



Delhi Metropolitan Education

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PRESS RELEASE Day-7

Prof. Umesh Arya demonstrates the use of Google Power Searching and Data Scrapping

#conference4change

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NOIDA: Demonstrating Google searching, Day-7 of the International Conference ICAN³ organized by DME Media School began with an elucidative Master Class on the topic 'Google Power Searching and Data Scraping' by Prof. Umesh Arya, Chairman, Department of Communication, Media and Technology, Guru Jambheshwar University of Science and Technology, Hisar, Haryana on June 27, 2020.

Prof. Arya started the session in his unconventional style by asking everyone to do a breathing exercise. He said, "Everything should be done with a skill to get the right results".

In the engaging session, Prof. Arya picked up examples from the audience to explain the deeper working of Google power searching. He gave hands-on training on software like Outwit and Link Clump and discussed its significance in media research. He systematically demonstrated how to fetch relevant results through Google and scrap the data. The inquisitive viewers asked questions which were answered with live examples.

Mr Mohd Kamil, Assistant Professor, DME Media School moderated the Plenary Session. Prachi Sharma, first-year BA(JMC) student anchored the session.

Dr Susmita Bala, Head, DME Media School and Convenor of ICAN³ in her introductory note of session said, “ICAN³ is a gathering for the quest of knowledge and when it comes to research, no one is better than Prof. Umesh Arya.

The enriching Master Class was followed by a special session on the topic “Critiquing COVID-19 Disaster through communication and Media lens”. The session was chaired by Prof. (Dr) Jaishri Jethwaney, Former course director, IIMC New Delhi who is currently working as Senior ICSSR research fellow in ISID, New Delhi.

Dr Jethwaney spoke at length about the importance of proper communication during troubled time. “Communication is the most important element in disaster management. We cannot always eliminate disaster, but we can manage it” she said. She also stressed the need to tackle false content. Dr Jethwaney emphasised the inclusion of rural concerns in government’s policies which could help the society in the long run.

During the session, Dr Ambrish Saxena, Dean, DME Media School and Organising Secretary of ICAN³ shed light on the abundance of misinformation in the media and the confusion created by contradictory information provided by different sources. He said, “There is a lot of misinformation and disinformation. Even the information provided by world leaders is not always credible.”

Ms Krishna Pandey, Assistant Professor, DME Media School moderate and anchored the session.

Video Link of Master-Class

https://www.facebook.com/watch/live/?v=749935398879528&ref=watch_permalink

Video Link of Special Session

https://www.facebook.com/watch/live/?v=3024365797642533&ref=watch_permalink

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<https://www.youtube.com/playlist?list=PL5MVGfr9PYkha3hiCoDIBg9qr6p85CkrA>

ICAN3 WEB: <https://dme.ac.in/media-school/ican3-2020/>

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