

## **Report 2010-11**

\* B.A. (Hons.) Journalism, combines theoretical and practical elements of the study of contemporary journalism in all its forms, including print, broadcast and online media. The course prepares students for the professional world of Journalism.

\* Responding to the needs of contemporary media studies, the department of Journalism has started its Journalism Association-Journo Junction. This two-day media festival aims to forge a bridge between journalism, creativity and activism.

\* Students engage with a wide experience of holistic learning, express their potential and learn to excel in all their endeavours. Many are working with reputed organizations such as Hindustan Times, Wall Street Journal, CNN-IBN, NDTV, Outlook, BBC World Service Trust (India) and Lintas.

\* We assist our students to explore vocational avenues and pursue various postgraduate studies in journalism, advertising, television production etc. Our internship and placement cell has enabled our graduates to find careers in journalism, advertising and film production.

### **Journo-Junction**

The annual Journalism festival, Journo Junction follows a unique theme every year. In the two days of the festival, experts and students discuss and debate the embedded meaning of visual symbolism in media, art and our lives. There are sessions on photography, advertising, films, development journalism and cartooning which is usually lead by scholars and experts from respective fields. The festival has its share of fun too. There are competitions on newspaper design, photography, short filmmaking and debate. It also plans to look at the politics of selective perception in media through symbols, metaphors and images around us.

### **Theme 2010**

The theme of Journo Junction 2010 was "Media in Transition: Yesterday Meets Tomorrow." The thrust of the festival was to discuss and explore the contemporary scenario of various forms of media coming full circle, despite the advent of newer communication media. It also tried to explore the close relationship between newer forms and the already established traditional media.

The inaugural session titled "News: Then and Now" was chaired by eminent journalist Mr.Vipul Mudgal. Ms.Anubha Bhosle talked about the transition of television over the last two decades. Mr.Yousuf Saeed led an interesting session on the semantics of poster art. Prof.Vibodh Parthasarathy from Jamia Millia elaborated on the transformation of music industry through the ages.

The second day started with a session on radio tracing the changes of the medium since independence. Mr.Sajan Venniyoor discussed at length about the possibilities of community radio in the society. The session on advertising in the afternoon mainly concentrated on how new idioms are replacing the old formats especially with reference to new generation advertisements which make use of non-human characters. The two-day festival ended with a grand puppetry show by Mr.Puran Bhatt. Before the show, Ms.Ranjana Pandey talked about the evolution of puppetry as a form over the ages.

The festival also had wide-ranging competitions like debate, poster making, photography, Newspaper design and Breaking News.

### **Seminar**

The department organises talks by experts every Wednesday on different topics. In the last session, we had people from different walks of life discussing issues of societal importance. Academician and columnist Dr. Ashley Tellis delivered a lecture on political implications of the concept 'representation.' Waheed Rahman, a journalist from Kashmir, came with the real-life experiences of working as a journalist in a conflict zone like Kashmir. Dr. Ratheesh Kumar discussed the idea of nation as it was represented through various media.

There were discussions on film 'Gender and Fandom' and other relevant topics.