

# SMC CHRONICLE

Quarterly Newsletter | Volume 1, Issue- 2 | April - June 2024

Department of Journalism & Mass Communication

## UNVEILING SMC CHRONICLE

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*The launch of the newsletter*

'SMC Chronicle', the departmental newsletter of Journalism and Mass Communication was launched during MUJ National Media Fest- Umeed, on 1<sup>st</sup> March 2024.

The chief guests of 'Umeed', Mr. Himanshu Shekhar and Dr. Ajit Pathak honoured the launch of this newsletter with their presence. The launch was also attended by Dr. G. K. Prabhu, President, Manipal University Jaipur, Dr. Komal Audichya, Dean of the Faculty of Arts and Dr. Fakira Mohan Nahak, Head of the Department of Journalism and Mass Communication.

The stage was set for its launch and it was released with students from all over India in attendance. The first issue was received with gusto; it covered all the events that happened

in the months of January to March. The SMC Chronicle promises to keep their readers informed of the occurrences within the School of Media and Communication here at Manipal University Jaipur. It had been in the works for quite a while and is the culmination of efforts of a dedicated team of students and faculty members.

The Editor-in-Chief of SMC Chronicle, Dr. Avneesh Kumar, was a driving force in its making and timely launch. The Associate Editors, Isha Deshmukh and Apoorva, toiled day and night to ensure its quick release. The Student Editors, Alaina Lawrence and Khushii Kulkarni, aided in this endeavour with their hard work. In addition, the layout of the newsletter was designed by Shambhavi Das.

# Passing the Editorial Baton

## EDITORIAL BOARD

### Editor-in-Chief

Dr. Avneesh Kumar

### Associate Editors

Ms. Isha Deshmukh  
Ms. Apoorva

### Student Editors

Ms. Khushii Kulkarni  
Ms. Alaina Lawrence

### Designed By

Ms. Shambhavi Das

Dear SMC Chronicle Readers, As the academic year comes to an end, we prepare to pass the editorial baton. As we near the threshold of graduation, we would like to take this opportunity to reflect upon the term that we have had.

As the Editorial Board, we were lucky enough to witness the growth that our department has undergone. The success of any department is reflected by its achievements. For J&MC department, this academic year started off on a high note when it won the award of 'Department of the Month' awarded by the Directorate of Research. While festivals like 'Umeed' and 'Utopia' celebrated the essence of journalism and mass communication, the seminars and lectures helped the students to evolve academically.

On a personal front, we witnessed an intrapersonal growth as well. From organising a Fresher's to receiving a Farewell, we have come a full circle. The SMC Chronicle has been an integral part of our development; it helped us in kick-starting our editorial journey. This newsletter provided us with the opportunity to hone our creative skills which included the process of designing, sourcing and writing. SMC Chronicle also presented us with the chance to interact with the esteemed leadership of our University, thereby strengthening our interpersonal skills. As an all-women led student editorial board, we believe that this newsletter served as the platform

that we needed to showcase our journalistic instincts. The previous edition provided us with an opportunity to get a glimpse of what is it like to work on the forefront by teaching us the significance of perseverance, persuasion and patience.

We would like to take this opportunity to thank everyone who was involved in the process of converting the SMC Chronicle from celluloid to cellulose. First and foremost, we would like to extend our heartfelt gratitude towards Prof. (Dr.) Komal Audichya, Dean, Faculty of Arts for her unwavering support. We would like to thank Prof. (Dr.) Fakira Mohan Nahak, the Head of Department, Journalism and Mass Communication for his valuable inputs. The publishing of this newsletter would not have been possible without our biggest pillar of support, Dr. Avneesh Kumar, the Editor-in-Chief of SMC Chronicle. His perfectionist attitude is what made this newsletter a success. We would like to thank him for his unflagging patience and his ability to troubleshoot every obstacle that we faced during our tenure. Without his expertise, our growth as an editorial board would not have been possible.

As we bid our farewell, we sincerely hope that the legacy of SMC Chronicle continues. We have the utmost faith in our juniors and we believe that the baton has been passed into the right hands. Signing off.

# NRWO: Talks and Oranges

**NOTHING  
RHYMES  
WITH  
ORANGE**



*Podcast hosts: Kartikdutt Sharma and Apeksha Tanwar*

Lavanya S (MAJMC- II)  
Nalin Sharma (BAJMC- II)

The Department of Journalism and Mass Communication brings forth 'Nothing Rhymes With Orange' (NRWO). NRWO is a podcast, kick-started by the students of the department, that delves into fun games, exciting guests, deep talks, light humour and all the cool Gen-Z lingo, attracting the young audience.

The podcast is hosted by two second year BA (J&MC) students- Kartikdutt Sharma and Apeksha Tanwar. The NRWO team ranges from content and media to production and post-production. The title, 'Nothing Rhymes with Orange' was sprung up by the content team to enhance the no-context comedy that the podcast has.

With each team working under a head, the entire NRWO

cast works hand-in-hand and brings new episodes every week, with 8 episodes per season. According to Kartik, one of the best ways to get things done for the podcast is to not create a very professional or strained environment, where the teams might feel exhausted doing their work. Rather, he likes to keep up with the same fun energy off-set as he has on-set. "Moreover, this also creates an open working environment where members can freely share their ideas and feelings without any fear of suppression," he stated.

This podcast documents every occasion as a milestone to inspire all young achievers. While the podcast brings in guests, mainly from Manipal University Jaipur, it expands its horizons to greater audiences by combining games such as 'Never Have I Ever', with relatable com-

edy and orange related puns that you can't help but crack a smile at.

With the episodes available on YouTube and Spotify, Kartik brims with pride as this podcast was truly a dream come true for him. "This is something that I have always wanted to do, as far as I can remember." He hopes to witness the department carry on with this legacy for future BA (J&MC) students.



*Scan the QR to visit NRWO*

# Visiting Dainik Bhaskar



*Students and Faculty during the Industrial Visit*

On February 19<sup>th</sup>, 2024, the Department of Journalism and Mass Communication organised an industrial visit to the Dainik Bhaskar Newsroom and Printing Press at Jaipur for the second semester students of BA (J&MC) and MA (J&MC).

Dainik Bhaskar is a major daily newspaper in India. In total, there are 65 editions of it being published in 12 states and union territories of India. It started in 1996 as a newspaper in Jaipur and achieved second place by selling 50,000 copies a day. In 2015, it achieved the title of the most read newspaper in the country.

Currently, it is one of the prominent media house in Rajasthan. Its headquarters, in Jaipur, is situated on Jawahar Lal Nehru Road while the printing press is located in Shivdaspora in Jaipur.

Accompanied by Dr. Prabhat Dixit,

Dr. Manish Sachan and Dr. Govind Kumar, the students walked into the busy newsroom of Dainik Bhaskar where they took a peek at the workings of this media house. The students gained critical insights into the inner workings of a newsroom and the process of newspaper publication. Throughout the day,



*Faculty members at the Dainik Bhaskar office*

they were taken around the newsroom to watch the process of news gathering, editing and publication. The news editor at Dainik Bhaskar, Tarun Sharma, talked to the students about the dynamic world of media and answered their questions. They were also taken to the website division of Dainik Bhaskar where they learnt about the functioning of the Dainik Bhaskar news website. At the printing press, they observed the intricacies of publishing a major newspaper.

This industrial visit was offered to the students as a part of their courses 'Reporting and Editing for Print Media' and 'Editing and Layout Designing'. The tour at Dainik Bhaskar was undoubtedly a memorable experience for the BA (J&MC) and MA (J&MC) students and offered them a glimpse into the ever-changing world of journalism.

# Structured Narrative in Journalism and Literature



*Prof. Bhattacharjee addressing the audience*

Lavanya S (MAJMC- II)

The School of Media and Communication recently facilitated

an International Expert Lecture on April 9<sup>th</sup>, 2024, exploring the complex domains of organised accounts in news coverage and writing. Titled 'Structured Narrative in Journalism and Literature: India and the US', the lecture was delivered by Prof. Ratan Bhattacharjee, a recognised scholar from Virginia Commonwealth University, USA.

The event drew a keen audience comprising of all the students of the J&MC department, eager to learn from Prof. Bhattacharjee's wealth of expertise.

He talked about rigorous fact-checking, multiple revisions and editorial scrutiny to ensure accuracy and clarity. The lecture culminated in a dynamic question-and-answer segment, allowing attendees to engage directly with the speaker.

The lecture was coordinated by Dr. Ram Pratap Singh, Assistant Professor, Department of J&MC. It broadened horizons within the academic community and fostered a deeper appreciation for the symbiotic relationship between journalism and literature.

## Navigating Gender Awareness: Understanding the Ground Reality

The Department of Journalism and Mass Communication at Manipal University Jaipur hosted an expert talk on 'Navigating Gender Awareness: Understanding the Ground Reality' on 6<sup>th</sup> March, 2024. This lecture was conducted under the 'Beti Bachao, Parivar Bachao, Desh Bachao' campaign by Ms Bhagyashree Saini. Ms. Saini is a women and child rights activist and the founder of Rajasthan Unsung Stars Trust.

The main objective of this event was to foster a deeper understanding of gender dynamics and to dismantle harmful stereotypes which are prevalent in our society. It aimed at equipping students with knowledge and critical thinking skills.



*In conversation with Ms. Bhagyashree Saini*

This endeavour included engaging discussions on various topics such as unconscious bias, the historical context of women's rights movement and the portrayal of women in media.

Another crucial objective was to highlight the significance of girl child education through showcasing

success stories of women leaders. This expert guest lecture served as a platform for inspiration.

Lastly, the event sought to cultivate a culture of allyship and action among students by encouraging active advocacy for women empowerment and education.

# NATIONAL MEDIA FEST - UMEED 2024



*Unveiling the 'Umeed' logo with the chief guests*

On 1<sup>st</sup> March 2024, The School of Media and Communication organised MUJ's 1st National Media Fest 'UMEED' which was a celebration of creativity and collaboration in the field of media. Students belonging to numerous universities across India participated in the various events held on the day. The day witnessed a plethora of talent in the field of Journalism and Mass Communication. From informative documentaries to expressive poetries, from striking photography to persuasive advertisements, 'UMEED' was a testament to the power of storytelling and the limitless possibilities of media.

'Umeed' celebrated the talent and hard work of the participants as well as the spirit of collaboration. Each project, each presentation and each interaction contributed to the diverse array of experiences which defined this Media Fest. The event was inaugurated by Prof.

(Dr.) Sudhi Rajiv (Vice Chancellor, Haridev Joshi University), Dr. Ajit Pathak (National President, Public Relations Society of India), Mr. Himanshu Shekhar (Senior Editor, NDTV, New Delhi) and Mr. Shashi Mohan (Senior Journalist & Bureau Head, Zee Media, Jaipur). Prof. Komal Audichya, Dean, Faculty of Arts along with Head of Department, Prof. Fakira Mohan Nahak felicitated the guests present.

Mr. Shashi Mohan and Dr. Ajit Pathak inspired the students with their words of encouragement and wisdom. They reminded them of the importance of their chosen field and the impact they can make through their work.

There were several different competitions/events being held in the university simultaneously, in which the students from various universities took part.

'Wordsmith' was a story writing competition where the students were supposed to develop a story with 8-10 words in the time given to them. Writers demonstrated their creativity by crafting compelling narratives within tight constraints, showcasing their ability to weave magic with just a handful of words. This saw Anisha Kamboj from Banasthali Vidyapith as the winner.

The 'Shutter Showdown' was a photography competition in which the participants had to capture photographs based on the theme of 'Mood and Emotions'. In this competition, Rajni Gandha and Sakshi Goyal emerged as talented photographers who moved the judges with their images.

'Mic Clash' was a radio jockeying event in which the participants had to write their content on a given topic and live record their set in the MUJ Radio lab. Anjali Karki, a student of Banasthali Vidyapith was declared as the winner. She was selected on the basis of her script, recording style and voice modulation.

The 'Breaking News' event challenged participants to think on their feet by demonstrating their ability to engage audiences through radio shows and news presentations. The participants had to present news from the script provided to them on the teleprompter.

'From the Field' was a team competition consisting of 3 members- a

# NATIONAL MEDIA FEST - UMEED 2024

reporter, an editor and a cameraman. The participants had to be efficient in handling the camera, writing a script and presenting the news with the topic provided to them on the spot.

‘AdQuest Challenge’ was an advertisement competition where a copywriter and a producer had to present an ad on a product. ‘AdQuest Challenge’ highlighted the art of blending storytelling, persuasion and innovation. It witnessed Rohan Baksh, Richa Mishra & Rasshri Rai impressing the judges with their creativity.

‘Documentaries’ provided a platform for in-depth exploration of important issues showcasing their filmmaking skills.

The ‘Media Quiz’ tested the participants’ general knowledge and current affairs from different disciplines of media. It saw Anjali Jadoun as the winner.

‘ManchMaharathi’witnessed groups



*Lighting the lamp at the inauguration ceremony*

bringing stories to life through theatrical performances and their stage presence as they acted out their plays. In this competition MJRP College emerged as the winner.

‘Spill Poetry’ had the participants stirring the souls of the judges with their heartfelt verses. Kushagra from AAFT, Noi-

da claimed the victory in this poetry recital competition.

Umeed had Banasthali Vidyapith winning the overall Champion award, which was a testament to their outstanding performance across multiple categories.

As the curtains drew on this exhilarating media fest, the students were left with inspiration, creativity and a renewed sense of competition. From captivating screenings to thought-provoking panel discussions, each moment was a testament to the power of media in shaping our world.

‘Umeed’ was a comprehensive success which not only highlighted the participants’ technical skills but also their ability to think creatively and critically under pressure.



*Group photo of faculty members and volunteers*

# UTOPIA 3.0: SUMMER SPLASH!



*The team of Utopia 3.0*

Nalin Sharma (BAJMC- II)

The Department of Journalism and Mass Communication celebrated 'UTOPIA 3.0' from 12<sup>th</sup> to 16<sup>th</sup> April 2024. With 'Summer Splash' as the theme for the year, the event encompassed a wide range of activities, varying from fiestas to cultural events. Various faculty members and students came together to take part in the Tug of War competition that took place on the 12<sup>th</sup> of April, in front of the Grand Staircase. Out of the four teams competing against each other, 'Rajasthan Lions' emerged victorious. The team was led by Dr Govind Kumar. Following up with the celebrations, 'UTOPIA 3.0' cut a rug with a flash mob performance that took place in the old mess on the 15<sup>th</sup> of April. The captivated audience watched keenly as students pranced around to some popular tunes. The dancing students were seen wearing customised black t-shirts. The front read, 'Utopia presents Summer Splash' with 'School of Me-

dia and Communication' printed at the bottom. The back of the t-shirt had the name of different committees- Organising Committee, Sponsors, Logistics, Content, Media etc, which varied from person to person depending on which committee they belonged to. Committee heads and faculty members also had their names printed on their t-shirts.

The final show came on the 16<sup>th</sup> of April at the Sharda Pai Auditorium. The cultural event was initiated with the auspicious lamp lighting ceremony followed by short speeches by the present dignitaries.

Soon after the Guest of Honour, Mrs Tulika Verma, addressed the audience, vibrant performances took over the stage. The audience roared with cheers and claps as singers, dancers, poets and beatboxers performed their sets.

The event also included interactive games such as 'Passing the Parcel' and a fun trivia about the college for the invited alumni and the audience. The cherry on top was the fashion walk segment; dazzling models took the stage with sparkling 'Sheenor' outfits designed by Abhishek Singh. The curtain was rung down after yet another groovy flash mob performance.

Alongside the cultural event, a Product Mela- 'Trinket Fiesta', was also organised at Wild Garden. Kiosks and stalls were set up where bags, jewellery and posters were sold.

With yet another successful completion of 'UTOPIA', the students of Journalism and Mass Communication lived up to the meaning of utopia- 'an imagined place or state of things in which everything is perfect.'



*The alumni being honoured by the faculty members*



## Celebrating the Launch of 'Hurt Heal and Help'



### *Nandini Verma's book launch*

The Department of Journalism and Mass Communication held a book launch event on 16<sup>th</sup> February, 2024 to celebrate Nandini Verma's latest work titled 'Hurt Heal and Help'. The anthology, which is authored by Second Year BA(J&MC) student Nandini Verma, is an eclectic mix of verses. 'Hurt Heal and Help' delves into the uncharted territories of mental turbulence by concentrating on a girl who is seen to be dealing with the repressed ghosts of her emotional baggage. The book forces its readers to confront their weaknesses by touching upon several vulnerable subject matters. Nandini Verma, with her words, encapsulates the essence of mental turmoil and unrest by personifying the apparitions present throughout her book. The book launch saw Nandini extensively talk about her book and provide deep insights to the audience present at the event. At the end of the event, Nandini answered various questions from the audience about her reasons behind becoming a writer.

## STUDENT ACTIVITIES

# The AIU Women's Student Parliament

Lavanya S (MAJMC- II)

The Association of Indian Universities (AIU) serves as a liaison between academic institutions and various national and international organisations. The AIU is responsible for representing and coordinating the country's university system.

The Association of Indian Universities had organised the AIU National Women's Student Parliament 2023–24 at Parul University. It provided the female students a platform to participate in talks, debates and events about women's empowerment and parliamentary rights.

The Women's Student Parliament was established to encourage democratic ideals and leadership abilities among the students. The National Women's Student Parliament seeks to give young women a forum for growth and development so they can utilise their potential and strength.

This programme encourages young people in India to adopt democratic ideals by promoting self-control, tolerance and respect for the law. It was a parliamentary debate competition consisting of three members- a Prime Minister, a President and a Whip.

Prachi Sirvi, Ishani Santuka and Chahat Patni represented the Department of J&MC under the guidance of Dr. Anushka Srivastava by participating in the Women's Youth Parliament.

Banasthali Vidyapith won first place in the competition and the second place was bagged by Jiwani University, Gwalior.

Although the victory was bagged by Banasthali Vidyapith, our team learnt a lot in those three days, making it a learning experience for them.



*Dr. Anushka Srivastava at National Women's Student Parliament 23-24*

# Bidding Adieu to the Batch of 2024

Nalin Sharma (BAJMC- II)

Standing on the precipice of parting ways, the Department of Journalism and Mass Communication bid adieu to their final year students on April 22<sup>nd</sup>. Final-year Bachelors' and Masters' students, all decked up in pretty outfits, occupied seats in the Sharda Pai Auditorium on a Monday afternoon. As they walked in, they were greeted by their juniors with small farewell cards with chocolates attached to them. Soon after, the curtain was rung up to commence the start of 'Farewell 2024'.

The anchors hit the podium and extended a warm welcome to the batch of 2024. This was followed by speeches given by the dignitaries, including the Head of Department, Prof. (Dr.) Fakira Mohan Nahak and the Dean of Faculty of Arts, Prof. (Dr.) Komal Audichya respectively. Expressing their love and affection for the passing batch, they wished them immense success and happiness for all their future endeavours.

The auditorium then roared with cheers and claps as various performances took the stage. Starting off with a solo dance performance, the crowd chanted as Sahil, a second year Bachelor's student, blazed the stage with his fiery moves. The cheers persisted as another second-year student, Hansika, took everyone's breath away with her melodious voice. The performances took a halt as the anchors brought forth an interactive game for the audience. Those who volunteered to

participate were quick to get on the stage and laugh at their attempts to perform silly dares that were thrown at them as a part of the game. The performances restarted with Elijah, a first-year BA(J&MC) student, performing a vocal duet with Keshav, a second-year BA(J&MC) student. Other performances included beatboxing by Dhananjay and two duo dances- first, by Hansika and Sahil and then by Shreya and Nupur.

'Farewell 2024' took another interesting turn as the faculty members and seniors were invited on stage for a dazzling fashion walk. One by one, or in groups, the seniors shone bright under the spotlight as they brisk-walked along to some popular tunes on the stage. After this unforgettable 'fashionista' moment, the winners for Miss and Mr Farewell (for Bachelor's), and Student of the Batch (for Master's) were announced by the seat-

ed judge, Dr. Namrita Bhardwaj. Ansh Walia was awarded Mr. Farewell and Devanshi Nilesh Porwal was awarded Miss Farewell. Additionally, Sachin Manyal bagged the award of Student of the Batch.

Just before the final vote of thanks given by Dr. Avneesh Kumar, the soon-to-take-flight seniors teared up as a special video was rolled before them, which had the teachers conveying a heartfelt goodbye message to their final year students.

After a final group dance performance by the juniors, the floor was left open for an 'Open DJ' where all the students from the department came together to celebrate the memories which the passing seniors had made over time in the college. The auditorium came to life as the students of Journalism and Mass Communication bid farewell to their seniors.



*Mr. Farewell, Ms. Farewell and Student of the Batch- 2024*

# Spotlight on Excellence

## FACULTY ACHIEVEMENTS



*Receiving the PRSI Awards*

Dr. Vaishali Kapoor, Associate Professor at the Department of J&MC, was honoured with an award for her countless contributions in Public Relations Mass Communication Teaching Distinction. Her dedication to excellence in the field of public relations is noteworthy. Additionally, Ms. Apoorva, a Masters' student in the Department of J&MC, received the honour of the Emerging Public Relations Talent Award. This award is indeed a testament to her unending hard work and passion.

## DEAN EXCELLENCE AWARD

On April 22<sup>nd</sup>, 2024, the Department of Journalism and Mass Communication honored students with the Dean Excellence Award for their academic and extracurricular achievements. Recipients included semester toppers Nalin Sharma, Krishna Kanwar, Sanskar Bahera, Shikha Sangtani and Apoorva. Awards were also given to Mansi Adhikari for qualifying the 'UGC-NET', Apoorva and Juhi Dawra for a 'PRSI Award' and a job placement respectively. Other honourees included Aditya Kumar Ravi as the top MUN delegate, Nandini Verma for authoring

a book, Ansh Walia as 'Mr. Rajasthan', Priyanshu Brajwasi and Nandini Singh for their roles in 'Heirs of Peacock Throne' and as a 'Social Media Influencer' respectively. Heer Sharma, Ishani Santuka and Deepit Mathur were awarded for 'National Representation' as 'Best Student Volunteers' respectively.

## MEDIA EDUCATOR

Prof. Fakira Mohan Nahak, Head of the Department of Journalism and Mass Communication, was honoured with the 18<sup>th</sup> Media Excellence Award for Best Media Educator by the Media Federation of India. The award ceremony took place at the PLB Auditorium in ITO, New Delhi and was graced by prominent figures in the media industry. Shree Arun Kumar, President of MFI, along with Ms. Rubika Liyaqat Shrivardhan Trivedi, presented the award to Prof. Nahak in recognition of his outstanding contributions to media education.

## FACULTY EXPERTISE

The Department of Journalism and Mass Communication was provided a platform to showcase its faculty's expertise on the 5<sup>th</sup> of April 2024. Dr. Avneesh Kumar, Assistant Professor at the Department of J&MC, was called in by Tecnia Institute of Advanced Studies, Delhi, to give an expert lecture on 'Understanding News and Its Relevance in the Changed Media Culture'. With his knowledge, he guided the students present during the webinar to deduce the significance of news in these advanced times.

## STUDENT ACHIEVEMENTS

### UGC-NET QUALIFICATION

Mansi Adhikari, a final-year MA Journalism and Mass Communication student, qualified the UGC-NET exam. Her success speaks volumes about her academic insight and indulgence in her field of study. By clearing the UGC-NET examination, she has proved her proficiency in her chosen field. As we applaud her achievement, let us also acknowledge the substantial assistance and guidance provided by her professors and mentors. Their support has been vital in helping her reach this milestone.

### MODEL UNITED NATION AND 'HINDI HAIN HUM'

Aditya Kumar Ravi, a first-year student of B.A. J&MC, won the 'Best Delegate' title at the International Conference of Model United Nations held at Poornima University. He exhibited commendable diplomacy and negotiation skills, in the Lok Sabha segment, which led to his victory.

Aditya also stood out in the poetry competition organised by the Faculty of Arts on 15<sup>th</sup> April 2024. 'Hindi Hain Hum' was organised to encourage the usage of Hindi among students. The program was judged by Dr. Priyanka Yadav, Assistant Professor, Department of languages, Literature and Cultural Studies and Dr. Vaishali Kapoor, Associate Professor, Department of Journalism and Mass Communication.

# CAMPUS GALLERY

