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## Shattering the Glass Screen, DME Media School celebrates International Women's Day

### Eight panellists from six countries participate at international forum

Anjali Pathak and Mohd Kamil

On the occasion of International Women's Day 2022, DME Media School organized an international panel discussion on the theme 'Gendered Media Space: Shattering the Glass Screen' in collaboration with the Gender and Communication Section (GEN) of the International Association for Media and Communication Research (IAMCR). The panel was convened to honour the spirit of womanhood from around the globe and to bolster the stories of inspirational women.

Dr Manmeet Kaur, Associate Professor, DME Media School began the discussion by introducing DME and IAMCR. In the opening address, Dr Susmita Bala, Professor and Head, DME Media School welcomed the guests and expected that the discussion would lead to fresh perspectives for media and communication experts.

The moderator of the session, Dr Wajiha Raza Rizvi, Co-chair, Gender and Communication section IAMCR, Beaconhouse National University, Pakistan and Dr Lucia Gloria Vazquez, Researcher, UNESCO Group Complutense, University of Madrid, Spain, highlighted the paucity of women in the film industry and its reasons. Dr Mariyam Shakeela,

Honorary Consul of Belgium in the Maldives, former Cabinet Member, and CEO of SIMDI Company, added to the conversation by stating that the media plays a significant part in perpetuating gender biases. "The media is to blame," she stated. "Unfortunately, the South Asian media, as well as our patriarchal mindsets, contribute a lot to this chauvinism."

Dr Katia Maria Belisario, Communication Faculty, University of Brasilia, Brazil, and Ms Tahira Habib, Senior Manager Outreach and Complaints, Human Rights Commission of Pakistan, spoke about discrimination that exists even in the most progressive countries of the twenty-first century.

Ms Tami Kashia Gold, Professor and Filmmaker at Hunter College City University in New York, voiced her dissatisfaction with the lack of recognition given to women for their contributions. Dr Safa Osman, Associate Professor, College of Mass Communication, Ajman University, UAE, expressed her contentment that Egyptian women are using social media to express their opinions and are interested in learning about global concerns.

Dr Cristy Mady, Assistant Professor, Notre Dame University, Louaize (NDU), Lebanon

talked about the media environment of her country. She said, "The Lebanese newsroom doesn't have dichotomy, but as the media is owned by the government and there is an issue of glass screen that needs to be removed."

Dr Patricia Nunez Gomez, Director, Applied Communication Sciences, Complutense University of Madrid, Spain discussed how gender roles are impacting kids to choose their jobs when they grow up. "Women are encouraged to soak up the professions like taking care of elders and children, careers in arts and beauty. Whereas, jobs that require strength power, protection of people and science are for Men," she added.

Earlier, Dr Ambrish Saxena, Professor and Dean of DME Media School, spoke on the plight of women and how they are not treated with the respect they deserve. "Women are denied their entitled space, and this space can be within home and at work," Dr Saxena stated.

The insightful panel discussion ended with a Q&A session moderated by Dr Saxena. The panellists answered several questions posed by students of DME Media School.



## International Women's Day 2022

### Cancer warriors, doctors, and caregivers discuss women's health

Priya Mishra

Ahead of International Women's Day 2022, DME Media School held an interactive session on the theme Women's health and cancer: A tale of doctor's spirit and patient's courage at Studio 62 on March 5. This session was held as part of a larger theme of celebrations: Inspiring Women – Indian Faces.

The panel comprised of six inspiring women – Dr (Prof) Meenu Walia, Senior Director and HOD (Medical Oncology), Max Institute of Cancer Care; Dr Aradhana Singh, Senior Consultant & Laparoscopic Surgeon, Fortis Hospital, Noida and President, NOGS; Ms Saima Pervez, Cancer Patient Caregiver and Research Scholar at Amity University, Noida, along with cancer warriors - Ms Sneha Routray, President, Grameen Sneh Foundation; Ms Seema Yogi, Social Worker and Ms Ashima Agarwal, Channel Head, Fab India, Organic India Pvt Ltd.

Dr Ambrish Saxena, Professor and Dean, DME Media School, moderated the session. In the first segment, he interacted with Dr Walia and Dr Aradhana about the major health issues that concern the women of today. Talking about breast cancer, Dr Walia categorically stated that awareness was the key to early detection. "Cancer is treatable, particularly if it is diagnosed at the nascent stage," she said. She also refuted the rumours around the disease and suggested everyone to cross-check the information with a doctor before believing.

Dr Aradhana Singh informed the gathering about the several precautionary measures to prevent cancer. She prescribed that every woman should get a Pap Smear test done every three years from the age of 30 till the age of 55. Dr Singh also suggested lifestyle changes to prevent the occurrence of such diseases.

In the second segment of the event, Dr Saxena interacted with the cancer warriors and the caretaker on the panel.

Ms Saima Pervez shared her experiences as a caretaker. Both her parents were cancer patients and to do justice with their souls, she is now working towards creating awareness about cancer prevention and treatment. Ms Pervez added, "A cancer patient only wants your empathy; do not treat them differently and don't pity their condition."

Ms Sneha Routray, narrated her inspirational story of recovering from cancer, after which she started an organisation named 'Grameen Sneh Foundation' which helps patients access the right treatment.

Ms Seema Yogi, another cancer warrior, explained how she underwent several surgeries and painstaking procedures but never gave up. "When you are sick, the support from your family matters a lot. That is where your willpower comes from and you can conquer any disease."

Ms Ashima Agarwal described her battle with breast cancer during the pandemic. "Despite the support from my loved ones, I preferred to go for my appointments independently." Ms Agarwal also mentioned that she donated her hair, anticipating the hair loss which comes with chemotherapy.

In the final segment, students and faculty members put forth their questions to the doctors about preventive measures, medical infrastructure of the country, treatment options and a lot more. Dr Walia and Dr Singh emphasized that only a healthy lifestyle can help in prevention of these diseases and awareness is the key for a timely diagnosis and successful treatment.





## SPARC breaks the biases of gender on International Women's Day

Kirti Mathur

SPARC, Student Council of DME Media School, celebrated the eve of International Women's Day on March 7 in the Nelson Mandela Auditorium with this year's theme 'Break the Bias'.

Dr Amrish Saxena, Professor and Dean, DME Media School, delivered the opening address on the occasion. He said, "Despite development in all spheres, issues of women continue to plague the society. There are only two concrete ways to achieve their emancipation - ensure their education, even at higher levels and their inclusion in the workforce." He appreciated the recent government projects aiming for gender equality but also emphasized the need for more to be done.

This was followed by a dance and drama performance by students, highlighting the social issues of female foeticide and sexual harassment. It summed up with a powerful dance showcasing the aspirational reclaiming of power by women.

Dr Susmita Bala, Professor and Head, DME Media School, complimented the efforts made by the students and added, "Celebrating women on one day to achieve change is not enough, becoming the voice of women and celebrating them every day is the need of the hour." She emphasized that women must never consider themselves a victim or weak. "Strength comes from positivity of the mind."

Tracing the origins and history of International Women's Day, Mr S Vikram AK, Assistant Professor, DME Media School, recited a poem titled औरतें by रमारांकर यादव 'विद्रोही' and summed up the event. The event concluded with a vote of thanks delivered by student members of SPARC.



## Vibrant India Series: Episode 31 Find a reason to be happy, not an excuse to be unhappy, says Dr Mridula Seth

Drishya Madhur

Episode 31 of the Vibrant India Series, an initiative by DME Media School, featured Dr Mridula Seth, Mental Health Expert and Social Activist, as the illustrious personality on March 9. Held in the virtual mode, the session's purpose was to inspire the students with her life's story.

Dr Susmita Bala, Professor and Head, DME Media School, recapped the series so far and welcomed the guest. She talked about the eminent personalities who have thus far graced the previous episodes of VIS.

Dr Seth initiated the talk with her philosophy of life – to live in the present. She emphasized that being happy is the eternal goal and emphasized on finding and spreading it. "Happiness is not excitement; it is a state of mind, an emotion of joy, pride, contentment, gratitude, a sense of feeling good and having a life that is meaningful and worthwhile," she clarified. She recollected her life's journey as a teacher and a social activist, both roles which gave her the joy of giving and being a contributor to the society.

She then talked about the significance of getting involved in passionate self-development activities. "You have to develop life skills that help you face the challenges in your path. A college degree is needed but it is not

sufficient alone," she advised. Amongst the important life skills, Dr Seth mentioned the value of showing respect and gratitude, of controlling one's emotions, of managing one's time and a lot more. She summed up her talk with a beautiful poem about life and its meaning.

This was followed by an interaction with Dr Amrish Saxena, Professor and Dean, DME Media School, and the students. They asked Dr Seth about her work experiences, particularly as a mental health expert and how she copes up with difficulties of her own life. Dr Seth, in response, talked about the strategies one can use. She also stressed on the need to sensitize the youth about mental health issues and to destigmatize the idea of seeking help for such concerns.

The session was concluded with the final remarks of Dr Saxena. He reiterated some of the ideas presented by Dr Seth and said, "We must become learners for a lifetime. It is a never-ending process. That is the agenda behind VIS – to provide our students with inspirations that push them to learn more and do better."



## 4th Peer to Peer Faculty Development Program Media School chalks out roadmap for post-pandemic teaching and learning

Sukriti Arora

DME Media School held its fourth consecutive Peer-to-Peer Faculty Development Program (P2PFDP) on the theme 'Media teaching and learning in the post pandemic era' on March 4 and 5 in the Seminar Hall. This two-day program was supported by IQAC and powered by SPARC, student body of DME Media School.

Dr Ambrish Saxena, Professor and Dean, DME Media School was the ideator and convenor. Introducing the concept, he said, "This P2P FDP is focussed on challenges and innovations of the newly emerging education system. Additionally, it will also lay emphasis on the learner's perspective, which is why we have students amidst us in the audience".

Hon'ble Justice Bhanwar Singh, Director-General, DME, graced the program's inauguration. He talked about the multiple qualities that make a 'good teacher' and motivated the faculty members to imbibe them.

The dais was next taken by Dr Ravi Kant Swami, Director, DME. He remarked, "Peer to peer learning is the best form of learning. All of us have something unique to impart."

Over the period of two days, thirteen members of the Media School delivered their presentations on various sub-themes, followed by enriching discussions and rounds of question-answers that engaged every person in attendance.

**Dr Ambrish Saxena**

### **Innovative methods of participatory teaching and learning**

As the ideator of this program, Dr Saxena's presentation encompassed almost every aspect of teaching and learning as he chalked out a path for replacing obsolete methods with innovative ones. "In the digital age, students and teachers have access to the same resources. Hence, a classroom lecture has little to no relevance," he stated. It was emphasized that teachers must adopt a broader approach that engages students through discussion forums, YouTube channels, social media outlets, and hands-on research. Dr Saxena elaborated on the new techniques he has come up with and their proven results towards improving student engagement and learning in the post-pandemic era.

**Dr Susmita Bala**

### **Use of colours in comprehension and retention of learners**

Prof Bala, in her presentation, talked about use of colours in various media faculties including advertising, brochures, pamphlets and leaflets. She started by quoting Marshall McLuhan, "All media are an extension of some human faculty." She emphasised, "If teachers communicate with the help of colours and by keeping in mind the psychology of colours, our teaching can improve and the understanding of students on the given topic will also be better." She also explained how different colours help deliver different messages and showcased samples of work in a live demonstration.

**Dr Manasvi Maheshwari**

### **E-content generation and delivery: 4 Quadrant Approach**

In her presentation, Dr Maheshwari highlighted the 4 Quadrant Approach of e-learning. She said, "The four elements which can make e-learning interesting and effective are Text, Audio-Visual Resources, Discussion, and Assessment." She gave various examples of how discussion can be added in e-learning. "Interaction is the soul of any learning process and with many new technologies, content developers (teachers) can make learning an enriching experience for the students." She also explained the process of developing e-content with special reference to media subjects. In light of Academic Bank of Credits, she discussed that blended learning is the new normal, it is imperative for all the educators to adopt the new ways of teaching and play role of facilitator for the students.

**Dr Manmeet Kaur**

### **Back to Classroom: Perspective of the Students**

The presentation by Dr Kaur revolved around the challenges of shifting from online to physical mode of learning from the student's perspective. She elaborated on the theme with cases from her mentorship, where students had shared their experiences about the same. "The shift has taken a toll on their minds. Students have admitted to issues of low confidence, consciousness about their appearance and peer group expectations." Dr Kaur mentioned that students reported anxiety issues in facing crowds in the college. She recommended that adapting a multi pronged approach in the upcoming times was necessary to maintain an equilibrium within the system.

**Ms Mudita Raj**

### **Psychological First Aid: Understanding students in the blended mode of teaching**

Ms Raj described Psychological First Aid as a humane, supportive response to a fellow human being who is suffering and who may need support. She explained the goals of PFA and stressed on its importance as students shift back to the offline mode. She also explained that PFA cannot replace formal and medical therapy. To conclude she elaborated on the principles and actions that can be undertaken to administer Psychological First Aid in the classrooms.

**Ms Sukriti Arora**

### **Re-imagining media education & evaluation in the post-pandemic era**

Keeping aside the aspects of teaching, Ms Arora's presentation focussed on the issues of evaluation as posed by the online mode of examination. "Despite all our efforts at proctoring, students find means to be dishonest in exams as well as assignments. And because it is not explicit, they have to be given the benefit of doubt," she said. She mentioned that this has led to lack of sincerity and effort amongst the students and a weakening of feedback mechanism. Ms Arora summed up the presentation saying, "Pandemic or no pandemic, pen and paper mode of exams should be brought back."

**Ms Sruthi VS**

### **Kranti in Classroom**

The disruption of classrooms caused by the pandemic formed the backdrop of Ms Surthi's presentation. She said, "with everything moving digital, the media classroom especially has gone through online, offline, and hybrid mediums. Increasing fake news, disinformation, post-truth, echo chambers, present a new challenge not only to media students and scholars but everyone in the world." Her presentation 'Kranti in Classroom' took a philosophical reflection on the role of learning in the 'new normal' and presented a view of 'dialogical encounter' between faculty and students to take up a pedagogy of courage for unmuting the classroom, unpacking assumptions and acting to become thoughtful democratic citizens.

**Ms Medhavi**

### **Crafting the Constructivist Classroom: Pedagogy and Practice**

The presentation by Ms Medhavi emphasized on the need to create an effective and empathetic classroom environment by focusing on student-centred learning (SCL). She began with a comparison of Traditional and Modern Education Models and asserted on building a deep connection between the academic curriculum and student interests by building an assessment technique to measure the learning aptitude of students. She then discussed about techniques to transform and develop students by moving towards a more community-driven approach which involve critical thinking, open-ended conversations and student empowerment. In the end, she elaborated few



student-centred teaching strategies such as Inquiry based learning, Choice Boards, and Flipped Classrooms.

### **Mr Vishal Sahai**

#### **Effectiveness of Idea Creation in Teaching-Learning Process**

“Idea is the essence for all innovation,” said Mr Sahai introducing his theme for the presentation. He mentioned that the pandemic has forced our hand to find new and innovating methods of teaching. At the same time, it is important for learners to find inspirations from their surroundings and induce creativity into their work. Mr Sahai laid special focus on the sources of idea generation that can be found in day-to-day life.

### **Mr Mohd. Kamil**

#### **Using online tools to improve e-content generation and delivery**

Mr Kamil demonstrated how to modify PDF files using online tools and how to add a reference landing page to a portfolio. He displayed how to add, remove, and enhance material in a PDF file using online editing websites like PDFescape. He demonstrated writing, freehand, inserting links, offering annotations, and adding, removing, appending, and cropping a PDF file using the software. He further showcased how a reference landing page may redirect you to several pages, presenting profiles on various platforms and enhancing portfolios.

### **Mr Sumantra Sarathi Das**

#### **Etiquettes of the inevitable virtual world**

“There is no escaping the virtual world.” Mr Das started his presentation with a definitive statement and suggested that everyone must learn the ropes of this business, irrespective of the pandemic. He took the audience through a list of

dos and don'ts to guide one's behaviour in the online world. “The world is watching you during an online event. Even your minutest movement and sound is captured,” said Mr Das reiterating the importance of alertness on such platforms. “There is no going back,” he summed up and highlighted the hybrid mode of education as adopted by DME Media School and recommended everyone to grasp the nuances of this new system.

### **Mr Sachin Nair**

#### **What makes a great teacher?**

This pertinent question formed the title and theme of Mr Sachin Nair's presentation, which was segregated into three parts. In the first segment, he addressed the diminishing budget allocation and implementation in the education sector within the past one decade. In the second part, he asked members of the audience to talk about the one teacher who made an impact in their lives. In the third, Mr Nair connected the dots from the previous two segments and explored various qualities of an ideal teacher through anecdotes, studies, and popular culture. He compelled the teachers to think like a student and revisit their practices and pedagogy.

### **Mr S Vikram AK**

#### **Education in the time of Pandemic: Filling in the Voids**

The changing system of school education after the pandemic and how it led to gaps in learning at the college level formed the base for Mr Vikram's discussion. He laid out all the topics that have been omitted from the syllabus at the senior secondary levels, leaving a void for students to fill. He elaborated on the need for proactive self-study by the students and a push from the teachers to make up for this loss.

## **Assembly Election 2022: Results & Analysis** **Students of DME hold live discussion**

Sukriti Arora  
Sufia Mirza

DME Media School hosted a session on Assembly Elections 2022 with live updates and analysis of results from the states of Punjab, Uttar Pradesh, Uttarakhand, Manipur and Goa on March 10 at Studio 62. The session, moderated by Dr Ambrish Saxena, Professor and Dean, DME Media School, saw participation of students from across all schools of DME.

Backed by his extensive knowledge and experience as a political analyst, Dr Saxena apprised the audience about this year's long-drawn election process, controversies surrounding EVMs and the advancements in technology which have made counting of votes a faster process. “There appears to be a clear mandate in almost every state, which is a healthy sign for a democracy,” he stated.

He emphasized that every election is a holistic case study for students to understand various aspects of governance, politics, issues of development, voting patterns and much more. He involved the students in a discussion and invited them to share their observations. “People have started giving more importance to a party's performance than their communal inclinations,” one law student remarked. Another mentioned how we are going back to the 1960s when Congress was the single largest party with a divided opposition. “Now, BJP has become that dominant power while the opposition is in fragments,” he stated.

Mr Vishal Sahai, Assistant Professor, DME Media School, said, “Congress is failing to retain its status of a national party whereas AAP first replaced it in Delhi and now in Punjab.” Calling this a positive sign, a media student commented that regional parties help maintain a healthy balance of power between the Centre and the State.

The discussion moved towards the magnitude of election campaigns wherein Dr Susmita Bala, Professor and Head, DME Media School, said, “Such massive campaigns are unnecessary. People are aware of the work done by political parties and they vote accordingly. The money can be spent on better causes.”

Mr Pramod Kumar Pandey, Assistant Professor, DME Media School, cited the General Elections 2014 and how they marked a shift in election campaign spending. “BJP spent huge sums of money in the 2014 campaign and recorded a massive victory. This resulted in a bandwagon effect on other parties who now believe in this formula of bigger campaigns and better results,” he said.

Questioning the existing form of democracy, Mr S Vikram AK, Assistant Professor, DME Media School, remarked that elections or electoral



management have been falsely propagated as democracy, a view that was contradicted by some in the audience.

Dr Saxena summed up the session with his remarks on the improving democratic system. He said, “India is a vibrant, grassroot democracy despite all its limitations. Electoral reforms are necessary but we are on the right track. It must be our endeavour to contribute to its strengthening however we can.”



## SPARC raises voice against 'war' Three letters that cost a million lives

Agam Kaur

*"Peace is the virtue of civilization. War is its crime"* -Victor Hugo, French writer and dramatist.

Bearing this thought in mind, SPARC, the Student Council of DME Media School organised a virtual session on March 3 for its students and teachers to collectively condemn the ongoing war between Russia and Ukraine.

Dr Ambrish Saxena, Professor and Dean, DME Media School, walked the audience through the consequences of war. He emphasized on the heavy suffering of those involved in the war and even those who have nothing to do with it. "It is the people who bear the brunt, whether it is Russians, Ukrainians, Polish, and even those in far off lands like India." He said, "The atrocity taking place is unimaginable and sadly, there is more damage to be faced if this goes on. War has never been the correct solution to any problem not can it ever be."

Assistant Professors of DME Media School expressed their thoughts, their dismay and their disdain for the war with a myriad of expressions. Mr Sachin Nair recited Wilfred Owen's *'Dulce et Decorum Est'* reminding everyone of the brutal struggles faced by soldiers on the battlefield. "There is no glory in this," he said. Mr Vishal Sahai remarked, "It is essential to have peace with nature, among humans and between countries. It is the key to success". Mr S Vikram AK recited the poem *"Ek minute ka maun"* by Asad Zaidi in a powerful evocation.

Several students advocated for peace through a series of posters

illustrating the damages of war. Priya Mishra, a second-year student, questioned what has been gained by the loss of over a billion lives in wars. *"When we estimate the impact of a war, we only count the dead but no one counts their families, the traumatized survivors who pass away silently."*

Gauri Saxena and Yash Joshi, students of first year participated in the peaceful condemnation of war and delivered the verses of *"Keeping Quiet"* by Pablo Neruda which highlights the necessity of quiet introspection and mutual understanding among humans.

Mr Pramod Kumar Pandey, Assistant Professor, and appreciated the peaceful efforts to stop the war and mentioned the significance of lives that end due to it.

"We condemn war," said Dr Manasvi Maheshwari, Associate Professor, DME Media School, as she passed a resolution on behalf of all faculty members and the student council to stand firm against such atrocious acts.

Acknowledging the endeavours of DME Media School, Dr Susmita Bala, Professor and Head, DME Media School, said, "DME has and always will be a promoter of peace because the only outcome of war is a monstrous tragedy."

Dr Saxena concluded the program with Sahir Ludhianvi's poem *"Khoon Phir Khoon Hai"*.





## Uncage-3 by Radio Intersect brings out oratory talents at DME

Aneesha Saran

Radio Intersect, the Radio Society of DME, came back for its third edition of Uncage, an open mic competition with the theme 'Set Your Blues Free' on March 11 in the Nelson Mandela Auditorium for students to showcase their oratory skills.

Ms Medhavi, Assistant Professor, DME Media School and Convenor of Radio Intersect said, "Open mics provide a platform to students to express their voice and engage with different minds through leading, advocating, and exploring facets of communication."

An interesting mélange of ideas were shared through stories, poetries, anecdotes, stand-ups and raps by students – Shashank Kumar, Shiksha, Vinayak Yadav, Aaryan Sharma, Sajal Mishra, Khushi Srivastava, Priya Mishra, and Jai Sirohi. As budding speakers, students were given the opportunity to present their talents on stage in front of a live audience.

Dr Susmita Bala, Professor and Head, and Dr Manmeet Kaur, Assistant Professor, DME Media School were the judges for the competition. They evaluated the performances on the basis of content quality, fluency of speech,

and voice modulation. While declaring the results, Dr Bala asked the audience to guess the winners. She said, "We all understand good and bad content as listeners. Every participant should, therefore, prepare for an open mic by listening to themselves and judging whether they like what they hear or not."

In her evocative address, Dr Kaur exclaimed, "Let's stop glorifying the weakness of women. You, as young leaders can change this perspective and use this platform of an open mic more wisely."

Priya Mishra, a second-year student of DME Media School secured the first position with her powerful performance of a moving poetry on the struggles faced by women. The second position was secured by Aaryan Sharma from the first-year who performed a rap on the issue of rape. Shiksha, another first-year student, won the third prize for her poem "Intezaar" which explored the relationships between grandparents and their grandchildren.

Student members of Radio Intersect who coordinated this event were M. S. Divyasri, Kalidas J. Sreenivas, and Akshita Sharma.

# LENSCAPE

"Hope resides in eyes  
that know no fear"

Photo by **Dev Chaudhary**  
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5

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