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Niscort Hosts National Meet on Media



By Praween Joshi

A two-day national conference on 'Freedom of Press and Media Self-Regulation' was inaugurated on 29th March at Niscort Media College in association with Eureka Publications.

In the opening remarks, Sr. Michelle, the Registrar and master of ceremony, quoted from the Brihadaranyaka Upanishad, "asatoma sat gamaya, tamasoma jyotir gamaya, mrutyoma amritam gamaya" (Lead me from falsehood to truth, from darkness to light and from death to immortality) to invoke God's presence. This was followed by lighting of the lamp by chief guest and first keynote speaker Dr. Sachidanand Joshi, Member Secretary of Indira Gandhi National Centre of Arts; guest of honour Ms. Sakshi Joshi, senior TV journalist and anchor with News 24, BBC, and IBN7; Dr. Jose Murickan, Director; Dr. Ritu Dubey Tiwari, Principal and Mr. Abhishek Shukla, MD of Eureka Publication.

In his keynote speech, Dr. Joshi

stated that respect for freedom of speech and freedom of intellect was India's cultural heritage, adding that freedom of intellect was to be used to reach out to the society for its betterment.

Focussing on the need of the hour, he said the media must separate news from views. Elaborating on the present state of the media, he said: "media was earlier called a watchdog, then we started calling it barking dog and now we can call it a biting dog." On the spread of social media, he said it has be-



"Media was earlier called a watchdog, then we started calling it barking dog and now we can call it a biting dog. And social media today has become an unsocial media and has become an industry."

come an "unsocial media and has become an industry."

Ms Joshi, in her address, high-

lighted how India has slipped in its world ranking on media. Narrating her experience, she listed the challenges of a journalist and how one is trolled and abused for raising valid questions to the government. However, she urged the budding journalists not to be deterred by such hindrances and hurdles in the profession.

Dr. Joshi was honoured with lifetime achievement award for his contribution to the field of journalism through his professional accomplishments. Dr. Jose Murickan felicitated him with a shawl and a memento and Mr. Shukla presented a sapling and a certificate.

In the afternoon session, Mr. Ashish Kaul, Chief Creative Officer at Folklore Entertainment, conducted a workshop on "Devise Mechanism for Alternate Methods of Content Evaluation".

On the first day eight papers were presented by scholars and researchers from different universities and institutions on various topics.

A Look at Media Self-Regulation



By Veronica Pallan

A panel discussion on the “Impact of TRP and Media Self-regulation in India” marked the beginning of the second day of the national conference at Niscort.

Mr. Ashish Kaul, the Chief Creative Officer of Folklore Entertainment, was the moderator. Other panelists were Dr Charulata Singh, Professor and Dean at Vivekananda School of Journalism and Mass Communication; Dr Pankaj Srivastava, Senior Journalist; Mr Harshavardan Tripathi, Journalist and Media Professional; and Mr Anil Pandey, Content Editor.

Dr Srivastava said that media should never stop promoting truth. “To become a journalist, you have to be with truth, and one cannot be a good journalist without being with truth; TRP is important but not by selling yourself or truth,” he added.

At the end of the discussion, all the panelists were felicitated with mementos and certificates by Dr. Jose Murickan, Director and Mr. Abhishek, MD of Eureka publications. One the second day of the confer-

ence, five papers were presented on various social issues and media related topics.

The conference came to an end with a valedictory ceremony in which Mr. K G Suresh, Director General of IIMC, was the Chief Guest. The main problem that the media industry face today is that reporters are not going to grassroots where stories happen, said Dr. Suresh. “Many media houses today operate from newsrooms to cut the expenditure on production. This reduces the scope and relevance of real journalism,” he stated. Mr. Suresh urged the media students to focus more on reading and getting inputs from industries, academia, media houses and civil society. He regretted that at present research has been replaced by google.

Mr. Suresh was presented with lifetime achievement award for his contribution in the field of journalism by Dr. Jose Murickan, the director of NISCORT. All the paper presenters and students of Niscort were given participatory certificate. Adding colour to the conference, Niscortians presented a fusion dance representing the rich cultural heritage of India.



On a Shooting Trip to ITI, Mankapur



By Matilda Lakra

The recent trip for outdoor shooting at Indian Telephone Industry (ITI) in Mankapur township of Gonda district of Uttar Pradesh was an enriching experience for the first year MA AVC students. The township is also known as Sanchar Vihar Colony. The ITI was established in 1983 for manufacturing Electronic Switching System. The assignment came as a boost to the practical knowledge of each student. Mr. Sabu Koshy, Assistance Professor for Au-

dio Visual Communication, was the mentor and guide during the shooting project. The students prepared questionnaires for the interview, planned for shooting segment and selected locations for documenting bites.

It was an exciting segment with a lot of scope for being creative. The first visit was to Chini Mill Mankapur. Students got an opportunity to interview the General Manager, the Marketing Manager and the labour union leader. It was a great learning as we were in the field with a different shooting equipment.

We met the King of Mankapur, Mr Kunwar Singh, who is a former MLA and one of the founding fathers of the ITI. Mr Singh shared the history and inception of the ITI and its contribution to the surrounding villages for their socio-economic development. Students also got a chance to visit Ayodhya, the birth place of Lord Ram, and do a shooting assignment.

Mr Y S Chauhan, HR ITI, was graceful enough to welcome us and accommodate us in the guest house.

The trip was coordinated by Fr Thomas, Principal of St. Michael School Mankapur. The Study trip was thrilling, exciting and learning.

Capturing the Glory of a Cathedral

By Suresh Kerketta

The 135-year-old St. Michael's Cathedral in Shimla is a heritage building. To capture its architectural glory, the diploma students of Niscort, accompanied by three staff mentors, landed in the hill station on 20th March.

The documentary was meant to promote the richness of the Cathedral and its role in shaping the life of the people. The batch comprising priests and nuns spent two days working on the documentary film on one of the oldest churches in Shimla. Though a state-protected monument, it is not widely known to the world. We worked long hours, capturing the architecture of the building and talking to the senior functionaries of the Cathedral.

It was a golden opportunity to learn the art of shooting, lighting, interviewing and managing the set in such a picturesque location. The tour brought us close to a slice of history where we captured the beauty, grandeur and mirror works of the Cathedral. It was one of the best study tours where we gained self-confidence and ability to do teamwork.

Mr. Deepak, Fr. Jenith and Fr. Jerry guided us in the documentary film-making. The Church was built by Henry Irwin



in grey stone in 1885 when Lord Ripon was the Viceroy of India. It was the first Roman Catholic Church to be built in the hill station which served as the Cathedral of a new diocese, which now includes Chandigarh.

It attracts devotees from all over India and abroad. It stands out as one of the famous and prominent tourist destinations. The government of Himachal Pradesh has been preserving it as a State monument and shortlisted in the tourism list.

Radio Thursday Gets off to Good Start

By Jerin Daniel

The unique idea of starting a broadcast programme at NISCORT Media College found its fulfilment on March 14 when 'Radio Thursday' was launched amid much enthusiasm. Dr. Jose Murickan, Director, Dr. Ritu Dubey Tiwari, Principal, faculty members and students were present at the function.

The students broadcast programmes every Thursday during tea break at the college. It is a platform for them to showcase their creative ideas on the basis of 'genre' given to them, such as Radio Drama, Radio Music, Radio Comedy or Radio Advertisement.

The students present one genre per week during tea break where all faculty members and students come together and stay tuned to "Radio Thursday", holding a hot cup of tea. It has been received



well by all those who have attended it. The programmes are mainly presented by BJMC students. The programmes, before they are broadcast, are approved by Fr. Jenith, the man behind the



successful launch of the new venture. He helps students to have a better vision in running the show. Thus, Radio Thursday brings happiness and joy among everyone and there is a positive feedback about it. Radio Thursday helps students to give wings to their creative ideas.

It gives them an opportunity to put into practice what they learn in the classrooms. The focus on hands-on experience is a speciality of Niscort Media College.

A Qawwali Experience at Aaj Tak



By Sophia Susan

Niscortians got a unique experience recently as they visited Aaj Tak channel. The invitation for the visit had come from the channel for a shoot of their first episode of a new show titled "Chunaavi Qawwali" hosted by Meenakshi Kandwal. There were students from other media colleges also to participate in the show.

The show was held in the background of the upcoming general elections where Qawwali singers of "Kun Faaya Kunn" fame Nizami

Bandhu were divided into two teams. They countered each other through ghazals and poetry, many of which were hilarious; they attacked various parties and their leaders. It was attended by political leaders of different parties who enjoyed the show. The qawwali singers took pot-shots at parties and their leaders on various issues.

The students got an opportunity to meet famous news anchors like Anjana Om Kashyap and Shweta Singh.

Industrial visit helps the students in identifying their area of interest and broadens their viewpoint with exposure to bridge the gap between theoretical and practical learning. It was a day of entertainment and a new learning experience for all the students.

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