university department surrounded by other research scholars and academicians, there is a lot of learning that takes place outside the class as well.

What is your area of expertise and what subjects do you like teaching?

I opted for Corporate Communication,

PR and advertising after my graduation. However, my favourite subject or the subject that I really enjoy teaching are Development Communication and Media Research. Regarding specialization, I believe that currently I am too premature to be calling myself specialist in a subject.

A piece of advice for your students

Students need to take up these three years very seriously. The major concern is the lack of seriousness from the side of the students while pursuing graduation. They tend to panic only during the final year which is too late for a wakeup call. The students need to acquire a set of skills and knowledge to be fully prepared for the industry. Not to forget, the economic wind is blowing and the students need to adjust their sail accordingly. They need to be inquisitive and curious about understanding the opportunities and work accordingly.

Interview by Deepika Dhawan

1. TRAI sets regulations for DTH channel prices

With consumer interest in mind, Telecom Regulatory Authority of India (TRAI) made amendments to the regulatory framework for cable and broadcasting services. The amendments are to be effective from March 1, 2020. The highlight of the amendment is the cap on any channel of a bouquet to be ₹ 12 per month. Other changes include, sum of MRP of all the a-la-carte channels in a bouquet cannot be more than one and a half times of the price of the bouquet. Also, MRP of any a-la-carte channel cannot be more than three times the average price of any channel in that bouquet.

2. Eros Now partners with Verizon Media Platform to meet global consumer demand of Bollywood content

Eros Now, an OTT entertainment platform is using the Verizon media platform to meet the growing global demand for high quality streaming of Indian cinema. Eros Now has gained over 177 million users while boasting a huge collection of movie titles, TV shows and original short content. Due to their desire of delivering high quality experience to international audiences, Eros now have partnered with Verizon for their renowned streaming capabilities and high-performance network.

3. IRS Q3 2019 indicates decline of print and growth of digital media and radio

The Q3 data of 2019 released by Media Research Users Council (MRUC) shows the trend of growth and decline of

various media verticals. The 2019 Q3 data is a rolling average of the last quarter of IRS 2017 (Q4) and three quarters of IRS 2019 (Q1+Q2+Q3). TV viewership has remained the same with 76% of the sample viewing TV. Internet and Radio saw an increase. Print saw a dip in readership. Newspaper readership dip was imminent in urban area while Magazine readership dip came from rural areas. While Hindi dailies saw no change, English dailies saw an increase and regional dailies dipped a little.

4. Republic Media Network expands its services to USA

Republic Media Network's channels Republic TV and Republic Bharat will be aired in USA through Dish and Sling TV. These are the largest online and TV platforms in USA. Republic Media enjoys great popularity in USA. For the USA market, World View Media Network will work closely with Republic Media Network, taking the association forward after the UK launch of Republic Bharat.

5. ZEE to launch 4 new regional channels.

Media and entertainment network ZEE expanded its regional coverage with launch of 4 new channels. The four channels include – Punjabi general entertainment channel Zee Punjabi and three movie channels - Zee Biskope (Bhojpuri), Zee Thirai (Tamil) and Zee Picchar (Kannada). ZEE has a reach of over 800 million people across India, almost 650 million is through non-Hindi offerings.



Achievements

Prof. (Dr.) Ambrish Saxena

Dean, DME Media School

Dr Ambrish Saxena nominated to Technical Expert Committee of NIEPA

National Institute of Educational Planning and Administration (NIEPA), deemed to be university has set up National Resource Centre (NRCE) for creating resources for the use of teachers in higher education so as to augment teaching-learning process and enhance research. This is part of a project Pandit Madan Mohan Malviya National Mission on Teachers and Teaching (PMMNMTT) initiated under the aegis of the Ministry of Human Resource Development. Prof (Dr) Ambrish Saxena, Dean, DME Media School has been nominated to the Technical Expert Committee for this National Resource Centre being set up by NIEPA. The first meeting of this committee was held on January 3, 2020 in NIEPA office.

Deakin University invites Dr Ambrish Saxena to become member of Research Network in Australia

Deakin University is in the process of establishing a Research Network in Asian Media and Cultural Studies. The network will be trans-disciplinary, intending to draw in scholars from across the arts, social science and humanities disciplines and who work in both national and transnational Asian contexts. The network will run two major events in 2020 with mirroring events planned for the following year in China and India. Prof (Dr) Ambrish Saxena has been invited by Professor Sean Redmond, Deakin University to become a member of this research network in Australia.



Semester at a Glance



Patron-in-Chief: Mr. Vipin Sahni, **Patrons:** Mr. Aman Sahni, Justice Bhanwar Singh, Dr. Ravi Kant Swami, **Editorial Advisor:** Dr. Ambrish Saxena, **Editor:** Dr. Susmita Bala, **Assistant Editors:** Mr. Mohammad Kamil and Ms. Deepika Dhawan **Design & Layout:** Mr. Anmol Mehta, Gaurav Tyagi, Shubham Mandal, Kanahiya Bansal **Teacher Contributors:** Mr. Ritwik Ghosh **Student Editorial Team:** Kausik Das, Priyanka Naithani, Kushagrata Thakur, Palak Jaiswal, Yukta Prakash, Shubham Mandal, Aamaan Alam Khan **Photography & Visual Effects:** DME Frames