

EXPRESSIONS

2023-24

An In-House Newsletter of the Post Graduate Department of Journalism and Mass Communication.





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PRINCIPAL'S MESSAGE

Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh is a vibrant centre of education that encourages its students to come forward with new ideas and initiatives. The college has been accredited with 'A+' grade by NAAC and accorded the status of 'A College with Potential for Excellence' by UGC. It has always tried to instill creativity, critical and divergent thinking along with life values for its students. The institution conducts an array of activities throughout the years to bring out these skills among children. One such initiative is the Journalism and Mass Communication Department's newsletter – "Expressions".

We believe that students shall excel in Co-curricular and Extracurricular activities such as literary, cultural, and sports activities along with Academics. The newsletter is one such platform that serves the purpose of exhibiting the creative literary and artistic talents of our students. This edition of "Expressions" gives space to imagination while also unlocking the thoughts and values of students and staff. It provides a wide spectrum of creative skills which includes not only writing and designing but also editing the magazine. It comprises of campus news and coverage of significant college events, featured articles and much more. The vision here at Goswami Ganesh Dutta Sanatan Dharma College has always been to propagate knowledge that prepares students to meet even the highest standards of aptitude and professionalism in every aspect of life. It is our belief that the sky is never the limit but instead a beginning, we encourage you to reach for everything under the sun.



Principal, Dr. Ajay Sharma

HoD's MESSAGE



HoD, Dr. Priya Chadha

Dear students,

In our contemporary world, we find ourselves inundated with a deluge of information. Amid this information overload, the role of media becomes more significant. It holds the power to cut through the dense fog of data that engulfs netizens and create content that is not only meaningful but also has the potential to inform, entertain, and communicate in a manner that distinguishes itself amidst the vast sea of digital content available on various platforms. In doing so, the media fulfills its vital role and responsibility as the fourth pillar of our democracy.

I take great pleasure in presenting to our readers the in-house newsletter 'Expressions' of the department for the session 2023-24. I extend my heartfelt congratulations to the exceptional students of our department who have dedicated their time and effort to showcase their remarkable talents and writing skills, all while residing in an environment where information is merely a click away. Their innovative perspectives on journalism equip them to adapt to the ever-evolving landscape of digital technology. The aspiring journalists under the guidance of our department are poised to ascend to even greater heights in our noble profession.

CAMPUS BUZZ



'AAGHAZ' Freshers Party for B.Com and BBA. Students

By - Rashmeet

The PG Department of Commerce and Management, Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh organized a successful annual freshers party 'AAGHAZ' a spectacular event that marked the beginning of an exciting academic journey for the new students. The freshers party held on 01.09.23 at the main auditorium of GGDSD College was a resounding triumph. It exceeded expectations bringing students, faculty and members of staff in the moments of fun, camaraderie, and unforgettable memories. The welcome address was given by Dr. Ajay Sharma, Principal of Goswami Ganesh Dutta Sanatan Dharma College who motivated students to engage in extracurricular activities, join clubs & organizations and explore their passions. The event showcased the vibrant and diverse culture fostering connections among students and setting a positive tone for the academic year ahead. The students came decked up in their best attires bubbling with energy and excitement. The main highlights of the event were electrifying live music and dance performances and a spectacular modeling event. Dr. Rajiv Behl, Head, PG Department of Commerce & Management blessed the event and expressed his gratification by saying "The freshers party is a significant tradition at Goswami Ganesh Dutta Sanatan Dharma College and this year's event is a fantastic start to this year's academic year. It was heartening to witness the spirit of unity and excitement among our new students. We look forward to supporting them in their educational journey."



Dr. Meru Sehgal, Dean, Faculty of Commerce & Management, shared the Japanese concept of 'Ikigai' which states finding inner happiness and motivation is the key to lead a successful and blissful life. Events like this help in identifying one's own 'Ikigai'. She also extended her heart left gratitude to the dedicated students and organizers & faculty of the department who worked tirelessly to make this event a success.



RESULTS

Mr. Fresher	: Hardik
Miss Fresher	: Tvisha
Mr. Elegant	: Shubham
Miss Elegant	: Khushi
Mr. Charming	: Piyush
Miss Charming	: Aziza



Two-Day Workshop on Print Media Professional Softwares : Quark Express & Indesign

- Arshpreet Kaur, BA-2

The Post Graduate Department of Journalism and Mass Communication of Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh, organized a workshop on print media's professional designing softwares, InDesign and Quark Xpress for the students. The resource person for this occasion was the Sub Editor and Graphic Designer of Amar Ujala, Mr. Naresh Makaniya. Dr. Priya Chadha, HoD, and College Principal Dr. Ajay Sharma gave a warm welcome to the guest after which the workshop began. The workshop focused on training the students on software interfaces and tools. Over 60 students attended the event. Students were divided into groups and given small-term design projects apart from this the Department is successfully running a Post Graduate Diploma in Mass Communication. It also offers Journalism as an Elective subject in BA as well as Add-on courses in Journalism and Video Reporting.



It is also running the skill-oriented B.Voc.in Media and Entertainment degree course that aims to equip students with the requisite skills required to assume various roles in the media industry. The course includes relevant modules such as Mobile Journalism, TV and Radio Production, Print media, Script writing, Advertising, and Public Relations, among a few. It provides the students with experiential learning with the help of case studies, projects, interactions with media professionals and internships.



Goswami Ganesh Dutta Sanatan Dharma College organizes 'Prathna Sabha' to pay homage to Revered Lt.Pt.Mohan Lal Ji

- Divya Babbar, BA-3

Goswami Ganesh Dutta Sanatan Dharma College, Sec 32-C Chandigarh, organized Prathna Sabha and Memorial lecture to pay homage to Revered Late Dr. Pandit Mohan Lal Ji, Former Home, Finance, education minister of Punjab, Founder, President, GGDSD College Society, Chandigarh in the college premises on 30th August. In memory of the Revered Late Dr. Pandit Mohan Lal Ji, a memorial lecture was delivered by Prof. Dr.Renu Vig, Vice-Chancellor of Punjab University. While addressing the audience, she recalled the valiant contributions of Pandit Mohan Lal ji in various fields. Dr. Renu also precisely highlighted some principles of life. A detailed and meaningful lecture on how unique a human mind is compared to a machine or any other software. She says education is not just bookish knowledge but knowledge to face difficulties wisely. Continuing with the lecture, Dr. pointed out specifically how there is no shortcut to success; only dedication and self-efforts are valid elements for the same. Dr. Vig mentioned how there was a great boost to technology after the COVID-19 period, but on the other hand, technology had its opposite effects as well; interpersonal relations have been dismantled since the upgrade of technology.



But in the end, we should forever be grateful for what we have by the grace of god and remove negative qualities like greed, ego, self centrisim, gain self-control, sacrifice for the underprivileged and always choose the righteous path. Later, the stage reverberated with melodious Bhajans sung by Shri. Sunil Dhyani and Manjit Dhyani. Dr. Anurag Joshi concluded the event by giving his vote of thanks to Shri Sunil Dhyani and Manjit Dhyani for their devoted and enthusiastic performance. Dr Ajay Sharma and other distinguished members of the GGDSD College Society, faculty and students were among those present on the occasion.



'Mental Health Week' orchestrated by Department of Psychology Arshpreet Kaur, BA-2 & Pious BA-3

Department of Psychology in collaboration with the Aesthesia Club of Goswami Ganesh Dutta Sanatan Dharma college, Sector 32 celebrated Mental Health week from 3rd to 10th October. The week was filled with positive and powerful messages on mental health accompanied by a tapestry of activities. The week commenced with a desk day using the symphony of colours in the form of Thumb and Face painting with an Affirmation board on 3rd and 4th October. Further, a movie screening was organized on 7th October which allowed the students to traverse the spectrum of human emotions and leave with a smile on their faces. Taking the week forward, an Open Mic and Collage making competition was held on 9th October to encourage an artistic opening to the students where they could express themselves in the form of poetry, music and much more. The rhythmic heartbeat of the week was quickened during the SD Hustle- Rap and Beatboxing Competition on 10th October as students articulated their innermost perceptions to the beat and rhythm of their creation and it was ended with a Flashmob to show that mental doesn't need to stay behind close doors along with that the Psychology department also organized a seminar on Mental Health on 5th October in which the keynote speaker Dr. B.K.(Simmi) Waraich, a psychiatrist from Fortis hospital, Mohali talked about assertiveness, depression and coping strategies.



Furthermore, Poster making, Slogan writing and Psychology Memes competition was organized on 6th October to encourage the students to showcase their knowledge about mental health through their creative genius.

The week saw participation of over 150 students who attracted the attention of maximum college students and left an indelible impact among them as it successfully transformed the loud whispers to gentle conversations. Also this Mental Health week was concluded with prize distribution ceremony. The college principal, Dr. Ajay Sharma congratulated the efforts of the Psychology Department and the Aesthesia Club for organizing and spreading awareness for such a noble cause.



'Webinar on Tobacco Use Amongst Youth'

- Divya Babbar, BA-3

"The Victory Against Drug Abuse (VADA) club of Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh participated in the virtual seminar on 'Tobacco and Nicotine Free: Let's Save Our Children' organized by the Generation Saviour Association, a non-profit organization working in the field of public health since 1996. The webinar included experts from various fields. Dr. Rana J. Singh, Deputy Regional Director, The Union highlighted the importance of setting up tobacco-free jurisdictions to prevent the initiation of tobacco use among youth. Behavior scientist Dr. Mira Agbi spoke about the influence of home, community, and movies on gullible children. Dr. Melina Magumbol, Senior Research Manager, Global Policy Advocacy & Communication, Vital Strategies focused on the role of manipulative social media marketing in increasing tobacco use. Dr. Mansi Chopra, Senior Research Scientist, HRIDAY emphasized the importance of regulating OTT platforms with a wide viewership and often showing content depicting nicotine use. Dr. Gurmandeep Sekhon, Assistant Program Officer, NTCP, Punjab, and Dr. Puneet Chahar, Manager, Monitoring and Evaluation, NTCP, The Union made the audience aware of tobacco use initiation and use of cigarettes, e-cigarettes, and hukkas among the youth. Dr. Chahar highlighted the importance of strictly implementing anti-tobacco policies.



Dr. Vandita Pahwa, in charge of Preventive Oncology, at Homi Bhabha Cancer Hospital and Research Centre mentioned that essential preventive as well as corrective measures need to be taken to tackle the menace. Ms. Opinder Preet Kaur Gill, Director of Programs, Generation Saviour Association. The VADA club also conducted a recruitment drive for the new session. Dr. Ajay Sharma, Principal of the college, and Ms. Ritika Sinha, Club Incharge, encouraged club members to enthusiastically contribute to the noble cause of making educational campuses drug-free. Faculty club members Mr. Varinder Kumar, Dr. Nidhi Chadha, Dr. Divya Jyoti Randev, Ms. Shruti Sharma, and Ms. Sakshi were present at the event.



Awareness Session on Gender and Sustainable Mobility

- Kashish Chitkara, BA-1

The Gender Champions Club of Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh organised an awareness session on 'Gender and Sustainable Mobility' in collaboration with the department of Social Welfare and the British Deputy High Commission Chandigarh. The workshop was held on 9th august 2023 from 10 A.M. to 12 P.M. It enlightened us about what gender mobility is, why it was so necessary to be a part of it, where we can use our basic rights or provisions told by the honourable guests and how they will help us in our own safety. To begin the workshop the college principal, Dr. Ajay Sharma welcomed the guests with planters and gave us an introduction of the workshop. The first guest British Deputy High Commission Mr. Sanjeev Gulati came to the dais and enlightened us by telling us various rights and provisions which were still hidden from many of us. He explained different areas of pensions like pensions for older people, for widows, for PWDs, for couples with inter caste marriages, free professional courses for women having keen interest in standing on their feet and many more but he also made us aware of the eligibility criteria which was having annual income less than 1.5 lakhs and 3 years of citizenship in Chandigarh. After his amazing and resourceful speech, a video made by some worthy members of the gender's champions club on the above-mentioned topic was played which stroked directly towards our brains and hearts.



That video showed us various problems faced by women while travelling via public transport and told us about some aspects of self-protection. They provided some very important details like the availability of panic buttons in buses and over 1500 cctvs near us, SOS app for women safety, police PCR services and helpline numbers which are 1091, 100 and 102. After getting inspired by everything the second speaker Ms. Madhu Mishra (Senior Adviser, Economics, Climate Change Development) talked on the dais that the Chandigarh administration department is working its best towards sustainable mobility and is showing a good pace of progress in the same. To wind up the session with a vote of thanks to our guests the Registrar maam gave us some very precious words which were if all these rights and provisions made by any authority will remain in books and will not be publicly established, they will be of no use. At last, Ms. Prabhjot Kaur, Gender Specialist, Department of Social Welfare (Women and Child Development) came up with a very interesting question answer session where many students answered enthusiastically and even gave and then this fruitful workshop came to its end.





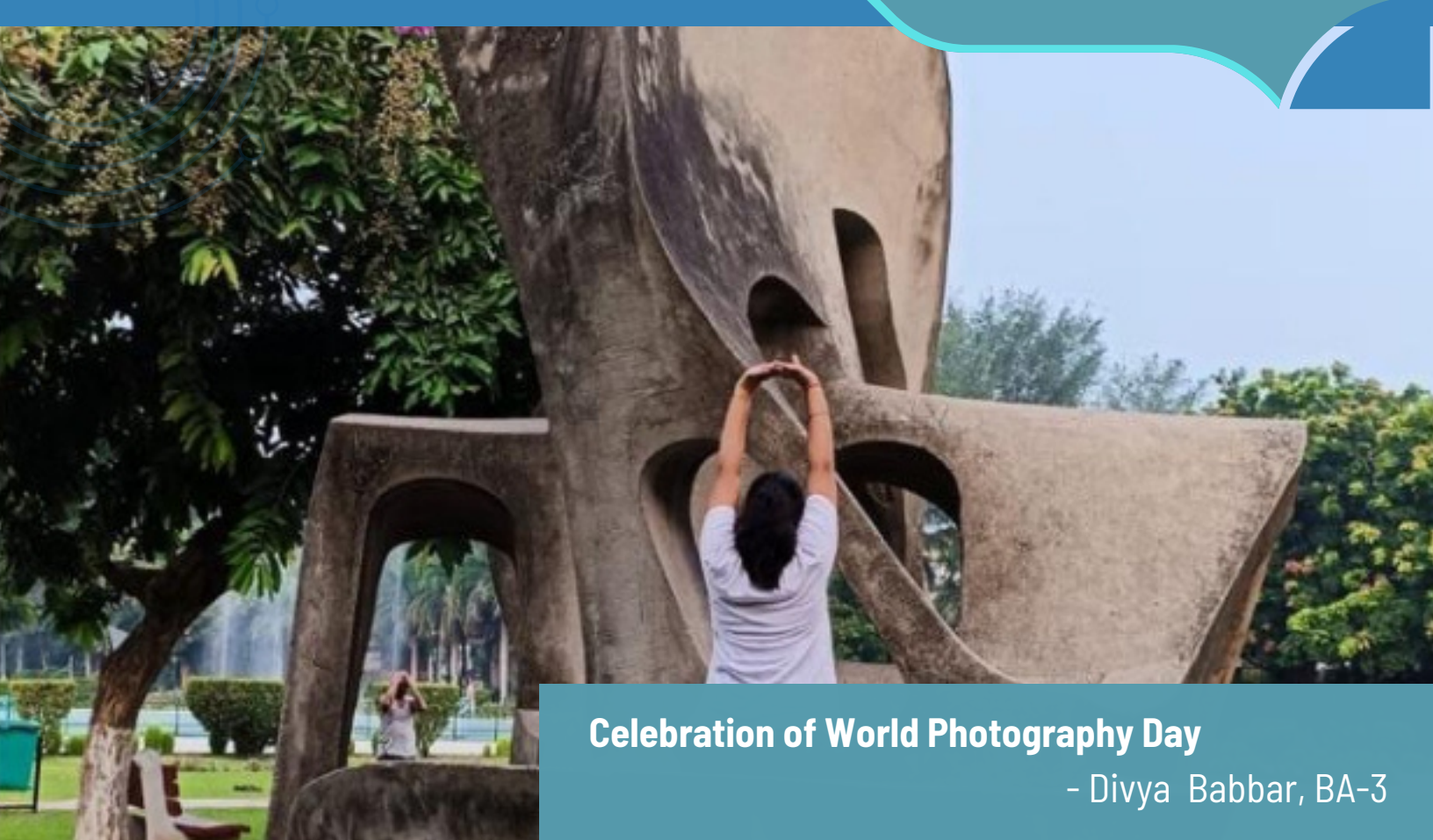
Goswami Ganesh Dutta Sanatan Dharma College holds Student Council Elections

- Ashima Rattan & Kanya Batra

Goswami Ganesh Dutta Sanatan Dharam College sector 32-c Chandigarh holds Student Council Elections on 6th September 2023. The elections were held from 9a.m. to 12 noon in the college premises, where students were allowed to cast their votes for their preferred candidates from a total of 6 main parties. The results announced on the same day declaring Mr. Parwinder Singh of party SDCU as the President, Mr. Saksham Bhateja as the vice president, Mr. Harsh Chauhan as the general secretary, Ms. Urvija Bali as joint Secretary. The Manifesto of the leading party stated that," Extension of the Girl Hostel timings, Singers of every culture at VIRASAT, Installation of AC and Proper Maintenance of girls common room, Introduction of Thali System in the canteen with proper price list, Adequate number of fans in the classes and canteen , Shower for NCC candidates ,Extension of timings of food delivery in girls and boys hostel etc. There were 6 main parties along with several others contesting in the elections, various alliances were formed with the agenda to gather votes and work for the college together and better.



NSUI + HPSU formed an alliance on August 24, gathering a total of 616 votes. HIMSU + SDCU+ ABVP emerged as the leading alliance party with a grand of 1553 votes, where SOI got 911 votes being the second in the race, other small parties managed to gather 233 votes in all. The college administration gave only 2 days to all the parties to conduct their campaigning before the election day. The college code of conduct was applied, and no member of any party was allowed to indulge in any form of promotional activity. To celebrate the win, party members distributed sweets all over the campus and promised to work hard in order to fulfil the expectations of the college students as well as the college staff.



Celebration of World Photography Day

- Divya Babbar, BA-3

Post Graduate Department of Journalism and Mass Communication of Goswami Ganesh Dutta Sanatan Dharma College, Chandigarh held an online 'Student Photo Journalist Competition' to enhance the creative skills of students in photography. This event was organized by G.G.D.S.D College keeping in mind the Aatmanirbhar Bharat Campaign initiated by The Government of India. The themes for the competition were:

- Aatmanirbhar Bharat
- Unity in Diversity
- Our Culture, Our Pride
- Health and Wellness
- Lifestyle for Environment
- Travel Adventures
- Urban Life : Cityspaces and Child Photography



As many as 27 students came forward to showcase their creative minds. Kanishka Goyal bagged 1st position, Kitty Chawla bagged 2nd position, Neha Thakur and Madhav Mangi scored 3rd position respectively.

Principal Dr. Ajay Sharma appreciated the creative minds of the students which reflected their deep connection with our culture. The event organised by Dr. Priya Chadha, Head Department of Journalism and Mass communication.





The Young Communicators Club under the aegis of Post Graduate department of Journalism and Mass Communication, Goswami Ganesh Dutta College welcomed new team members with an Installation ceremony today. Kitty Chawla, Navya Mehta and Divya Babbar were chosen to be the President, Vice President and General Secretary of the club. Mr. C.J. Singh, National Senior Vice President, PRCI encouraged the new members to be the change makers, "In the era of ChatGPT, it is important to hone your communication skills and also to ethically perform one's duties." Dr. Rupesh Singh, Chapter Chairman apprised the audience about PRCI's objectives, mission and the opportunities provided by YCC to young communicators. "I encourage you all to seize this opportunity to learn, grow in this field. You can engage with experienced professionals and seek mentorship. The field of Public Relations is constantly evolving and you must stay ahead of the curve." Ms. Renuka Salwan, Vice President, North PRCI said, "We must learn to network in today's age. It is also important to have passion and motivation for your work."



Dr. Ajay Sharma, Principal said, "The Department of Journalism has established its own standing. Professional collaborations like these are of great benefit to the students." House newsletter Expressions. Dr. Priya Chadha, YCC Chair and Head of the Department welcomed the new members to the club and proposed the vote of thanks. Winners of the World Photography Day competition were also felicitated at the event. The first prize was awarded to Kanishka Goyal. Kitty Chawla bagged the second prize. The third prize was jointly awarded to Neha Thakur and Madhav Mangi. The Department also released the in-



Conversation with Dr. Jagdeep on Eye Donation

- Shreya Suman, BA-2

On the occasion of National Eye Donation Fortnight, the Post Graduate Department of Journalism and Mass Communication of Goswami Ganesh Dutta Sanatan Dharma College organised a conversation with Dr. Jagdeep, Deputy Director, NPCB (National Programme for Control of Blindness), Health Department, Haryana.

Dr. Jagdeep emphasised the importance of eye donation that helps improve lives of those who are visually impaired. He helped to clarify doubts and myths with regard to eye donation. He further highlighted the process undertaken for registration as well as the pre and post operation procedures.

Dr. Priya Chadha, Head of the Department thanked the guest speaker for providing valuable information on the social cause. Principal Dr. Ajay Sharma highlighted the importance of contributing to social causes.





National Seminar on Media, Culture and Freedom : Past, Present & Future

- Shreya Suman, BA-2

The Post Graduate Department of Journalism and Mass Communication organised a national seminar on Media, Culture and Freedom: Past, Present & Future today. Prof. Rumina Sethi, Dean University Instructions, Panjab University, Chandigarh was the Chief Guest and Prof. Govind Singh, an SD Alumnus, and working as a Dean Academic Affairs, IIMC, New Delhi was the Guest of Honour at the seminar. The aim of this national seminar was to highlight the role of various media including newspapers, radio, television, cinema and folk media in the freedom movement, a series of historic events that ultimately led to the end of British rule in the country. It further aimed to celebrate the glorious heights achieved by the Indian Media and Entertainment sector at present as well as the impact of the media on culture. Prof. Rumina Sethi gave an insightful address to the students for pursuing career prospects in Journalism and Mass Communication with an emphasis on ethics of journalism. Prof. Govind Singh addressed the students in his wise address to the students as a alumnus, Singh also shared his experiences and dwelled on the shift in the changing scenario of journalistic arena. Dr. Ajay Sharma, Principal extended his gratitude to the media professionals for enlightening the audience about the recent trends and challenges faced by the media.



Distinguished media personalities participated in the panel discussion. These were Mr. Sanjiv Dosajh, Head of Programme, AIR & DD, Chandigarh & Jammu, Ms. Aruti Nayar, Former Assistant Editor, The Tribune, , Mr. Saurabh Duggal, President, Chandigarh Press Club, Mr. Mayank Mishra, Senior Journalist and Chief, Janmarg Hindi Newspaper and Mr. Deepkamal Saharan, Public Relations Officer of Deputy CM of Haryana. The panel discussion placed a strong emphasis on the ethics of journalism and the importance of maintaining integrity in the practice of journalism. It delved into the evolving landscape of journalism, including changes in dissemination methods, consumption patterns, and the dynamic nature of digital journalism. The discussion also explored the future of journalism within the context of the current media landscape. The event continued with technical session headed by Dr. Archana Verma Singh, Ms. Gaganpreet Walia, Ms. Ritika Sinha, faculty from the Department of English, of the college. The Valedictory session was chaired by Dr. Bhavneet Bhatti, Chairperson, School of Communication Studies, Panjab University. The event concluded with a vote of thanks from Dr. Priya Chadha, Head of the Department.



EXCLUSIVE

INTERVIEW



An Interview with RJ Abhimanyu Rai

- Gargi Verma, BA-1

RJ Abhimanyu Rai is a popular radio host at Radio Mirchi, where he has been working for four years. He's known by the nicknames "Hi Rai" and "Mirchi Hi Rai." Apart from his radio gig, he also gave a TEDx talk at Shoolini University. Abhimanyu has a master's degree in civil engineering and has previously worked in the hotel industry. He's also active on YouTube. Abhimanyu comes from Mandi district in Himachal Pradesh and takes pride in representing his hometown.

- **What inspired you to pursue a radio career? What is something you always wanted to do?**

Ans: I didn't plan to become a radio host; it wasn't something I always dreamed of doing. After I finished my civil engineering degree, I ran a hotel in Manali. Later, I started making YouTube videos in Mandyali, which gained me recognition in Mandi and among people from Himachal Pradesh. One day, a friend named Pratap shared a job opening at Radio Mirchi with me. I decided to give it a try and applied for the position. I originally wanted to become a pilot in the Air Force, but I couldn't fulfill that dream. However, it's still a dream I hold onto.

- **What do you find most rewarding and challenging about working in the radio industry?**

Ans: The best things are many: the whole city hears you, and RJs are respected (whoever knows you are one). Parents are proud, you are a social figure in the city, office vibes are always fun, it never feels like work in Mirchi (I don't know about others), you get many opportunities, exciting job, Radio gives you a platform to be among well-known personalities of different industries, and there are many other things. The worst thing is sometimes you have to work on holidays too. But if you like to entertain people, it doesn't matter.

- **What steps or strategies would you recommend for someone aspiring to build a successful career in radio?**

Ans: Formal ways are to do media studies and Voice training courses. The most important thing is to listen to the Radio, which gives you ideas about the Platform. Keep gathering information and knowledge about everything from wherever you can. (You need not be an expert in every field but should have an idea about things as RJs have to talk about anything and everything). You should know how to draw a picture in people's minds about anything through your words.

- **Does being an influencer or being on social media add extra pressure on you?**

Ans: No pressure, but you have a responsibility on you because people look up to you. It is great when people recognise you, respect you, take selfies and get excited to see you, so you have to take care of these people's feelings that they have invested in you.



How does Social Media affect you?



I think it affects you positively as it keeps you connected with the social world. This enhances connection, increases self-esteem, and improves a sense of belonging. "Mental Health and Social Media" go hand-in-hand. Social media affects our mental health or the way we perceive everything around us for example : " If we see our environment in a good way, we use social media positively, but if we see it negatively our mindset is negative and we tend to search negative about social media."

Kavya, BA-1



"Social media has a negative toll on our mental health. As individuals, we tend to compare our lives with other people. We fall into the trap of comparing ourselves to others as we go through our feed and make judgments about how we measure up".

Utkarsh, BBA-2



"Social media makes us alienated. We don't spend time with our family as much as we do with our phones. Moreover we are moving away from our cultural and traditional culture and rituals by getting influenced with things we see on social media."

Yashika, BA-2



How does Social Media affect you?



"I don't think social media affects in a certain way, it depends on the individual how he/she uses the platform. Social media tends to make us compare our lives with others which is mentally unhealthy as it causes anxiety, bad sleeping patterns, etc."

Tanvi Jain, BA-1



"Social media helps in building relationships and communities . Further the various motivational pages on different social media platforms like fitness, career act a source of knowledge and learning for people wanting to become a better version of themselves."



Pritika Kalyan, MSc. Biotech-1



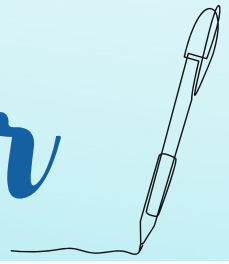
"On one hand social media triggers more sadness and less well-being , as I myself have struggled with body shaming and comparing myself with the so-called perfect body type on social media. On the other hand I think social media spreads body positivity. There is a section of people who come out stronger despite the constant trolling and this inspires us to love our bodies no matter what."

Vinay, BA-1





Writer's Corner



Decline in Newspaper Reading : A Changing Media Landscape

The evolution of technology has given birth to a digital era that has fundamentally transformed how we interact with information. But this rise, however, has come hand in hand with a decline in the traditional practice of reading newspapers. The rapid increase of platforms like Facebook, Twitter, Instagram etc., has led to such a change in scenario. One of the most prominent factors is the instantaneous access to information that these platforms offer. Unlike newspapers, where information is curated and printed on a scheduled basis, social media provides a real-time stream of updates and news,

allowing users to remain abreast of current events without delay. Social media encourages users to actively participate in content creation which has empowered individuals to share their stories, insights and opinions,⁸ fostering a sense of community and engagement unparalleled in traditional media. Visual content in the form of images, videos, infographics and memes dominates these platforms, making

information consumption informative and engaging. While numerous advantages have marked the rise of social media, it has also given way to a decline in reading newspapers. One of the primary reasons for this decline is the convenience and accessibility that social media provides. With the ease of access to smartphones and tablets, people can access their social media feeds anytime and anywhere. This starkly contrasts the traditional newspaper format, which demands physical presence and is often constrained by publication schedules. The relations nurtured through social media and instant replies to the conversations add another reason for people not spending time reading a newspaper.

In conclusion, social media has severely impacted the lives of each one on the globe, and if we want to be aware and simultaneously nurture reading habits, then we should maintain a balanced approach between social media and reading the newspapers.



Image Source: wasabisys.com



Image Source: bpmcdn.com

Effects of Social Media on Mental Health



Image Source : devdiscourse.blob.core.windows.net

Media has the power to inform, illuminate and inspire. Media plays a significant role in shaping the way we perceive the world and understand our emotions. In the digital age, where information and content are readily accessible, the influence of media on psychology and emotional health cannot be underestimated. Constant exposure to various forms of media, such as television, social media, and online news, can have both positive and negative effects on our psychological well-being. On one hand, media offers a platform for self-expression and connection, enabling individuals to share their experiences and emotions with a global audience. This sense of belonging and validation can enhance feelings of self-worth and reduce feelings of isolation. But as we are all aware of the fact that EVERY ROSE HAS A THORN, media has some negative impacts too. The omnipresence of media can also have detrimental effects.

The “highlight reel” nature of social media often leads to comparisons, fostering feelings of inadequacy and low self-esteem. Images of unattainable beauty standards and lifestyles can contribute to body dissatisfaction and contribute to mental health issues like anxiety and depression. Moreover, sensationalised news stories and graphic content can evoke fear, stress, and desensitisation, affecting emotional wellbeing. Continuous exposure to negative news cycles may lead to a heightened sense of threat perception, contributing to heightened anxiety levels in individuals. It’s important to recognise that the relationship between media and psychology is complex. Individuals may engage in media consumption as a coping mechanism, seeking distraction from their own emotional challenges. However, this escape can sometimes escalate into an unhealthy pattern of avoidance, hindering emotional growth and problem-solving skills.

To mitigate the potential negative impacts of media on psychology and emotional health, it’s crucial to develop media literacy skills. Critical evaluation of the content we consume helps us distinguish between reality and hyperbole, allowing for a more balanced perspective. Setting boundaries on media consumption and practicing digital detox can also help regulate emotional responses and foster a healthier relationship with technology. In conclusion, media’s influence on psychology and emotional well-being is undeniable. While it offers avenues for connection and self-expression, it can also contribute to negative emotional states and mental health challenges. Developing media literacy and practicing mindful consumption can empower individuals to harness the benefits of media while safeguarding their psychological and emotional health.

A.I VS. HUMANS

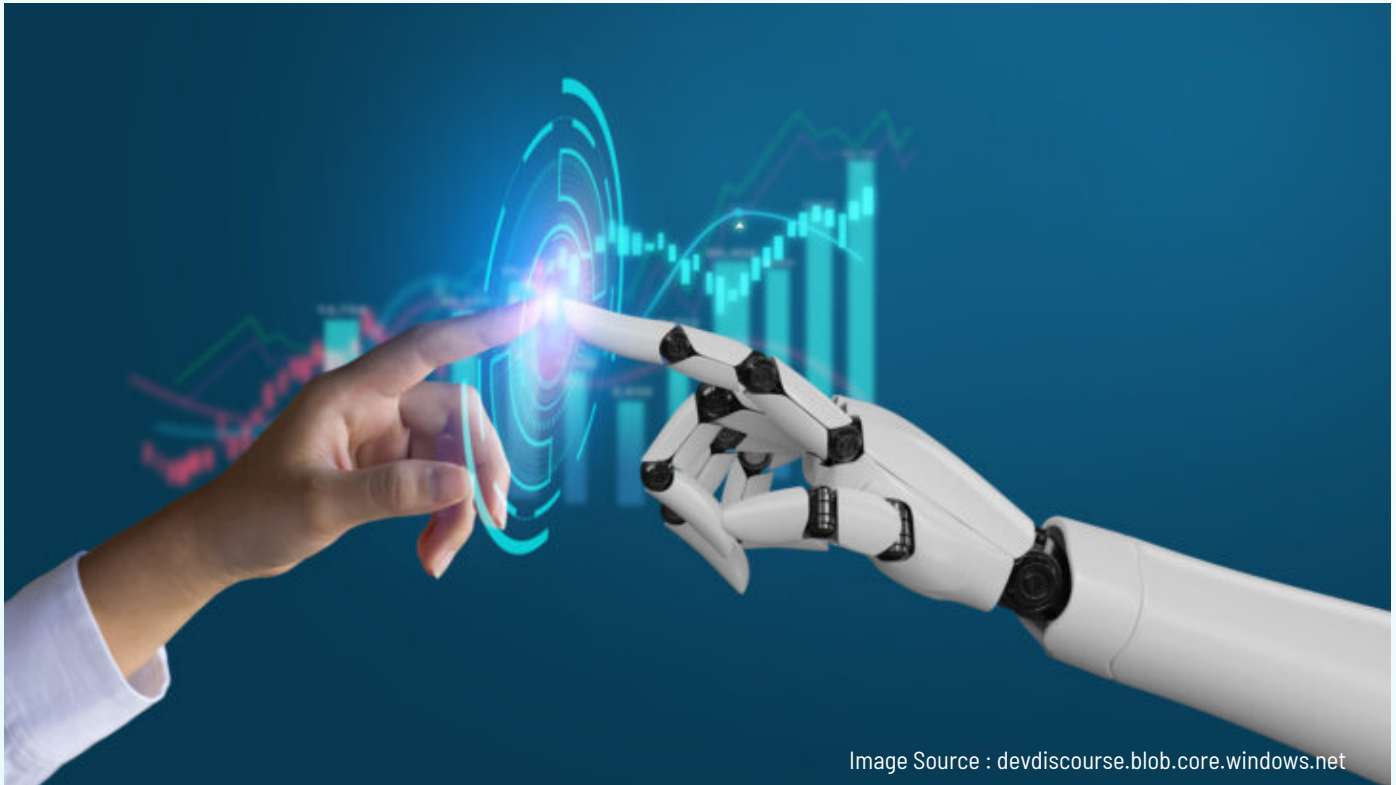


Image Source : devdiscourse.blob.core.windows.net

The development of artificial intelligence (AI) has been a topic of both fascination and fear for decades. While some people view AI as a tool to improve our lives and make our world better, others worry that it will ultimately become more intelligent than humans and take over. So, the question remains: will artificial intelligence take over humans in the near future?

On one hand, AI has made significant strides in recent years. Machine learning algorithms have become increasingly sophisticated, enabling computers to process vast amounts of data and learn from it in a way that was previously impossible. AI is now being used in a wide range of industries, from healthcare to finance to transportation. Autonomous vehicles are becoming more common on our roads, and AI is even being used to develop new drugs and treatments for diseases.

But, AI still requires human input and oversight. While machines can learn from data, they still need humans to tell them what data to learn from and what patterns to look for. AI also requires human programmers to develop the algorithms and software that make it work. Without human guidance, AI would be unable to function.

There is also the question of ethics. Even if AI were able to take over humans, should it? Would an intelligent machine be able to make moral judgments and decisions? Would it be able to empathize with human beings and understand our emotions and needs? These are questions that are still being debated, and there is no clear answer.

So, while AI has made impressive progress, it is unlikely that it will take over humans in the near future. Instead, we can expect to see AI continue to evolve and become more integrated into our lives, improving our world in ways we never thought possible. However, it is important that we remain vigilant and ensure that AI is developed in a responsible and ethical manner, with human values and needs at the forefront. Only then can we truly reap the benefits of this powerful technology.

The Phenomenon of OTT Platforms: A Transformative Journey in Entertainment

Do you recall the days when you sat before a small television with your parents during dinner, perhaps watching 'Sony'? For those of us born in the early 2000s, that memory was nearly six years ago. It's astonishing to reflect on how, in the span of just 6-7 years, the concepts of media, television, content, cinema, music, and daily information have undergone such profound transformations that there's no turning back. The pivotal event that triggered this shift was the pandemic. As people around the world found themselves confined to their homes, some with their families and others in solitary isolation, they discovered solace in the emerging world of OTT platforms. Services like Netflix, Hotstar, Prime Video, and more brought their A-game, offering nostalgic shows and movies to comfort individuals during stressful times. While these platforms existed before the pandemic, their consumption was limited to a select stratum of society.

Almost three years have passed since the pandemic's onset, and while masks and sanitizers have come and gone, OTT platforms continue to stand tall. If someone had asked you to imagine a world a decade ago where you didn't have to wait for your favorite show to air on TV, you might not have believed it. These platforms not only offered a superior means to consume high-quality content but also curtailed piracy. OTT platforms have had a revolutionary impact in India, reshaping people's entertainment preferences. They have ushered in a more enlightened cultural environment among both children and parents. The majority of the shows and movies they offer promote gender positivity, reject misogyny, satirize social ills, and demonstrate sensitivity toward the LGBTQIA+ community.

This new era of content delivery has also made storytelling more inclusive of the queer community. Moreover, many Bollywood actors are now eager to present their audience with cinema that addresses pressing issues such as rape, murder, corruption, misogyny, and inequality. In a society like India, it's easy for subjects to become taboo, and many aspects of human life still carry that stigma. While Indian society is evolving, there remains a segment that remains largely oblivious to these changes. Even in 2023, age-old problems like hate crimes and insensitivity persist. The sensitive topics that OTT platforms bring into the public eye are a small yet impactful step toward a better nation, challenging taboos and pushing society to confront critical issues.



The Podcast Era : A New Era of Digital Communication



In an era inundated with information, podcasts have emerged as a dynamic and influential medium for engaging with content. These audio shows, readily available on platforms like Spotify, Apple Podcasts, and Google Podcasts, are reshaping the landscape of media and communication. Podcasts offer a unique and intimate experience, allowing listeners to tune in while commuting, exercising, or performing daily tasks. Their versatility seamlessly fits into our hectic lives. Covering a wide array of topics, from storytelling and education to news and entertainment, podcasts cater to diverse interests, offering a personalized listening experience.

A defining feature of podcasts is their accessibility. Anyone armed with a microphone and a message can become a podcaster. This democratization of content creation provides marginalized voices a platform to share their stories, ideas, and expertise. It marks a departure from traditional media gatekeepers, fostering more inclusive and diverse dialogues. Podcasts harness the power of long-form content, distinguishing themselves from brief social media posts or short articles. They facilitate in-depth explorations of subjects, allowing experts to delve into their fields and granting listeners an opportunity for profound learning and engagement. This extended format encourages meaningful conversations that may not be feasible through other mediums. Additionally, podcasts breathe new life into storytelling, immersing listeners in captivating narratives that evoke emotions and ignite imaginations. This narrative prowess not only entertains but also cultivates empathy and comprehension, bridging gaps between cultures, experiences, and perspectives.

The monetisation opportunities within the podcasting realm are significant. Advertisers recognise the engaged and loyal podcast audience, leading to sponsorships and partnerships. Some podcasters explore premium subscription models, providing subscribers access to exclusive content while supporting their favourite creators. Nevertheless, as podcasts surge in popularity, responsible and ethical content production becomes paramount. Ensuring the accuracy of information, respecting copyright laws, and maintaining transparency are crucial, as podcasts exert influence over a growing number of listeners.

In conclusion, podcasts are redefining how we consume information and forging meaningful connections in our fast-paced world. Their accessibility, authenticity, and immersive nature make them a potent force in modern communication. As podcasts continue to evolve, they remind us of the enduring power of storytelling and the importance of lending an ear to voices that deserve to be heard.

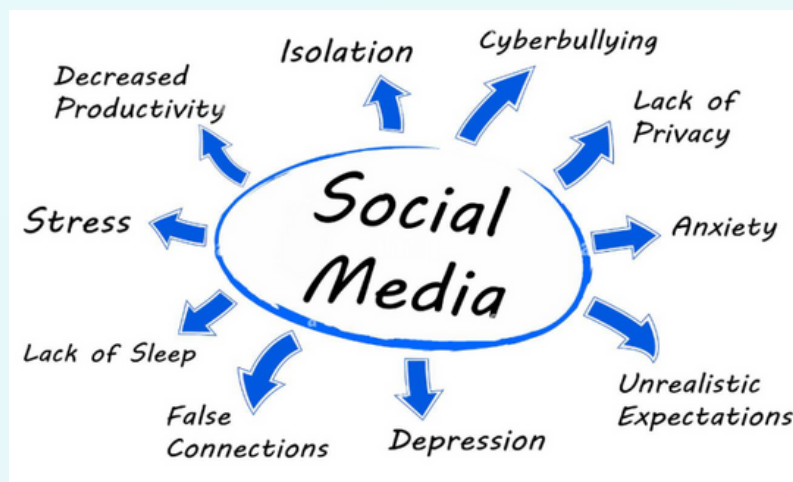
The Negative Effects of Social Media on Teenagers

How does social media affect teenagers? We should understand that teenagers and adolescents are extremely vulnerable to certain growth and developmental aspects of life. And therefore, the effects that social media has on these children should be important to every knowing adult. The negative impacts of social media should be noticed on time. As much as social media is known to be a great social network tool, its evils in society cannot be overlooked. Adolescents and teenagers especially are susceptible to potential harm posed by social media usage. If not recognized on time and handled, these negative impacts of social media can be risky to the health and social well-being of your adolescent children. We are more curious about knowing what other people are doing rather than spending time for ourselves. Those who spend more time on social media become victims of depression and anxiety because it affects the thought processes and mood. Teenagers are used to updating their status, sharing what they're watching, listening, reading, and where they checked-in. This habit becomes an addiction and makes them hyperactive because they always look for new updates from their friends. They check every notification and alert to respond because they believe responding on time is necessary. Teenagers find new friends on social media and never take a rest.



Image Source : mimo.medium.com

Such connections are virtual but can produce anxiety and cause depression. Some teenagers feel lonely when their virtual friend is not online or responds on time. They take everything seriously, any status update or text. Social media is among the leading causes of sleep deprivation in teens today. They are constantly worried about what their friends are posting and sharing. Adolescents can stay active on social media for longer durations if not prompted to stop. And if they do these, especially during sleep time or just before sleep, then there is a high possibility of their sleep being disrupted. Most teen girls start comparing themselves with celebrities after spending time on social media and want to look slim, pretty, and rich like them. It is normal to copy those persons they admire or consider a role model in their teenage years. This imitation can negatively affect their self-respect and dignity. Social media can be a distraction and interfere with student's ability to focus and complete their academic tasks, leading to reduced productivity. This is because social media platforms are designed to be engaging and to keep users coming back for more.



As a result, students may find themselves checking their social media accounts frequently, which can take away from their focus and attention. In addition, social media can lead to procrastination, as students may find themselves scrolling through their feeds or engaging in other activities instead of completing their work. This can be especially true when students are feeling stressed or overwhelmed, as social media can provide a temporary escape from these negative emotions. To minimize the negative effects of

social media on productivity, it's important for students to be mindful of their social media use and set boundaries to ensure that it doesn't interfere with their academic tasks. This might include setting aside specific times of day to check social media, limiting the amount of time they spend on these platforms, or turning off notifications during times when they need to focus on their work.

A Fan or A Fanatic ?

Everyone have their own idols or celebrities they admire and it's pretty common sighting within the Gen-Z, be it pop culture, politics, idols, influencers and what not. Being a fan of someone or adoring and appreciating him or her for his or her talent is completely usual part of adolescent identity development. Nevertheless, what about when a person starts being excessively obsessive over these celebrities and act in a peculiar way and some even mimic their demeanor or even worse, trying to transform himself or herself like the one they are smitten by. However, it is not a clinically recognized condition by the DSM-5; we locally describe it as "Celebrity Worship Syndrome (CWS)" coined by Lynn E. McCutcheon. Psychologically analyzing, people with this syndrome are more prone to anxiety, depression and fantasy proneness. Well, if we generally try to break down what this syndrome is actually about, in layman language,



it is basically being overly obsessive-addicted on basic to major details of their favourite celebrity. Be it any personal information or in general following them around to gain their spotlight and even harassing or harming them. We as human beings just like these celebrities, should be considering the facts that are prevailing commonly these days and try to uncover a way out of this fantasy world we create where we fantasise one-sided romantic or sexual relationship. There are plenty of walking evidences of this disorder as if we take an example of Oli London, an English internet personality, who used to be infatuated by a Famous South Korean



boyband BTS member, Park Jimin. He went to the extremities of conducting numerous plastic surgeries to look like the latter and obviously a failure, which roared a hate chain in the industry. This was one such example but there are many like him, adopting the mannerism of their idols or favourite celebrities; be it Marilyn Monroe, Ariana Grande etc. Normalising or ignoring such delusions and obsessive behaviour only does harm and no good. Therefore, it is indeed better to not generalise such things and work on them nonetheless. People can like whomever they want to but to turn it into an unpleasant infatuation, however much you might be desire derived or crazy in love and admiration is just adding another case to this craze.

- Ifra Saifi, BA-1

Journalism in the Era of Artificial Intelligence

Artificial intelligence is the intelligence of the machine that enables it to understand, analyse and comprehend data and act upon it. In today's era, AI is leading to transformation in various sectors. Artificial intelligence has also impacted the profession of journalism. Delivering news through AI has led to various changes and development in this field. In the present times, Artificial intelligence can be used at various levels of news production. The first step in a newsroom is to have an idea about the content and AI is already helping to decide the topic of a news story. Its algorithm and tools can analyse and comprehend various events or trends of recent times. An AI tool can easily collect information and is also capable of producing the content itself. In 2018, a major development took place in the field of news reporting when China announced World's first AI-based news anchor.

In March 2023, India Today announced the first AI-based news anchor of India that can deliver news in multilingual form. AI-based news anchors are developed using 'text to speech to video' technology where the machine used is a humanoid robot. Although AI news anchors minimise the possibility of mistakes during news presentations, the majority of the audience expressed that they feel more connected to a human anchor. The burgeoning of fake news has always been the greatest threat to journalism. These days artificial intelligence is being used for research and error detection. AI can track data, decode the pattern and analyse the source in a better way. Meta, the parent company of Facebook announced an AI-based tool that could scan thousands of citations to verify a fact. Google uses an algorithm that tries to rank web pages according to the accuracy of their content.



Image Source: themalayapost.my



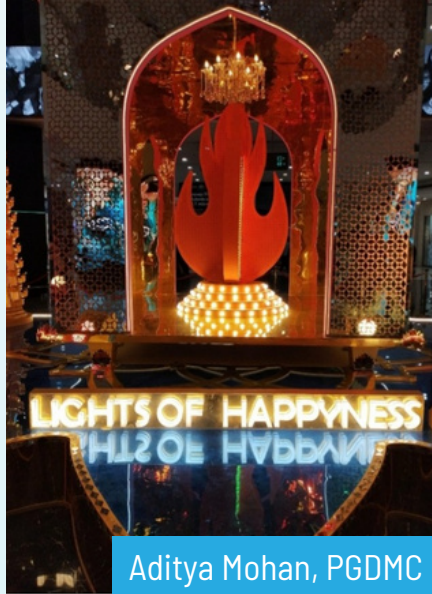
Image Source: media.bnn.network

Some other tools that can be used to debunk fake news are Hoaxy or Snopes. Artificial intelligence can be a tool to debunk fake news but it has a greater threat to promulgate fake news and various events have proved this fact. Some AI tools just need 3 to 5 seconds to make an exact copy of your voice. In 2018, Jordan Peele made a fake AI-based video of Barack Obama that demonstrated the power of AI. It proved that by the use of this technology, a person can be shown saying anything. During the Russia-Ukraine War, there was a video of Volodymyr Zelenskyy in which he was ready to surrender. Later, it was found to be a fake video generated by AI. Similarly, an AI-generated image of the Pentagon explosion created panic. These examples prove that this technology can either lead to an efficient journalism or inflame fake news that erodes trust. So the problem lies not in the technology itself but in its use. Artificial intelligence should be used in such a way that it upholds the ethics and principles of journalism to make this world an informed place.

Photo Corner : Vocal for Local



Mahika Uppal, BA-1



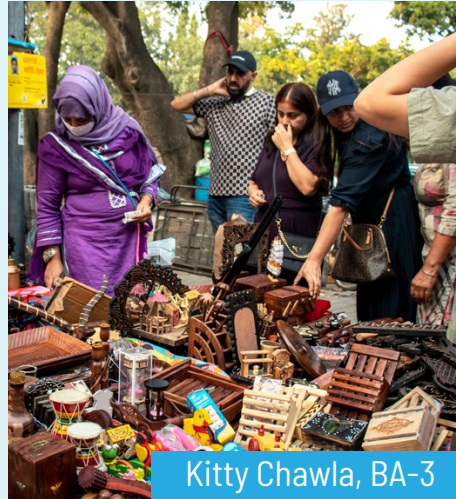
Aditya Mohan, PGDMC



Aditya Mohan, PGDMC



Mokshi Dua, BA-3



Kitty Chawla, BA-3



Naman Bindal, PGDMC

Mokshi Dua, a student of Video Reporting represented the Department of Journalism and Mass Communication , GGDSD College in Indian Institute of Science Education and Research, Mohali in the event titled 'Insomnia' and backed the title of 'Best Pose' among 20 colleges throughout the Tricity.



Lavya Khanna, BA-2

