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"Research is the answer to how do we know what we know", says US based researcher Prof. Jyotika

Kirti Mathur

Teachers, researchers and media students learned nuances of quantitative research in the two-day workshop taken by one of the most distinguished communication scholars Dr Jyotika Ramaprasad from the US on September 3-4 in the Seminar Hall of Delhi Metropolitan Education (DME). This hybrid workshop was attended by scholars from different educational institutions of India.

Workshop on Quantitative Research Methods and Publications in International Journals was organised by RIM (Research and Innovation in Media), the research arm of DME Media School under aegis of IQAC (Internal Quality Assurance Cell) of DME.

Dr Jyotika Ramaprasad, Professor of Journalism and Media Management in the School of Communication at the University of Miami was warmly welcomed in the beginning of the workshop. Dr Susmita Bala, Professor and Head of DME Media School, welcome the international resource person and inquisitive participants while Dr Manasvi Maheshwari, Head of IQAC, outlined the workshop.

Dr Ambrish Saxena, Professor and Dean of DME Media School, explained the objectives of the workshop. He also detailed the research project that Prof. Jyotika is handling in India for "The Worlds of Journalism". "The research intends to find out the working conditions of journalists, in particular the impact of COVID-19 on the employment and standing of journalists," he added.

Prof. Jyotika Ramaprasad discussed the primary objective of research. "Filling out papers and earning a degree is not the aim of any research," she exclaimed. As a true scholar, one should concentrate on creating and identifying answers for issues that are now affecting our society".

She informed the students about the two approaches of research, positivist and the critical approach. She explained that, "Positivism refers to a sense of certainty, while the critical technique attempts to correct social conclusions."

Her extensive power point presentation had an in-depth information on themes related to various research methodologies, steps to conduct successful research, and how to identify the variables. At the same time, she cited real-life examples for better understanding of the students.

The foundation for any research, according to Prof. Jyotika, is extensive review of literature. According to her, "The better our literature review and its knowledge, the more valuable and legitimate our research project gets."

On the second day, students were required to form groups and formulate hypotheses on the study question that Dr Jyotika had given. Then she questioned each group after they presented their hypotheses statements and elaborated various research areas involved. She later assessed and addressed all questions of the students and participants to eliminate any doubt related to any area of research.

"This project will work as a foundation for your career in the research sector," Dr Jyotika informed the students who wanted to be enumerators for her project after a rigorous learning and training programme.

The workshop ended with exchange of knowledge and wisdom as it created an impact for better researches in future.

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SPARC radiated the student-teacher bond at Teacher's Day celebration

Shiksha

The relationship between a student and a teacher is like clay and potter. They both complement and complete each other. To celebrate this pious relationship, SPARC, the student council of DME media school, organised Teacher's Day celebration on 5th September, 22. Dr Jyotika Ramaprasad, Professor Journalism and Media Management, Miami University graced the occasion as chief guest.

The programme commenced with opening remarks of Dr Ambrish Saxena, Dean of DME Media School, followed by cultural performances of students. Starting with a mystical act of Guru Vandana, a dance performance by 2nd-year student Esika Shaw, programme continued with a song sung by Vinayak Mishra 3rd-year student. These performances were dedicated to show importance of teachers in the lives of students.

The event proceeded with an Audio Visual (AV) clip which was a compilation of small clips of students of college sharing their feeling of gratitude towards their teachers. The celebration further gained traction with the quiz hosted by Priya Mishra, a 3rd year Student. This quiz stated interesting facts about different faculty members, which proved to be a hit amongst students. Moving ahead students from the

audience were invited for an open mic performance where the stage was embraced by poems and songs for teachers by students from the second and third year.

Dr Jyotika Ramaprasad, chief guest of the day, stated "I am delighted for being a part of this celebration and seeing the bond which students and teachers share. Surely mentors here at DME are highly qualified and very caring for their students, and same stands true vice versa. It makes me very emotional to see how teachers are celebrated and embraced by the students, a culture which is very unique to this country."

The programme concluded with a vote of thanks by Dr Susmita Bala, HOD, DME Media School, she said "This event has been a great work by SPARC, the student body. Immense gratitude to all the teachers of DME for playing a pivotal and constructive role in shaping the future of their students".

Later in the day the entire faculty and staff members of Delhi Metropolitan Education were taken out for lunch, by FLY committee (family like you). All the faculty and staff members enjoyed this excursion and appreciated efforts of FLY.



काव्य-रस में सराबोर हुआ डीएमई परिसर

डीएमई मीडिया स्कूल ने काव्य पठन व विभिन्न प्रतियोगिताएं आयोजित कर मनाया हिन्दी दिवस



शशांक कुमार

"लगा रहे प्रेम हिन्दी में, पहुँ हिन्दी लिखूँ हिन्दी।
चलन हिन्दी चलूँ, हिन्दी पहरना, ओढना खाना।।
भवन में रोशनी भेरे रहे हिन्दी चिरागों की।
स्वदेशी ही रहे बाजा, बजाना, राग का गाना।।"

- राम प्रसाद बिस्मिल

दिल्ली मेट्रोपॉलिटन एजुकेशन, नोएडा में बड़े ही उत्साह के साथ हमारी मातृ भाषा हिन्दी का पावन त्योहार 'हिन्दी दिवस' मनाया गया। डीएमई मीडिया स्कूल की छात्र समिति 'स्पार्क' द्वारा आयोजित इस कार्यक्रम के दौरान डीएमई परिसर स्थित सेमिनार हॉल काव्य-रस में डूबा नज़र आया।

इस अवसर पर मौजूद डीएमई के पत्रकारिता विभाग के डीन प्रो. (डॉ) अम्बरीष सक्सेना व प्रमुख डॉ सुस्मिता ने अपनी स्वरचित पंक्तियाँ सुनाकर सबका मन मोह लिया। स्पार्क के शिक्षक संयोजक श्रीमती सायमा परवेज़ की अनुपस्थिति में छात्रों को समर्पित उनकी कविता प्राध्यापिका डॉ सुमेधा घस्माना ने सुनाया और छात्रों में नव ऊर्जा का संचालन किया। छात्र-छात्राओं ने भी इस दौरान स्वरचित कविताएं तथा भाषण सुनाकर हिन्दी की महत्ता बताई।

प्रतियोगिताएं भी हुई आयोजित- हिन्दी दिवस के इस कार्यक्रम में दो प्रतियोगिताओं - आशु भाषण प्रतियोगिता तथा प्रश्नोत्तरी प्रतियोगिता का भी आयोजन किया गया। जिसमें अनेक छात्र-

छात्राओं ने भाग लेकर आयोजन में चार चाँद लगाए व प्रतियोगिताओं का खूब आनंद उठाया। आशु भाषण प्रतियोगिता की विजेता द्वितीय वर्ष की छात्रा तन्वी त्रिपाठी रहीं जबकि प्रश्नोत्तरी प्रतियोगिता के विजेता द्वितीय वर्ष के ही छात्र यश जोशी व विनायक यादव रहे। इस दौरान विजित छात्र-छात्राओं को विशेष उपहार देकर पुरस्कृत भी किया गया।

हिन्दी दिवस समारोह के दौरान डॉ सक्सेना ने कहा कि मीडिया में शब्दों का संवेषण सही तरीके से होना चाहिए। हमें संचार करने के लिए शब्दों की आवश्यकता पड़ती है और हिन्दी शब्दों का भण्डार है, इस तरह हिन्दी की महत्ता बढ़ जाती है। उन्होंने आगे कहा कि हमें हिन्दी दिवस को भारतीय भाषा दिवस के रूप में मनाना चाहिए ताकि हिन्दी के साथ-साथ अन्य भारतीय भाषाओं को भी आगे बढ़ने का समान अवसर प्राप्त हो।

इस दौरान डॉ बाला ने कहा कि हम आम बोल-चाल की भाषा में हिन्दी का प्रयोग तो खूब करते हैं लेकिन फिर भी हमें लगता है, हिन्दी बोलने वाले कुछ कमजोर हैं, कमतर हैं और यही भावना हमें गलत साबित करती है। इसका सबसे बड़ा उदाहरण है धीरू भाई अंबानी, जिसे सिर्फ हिन्दी ही आती थी फिर भी उन्होंने इतनी बड़ी कम्पनी खड़ी कर दी। इसका उदाहरण है हमारा मीडिया क्षेत्र, हमारा बॉलिवुड क्षेत्र, जहां आज भी हिन्दी की उतनी ही मांग है जितनी पहले थी।

तृतीय वर्ष के छात्र रिषभ पटेल के हिन्दी में किए गए हास्य-विनोद से सबका मन गदगद और प्रफुल्लित हो उठा। इस हिन्दी दिवस समारोह के संयोजक तृतीय वर्ष की छात्रा प्रिया मिश्रा व छात्र रिषभ पटेल तथा द्वितीय वर्ष की छात्रा रिद्धिमा शर्मा व छात्र शशांक कुमार थे, जिन्होंने इस पूरे समारोह के सफल होने में अहम योगदान निभाया।



Dr Ambrish Saxena trains Newsletter editorial team in reporting and editing

Aditya Goswami

To continue with the heritage of interacting and connecting with the newsletter team, a workshop was organised by DME Media School on September 9. Dr Ambrish Saxena, Professor and Dean, DME Media School conducted this workshop with high enthusiasm in Room No 10 citing live examples of report writing.

Dr Ambrish Saxena initiated the session with salient properties of live reporting and quoted "Before reporting, the prime step is to clarify the objective, the motive of reporting and be well-prepared with all the facts before commencing the assignment. One should also be clear about the difference between reporting and live reporting. It is evident that reporting and live reporting are not the same but reporting is a very different form of journalism, which includes collecting information from various sources, resolving discrepancies and presenting them in a compelling narrative. Live reporting on the other hand is when journalists report an event as it unfolds."

Dr Saxena further said "Information overload is a common problem for many but for some people it can be a bigger problem than others. To avoid this

problem, try to write one major piece of information and make sure that you put the most important idea in the first sentence or paragraph so people know what your report is about. This will help you avoid information overload and give your audience the information they need as efficiently as possible."

Taking the workshop forward Dr Saxena spoke about editing and said "The utmost important criteria of editing is sieving out the inaccurate information. If you're editing, you need to make sure that your work is accurate and complete. You don't want to report false information or leave anything out. It is important that your facts are correct when you publish. If a reporter makes a mistake, it can have a massive impact on the overall image of an organisation. For this reason, accuracy is of pivotal importance when it comes to editing." He added.

Ms Sumedha, Assistant Professor, DME Media School, coordinated the workshop and made points on how to make newsletter an efficient and interactive endeavour of the students.



Students exposed to a new world of camera and lenses by Panasonic

Hani Khurana

The final year students of DME Media School learned about photography and video camera, their lenses and other accessories during workshops organised by Panasonic in its showroom in Connaught Place on September 15 and 19.

Mr Vikram Sharma, instructor at Panasonic, led the workshops as the main resource person. He explained how Panasonic camera and other equipment provide a unique experience and ease in handling to camera persons.

The workshops started with an intriguing audio-visual presentation by Mr Sandeep Parashar, Head, Panasonic 4k Imaging Pro Centre. He gave a brief introduction to the Panasonic Corporation and also discussed his life experience.

He further led the conversation, moulding it towards the evolving world of cameras. He talked about the surfacing features of cameras

and how technology is being curated to make lives of photographers easy. Discussion was further enriched with a 'question-answer round', where students asked a variety of questions and shared their experience and interests. The expert patiently heard all the queries and provided satisfactory answers of all the questions.

The workshops took place in a flow where first, all the relevant information was given to the students. Next, they were given a first-hand experience of utilising various cameras that were sold in the store. The practical session was thoroughly enjoyed by the students. An explanation of microphones and their applications was also provided.

The students appreciated the field trips because it served two purposes: it was an interactive learning experience, and it gave them a glimpse of practical knowledge.



UGC Chairman focuses on digital education, learning outcome and skill development in a roundtable of ASSOCHAM

Saima Pervez

The University Grants Commission (UGC) has tied up with the Ministry of Electronics and Information Technology (MeitY) to ensure that students from the remotest areas can have access to online education facilities.

The information was disseminated by Professor Mamidala Jagadesh Kumar, Chairman, University Grants Commission (UGC), at the roundtable - 'Enhancing Competitiveness and Quality Revolution in Indian Higher Education (IHE)' on September 8. The UGC chairman was the chief guest in this roundtable that was organised by the apex industry body Associated Chambers of Commerce and Industry of India (ASSOCHAM).

"In New Education Policy more emphasis is laid on learning outcomes, not on mode of education. We need to lay more emphasis on skill development and introduce more vocational courses", he said.

Moving on Professor Kumar opined that a practical and theoretical balance between theory and industry exposure need to be maintained, one needs to move towards incorporating them. He also said that every institution should get accreditation from NAAC or NIRF. "R and D cell as well as data preservation

cell should be created in every institution.

He informed that the National Curriculum Framework (NCF) is going to be enhanced soon. "It is going to be a comprehensive document. It will become the foundation of all kinds of education with the integration of three pillars - school education, skill education and national higher educational," he added.

On a question on deemed-to-be universities, Professor Kumar said, "There are around 126 deemed universities in India and we are already working on the deemed-to-be universities' regulations. Removing the tag 'deemed-to-be' requires an amendment at UGC part, but it will surely happen," he concluded.

Other who also spoke during the meeting were Dr Madhu Chitkara Co-Chairperson, ASSOCHAM NCE and Pro-Chancellor, Chitkara University, Kunwar Shekhar Vijendra Chairman, ASSOCHAM National Council on Education and Co-Founder and Chancellor, Shobhit University, Dr Ashwani Lochan Co-Chairman, ASSOCHAM NCE and Chairman, Arunachal University of Studies.

Media School learn the nuances of Disaster Management Course

Nine Faculty members of DME Media School participated in foundation course on disaster management. This exclusive Course was organised by the Institute of Social Sciences, NAPSIPAG and NDRG.

Disaster is one of those issues which comes to limelight with the onset of a pandemic or natural calamity. This foundation course was designed to mentor and educate faculty members and research scholars to be ready to deal with any crisis situation.

The faculty members of DME Media School appeared contended after attending and participating in this course. Let us have a look as to what the participants thought about the course.

Dr Manmeet Kaur: "Disaster Management is something which we as change makers of the society should be ready to tackle, and this course helped me to be equipped with intricacies of what to do and what not to do".



Dr Sumedha Dhasmana: "Thank you DME Media School for providing such a great platform that brought together industry stalwarts under one roof"



Mr Mohd Kamil: "It was an enriching session which helped me understand disaster and different means to tackle disaster in a much better way"



Dr Manasvi Maheshwari: " Teachers are the guiding light, who pave way for a better future. Disaster is a reality of life and this course made me well equipped to deal with this reality in a more constructive manner"



Ms Saima Pervez: "It was an enlightening experience to understand amalgamation of knowledge of disaster management in the day-to-day life of a teacher"



Mr Madhav Sharma: "It was an interactive session which helped me get answers to all my queries and become better equipped when it comes to knowledge about disaster management"



Mr Pramod Pandey: "I am always on a quest to learn new things. This course helped me introspect about my understanding of disaster and what all needs to be added to it"



Dr Susmita Bala: "This course delivered rich content through the experts in their field. However, I feel that the sessions should have been more interactive and participatory"



Dr Amrish Saxena: "This course on disaster management broadened my understanding of several pertinent issues related to disaster. However, I feel that online sessions had their own limitations and I suggest that a course should be organised as a follow up in the physical space"

Dr Jyotika Ramaprasad's commitment to world community unearthed in a candid interaction with Dr Ambrish Saxena

Saima Pervez

Dr Ambrish Saxena Dean, DME of Media school interviewed another multifaceted personality Dr Jyotika Ramaprasad in DME Dialogue, a sought-after programme on DME TV, on the Teachers' Day. Dr Jyotika, Professor in the University of Miami, USA, is a researcher of international repute.

DME Dialogue is an interview-based series on DME TV, the YouTube channel of Delhi Metropolitan Education (DME). These personality-based interviews are conducted in Studio 62 of Delhi Metropolitan Education (DME). Eminent personalities with substantial contribution to society are interviewed in a candid manner by Dr Ambrish Saxena, Professor and Dean in DME Media School.

Dr Ambrish Saxena set the tone of interview by asking Dr Jyotika about her educational, scholarly experience and about her journey so far. Dr Ramaprasad recalled her childhood experiences and said "I come from a family where equality, justice and other virtues of life are practiced rather than preached. Me and my sister were given complete freedom to do what we wanted to. I was a voracious reader and books were my necessity. With my love for literature, I automatically chose to study English literature in my graduation and masters".

Prof. Jyotika further talked about her journey of life and how she travelled length and breadth of the world and how this helped her learn different languages, different co-curricular activities which led to her holistic

development. Further Dr Saxena asked about her hobbies and her inclination towards extracurricular activities. She enthusiastically narrated about her love for extracurricular activities "I grew up without any gender roles, I learnt new things all the time and it generated in me a lifelong curiosity." She also talked about her strength as a woman and how strongly she feels about gender equality. Dr Jyotika also stressed upon different rights of women which they are deprived of.

Dr Jyotika reiterated different social construct of India and USA, also about different liberal policies available in USA which are absent in India. She further opined about how development is defined in academic sense, "Development is definitely not economic development, it is human development, it is social change, bringing social change from ground level, communities and local knowledge is important". She further talked about her future plans which is communication for global social change.

Concluding the session Dr Saxena asked Dr Jyotika to say a few words on teachers' day. To this Dr Jyotika said " This tradition of honoring teachers is such a beautiful tradition and I really appreciate it. As an educator my dream is always to do something good for the society, my advice to the youth is leave your footprints behind." Dr Saxena summed up the interview by thanking guest of the day for making this world a better place to live in.



Dr Badrunnisa pleads for quality in education and dreams for women emancipation

Saima Pervez

DME Dialogue added another feather in its cap by having an engrossing interactive session on September 15. The eminent educator part of this episode was Dr Badrunnisa from Bangalore, a teacher of biochemistry, a champion of quality in education and a protagonist of women's cause.

DME Dialogue is an interview-based series on DME TV, the YouTube channel of Delhi Metropolitan Education (DME). These personality-based interviews are conducted in Studio 62 of Delhi Metropolitan Education (DME). Eminent personalities with substantial contribution to society are interviewed in a candid manner by Dr Amrish Saxena, Professor and Dean in DME Media School.

During interaction, Dr Saxena tried to bring the best in the multifaceted personality of Dr Badrunnisa, who has made contribution not only as an educator but also as an administrator. She talked about what motivated her to join education and what all she aspired as educator and researcher.

Dr Badrunnisa recalled her childhood - she received education in different states of India and learnt different languages. "English was my dream and after having Urdu and Telgu as medium of instruction, she finally could take up education in education in English medium" she quoted.

She traced the historical roots of her family and discussed all the adversities they faced as a family while growing up. She remembered the struggles in her life while stating, "The problems and sufferings made her strong mentally and helped her take control of the situation whatever it may be".

Dr Saxena took the programme forward by asking her about the patents she has for her researches. Dr Badrunnisa talked about the research work that she has undertaken and is in the process of acquiring a patent.

Dr Badrunnisa elaborated about time management, how she divides her day for research work, for administrative work. She quoted "Life is all about educating oneself, so educate yourself and apply this knowledge in a field where you can create a name for yourself".

She threw light on what are the pre-requisites of quality education. She also emphasised that it is her aim to ensure jobs to women so that they can make use of their talent and live a decent life.

Concluding the session, Dr Saxena praised the guest of the day for sharing plethora of knowledge and answering all the questions so gracefully.



Vibrant India Series: Episode 52

Changing perspectives on Cancer: Interaction of Dr Meenu Walia brings new knowledge to DME students

Drishya Madhur

In Episode 52 of the Vibrant India Series, students got an opportunity to interact and learn from an illustrious personality Dr Meenu Walia, Senior Director and HOD-Medical Oncology, Max Super Specialty Hospitals with almost 30 years of experience in treating cancer patients.

Dr Susmita Bala, Head of DME Media School, talked about Vibrant India Series and reiterated the concept behind VIS. She said that it was a tribute to all those people who made supreme sacrifices for our motherland. Dr Ambrish Saxena, Dean, DME Media School welcomed the guest and took the programme forward by requesting the guest to motivate students by narrating her life journey.

Dr Meenu Walia initiated the session by describing herself as being a confused student before stepping in the medical field. She started as a physician and later pursued Oncology as a career. She said, "In my 30 years of career, oncology and medicine has taught me a lot. I have seen death very closely and, on the contrary, have witnessed the high spirits of people holding on to the last shred of hope." She said, she has seen the mental, emotional and physical trauma that cancer patients and their families go through very closely.

Dr Walia defines success as to when her patients and their families come back to thank her for saving their lives. Her remarks about passion and hard work encouraged the students to move ahead in their respective fields. She shared

her experiences as an oncologist and shared the adversity of this life-threatening disease, at the same time elaborated on the outstanding courage that cancer patients showcase.

Dr Walia exclaimed how one of her cancer patients became 'Miss Delhi' after fighting cancer and another one moved ahead to pursue PhD in Sanskrit after overcoming fear and stigma of this disease. She further inspired the students and said, "I want the youth to feel passionate about whatever they do and not to look at work as 'work' but as 'passion' and if possible, make a difference in somebody's life."

Dr Saxena moderated the discussion where Dr Walia talked about her book and the possible treatment of cancer and how quality of life of cancer patients can be improved. The session also included some penetrating and informative questions. Dr Walia enthusiastically answered the questions of teachers and students.

She also mentioned about her brainchild and a work of passion in setting up a cancer support group called 'Aashayein' which is a conglomeration of like-minded people working for improving the quality of life of cancer patients. The session was concluded by Dr Saxena thanking the guest for her valuable time and words.



Vibrant India Series: Episode 53

A homegrown idea creates massive space in society - Meenakshi Gupta, Co-founder of Goonj

Aditya Goswami

In episode 53 of Vibrant India Series, students of DME Media School could appreciate how a small idea turn into a big enterprise while interacting with Ms Meenakshi Gupta, a Commerce graduate and co-founder of Goonj. Ms Gupta shared her life experiences with the students of DME for episode 53 of the Vibrant India Series on September 12.

Dr Susmita Bala, Professor and Head of DME Media School, welcomed the guest and highlighted the galaxy of eminent personalities who have been part of VIS till now. Dr Ambrish Saxena, Dean, DME Media School, took the programme forward by inviting Ms Gupta to enlighten the students.

Ms Gupta began by narrating her life's journey while underlining that Goonj is a homegrown idea. India and its people made it grow from ground level. She quoted, "I had never seen a village in my life, and it's one of those things which motivated me to work for Goonj. We started by providing clothes to the needy during bonechilling winters, and this gathered the required fuel to evolve Goonj from a small level to a level where it could reach out to the masses at a massive scale. My 23 years of experience with Goonj has been full of ups and down, where every day was a source of learning and growing".

Ms Meenakshi Gupta remembered the farmers of India and said, "Farmers and Agriculture is the backbone of our country which makes villages unique. To gain

in-depth insight in arena of the importance of farmers and farms we traveled length and breadth across India". She also talked about the problems and miseries of labourers who migrate to Delhi in search of livelihood.

She exclaimed that this unskilled lot of labourers had the maximum knowledge about the real problems of India, and it was this close interaction with them which transformed her knowledge and understanding of the real problems of India. "The food that I eat in the posh colony of Delhi comes from the farmers of India and they are the ones who are sustaining the country," She added.

Discussing the work pattern of Goonj, she said, "Goonj is trying to build a bridge between the people, cities, and villages of India. We have done it by capping the gaps between farmers and urban people, building a relationship of respect and trust amongst them. We typically collect a tremendous amount of unused material from cities across India and forward it into processing centers to determine the condition and useability of clothes and distribute across 27 States of India".

The session ended with a Q&A round, where Mrs Gupta answered several questions from curious participants. Ms Saima Pervez and Mr Pramod Kumar Pandey, Assistant Professors in DME Media School, also raised a few queries. The session was summed up by the concluding remarks of Dr Saxena.



Vibrant India Series: Episode 54

Artificial Intelligence benefits human lives in all spheres

- Dr Sandeep Kumar 

Vinayak Yadav

Dr Sandeep Kumar, a researcher in the field of Artificial Intelligence (AI), underlined the importance of AI in the social sector by handling the issues of development and poverty. He was addressing the students of DME Media School in episode 54 of Vibrant India Series on September 13.

While introducing the guest, Dr Susmita Bala, Head of Department, DME Media School, reiterated the objective behind VIS. She said that concept behind VIS is not just to introduce students to illustrious personalities from diverse backgrounds but also to highlight their achievements as a source of motivation. "The essence of VIS lies in bringing the students closer to the struggle and success of people who have established themselves in the society" Dr Bala added.

Dr Sandeep Kumar, Assistant Professor in Electrical Engineering and School of Artificial Intelligence at IIT Delhi, said that AI could address several issues in health care and treatment of various ailments. The medical data of a person can be stored in a App which will be vital in the treatment of a patient, he added.

Dr Sandeep remembered his journey vividly in IIT. He said "There are various researches in progress in IIT Delhi which will impact the quality of life of future generations. AI holds the future and we are gradually shifting towards incorporating AI in our daily lives. AI is making its presence felt in all domains, including journalism".

Dr Sandeep eloquently spoke about his PhD journey. He said "I have seen many ups and down in my whole academic career since 2011 including my PhD. But in a nutshell if I have to tell about my journey and talk about one important

learning from all my experiences it will be that never lower the bar of your ambition because changing the route is better than making adjustments in your career".

Dr Ambrish Saxena, Dean of DME Media School, asked several questions in an attempt to tell the audience about the great work that Mr Sandeep Kumar had accomplished. This was followed by a question-answer round where students and teachers asked Dr Sandeep about the changing career choices, changing academic choices and about the variety of career choices which are available now.

Dr Sandeep answered all the queries with patience and following his answers he too asked the students a question about artificial intelligence, to make the session interactive and holistic. The enriching session concluded with the vote of thanks given by Dr Saxena, persona par excellence ideator and visionary behind VIS.



Celebrate a pet-safe Diwali with Doordarshan and DME

Aneesha Saran and Kalidas J Sreenivas

Doordarshan has been holding a series of episodes on the topic of pets, titled "Best Friend Forever" which is aired every Sunday. Smriti Rastogi and Sanjeev Kumar host of the show, discuss issues of pivotal importance related to animals, such as animal cruelty and constitutional animal cruelty act. What is animal cruelty and what does our constitution say about it. They hold a talk show with animal activists and try and enhance knowledge of the larger audience about what is animal cruelty.

In episode 38 they further talked about how to take care of stray dogs. For this show, recorded on 13th September 2022, Doordarshan team visited Delhi Metropolitan Education in Noida and went around campus interviewing various students as well as faculty members of Media, Law and Management School.

As Gandhi Jayanti was round the corner, Doordarshan representatives carried out a vox pop about cruelty of animals, principles of Gandhi on animal cruelty. Students of DME Media School quoted that the no matter what happens but cruelty against animals cannot be accepted at any cost. The topic of keeping hamsters as pets as well as aiming for a more pet friendly Diwali this year was

also discussed. Students and faculty members were given hypothetical situations and were asked on how they would react in certain instances. They were also quizzed about the movie "Stuart Little," and were asked to share their overall thoughts on the movie.

Further conversation with Doordarshan representatives revealed all the different ways through which the students and faculty members would personally ensure that absolutely no harm is caused to any animal around them as the festivities for Diwali begin.

Dr Ambrish Saxena, Dean DME Media School was also asked about what he thinks about animal cruelty and what are his thoughts on what Gandhi ji thought about taking care of animals, to which he enthusiastically replied, "That Gandhi ji loved animals, he himself had a lot of pets and believed that everyone should take care of their pets like their own family members". Lastly all students as well as faculty members pledged to only use cruelty free products from this moment onwards, and to stand up for animals in times of injustice.



Dr Ambrish Saxena

Professor and Dean, DME Media School

Part II



Q1: What are the key points that should be kept in mind by media educators in India?

A: We need to understand that the media is one such field where everybody is engaged in the occupation of information dissemination. This profession is vital and ensures a quality life for the people of our country. Today, we are living in an information age, and the media is one such business that is 100 percent knowledge-based. All professionals working at different levels in any media-related organisation, right from a cameraman to a reporter or an editor, work for a platform that is knowledge-intensive.

I believe that all media teachers must keep themselves updated all the time. They need to be ready to face the challenges thrown up by the latest technological developments. Teachers must engage in transmitting true knowledge that is acquired through credible and first-hand sources. Moreover, a complete exchange-based system should be created, especially in higher education. Consequently, this creates a platform where both teachers and students can share their ideas and viewpoints on a topic. Positive outcomes are ensured if a teacher puts this exchange system into actual practice.

Q 2: What is your opinion on the need for higher education in Journalism and Mass Communication programmes?

A: It is not very important to pursue a master's degree, especially when one wants to enter the media industry. I believe that a three-year foundation course is more than enough and a passing out student should be capable enough to take up a job after that. Pursuing masters can still remain a choice, but I again emphasise that too much academic study will not benefit a person who wants to work in the industry. As the media industry is completely performance-based, a one-year post-graduation programme is more than enough before entering the field.

For instance, while listening to a vocalist or while watching a dance artist, audiences are more interested in their performances than their educational background. The same applies to professionals in the media industry who need to constantly excel in their work by learning new things and constantly upgrading themselves.

Q 3: Who, according to you, is the best media educator in India? What should be the ideal model of media education?

A: There are some very good media educators who are working in their own ways. My efforts have impacted media education at a national level in the recent past, and I also plan to set up some examples that should be followed in media education in the near future. I believe that an effective media educator can make some real difference for the betterment of society. However, on a larger scale, only those with clarity of thought and policymaking authority can ensure the implementation of new strategies.

It is also sometimes about teamwork, as new ideas can't be implemented in isolation. Unfortunately, this hasn't been successfully done so far in India. It is high time that teachers should realise the importance of the growth of an institution rather than their own personal growth. If an institution of prominence is built, that can become an effective model to be followed by contemporaries.

Q4: How is your teaching style different from others' and what should teachers learn from you?

A: I always address the knowledge aspect and emphasise a completely industry-based approach in class room teaching. It is indeed challenging to break away from the rigid framework of the university curriculum. Media education can't thrive in a rigid system of education as it may kill a true learning process.

I also continuously attempt to first understand the receiver of my information since exchange is extremely important in higher education. There should be a minimum ratio of 80:20 information exchange between the teacher and students, respectively. This exchange is possible only when students regularly read newspapers and watch news channels, and their teacher is prepared for all kinds of questions much in advance.

Q5. How can one maintain the balance between the theory and practical aspects of Journalism and Mass Communication teaching?

A: There are three compartments for media education. This includes theory, skill, and practice. A media educator should address students while keeping in mind all three of these aspects. Since all subjects are practical based in media education, we need to understand that it is actually the theory of practical that we are teaching. Theory is to be completely interwoven with practice.

While in-class theory mixed with practical approaches provides a deep understanding of the subject, an internship helps students learn functional aspects of the media industry.

Q6: What are your to-be-followed mantras for those aspiring to become successful media educators?

A: First and foremost, it is important to become a good learner. It is essential that every educator should know his country well; including its history, culture, heritage, political and economic system. Students should be brought to their comfort zone and then be trained to receive information appropriately. Teachers need to have a certain level of sensitivity and their prime responsibility is to open the minds of their students rather than focussing on a monotonous evaluation system. A good teacher effectively generates interest in the subject matter that is being taught in the class.



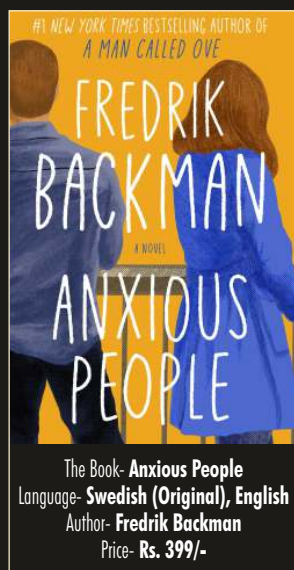
Anxious People

by Fredrik Backman

Toshita Jain

Anxious People by Fredrik Backman is a thought-provoking book which has a positive approach. It instigates readers to redefine their approach of life and rethink about what they consider as important. Book narrates about importance of kindness and benevolence. The plot of the story is crisp and perfectly worded. Storyline from the beginning till the end keeps the readers glued and is successful in painting their world of imagination.

In a small Swedish town on the eve of the New Year, a distressed parent bent with the load of rent worries about losing custody of their children. This pushes them to make a feeble attempt of bank robbery. The story revolves



around how this couple hides from police and is ready to do anything for their children.

Story line is full of feelings, aspirations, setbacks, and successes of the lives of various characters. Book throws light on the basic need of human, their emotions and flaws.

The narrative takes care of adventure as well. A full-fledged crime thriller with a healthy dose of irony, humor, and melancholy is about to begin is what this book is full of. Anxious People by Fredrik Backman is described as a novel that restores readers' faith in humanity.

Ratings

Goodreads: 4.2/5



Sita Ramam:

A heartfelt love tale

Vinayak Yadav

With the help of Dulquer Salmaan and Mrunal Thakur's endearing performances, Hanu Raghava Pudi's old-world romantic epic brims with sincerity.

In the movie, a wise man counsels a young woman that while it is acceptable to love your country, it is not necessary to harbour such animosity toward a neighbouring nation. In another scenario, she questions irately whether there isn't anyone from her group after being handed a few references with all the names belonging to one faith. Sita Ramam, a film by Hanu Raghava Pudi, is much more than just a love story. The central theme of Hanu, Raj Kumar Kandamudi, and Jay Krishna's narrative, script, and dialogue is that humanity is more important than conflict, division, and religion.

Through two timelines, 1964 and 1984, Sita Ramam reveals the mystery behind its main protagonists, Sita Mahalakshmi (Mrunal Thakur's Telugu film debut) and Lt. Ram (Dulquer Salmaan). When Afreen (Rashmika Mandanna), a student of Pakistani descent, is asked to find Sita so that she can deliver a 20-year-old letter written to her by Ram, she travels from London to India. She enlists the aid of Balaji, a senior at her college who is



Directors: Hanu Raghavapudi

Cast: Dulquer Salmaan, Mrunal Thakur, Rashmika Mandanna, Sumanth

currently residing in Hyderabad (Tharun Bhascker).

One of Rashmika Mandanna's best movies is Sita Ramam. She is not portrayed as a pretty face, and when given the chance to play a self-centered character with preconceived views, she does so deftly and demonstrates that she is willing to accept roles that are well-written.

Dulquer Salmaan plays the role of Ram with grace, as though it were a role intended only for him. In the supporting role that speaks a distinctive Hyderabad Telugu, Tharun Bhascker is effortless.

Sachin Khedekar, Sunil, Priyadarshi, Bhumika, Jisshu Sengupta, Prakash Raj, Praneeta Pattnaik, Rahul Ravindran, and a lengthy list of others make brief appearances as well. Sumanth makes a credible cop who displays his harsh side.

Sita Ramam is not entirely successful in becoming the timeless love story its creators intended. But what holds it all together is their sincere endeavour to tell a heartfelt romantic story. Ram, Sita, and Afreen are possible names for the main protagonists. Change their names and faith, and the message the narrative portrays will remain true in its fundamentals. The beauty of the story is found there.



Delhi Metropolitan Education

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DME Law School



DME Media School



DME Management School

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- DME Management School: BBA [Bachelors in Business Administration]
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