

Academic Staff College

Devi Ahilya Vishwa Vidyalaya, Indore (M.P.)



Complete Report of

Refresher Course in Mass Communication and Journalism

17th December 2013 to 6th January 2014

Director
Dr. Namrata Sharma

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Refresher Course in Mass Communication & Journalism

Attendance List

Date of Commencement 17/12/2013 to Date of Completion 06/01/2014

| S.N. | Name of the participant | Subject | College | Email | Mobile |
|------|-----------------------------|-------------------------|---|--|-----------------------|
| 1 | Dr. Raghendra Mishra | Mass Comm. & Journalism | Dept. of Mass Communication, Assam University, Silchar 788011 | raghava74mishra@gmail.com | 9435178718 |
| 2 | Mr. Mahadeva Swamy. KN | Mass Comm. & Journalism | Sahyadri Arts and Commerce College, Shimoga, Karnataka 477203 | knmswamy@gmail.com | 9481253469 |
| 3 | Dr. Mamta Ojha | Mass Comm. & Journalism | Molra Institute of Technology, Indore, M.P. 452006 | mamtaojha16@gmail.com | 9893393249 |
| 4 | Dr. Suresh Chandra Nayak | Mass Comm. & Journalism | Manav Rachna International University, Faridabad, Haryana, 121001 | sureshchandraanayak1@gmail.com | 8010235517/9555691393 |
| 5 | Mr. Jai Prakash Sharma | Mass Comm. & Journalism | HIMCAPS, School of Law, UNA, H.P. 177209 | sharmajp82@gmail.com | 8088047592 |
| 6 | Dr. Narendra Kumar Tripathy | Mass Comm. & Journalism | Kushabbau Thakre Patrakarita avam Jaansanchar Vishwavidyalaya Raipur, C.G. 492013 | drnarendra88@gmail.com | 9425755699 |
| 7 | Ms. Santidora Nongpluh | Mass Comm. & Journalism | The English & Foreign Languages University Shilong, Meghalaya 793014 | santidor@rediffmail.com | 9436335164 |
| 8 | Ms. Akansha Arora | Management | Sant Harda Girls College, Bhopal, M.P. 462011 | arora.aku@gmail.com | 9993726945 |
| 9 | Ms. Usha Sharma | Hindi | Sant Harda Girls College, Bhopal, M.P. 462011 | ushayatin@gmail.com | 9826400646 |
| 10 | Mrs. Sonali Nargunde | Mass Comm. & Journalism | SJMC, DAVV, Indore, M.P. 452001 | sonalee.nargunde@gmail.com | 9425317435 |
| 11 | Ms. Amita | Mass Comm. & Journalism | SJMC, DAVV, Indore, M.P. 452001 | amitahro5@gmail.com | 8821071288 |
| 12 | Mr. Saket Raman | Mass Comm. & Journalism | SJMC, DAVV, Indore, M.P. 452001 | dinovaters@gmail.com | 8827417230 |
| 13 | Dr. Neelmegh Chaturvedi | Mass Comm. & Journalism | Sanskar College of Professional Studies, Indore, M.P. 452006 | | |
| 14 | Mrs. Deepmala Gupta Makwana | Mass Comm. & Journalism | Sanskar College of Professional Studies, Indore M.P. 452005 | deepgmc1980@gmail.com | 9827365886 |
| 15 | Dr. Arbind Kumar Yadav | Hindi | School of Language, DAVV, Indore, M.P. 452001 | kumar.arbind15@gmail.com | 9425157244 |
| 16 | Mr. Umesh Kumar Pathak | Mass Comm. & Journalism | HPU Regional Centre, Dharamshala H.P. 176215 | ukp.media@gmail.com | 8263964737 |
| 17 | Dr. Raju C. John | Mass Comm. & Journalism | Prestige Institute of Management and Research, Indore M.P. 452010 | rcjohnsjmc@gmail.com | 9329868822 |
| 18 | Mr. Ankur Jain | Mass Comm. & Journalism | People's Institute of Media Studies, Bhopal, M.P. 462011 | ankurjain.ansh@gmail.com | 9893408494 |
| 19 | Mr. Bachha Babu | Mass Comm. & Journalism | SJMC, DAVV, Indore, M.P. 452001 | bachha2020@yahoo.com | |
| 20 | Mr. Raj Paul | Mass Comm. & Journalism | HPU Regional Centre, Dharamshala H.P. 176215 | rajpaul.hmr@gmail.com | 9418935159 |

Resource Person List

| SN | Name of Resource Person | Contact No. |
|----|--|-------------|
| 1 | Prof. Man Singh Parmar, Coordinator | |
| 2 | Prof. Sudhir Gawane, Aurangabad | 09096950035 |
| 3 | Shri Rajesh Gupta, Doordarshan Kendra, Indore | 9993220270 |
| 4 | Shri Akhil Hardia, Indore | 9425062599 |
| 5 | Prof. Veerbala Agrawal | - |
| 6 | Shri Zuber Khan, Television & Production, Indore | 7869706009 |
| 7 | Prof. Kamal Dixit, | - |
| 8 | Dr. A.K. Singh, EMRC, DAVV, Indore | 9425032964 |
| 9 | Prof. O.P. Singh | - |
| 10 | Shri Ram Tamrakar, SMCJ, DAVV, Indore | - |
| 11 | Shri B.N. Bose, Radio Journalism, Indore | 9425056241 |
| 12 | Prof. Raj Kamal, School of Electronics, DAVV, indore | - |
| 13 | Prof. B.M. Shrivastava, Vijay Nagar, Indore | 9827033170 |
| 14 | Dr. Kishore Waswani | - |
| 15 | Shri Jaideep Karnik, Webdunia, Indore | 9303248004 |
| 16 | Shri Sunil Saxena, Tilak Nagar, Indore | 9669965241 |
| 17 | Shri Rahul Sukhani | - |
| 18 | Dr. GHS Naidu | 9303330439 |
| 19 | Shri Shravan Garg | - |
| 20 | Prof. V. Tokekar | - |

Refresher Course in Mass Communication & Journalism
Duration 17-12-2013 to 06-01-2014

TIME TABLE (FIRST WEEK)

| DAY/DATE | 10.30am to 12:00pm | 12.00pm to 1.30pm | 1.30pm to 2.30pm | 2.30pm to 4.00pm | 4.00pm to 5.30pm | |
|-------------------------|--|---|------------------|---|---|--|
| Tuesday 17-12-2013 | Registration | Inauguration Dr. Shirvan Garg | BREAK | Social Media: Myth & Reality Prof. Sudhir Guwane, Marathwada University, Aurangabad | | |
| Wednesday 18-12-2013 | Introduction to Television Production Rajesh Gupta | Post Production Rajesh Gupta | | Trends in Photography Akhlil Hardiya | Selection of Photograph Akhlil Hardiya | |
| Thursday 19-12-2013 | Effective Communication Dr. Veerbala Agarwal | Use of Aperture and Shutter Speed Mr. Zubair Khan | | Study of Newspaper Dr. Veerbala Agarwal | Research Method Dr. Veerbala Agarwal | |
| Friday 20-12-2013 | Value Based Media Dr. Kamal Dixit | Video Production Mr. Rahul Sukhani | | Introduction to Photography Dr. M.S Parmar | Positive Thinking Dr. Vijay Rana | |
| Saturday 21-12-2013 | Practical Television Production Mr. Zubair Khan and Rahul Sukhani | | | Information resources for research in India G.H.S. Naidu and Dr. Vrinda Tokarekar | | |

Refresher Course in Mass Communication & Journalism
Duration 17-12-2013 to 06-01-2014

TIME TABLE (SECOND WEEK)

| DAY/DATE | 10.30am to 12:00pm | 12.00pm to 1.30pm | 1.30pm to 2.30pm | 2.30pm to 4.00pm | 4.00pm to 5.30pm |
|-------------------------|--|---|--|---|--|
| Monday 23-12-2013 | Selection of Appropriate Statistical Technique Dr. A. K. Singh, EMRC | History of Research Prof. Om Prakash Singh | B R E A K | Component of Research Prof. Om Prakash Singh | Research Method & Research Methodology Prof. Om Prakash Singh |
| Tuesday 24-12-2013 | SPSS Dr. A. K. Singh, EMRC DAVV, Indore | Research Method & Research Methodology Prof. Om Prakash Singh | | | |
| Wednesday 25-12-2013 | Christmas Holiday | | Christmas Holiday | | |
| Thursday 26-12-2013 | Photography Dr. M.S.Parmar | The Birth of Cinema and Arrival of Cinema in India Shri Shriram Tamrakar | Computer Lab | | |
| Friday 27-12-2013 | Field Visit to Manday, Indore (Documentary Preparation) | | Field Visit to Manday, Indore (Documentary Preparation) | | |
| Saturday 28-12-2013 | Film Appreciation and Film Shots Shri Shriram Tamrakar, Film Critic, Indore | | Photojournalism Dr. M.S.Parmar | | |

Refresher Course in Mass Communication & Journalism
Duration 17-12-2013 to 06-01-2014

TIME TABLE (THIRD WEEK)

| DAY/DATE | 10.30am to 12:00pm | 12.00pm to 1.30pm | 1.30pm to 2.30pm | 2.30pm to 4.00pm | 4.00pm to 5.30pm | | | | |
|-------------------------|--|---|--|------------------|------------------|---|--|---|---|
| Monday 30-12-2013 | B R E A K | | | | | | | | |
| Tuesday 31-12-2013 | | | | | | Editing in television production Mr. Zubair Khan | Editing of documentary Mr. Zubair Khan | Editing in television production Mr. Zubair Khan | Discussion on Editing Dr. M.S.Parmar |
| Wednesday 01-01-2014 | | | | | | Introduction to Radio Dr. B. N. Bose | Information Technology Tools & Innovations Prof. Rajkamal | Editing of documentary Mr. Zubair Khan | Media & Education Mr. Shashi Shekhar Editor in Chief Hindustan New Delhi |
| Thursday 02-01-2014 | Media and Spirituality Dr. Sunil Kumar Saxena | Presentation | Lighting principals and Research in Photography Dr. M.S. Parmar | | | | | | |
| Friday 03-01-2014 | Science Communication Dr. B. M. Shrivastav | Web Media Mr Jaideep Karnik, Editor, Web Dunia, Indore | Present Media and Cinema Dr. Kishore Vashwani | | | | | | |
| Saturday 04-01-2014 | Hindi Cinema Dr. Kishore Vashwani | | Presentation | | | | | | |

Refresher Course in Mass Communication & Journalism

Duration 17-12-2013 to 06-01-2014

TIME TABLE (FOURTH WEEK)

| DAY/DATE | 10.30am to 12:00pm | 12.00pm to 1.30pm | 1.30pm to 2.30pm | 2.30pm to 4.00pm | 4.00pm to 5.30pm |
|----------------------|---|-------------------|------------------|------------------|------------------|
| Monday 06-01-2014 | 10.30am to 12:00pm | 12.00pm to 1.30pm | 1.30pm to 2.30pm | 2.30pm to 4.00pm | 4.00pm to 5.30pm |
| | Personality Development in Teaching Profession Dr. Shambu Nath, Former V. C., Patna University | | B R E A K | | Valedictory |

**REPORT ON
1st REFRESHER COURSE ON "MASS COMMUNICATION AND
JOURNALISM"**

From 17/12/2013 to 06/01/2014

Tuesday

17/12/2014

Session 1

10:30-12:00

Registration

Registration of participants was completed. A warm welcome was extended by Dr. Namrata Sharma to all the participants.

Session 2

12:00-1:30

Introduction & Inauguration

Introduction regarding first Refresher in Mass Communication and Journalism was given by Dr. Namrata Sharma and Dr.M.S.Parmar. The Session was very much appreciated by all the participants.

Chief Guest: Mr. Shravan Garg (National Head Editorial, Naidunia Newspaper)

Mr. Shravan Garg, National Head Editorial Naidunia Newspaper inaugurated 1st Refresher Programme. A welcome speech was given in honour of the Chief guest Mr. Shravan Garg. Their words of wisdom on reasons for existence of Media, importance of updating in rapidly changing media scenario and how it can be incorporated in the subjects taught were highly appreciated by all the participants.

Session 3 and Session 4

2:30-5:30

Resource Person: Prof. Sudhir Gavhane

Topic: Social Media Myth & Reality

The resource person talked on Global Virtual Community (GVC). Human being living in two world Physical world & Virtual World, brings problem as well as opportunity. Characteristics of GVC: i) It is ubiquitous, ii) It is instantaneous, iii) It is borderless, iv) It is interactive, v) It is multi-media, vi) It is participatory, vii) It is hedonistic, viii) It is monetizing, ix) It is threatening to **actual social world/ physical world.**

Wednesday

18/12/13

Session 1 and Session 2

10:30-1:30

Resource Person: Mr. Rajesh Gupta, Indore

Topic: Use of Camera

The resource person gave an insight on the parts of camera and basics shots of composition. He discussed about the close up shot, big close up, extreme close up, mid shot, knee shot, long shot, extreme long shot, two shot and three shot. He also put light on basic camera movement pan left and pan right, tilt up and tilt down, track left and track right, crane up and crane down.

Session 3 and Session 4

2:30-5:30

Resource Person: Mr. Akhil Hardia, Indore

Topic: Photography Technique

Mr. Hardia told photojournalism is a visual art; its basic requirement is awareness of the camera and its part. Through various photographs he explained the use of shutter speed and exposure meter. He talked about candid photo where subject doesn't know whether their picture is taken. He discussed about panorama photo, travel photo, nature photo and festival photo.

Thursday

19/12/13

Session 1

10:30-12:00

Resource Person: Dr. Veerbala Agarwal, Shimla

Topic: Effective Communication

Effective communication takes place when sharing takes place. Intrapersonal communication is the basis of all form of communication. It takes place before any communication starts. She also discussed about various stages of interpersonal communication i) photic stage ii) personal stage iii) intimate stage.

Session 2

12:00-1:30

Resource Person: Mr. Zubair Khan/ Mr. Rahul Sukhani, Indore

Topic: Television Production

The resource persons talked about various technical issues related to television production. Aperture technique which controls the light, that helps in creating depth. Shutter speed is a motion blur helps make object clear. They discussed about under scan and over scan, importance of zoom in and zoom out.

Session 3 and 4

2:30-5:30

Resource Person: Dr Veerbala Agarwal

Topic: Study of Newspaper and Research Method

The resource person said there are different kinds of font and different kinds of headline. There is a relationship between reader and editor. There is a tendency of black color that it absorbs all color and white color reflects all color. In any newspaper white space is very important, this is the reason maximum white space is maintained in a newspaper. Talking on research she said elements of research include concept, construct, levels of measurement i) ordinal ii) nominal and iii) interval ratio level.

Friday

20/12/13

Session 1

10:30-12:00

Resource Person: Dr. Kamal Dixit

Topic: Value based media

Dr Dixit said in western countries ethics are followed not values. Values are developed by society and values are formed by time and circumstances. There is no stable definition of value; it has changed with time, circumstances and market. The media from 1950 till date has transferred from mission to profession, be it any business no one can sustain in the market with honesty and the same is applicable for the media in general.

Session 2

12:00-1:30

Resource Person: Mr. Rahul Sukhani

Topic: Video Production

He said the camera should be kept on the eye of the object and is known as progressive stage. While handling camera one must keep in mind the lower field i.e. from top to bottom and upper field i.e. from bottom to top. He said in camera resolution standard is 720 p x 576p, in HD camera it is 1920p x 1080p.

Session 3

2:30-4:00

Resource Person: Dr.M.S.Parmar, HOD School of Journalism, DAVV, Indore

Topic: Introduction to Photography

The resource person told about the various parts of the camera which will help in technical operation of camera. He talked about the aperture, shutter speed and lenses of camera. He also talked about the focal length the distance between the lens node the focal point. He discussed on types of camera: SLR camera, Digital camera, TLR camera, Box camera, folding camera, Instant camera/Polaroid camera, Plate camera/Field camera, Miniature camera and Minto camera.

Session 4

4:00-5:30

Resource Person: Dr Vijay Rana

Topic: Positive Thinking

He said 33% of people smile 20 times a day 14% of people smile 5 times a day and a child smile 400 times in a day. Research says that the more you keep yourself happy the more you live.

Saturday

21/12/13

Session 1 and Session 2

10:30-1:30

Resource Person: Mr. Zubair Khan and Rahul Sukhani

Topic: Practical Television Production

Practical session, where the participant handled camera and went to various spots of the university campus and made various shots that were technically analyzed by experts.

Session 3 and Session 4

2:30-5:30

Visit to Central Library and IT Centre

Resource Person: Dr G.H.S. Naidu and Dr. Vrinda Tokaekar

Topic: Information resources for research in India

The resource persons elaborated on concept of ICTELS (Information and Communication Technology Enabled Library Science). The difference between how library were managed earlier and at present was also discussed by them. The participants were taken to computer lab and the website of DAVV was accessed and they were explained how to take advantage of various library resource available.

Monday

23/12/13

Session 1

10:30-12:00

Resource Person: Dr. A. K. Singh, EMRC DAVV, Indore

Topic: Selection of Appropriate Statistical Technique

For statistical study, the frequency of data distribution is very important and it should be equally divided. The data collected is either continuous or discrete in nature. The statistical technique is different for continuous data and discrete data. Continuous data can be converted to discrete but discrete data cannot be converted to continuous. He further said that the statistical techniques are divided into two broad categories Parametric and Non Parametric. Parametric refers to population whereas Non Parametric refers to sample which represent the population.

Session 2

12:00-1:30

Resource Person: Prof. Om Prakash Singh

Topic: History of Research

Prof. Singh told about the two approaches of research eastern and western. He said research is from general to particular and from particular to general. Research is deductive and inductive in form. Deductive is a philosophical method and Aristotle used the deductive method. Primary requirement of research is a problem. The aim of any research is extension of knowledge and the theory denotes the set of generalization. Set includes problem, idea, event etc.

Session 3 and Session 4

2:30-5:30

Resource Person: Prof.O.P.Singh

Topic: Component of research

He said components of research includes reference of the past statement, extension of similar topic, topic of discussion, reference to future statement, approval, knowledge of meaning, appropriate meaning, advice, analogy, example, authoritative order and conclusion.

Tuesday

24/12/13

Session 1

10:30-12:00

Resource Person: Dr. A.K.Singh

Topic: SPSS

The resource person talked on research software SPSS and a demo of how to use this software in research was discussed. The software works on excel sheet the first row will always be variable. The various command keys and functioning was discussed about SPSS. The command key visual binning will help in making categories e.g. age can be categorized age below 22 and age above 22. With the command compute variable with the existing data resource we can generate new variable. The command analysis is only used with discrete series and not in continuous series. He said the level of significance is the scale of error that can be up to 5% to test hypothesis. The word significance is used for hypothesis test.

Session 2

12:00-1:30

Resource Person: Prof. O.P.Singh

Topic: Research Method & Research Methodology

Prof. Singh discussed how western countries are serious about research and the Asian countries are not that serious. He discussed about the parts of scientific research that includes formation of hypothesis, collection of data for hypothesis and analysis and expectation of hypothesis to be rejected or selected.

Session 3 and 4

2:30-5:30

Resource Person: Prof. O.P.Singh

Topic: Research Method & Research Methodology

Research is a theoretical frame work and research methodology is developed by the researcher as per his requirement. It is a technique and mixture of research method. Hypothesis types are positive, negative and null. Research process includes problems and objective, hypothesis, design sampling, collection of data, writing, classification/symbolization/tabulization, classification that might be inductive and deductive, classification, report/thesis writing, theorization, scientific law and knowledge.

Thursday

26/12/13

Session 1

10:30-12:00

Resource Person: Dr.M.S.Parmar, HOD School of Journalism, DAVV, Indore

Topic: Introduction to Photography

The resource person told about the various parts of the camera which will help in technical operation of camera. He talked about the aperture, shutter speed and lenses of camera. He also talked about the focal length the distance between the lens and the focal point. He discussed on types of camera: SLR camera, Digital camera, TLR camera, Box camera, folding camera, Instant camera/Polarized camera, Plate camera/Field camera, Miniature camera and Minto camera.

Session 2

12:00-1:30

Resource Person: Shri Shriram Tamrakar, Film Critic, Indore

Topic: The Birth of Cinema and Arrival of Cinema in India

The resource person gave an insight into the coming and development of world and Indian cinema. With the birth of photography the seeds of cinema were laid. Brief history of Indian Cinema was told and how the cinema moved from silent era to talking cinema. The resource person discussed the contribution of Luminier Brothers in cinema industry. The contribution of various Indian legends of cinema like Dada Sahab Phalkae, Babu Rao Painter and many others, the need and importance of songs in Indian Cinema was interestingly described by the resource person.

Session3 and Session 4

2:30-5:30

Visit to IT Centre

The participant visited IT Centre of the university to make research on Mandav historical place near Indore. On Mandav the participants were given assignment to make a documentary before going for the shoot they went to IT centre to search for data and to make the documentary script.

Friday

27/12/13

Session 1, Session 2, Session 3 and Session 4

10:30-5:30

Field Visit to Mandav, Indore

A visit to Mandav was organized; Mandav is 80 km from Indore, the participants left at 8 am in the morning towards Mandav. They were carrying with them video cameras so that they can do the shooting of the place. Mandav being a tourist centre has natural beauty unfold with it, the participants came back at 9 pm from the visit.

Saturday

28/12/13

Session 1 and session 2

10:30-1:30

Resource Person: Shri Shriram Tamrakar, Film Critic, Indore

Topic: Film Appreciation and Film Shots

Appreciation is the satisfaction that we get after watching the film, film is the medium of Director. Director is the soul of film and visual literacy is must to watch a film. The film language is developed and created by the camera and at a time nine works are done by the camera in area of distance, angle and movement. He told Hong Kong, Korea, Iran and Chinese cinema are leading in world cinema. He discussed about the camera shots and major points to be kept in mind while making a film review. The session followed by screening of the movie "The Red Balloon".

Resource Person: Dr. M.S.Parmar

Topic: Photojournalism

Dr. Parmar talked about the importance of rule of third in photography and detailed that the subject to be captured need to be kept on the corners and not in the centre. He discussed about the leading line, a line that leads towards the main subject. Process of editing photo was also discussed from photo collection, selection of photo and editing of photo i.e. cropping, enlarging, reducing, clubbing, inseting and grouping. He also talked on photo caption writing and its type i.e. vertical caption, horizontal caption, null caption, creative caption, identification caption, mechanical caption and cumulative caption.

Monday

30/12/13

Session 1, Session 2 and session 3

10:30-1:30 and 2:30-4:00

Resource Person: Mr. Zubair Khan

Topic: Editing in television production

The software used for editing video is Adobe editing software known as Adobe premiere. For a shot there are 25 frames, computer generated video like animation will have 24 frames per second. The frame size is 1920 horizontal and 1080 vertical. Title of the video should be under scan and inside over scan 10/10. Audio standard sample rate is 44100-48000 HZ if video is on HD than 88230 HZ. The complete editing process was taught in practical form and the video used for editing by participant was the shoot done by them at Mandav.

Session 4

4:00-5:30

Resource Person: Dr. M.S.Parmar

Topic: Visit of Media Department DAVV

Dr. Parmar took the participant for a department round and make them seen the studio, library and the research section and explained in details about their functioning.

Tuesday

31/12/13

Session 1 and Session 2

10:30-1:30

Resource Person: Mr. Zubair Khan

Topic: Editing of documentary

Editing of the video done by the participant to make documentary on Mandav.

Session 3

2:30-4:30

Resource Person: Mr. Zubair Khan

Topic: Editing for documentary

Editing of the video done by the participant to make documentary on Mandav

Session 4

4:00-5:30

Resource Person: Mr. Shashi Shekhar Editor in Chief Hindustan New Delhi

Topic: Media Education

Mr. Shekhar said that democracy is mother of freedom of press and life of free press is with democracy. Media education should be with a feeling of commitment and keeping the democracy alive. Media education is a necessary for transparent democracy

Wednesday

1/1/14

Session 1 and Session 2

10:30-1:30

Resource Person: Shri B. N. Bose

Topic: Introduction to Radio

Mr. Bose told two R is connecting India Radio and Railways, he discussed about the princely radio station started at various cities of Indian. A brief introduction on coming of Radio in India was told and participants came to know that the first broadcast song to

come on All India Radio was "Nach Rae Mayuri" sung by Manna Dey on 3 October 1957. The participants were also told about the separation of Aakaswani from Doordarshan and formation of Prasar Bharti.

Session 3

2:30-4:00

Resource Person: Prof Rajkamal

Topic: Innovative Newspaper and epaper approach

i-Tunes are the world's easiest way to organize and add to your digital media collection and now newspaper are coming with video in reference to e-newspaper. He also discussed about the contribution of Bill Gates, Larry elision, Robert Metcalf, Vinton Cerf, Tim Lee and Steve Jobs for digital media that made direct participation of people in media possible.

Session 4

4:00-5:30

Presentations were given by the participants as part of assessment process.

Thursday

2/1/14

Session 1

10:30-12:00

Resource Person: Dr. Sunil Kumar Saxena

Topic: Media and Spirituality

Journalism is about human values, truth and fight for justice. Complete society is covered in journalism; religious beat should be covered with sensitivity and not under blind faith. Creating sensationalism is not the work of journalism. Every journalist has social responsibility and commitment towards the profession. Spiritual journalism means be with truth, be realistic, make positive impact and take the profession as prayer.

Session 2, 3 and Session 4

12:30-1:30 2:30-5:30

Presentations were given by the participants as part of assessment process.

Friday

5/3/14

Session 1

10:30-12:00

Resource Person: Dr. B. M. Shrivastav

Topic: Science Communication

The media always talked about science as an when it developed. He talked about smoking in Indian cinema; it was a status symbol in early movies. In past 15 years, the consumption of tobacco has been increased and most of them belong to labor class.

Session 2

12:00-

1:30

Resource Person: Mr Jaideep Karnik, Editor, Web Dunia, Indore

Topic: Web Media

In web we can customize the categories or home page like sports, politics etc as per our choice. We can download information and the past data can be referred. Web is an integral part of both print and electronic media. The web has an interactive facility where the user can comment, even the reporters of print and electronic media are compulsorily asked by their bosses to create their facebook and twitter account. Talking about web dunia he said it is the first Hindi portal of the world; he also discussed about the content management system (CMS) process flow. He recommended not using photos from Google because one can be challenged under copyright if proper channel is not followed.

Session 3 and 4

2:30-5:30

Resource Person: Dr. Kishore Vashwani

Topic: Present media and cinema

Today's media is hyper composite media, major components in cinema is text, audio, visual, audio-visual, graphics and special effects. Cinema is considered as 7th art, it's a mixture of other six arts i.e. singer, theater, dance, literature, painting and architecture. In cinema, the dialogue is converted into action i.e. when I hear I forget, when I see I remember, when I do I understand and when I create I become.

Saturday

4/1/14

Session 1

10:30-1:30

Resource Person: Dr. Kishore Washwani

Topic: Hindi Cinema

Words need to be visualized then written, he discussed on audio/video medium that included television, cinema and radio. He added that Hindi films make government earn two thousand crore rupees annually but government has no interest in bollywood to enrich.

Session 2

2:30-5:30

Presentations were given by remaining participant as part of assessment process.

Monday

6/1/14

Session 1 and Session 2

10:30-1:30

Resource Person: Dr. Shambu Nath, Former ViceChancellor, Lucknow University

Topic: Personality Development in Teaching Profession

Personality development is a combination of various things, the personality of a teacher along with knowledge is very important to hold the students. For a teacher, command on speech is must and appearance is very important. General behavior and behavioral pattern is must for a teacher. Character, Attribute and Values are three important things for inner self.

Session 3 and Session 4

2:30-5:30

Valedictory

Honorable Vice Chancellor of Devi Ahilya Vishwavidyalaya, Indore, Dr.D.P.Singh presided over the function and Dr. Shambu Nath, Former Vice Chancellor, Lucknow University, was the guest of honour for the valedictory session. Course Cordinator Dr. M. S. Parmar welcomed the guests. Dr. Namrata Sharma further appreciated their presence and called for informal feedback from participants. Few participants gave their feedback verbally and greatly appreciated the resource persons whom they heard during the sessions. The participants were distributed certificates and a vote of thanks was presented.

Refresher Course in Mass Communication & Journalism

Attendance List

Year of Commencement 17/12/2013 to Date of Completion 06/01/2014

| S.N. | Name of the participant | Subject | College | E-mail ID | Mobile No. | Grade Signature |
|------|-----------------------------|-------------------------|--|------------------------------|-----------------------|--------------------|
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| 9 | Ms. Usha Sharma | Hindi | Sant Harda Girls College, Bhopal, M.P. 462011 | ushayatin@gmail.com | 9826400646 | A |
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| 14 | Mrs. Deepmala Gupta Makwana | Mass Comm. & Journalism | Sanskar College of Professional Studies, Indore M.P. 452005 | deepgmcc1980@gmail.com | 9827365886 | A |
| 15 | Dr. Arbind Kumar Yadav | Hindi | School of Language, DAVV, Indore, M.P. 452001 | kumar.arbind15@gmail.com | 9425157244 | A |
| 16 | Mr. Umesh Kumar Pathak | Mass Comm. & Journalism | HPU Regional Centre, Dharamshala H.P. 176215 | ukp.media@gmail.com | 8263964737 | A |
| 17 | Dr. Raju C. John | Mass Comm. & Journalism | Prestige Institute of Management and Research, Indore M.P. 452010 | rcjohnsjmc@gmail.com | 9329868822 | A |
| 18 | Mr. Ankur Jain | Mass Comm. & Journalism | People's Institute of Media Studies, Bhopal, M.P. 462011 | ankurjain.ansh@gmail.com | 9893408494 | A |
| 19 | Mr. Bachha Babu | Mass Comm. & Journalism | SJMC, DAVV, Indore, M.P. 452001 | bachha2020@yahoo.com | | A |
| 20 | Mr. Raj Paul | Mass Comm. & Journalism | HPU Regional Centre, Dharamshala H.P. 176215 | rajpaul.hmr@gmail.com | 9418935159 | A |

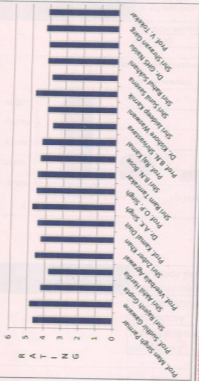
Navur

ACADEMIC STAFF COLLEGE
DEVI AHILYA VISHWAVIDYALAYA, INDORE
RESOURCE PERSON EVALUATION FORM

Refresher Course in Mass Communication and Journalism
from 17-12-2013 to 06-01-2014

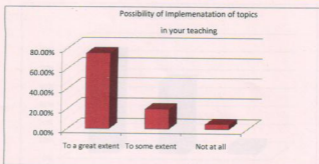
| | | | |
|----|------------------------|--------|-----|
| 1 | Prof. Man Singh Parmar | 4.6375 | 371 |
| 2 | Prof. Sudhir Gawane | 4.8625 | 389 |
| 3 | Shri Rajesh Gupta | 4.25 | 340 |
| 4 | Shri Akhil Hardia | 3.8 | 304 |
| 5 | Prof. Veerbala Agrawal | 4.6 | 368 |
| 6 | Shri Zuber Khan | 4.3 | 344 |
| 7 | Prof. Kamal Dixit | 4.5125 | 361 |
| 8 | Dr. A.K. Singh | 4.8125 | 385 |
| 9 | Prof. O.P. Singh | 4.5875 | 367 |
| 10 | Shri Ram Tamrakar | 4.5625 | 385 |
| 11 | Shri B.N. Bose | 4.4 | 352 |
| 12 | Prof. Raj Kamal | 4.325 | 346 |
| 13 | Prof. B.N. Shrivastava | 3.7375 | 299 |
| 14 | Dr. Kishore Waswani | 4.0625 | 325 |
| 15 | Shri Jaideep Karnik | 4.7625 | 381 |
| 16 | Shri Sunil Saxena | 3.825 | 306 |
| 17 | Shri Rahul Sukhani | 4.1 | 328 |
| 18 | Dr. GHS Naidu | 4.0625 | 325 |
| 19 | Shri Shrawan Garg | 4.2375 | 339 |
| 20 | Prof. V. Tokekar | 4.1 | 328 |

REFRESHER COURSE IN MASS COMMUNICATION AND JOURNALISM FROM
17-12-2013 TO 06-01-2014

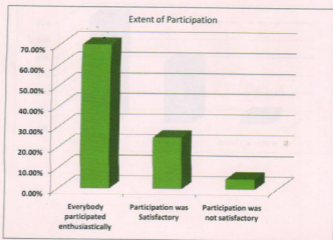


- SUGGESTION 1.** Media law and cyber law, advertising, PR etc to be included in the curriculum.
2. Reading material of Resource persons be provided in soft copy.
3. Research methodologies topic too should have been part of program.
ACTION TAKEN- In future all suggestions will be incorporated.

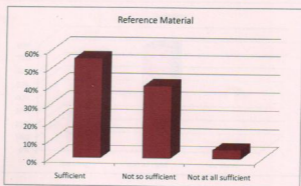
| | | | |
|---|--|-------------------|--------|
| 1 | Possibility of implementation of topics in your teaching | To a great extent | 75.00% |
| | | To some extent | 20.00% |
| | | Not at all | 5.00% |



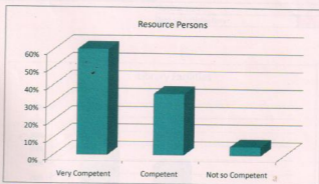
| | | | |
|---|-------------------------|---|--------|
| 2 | Extent of Participation | Everybody participated enthusiastically | 70.00% |
| | | Participation was Satisfactory | 25.00% |
| | | Participation was not satisfactory | 5% |



| | | |
|----------------------|-----------------------|-----|
| 3 Reference Material | Sufficient | 55% |
| | Not so sufficient | 40% |
| | Not at all sufficient | 5% |



| | | |
|--------------------|------------------|-----|
| 4 Resource Persons | Very Competent | 60% |
| | Competent | 35% |
| | Not so Competent | 5% |



5 Duration

| | |
|----------------|-----|
| Too Long | 25% |
| Just all right | 75% |
| Too Short | |



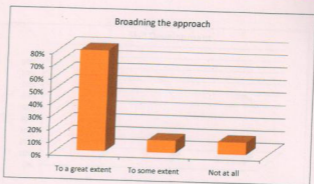
6 Library Facilities

| | |
|---------------------|-----|
| Good | 70% |
| Satisfactory | 25% |
| Not so Satisfactory | 5% |



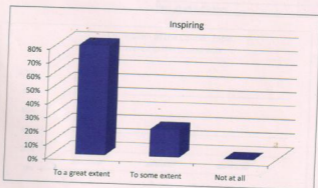
1 Broadening the approach

| | |
|-------------------|-----|
| To a great extent | 80% |
| To some extent | 10% |
| Not at all | 10% |



2 Inspiring

| | |
|-------------------|-----|
| To a great extent | 80% |
| To some extent | 20% |
| Not at all | 0 |



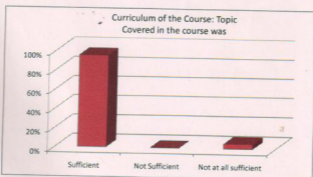
3 Skill Development

| | |
|---------------------|-----|
| Adequate | 85% |
| Not so adequate | 10% |
| Not at all adequate | 5% |



4 Curriculum of the Course: Topics Covered in the course was

| | |
|-----------------------|-----|
| Sufficient | 95% |
| Not Sufficient | 0 |
| Not at all sufficient | 5% |



| | | | |
|---|---|-------------|-----|
| 5 | How would you rate the overall programme? | Very Useful | 75% |
| | | Very Good | 25% |
| | | Poor | 0 |

