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October 2020 Fortnight Issue 1 8 Pages

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## Vritika

2020

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'Unmasking identity in Corona crises'

5<sup>th</sup> - 7<sup>th</sup> November 2020

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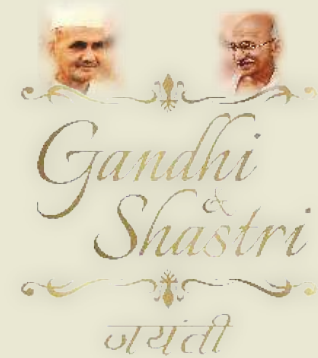
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## An indebted nation pays tributes to Mahatma Gandhi and Lal Bahadur Shastri

DME Media School celebrates birth anniversary of the two legends



Celebrating the 151<sup>th</sup> birth anniversary of the 'Father of Nation - Mahatma Gandhi' and 116<sup>th</sup> birth anniversary of 'Former Prime Minister of India - Lal Bahadur Shastri', SPARC, the students' council of DME Media School, hosted a two-day event - 'Gandhi and Shastri Jayanti' through online platform Zoom on October 1-2, 2020



A two-day celebration: October 1-2

## Be an edifice not a structure, the structure can fall but edifice will remain, says Sunil Shastri while remembering Lal Bahadur Shastri

- Kausik Das

Day-2 of Gandhi and Shastri Jayanti witnessed the presence of Mr Sunil Shastri, Former MP and UP Minister. Mr Shastri recollected memories of his father – Former Prime Minister and Bharat Ratna – Lal Bahadur Shastri and encouraged the students to keep his spirit alive.

The session on the topic – '**Lal Bahadur Shastri – A Symbol of National Pride**' took place on digital platform zoom on October 2.

Mr Shastri remembered his father and shared many stories of him. He mentioned that his father was very dedicated to the country and put the nation before himself. He talked about how his father would guide him. "My father asked me - Be an edifice, not a structure because the structure can fall while the edifice will remain."

He said that he continues to live by the ideals of his father, and this has made him a better person. Mr Shastri expressed his desire to propagate his father's philosophy in the world as people need such ideas in the modern world. Spellbound with great production work of DME Media School and the love Mr Shastri received during the programme, he promised to visit DME soon.



*Sunil Shastri is an Indian politician and a former cabinet minister in the Government of Uttar Pradesh. Before joining politics, he served the Bank of India as an Officer in different capacities for fourteen years. Sunil Shastri is the 3rd son of Bharat Ratna Shri Lal Bahadur Shastri-the second Prime Minister of India. He held several positions in public offices such as Minister for over 8 years in the Government of Uttar Pradesh. He was appointed as the Chairman of the Minimum Wages Advisory Board, Ministry of Labour, Government of India in the year 1990. He was also nominated as a Member of the Second National Commission on Labour (SNCL) in the year 2002.*

Continued page 2

Dr Ambrish Saxena, Dean, DME Media School, addressed the gathering with kind words about Mr Sunil Shastri. He expressed an anecdote regarding the impact Lal Bahadur Shastri had on him and his family growing up. Dr Susmita Bala, Head, DME Media School, welcomed and dedicated two oil paintings made by her to Mr Shastri.

Mr Aman Sahni, Vice-Chairman, DME, said – we always cherish the ideals of Mahatma Gandhi and Lal Bahadur Shastri and fondly remember their contribution to the well being of mankind. Dr Ravi Kant Swami, Director, DME expressed his gratitude to the chief guest and shared his ideas about the impact Lal Bahadur Shastri's ideology has in today's world.

The session also witnessed activities like quiz and slogan writing competitions. While Mayank Vaish and Mansi Nangia emerged as the winner of Quiz competition, Muskan Baweja bagged 1<sup>st</sup> position for the slogan writing competition.

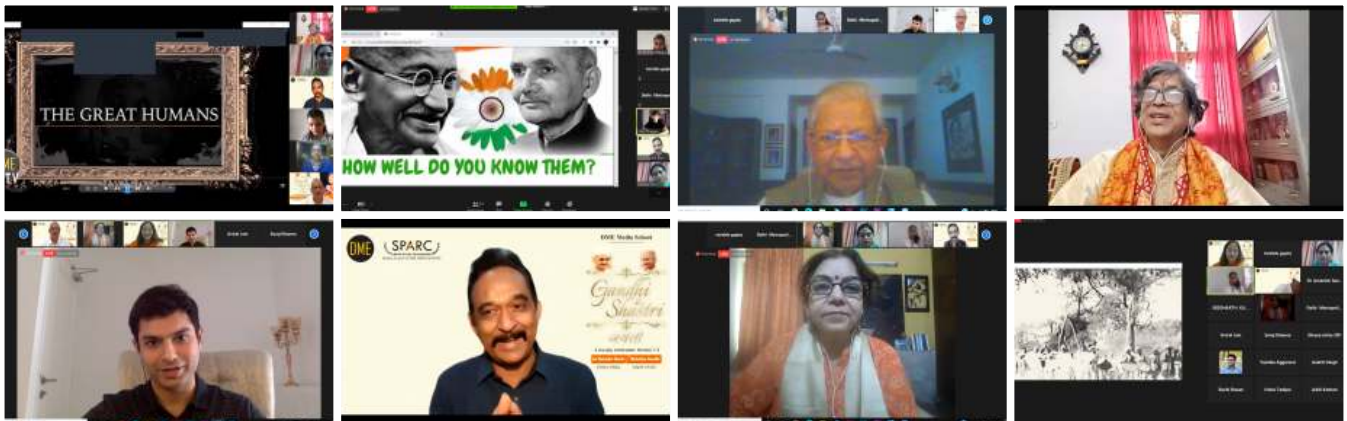
Apart from the activities, the audience was treated with a Radio Documentary on Mahatma Gandhi prepared by the Alumni of DME Media School. A

radio feature- '**Shastri Ji : Aaj Ke Zarurat**' prepared by 'Radio Intersect, the radio society of DME' on Lal Bahadur Shastri and his ideas was also played.

Ms Deepika Dhawan, Assistant Professor, DME Media School and faculty coordinator, SPARC concluded the event and extended a vote of thanks to the guest, faculty members and students for organising the programme of such high value.

A documentary '**The Great Humans**', produced by DME Media School, was also screened. The documentary depicted the journey of Mahatma Gandhi and Lal Bahadur Shastri- their life values and the impact they had on people. It familiarised the viewers with the efforts of Gandhi and Shastri in eradicating hate while resorting to the experiment of Truth and Non-violence in India's struggle for freedom. It showcased their resilience while protesting against the oppressors and the will to never give up.

This documentary was produced by the creative team comprising Dr Ambrish Saxena, Mr Sumantra Sarathi Das and Mr Ritwik Ghosh.



## World getting back on Gandhi's path: Lakshmi Shankar Bajpai

- Amaan Alam Khan

Day-1 of Gandhi and Shastri Jayanti celebrations witnessed the presence of Mr Lakshmi Shankar Bajpai, Former Deputy Director General, All India Radio, who illuminated the viewers on the topic '**Contemporary Values of Gandhian Philosophy**'.

Mr Bajpai initiated his speech by talking about the greatness of Lal Bahadur Shastri and his devotion towards Gandhi Ji. He underlined the global influence of Mahatma Gandhi's values and teachings, and the respect shown to him by numerous countries worldwide by way of erecting his statues.

Mr Bajpai claimed that people of this generation have failed in adopting Gandhi's values and have resorted to spreading lies and disinformation about him through social media and other media platforms. He also refuted the difference in ideology of Bhagat Singh and Gandhi and asserted that Bhagat Singh followed the path of non-violence as propagated by Mahatma Gandhi till his death.



*Lakshmi Shankar Bajpai is a poet, Gazalkaar, and communicator. He retired as a Deputy Director General from AIR Akashwani. He started his career as PEX from AIR Gwalior. He has given new*

*dimensions to Hindi commentary. Lakshmi Shankar Bajpai was the only poet representing India at 2013 World Poetry Festival, held at Venezuela. He was awarded Children's Literature Award by Delhi Hindi Academy. He has been a translator and moderator of AIR's prestigious 'All Language Poets Conference' several times. His Poems have been published in numerous magazines of the country and abroad.*

Continued page 3



He further talked about Gandhi's role in including women in movements and bringing them to the forefront through persuasion. "The entire world is getting back on the path of Gandhi," said Mr Bajpai while talking of Gandhi's simplicity.

Mr Bajpai took several questions from the viewers and advised them to tackle misinformation with facts while recommending books like - 'The story of my experiments with truth' and 'Hind Swaraj'.

Dr Ambrish Saxena, Dean, DME Media School apprised the viewers about the 'International Day of Non-Violence' which is also observed on the second

of October. Dr Ravi Kant Swami, Director, DME, and Dr Susmita Bala, HOD, DME Media School also expressed their views on Gandhian ideology.

Earlier the programme commenced with Mahatma Gandhi's favourite Bhajan, 'Vaishnav Jan to'- performed by SPARC member - Siddharth Kukreja. Subsequently, a documentary- '**Gandhi's India**' was played where students of DME Media School expressed the Gandhian value that they have instilled in themselves. A radio feature- '**Gandhi Ek Kadam Swadhinta Ki Ore**' prepared by 'Radio Intersect, the radio society of DME' on Gandhi Ji was also played.

## Quotes




Gandhism is relevant today not as an -ism but as praxis. It has once shown how its tenets could oust a structural form of dominance and exploitation, so much so that it became the guiding light for the rest of the world. In times when resistance is out on the streets under the leadership of students and women in India, Gandhian thought and praxis empowers this subaltern class and democracy at large.

- Shabeeh Rahat




Gandhian values of Swaadheenta and Non-violence should be the commandments of today. It is only through these grounded virtues; we can rise from the mess that we have created for ourselves.

- Deepika Dhawan




The weak can never forgive, forgiveness can only be given by strong by following principles of Ahimsa and peace.

-Surya Saxena




An eye for an eye will make the whole world blind so to achieve peace and harmony the path of Ahimsa shown by Gandhi Ji has to be followed.

- Kush Kalra



One of Gandhi's philosophies believed nature has enough for human needs but not for human greed. He always supported simple living. This holds massive importance in the current period. Various problems like climate change, global warming, pollution, pandemics are consequences of human greed and its high time that we follow the philosophy of simplicity and non-materialistic livelihood to save this world and make it a better place to live.

- Pooja Tripathi



Simple living; high thinking, Honest to oneself and to other beings. Practice Ahimsa not to hurt others and your conscience, Let the first step towards the change be mine. Be happy, be contented with folded hands and pray. Live with dignity; the Gandhian way.

- Shanu Jain



The Gandhian philosophy of "being the change one wants to see in the world around" is the need of the hour, especially in a society where everybody talks about change but very few take the responsibility. Just like Gandhi proved, action speaks louder than words, and that is what the world needs right now.

- Shefalli Chhibber

## Students get expert insight into Media Research from Dr P N Vasanti

- Kausik Das



*Dr P N Vasanti is an active advocate for more accountable media. She heads the Centre for Media Studies (CMS), an independent, research-based think tank. She also leads CMS VATAVARAN – Asia's largest International film festival and forum on environment and wildlife. She is also the Director of the leading rating and market research firm MDRA. She specializes in strategy development, designing, researching, and evaluating communication initiatives and development programs. She has a PhD*

*in Media Studies (JNU) and has double Masters Degrees in Applied Psychology (Jamia Millia Islamia) and Management (FMS, Delhi University). Children, Gender and Conservation, are three key areas of her work, concern and interest.*

DME Media School presented the second BG Verghese lecture of the current academic session on September 23, 2020. Dr P N Vasanti, Director General, Centre of Media Studies (CMS), New Delhi, elevated the session with her expertise on '**Trends in Media and Communication Research**'.

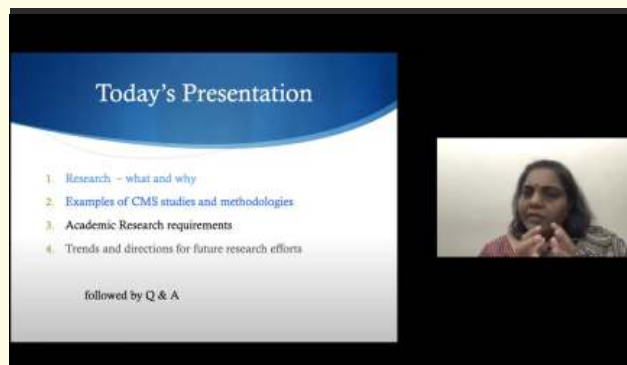
Being an experienced researcher, Dr Vasanti shared her knowledge on media research and helped the media students understand the subject in a better manner. She explained why research is done. She also talked about the importance of keeping abreast with changing dimensions while conducting research as trending topics attract people towards research.

While explaining various methods of conducting research, Dr Vasanti said, “Using mixed methods to triangulate our findings can be extremely effective in finding answers”.

She further talked about the impact the research can make on the society while underlying ethics in research. “Journalism originates from various disciplines, and it is important to understand the ethical issues related to research”, she said.

Before concluding the session, Dr Vasanti answered several questions about media and communication research asked by the faculty members and the students. “Find something that moves you and do it well. This will drive you towards your purpose”, she added.

Dr Ambrish Saxena, Professor and Dean, DME Media School, thanked Dr Vasanti for providing the students key insights into media research. Dr Susmita Bala, Professor and Head, DME Media School also expressed her gratitude for an enriching session and encouraged students further to explore possibilities in the field of research.





## National Monologue Competition by TAABIIR

### DME provides platform to artists from across the country

- Mohd Kamil and Siddharth Kukreja

*"I am no bird; and no net ensnares me: I am a free human being with an independent will."*

When corona pandemic is restricting everyone to step out and express, the above lines by Charlotte Bronte were perfectly portrayed by the young performers during an online National monologue competition organised by Delhi Metropolitan Education (DME) on September 18.

The competition organised by the theatre society of DME, TAABIIR, witnessed participation from across the nation where students showcased their talent on a variety of issues. Dr Susmita Bala, Professor and Head, DME Media School & Convener, TAABIIR and Mr Mohit Kishore Vats, Assistant Professor DME Media School and co-convener, TAABIIR, judged the competition.

Each participant displayed their distinct monologue skills and incorporated different characters and elements while speaking on a chosen topic for a given time limit. Each monologue was systematically examined and analysed by the conveners, who then marked the performers

accordingly.

Impressed by the stunning performances, Dr Bala and Mr Vats praised the students and guided them to improve and enhance their monologue skills even further.

Earlier, the event commenced with the co-convener apprising the participants about the rules and guidelines of the competition and wishing them all the very best.

Concluding the event, names for the best performers were announced in which Sufyan Khan of Jamia Millia Islamia University secured the first position and won an Amazon gift voucher worth rupees one thousand, Siddharth Kukreja of Delhi Metropolitan Education, GGSIPU bagged the second position winning seven hundred and fifty rupees Amazon gift voucher and Pratishta Bagai of Symbiosis College, Pune, secured the third position and got a five hundred rupees Amazon gift voucher. Apart from this, participants were given achievement and participation certificates.



## Quiz competition by DME Cine Treasures

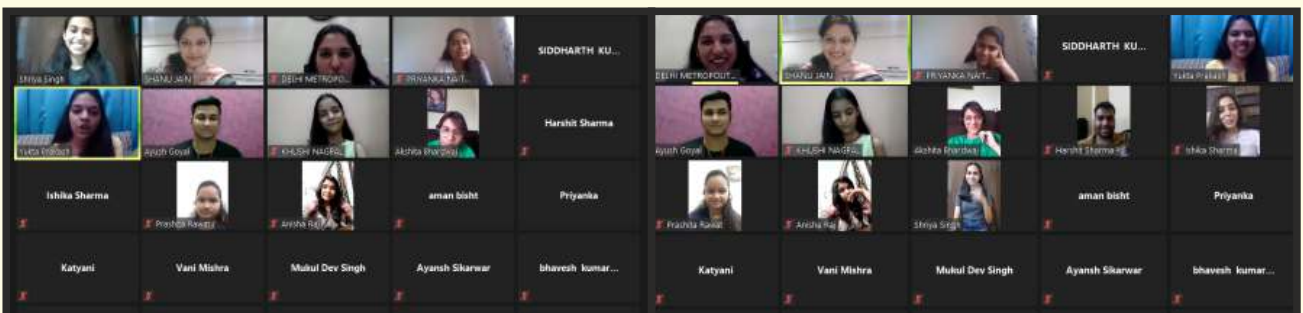
### DME movie buffs get quizzical

- Shriya Singh

Cinephiles of Delhi Metropolitan Education (DME) had an eventful day when DME Cine Treasures-the film appreciation society of DME organised an Inter-departmental quiz competition based on Indian Cinema on September 26.

In the quiz titled 'CineBuzz', students from all three schools of DME participated. The quiz had four engrossing rounds- 'Guess the movie by scene', 'Guess the song from English translation, 'Guess the movie by the emojis' and 'Rapid Fire Round'.

The quiz took place under the supervision of Ms Manmeet Kaur, Assistant Professor DME Media School & Convenor, DME Cine Treasures and Shanu Jain, Assistant Professor, DME Management School & Co-Convenor, DME Cine Treasures. Yukta Prakash and Priyanka Naithani, Student Conveners, Cine Treasures and Ayush Goyal and Shriya Singh, Student Coordinators of the society helped in the overall coordination.





## Students learn radio production techniques in an online workshop at DME

- Yashika Aggarwal

Students of DME media school got an opportunity to attend an online workshop on radio production organised by Radio Intersect- the radio society on September 30.

The workshop, conducted by Mr Ritwik Ghosh, Assistant Professor, DME Media School, was held to demonstrate techniques of audio editing, mixing and programme packaging for the students of Radio Programming and Production. Mr Ghosh, who has previously worked with organizations like BBC World Service and All India Radio, used his radio production experience and creativity to show the students how an audio programme package could be made using Adobe Audition software. As a demonstration he used a pre-recorded voice-over prepared by one of the participants, along with music and dialogue clips from the film 'Shakuntala Devi' to show the process of producing a film review package. He focused on the creative aspect of the

process and motivated students to level up the boundaries of their imagination.

Dr Ambrish Saxena, Dean, DME Media School, who has had years of experience working in the radio industry, also encouraged the enthusiastic students during the event. While addressing the audience he said, "To learn radio production you need to listen to radio programmes regularly". Dr Susmita Bala, Head, DME Media School, also graced the event and motivated the students to develop a keen interest in radio.

Concluding the session, Ms Tinam Borah, faculty convener of the Radio Society told the students that audio editing is a complex process and cannot be mastered in a single workshop without practical exposure. She said, "The best way to learn is to get hands-on experience on the software and explore its various features". She also extended a vote of thanks to the participants and the organising team.



## First virtual live event of DME Radio Intersect Students lock horns in RJ Hunt contest

- Yashika Aggarwal

Radio enthusiasts of DME comprising students of all three schools and the members of DME Radio Intersect came together in the radio society's first virtual live event of the session- an inter departmental RJ hunt on September 25. Dr Ambrish Saxena, Dean, DME Media School, greeted the audience with his warm words of encouragement. Dr Susmita Bala, Head, DME Media School, also graced the event with her presence. The competition was judged by Ms Sukriti Arora, Assistant Professor DME Media School. While addressing the audience she said, "Radio jockeying is an art of spontaneity."

The event gave an opportunity to the participants to unleash the RJ in them and gave them a platform to express their lesser known selves. Anuja Saklani, the

holder of the first position pulled together her melodious voice and the current scenario of Covid-19 into an interesting jam of words. Ms Arora mentioned it to be relatable and engaging for the listeners. Tanisha bagged the second position with her words mainly focusing on the need to be alive. The lively performance was acknowledged by Ms Arora for being relevant in today's scenario. Also, Nidhi Sahai got a special mention for her out-of-the-box content on the connection between love and patriotism.

Concluding the session, Ms Tinam Borah, faculty convener of the Radio Society extended a vote of thanks to the participants and the organising team.





## Faculty Achievements

### Dr Ambrish Saxena approves PhD pre-submission in Amity University

Dr Ambrish contributed as subject expert in the pre-submission of the PhD thesis of research scholar Ms Malvika Singh in Amity University Noida on September 21. He was invited by the Amity School of Communication, Amity University Noida to be an expert in this session and advise and approve the pre-submission. This online session was conducted on the Microsoft team.

## Portrait of a Theatre Artist

- Sachin Nair

Often interviews reveal hitherto unknown aspects of public figures with proficiency across disciplines. Robroo Theatre group interviewed one such individual, Dr Ambrish Saxena, veteran journalist and media educator on September 21 through their flagship live show Shakhsiyat. The interview was taken by senior theatre artists and TV actor Kajal Suri.

Shakhsiyat means personality and accordingly Kajal Suri has designed this show to project the personality of an artist in each show. She is doing this show live on Facebook and YouTube on all 7 days in a week. The interview of Dr Saxena was 60<sup>th</sup> in the series.

Interview revealed that Dr Saxena, who authored seminal media textbooks, pioneered media academics, trained scores of journalists has also been awarded by Sangeet Natak Akademi.

Owing to the temperament across humanities and social sciences, the journalist turned artist is a prevalent

figure. Dr Saxena has the exception that his journey was a reversal -fiction to nonfiction, with the added distinction of excelling in a third field- Academics.

He directed plays in 1970s and 1980s, rallied theatre artists to give workshops. The passion for theatre lead him into adapting acclaimed plays for proscenium theatre, working with stalwarts like Badal Sircar and Laxmi Narain Lal and becoming a scriptwriter for TV, street theatre, radio along with acting for TV. In his interview, he spoke about the artist's social commitments, knowledge and through his own example, how passion for art trumps all adversities.

Dr Saxena has also trained numerous students in cinema and television and has organized international film festivals. He has also anchored popular programmes on radio with wide national reach.

Journalists state facts and interpretations, Artist express and a teacher trains in interpretation and expression - in one lifetime he has managed to excel in all three!



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# SPARC members attend Intercultural Dialogue about the COVID-19 Pandemic presented by Chinese and Australian universities

- Kausik Das

Panel-two of 'The Asian Pandemic Panel Series' on 'Intercultural Dialogue about the COVID-19 Pandemic' took place on September 23, 2020 via digital platform zoom. Members of Student body of DME Media School, SPARC, attended the panel series co-presented by The School of Journalism and Communication, Tsinghua University and The Asian Media and Cultural Studies Network, Deakin University.

Prof Wei Shen, Associate Pro Vice-Chancellor (International Relations), Deakin University, Jean Monnet Chair Professor, was the chair for the day. The session witnessed a comprehensive intercultural dialogue on issues of social, cultural and political nature arising during the pandemic.

Dignitaries from global institutes - University of Nottingham Ningbo, Tsinghua University, Deakin University and Peking University, presented their research on pertinent topics regarding COVID-19.

Prof (Dr) Xiaoling Zhang, Chair Professor in Creative Industries, University of Nottingham Ningbo, presented her research on 'UK media coverage of China's handling of the COVID-19 outbreak'.

She talked about contrasting media coverage regarding China's handling of COVID-19 by UK media channels such as – BBC, The Guardian and The Daily Mail. Using a detailed presentation, she showcased how sentiments surrounding China changed and evolved over the course of the first COVID-19 wave.

The presentation on 'Mediated action against illegal and unregulated wildlife trade/consumption in the shadow of the COVID-19' by Jia Dai, Associate Professor, School of Journalism and Communication, Tsinghua University, dived into the analysis of videos and comments regarding the consumption of wildlife.

The relation between wildlife virus and Human virus was talked about. The emotions surrounding China and COVID-19 were categorized and studied.

Dr Usha M. Rodrigues, Senior Lecturer in Communication, Faculty of Arts and Education, SCCA Arts & Education, Deakin University, presented a research on 'Regulation of COVID-19 fake news infodemic in China and India' alongside Dr Jian Xu, Lecturer in Communication, Faculty of Arts and Education, SCCA Arts & Education, Deakin University.

Their presentations looked at the spread of fake news surrounding COVID-19 and the varying way in which India and China dealt with it. The campaigns to tackle fake news by the government of either country was talked about.

Li Zhang, Associate Professor, School of Journalism and Communication, Tsinghua University, presented her research on 'The EU-China cross-cultural conversation on the COVID-19 pandemic'.

She talked about EU's public diplomacy in China and its self-image building in China. She did an extensive analysis on numerous delegations and posts during the initial stages of pandemic spread.

A research on 'Let's mask together and be all right: Public health social media campaign among Chinese fandom publics during COVID-19 pandemic' was presented by Qiaolei Jiang, Associate Professor, School of Journalism and Communication, Tsinghua University. Prof Jing Xu, Professor of Marketing, and MsShiyu Liu, Peking University, were part of the research work.

Qiaolei Jiang talked about the importance of the topic – wearing a mask or not. She also discussed the role of opinion leaders in spreading a message to the people.

Prof Anbin Shi, Ministry of Education Endowment Professor of Global Communication, Associate Dean (Research), School of Journalism and Communication, Tsinghua University, was the discussant for the session. He gave his insights about the various research papers presented on the day.

“These are very comprehensive studies on important topics from communication context.”, he said.

Talking about celebrity involvement in communication regarding COVID-19, Prof Sean Redmond, Professor of Screen and Design, Faculty of Arts and Education, SCCA Arts & Education, Deakin University, mentioned that celebrities can communicate very deeply with their fans. “Lots of people get solace from celebrities' messages”, he said. The session also had a brief Q&A round where the panelists answered relevant questions.

Prof Wei Shen concluded the session with a vote of thanks.



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