

**2022-23**

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# ABOUT THE TEAM

## Design and Compilation



**Shreya Suman**  
(BA I)



**Chiranshdeep Singh**  
(BA I)

## Sub Editors



**Aashni Gill**  
(BA I)



**Anushka Shukla**  
(BA I)



**Arshdeep Kaur**  
(BA I)



**Sejal Katyal**  
(BA I)

## Photographers



**Sejal Katyal**  
(BA I)



**Parmeet Chaudhary**  
(BA- I)



**Akshit Sharma**  
(BA- I)



**Bhavishya Mittal**  
(BA- I)



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# PRINCIPAL'S MESSAGE

GGDSD 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. The College Newsletter acts as a mirror which reflects different activities that are organized all year round by the various departments of the institution. It comprises of campus news and coverage of significant college events, featured articles and much more.

The vision here at GGDSD 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.

**DR. AJAY SHARMA**



## HOD'S MESSAGE

Dear students,

We live in a world, where we are overloaded with information. If media can cut through the fog of huge amount of information available to netizens and create something, meaningful, or perhaps make something good enough that informs, entertains and communicates in a way that stands out from numerous content available at various digital platforms – it fulfills its role and responsibility of fourth pillar of our democracy.

It gives me immense pleasure to offer the in-house newsletter 'Expressions' of the department, session 2022-23 to our readers. I congratulate the brilliant students of our department who have taken out time and showcased their talent and skills in writing lucid articles while living in an environment where information is available just a click away. Their new ways of thinking about journalism prepare them for advances in digital technology. The budding journalists being nurtured by our department will rise to even higher echelons of our profession.

My best wishes to them.

**DR. PRIYA KHANNA CHADHA**





# CAMPUS BUZZ



## Punjabi Department Conducts Debate Competition

-Rohan Atwal(BA-1) and Unnati Singh(BA-1)

12th September 2022

A debate competition on “Azadi da Amrit Mahotsav” was held on 12th September 2022 by Punjabi Department of G.G.D.S.D College. It took place in Mini Auditorium. Before the commencement of the debate, a motivating speech was given by the Principal. Dr. Preeti Vohra from the Economics Department, Dr. Sargam from the Maths Department and Dr. Madhu Sharma, registrar acted as judges. Eighteen participants across different streams and years participated in this debate.

A time limit of 3-5 minutes was given to each participant. A plethora of opinions and viewpoints of different students were seen. The speakers were so good that a consolation prize was introduced, which had not been planned originally. The consolation prize was won by Aryan of B.com 2nd year who spoke for the motion. Third prize was won by Chavi of B.A. 1st year who spoke against the motion. Second prize was bagged by Ishika, B.Sc. 1st year (spoke for the moment) and the first prize was awarded to Tanya of B.A. 1st year (spoke for the moment). After winning the 1st prize, Tanya remarked, “Feeling honored to win the 1st Prize as a Fresher”. The competition came to an end on a joyous note.

## Blind Walk carried out by Dialogue Highway and Readers Club

- Shreya Suman(BA-1)

October 14th 2022



The sixth blind walk was organized by Dialogue Highway and Readers Club of GGDSD College on October 14th 2022 in honor of visually disabled students. The event was presided over by Gurpreet Kaur, wife of honourable Kultar Singh Sandhwan (Speaker of Punjab Vidhan Sabha), Harbhajan Mann, Gurpreet Ghuggi, Sonia Mann, Air Marshal P S Gill, Mej Gen I P Singh and Brig Sarbpal Singh.

## Luddi Preparations for Youth Festival

- Lavya(BA-1) and Sejal Katyal(BA-1)

14 September, 2022



The auditions of Bhangra and Luddi, the folk dance forms of Punjab, were held in the college premises from 11:30 pm on 14 September, 2022. The auditions were taken by 3 teachers- Ms Monika, Mr Param and Mr Gurpreet in the college auditorium. Around 80 girls and 100 boys were auditioning which were divided in two and four groups respectively.

This has marked that the official preparation for the youth festival has started and the college is ready in its full capacity to put in its very best efforts to win! The folk dances have always gotten so much love and appreciation and the all the hard work that students do turns out to be fruitful. The students were full of excitement and encouraged each other to do well and there were “hoye” claps all over the auditorium. With the shortlisting of the students, one should hope that the hard-working Bhangra team will put in what they’ve got and present to the best of their ability.

Luddi has always been the most awaited for performance by the audience long before the events start and the excitement of the performers to present is also the same. The smiling faces that perform require a lot of hard work and patience that only comes with the practice that has been going on and the girls are working tirelessly towards winning the trophy.

## Readers Club hosts Book Donation Drive

- Shreya Suman(BA-1)

12th October 2022



A book donation drive was organized by Readers Club of GGDSD College on 12th October 2022. The event was inaugurated by worthy Principal Dr. Ajay Sharma in the presence of faculty members as he expressed his faith in donation of books for the noble cause. The book donation drive was organised to provide books to the needy.

More than 300 books were donated by students and faculty members and various genres of books from educational, novels and other forms. The event was a success due to the contribution of Readers Club and the donor's who expressed their goodwill by donating books. To conclude the event Dr Gurpreet Singh gave his vote of thanks and thank you notes were distributed to all the donors.



## Readers Club Visit to the Chandigarh Trade Fair

- Shreya Suman(BA-1)

16th October, 2022



Members of the Readers Club from Goswami Ganesh Dutta Sanatan Dharma College visited the Chandigarh Trade Fair on 16th October, 2022. The visit's purpose was to introduce young minds to CII i.e. The Confederation of Indian Industries and its success in connecting consumer brands to visitors with the right products and services.

Dr. Gurpreet Singh welcomed the attendees and encouraged them to realise the event's goal of being a one-stop shopping destination for visitors while also being profitable for the businesses. Students had the opportunity to interact with businesses from various states and countries.

To conclude the event, the students participated in an interactive session during which they shared the values that a fair brings to visitors and the development of society and emphasis was laid on the diverse businesses and consumers who attended, as well as the beauty of unity in diversity, as businesses came together under one roof to provide products and services to consumers.



## Lohri Celebrations

- Shreya Suman(BA-1)

January 17, 2023

"Late vibes, but not the enthusiasm" GGDSD college celebrate the Lohri after a long await.

Today Sanatan Dharma College celebrated Lohri in the college premises. The event saw a start with a bonfire and joyous music surrounding the grounds of GGDSD College with students, the faculty and in presence of Principal Dr. Ajay Sharma.

## Radio Mirchi conducts Talent Hunt at GGDSD College

September 28, 2022



Radio Mirchi has organised a "Talent Hunt" at GGDSD College, Chandigarh. The Talent Hunt comprised of three categories JAM (Just a Minute), Swaal pe Swaal and RJ Hunt.

Students from different streams showcased their skillsets such as RJing, dancing, acting, singing, etc.

The Winners were felicitated with exciting prizes and gift hampers sponsored by Indume lifestyle. Radio Mirchi team has also shortlisted 8 students for further rounds of RJ hunt which will be conducted in the Radio Mirchi studio itself.

The participants also got a chance to meet Rocking Mirchi RJ's - Mirchi Shankyy, Mirchi Vishal, Mirchi Abby and Mirchi Manisha.

# STUDENT COUNCIL ELECTION 2022-23

## Campaigning for Student Council Elections- 2022

Shreya Suman(BA-1)

The election campaigning in GGDSD College began in September with great enthusiasm, but was later postponed until October. The college parties running for elections have come up with a variety of issues to represent, the main being student welfare, extension of girls hostel timings and improvement in college infrastructure. The interview was conducted during election campaigning.

**Navpreet (DMLT) and Ritik Shukla (BA), the SDCU and SDHU student election representatives** stated that student welfare, college infrastructure, improved security and extended hostel hours are their main priorities. He emphasised on the negative impacts of college parties that work in association with political parties. SDCU stressed on the fact that postponement of elections has had no impact on their will to work effortlessly as student representatives.

**Gurbaz Singh (MA Sociology), SOI representative, and Jashan Barar** believes that addressing the issues faced by students is their top priority and has stated that they will act as a bridge between students and the administration. Gurbaz laid significance on the need for a female security guard and positive experience for students in election by campaigning in a peaceful manner.

**Ramandeep, the head of PUSU in Punjab University and Pranav (BA II), the student election representative of PUSU,** believe that PUSU is "For the students, By the students.", and would work as a student organisation that emphasizes on the need to provide backbone to the students and their needs.

**ABVP** has attempted to re-establish itself in these elections and believes in their agenda to promote student welfare, the extension of Girl's Hostel hours and security labs. They have attempted at creating a better environment and have laid importance on the agenda followed by the ABVP.

**Mayank Chouhan (BCA-I), an INSO student representative** who established he party in GGDSD believes that "you will never walk alone". He has attempted to establish a representation for his own party with the agenda of introducing new elements and options to GGDSD students. He emphasised on the need for a fresh point of view to head the student body and the need to establish a newer and better options.





## Election Campaigning transpires with great zeal

Gauri Sharma(BA-1) and Aryan Sahni(BA-1)

September 30, 2022

Elections in Goswami Ganesh Dutta Sanatan Dharma College are celebrated like a festival. This year is no different as a different type of excitement could be seen amongst the students as the elections were back after a hiatus of 2 years. During this period of election campaigning, we interviewed members of the two major parties namely SOI and SDCU+SDHU.

On talking to SOI, it was found that their manifesto is to help each and every student in need. Their previous works include the installation of TCS for the students and a sanitary pad vending machine in the girls' hostel. They also helped students with the two-wheeler parking. Then we came across the SDCU+SDHU Party whose main objective is also to help students directly when in need. Their contributions include the provision of sheds in the canteen area and the backside parking. They also extended the hostel timings for the students. Afterwards we asked the concerned group of students their views on this matter. Both the groups had diverse opinions. The 1st year students seemed to be more excited and actively involved as it was a first-time experience for them whereas the 3rd year students had a calmer response.

In the end we wish all the best to all the parties. We hope whichever party wins contributes to the legacy of S.D. College and the stick to their aim: working for welfare of the students.



## A Talk with SDCU+SDHU Party President

Lavya(BA-1) and Sejal Katyal(BA-1)

The college elections are in the limelight and with that two parties are running in the toughest competition and rivalry i.e. SOI AND SDCU+SDHU. The Party's elective president Ritik Shukla presents his views on what have they done and what all they promise to do in the future. He also specifies his models and ideologies in life which he keeps in mind.

He presented us with some facts about the party, SDCU+SDHU, which was founded fifteen years ago. It was started in 2006 and has won the election more than 11 times and aspires to be the winner this year as well. He shares with us that his works under the leadership include restricting the entry of outsiders into the college premises which is unsafe for the students and necessary to maintain the decorum of the college. He also ensures that no student would face any problems and one-on-one problem solving will be provided to the students. Their main aim is to make the party as approachable as possible because he believes that this party is made up of the students of the college itself; they have no political connection and the party is by the students and for the students. He also mentions that so far their party has done a bunch of Hunger Strikes to extend the hostel timings for girls, the fest where no rules were broken. With that, he also adds that Bhagat Singh is his biggest motivator and may his willingness to do things bring him success.



## A Talk with HPSU President- Raghav Chauhan

Lavya(BA-1) and Sejal Katyal(BA-1)

The president of HPSU, Raghav Chauhan, said, "We all are a family with different ideologies. Elections will come and go but brotherhood will remain." He also added that they have always had good relations with the SOI party and they would be open to make an alliance with them if need be. They have the agenda of NO VIOLENCE; NO PROTEST and also emphasised PAPERLESS ELECTIONS.

They're very confident in saying that they have no political background and they are not only for Himachali students as the name suggests but are available to help all students no matter their background. They also believe that they're moving forward step by step but moving with an idea that will make them go above and beyond. They emphasized on the importance of Protests in democracy and believe that violence is not a solution to the problem but protests can be a more effective way. They have also put light on a recent issue; an argument between a junior and a senior student that was named as a fight to defame the party. Putting all the effort to win, they've been telling students to consciously vote for someone who is approachable and influential and someone who is successful in putting their argument to the authorities as it is.

They also believe that every party has in one or another other way a chance to show what they are capable of and they should also get a fair chance to showcase what they've got on their table and what potential they hold as a party. Lastly, they were also heard saying that all parties are a family and nobody can purge the bond they have and that only makes way for a healthy competition.



## EXCLUSIVE

# A Talk with Nishchay Malhan aka Triggered Insaan



By- Lavya Khanna

Nishchay Malhan, better known as “Triggered Insaan”, is a New Delhi based Indian YouTuber and live-streamer known for his commentaries, roasts and reaction videos on his YouTube channel.

Nishchay has done his engineering at The Indian Institute of Technology, Delhi. After that he started doing a job which he left to pursue his career as a YouTuber. He is one of the most popular YouTubers and as of 2021 he is the 2nd most subscribed Indian roaster after CarryMinati.

He currently has 3 channels; TRIGGERED INSAAN with 17M subscribers, LIVE INSAAN with 9.59M subscribers and NISCHAY MALHAN with 1.41M subscribers.

## Why did you choose this as your full-time profession? What inspired you?

I liked the idea of making YouTube videos from my college time since it gives you an opportunity to do creative and interesting stuff at the ease and comfort of your home. And I didn't choose it as my full-time profession straightaway, I used to work 9-5 and made videos at night and once I got a decent amount of audience, I left that job.

## What is the best thing & worst thing about being a YouTuber?

The best thing is that I can work at the comfort of my house. I can record whatever I want and wherever I want. But yes, being regular is really important. Umm, no I can't think of any worst thing. But obviously if something has benefits so it has downsides as well. For me, working on YouTube is the best job I could have opted for.

## How do you deal with hate comments and trolling?

You just learn to ignore with time. Where you are on social media, there will also be someone who would not like your content. And then they'll troll you.

## What are your Marketing Strategies?

I have no marketing or promotional strategies. My only aim is to make videos and entertain people and work to survive and support my family.

## What are the things that we should keep in mind before starting a channel or making a video?

It's the will to make videos without the greed of views. Always keep in mind that I'm making videos because I've to create videos and not because I need views or money. Because initially nobody gets views and if you'll have this thing that I'm making videos only for views, you'll quite after a few months. It took me 14-15 months to get decent amount of views but I kept making videos, I didn't quit. And before making a video, just enjoy because then when your audience will also enjoy.

## How are you able to manage all the three channels that you own? Isn't it exhausting?

In the beginning it was exhausting but now I'm very chill. I had to post 2 videos a week on both the channels but now I make 1 video and after I'm done with editing and all, then I record other channel's video.

## How does it feel to be a global brand ambassador for Intel?

I'm the global brand ambassador for Intel India. I have a gaming channel and it started growing and intel contacted me and they asked me if I'll be willing to work with them and obviously I had to say yes since it was intel.

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## Any tips for the aspiring YouTubers?

a) When you start, just keep in mind that views and money should be secondary. If you actually enjoy making videos, only then pursue it as a career.

b) Just enjoy what you do

c) Do a lot of collaborations. Even when I was on 10M I collaborated with a channel who had 1K subscribers. So there's nothing wrong in it...make a lot of friends, keep your family happy and most important is to focus on your studies first and then switch to YouTube.

EXCLUSIVE



# A Talk with Sourav Kansal, Editor in-chief, PU Pulse



By- Shreya Suman

PU Pulse founded in 2015 from Panjab University, was the first and largest youth-oriented student run e-paper and channel that gives youth what they had never before, and gives them a voice to voice their opinions.

From PU elections taking interviews of celebrities and politicians, PU Pulse has come a long way by becoming the largest youth oriented platform of the Tricity having impact on lakhs of youth.

Here have an exclusive conversation with Editor-in-chief Sourav Kansal

**PU Pulse as a youth-run and youth-oriented media organization, how would you explain your exponential success of reaching lakhs of people?**

PU Pulse was founded in February 2015 but it was the elections of that year when the 5 member team of PU Pulse consisted of five members covered PU elections exclusively and got praise from the Punjab Government itself. The start was with a website and a Facebook page and with a competition of growing digital media, PU Pulse made its way to reach students and voice their opinions and issues. From the interview of student leaders to taking interviews of Punjab CM's, singers, highlighting student issues Pulse has had a journey of nine meaningful years and more to come.

**There is often the issue of being taken seriously and offered a space in the complex structure of journalism. Do you think PU Pulse has had the struggle to be seen as a legitimate organization as a student run organization and for youth?**

It's obviously a struggle to build a reputation between reputed media houses but once you are set up even reputed journalists have often said statements like PU Pulse is a credible source to extract PU campus news and even the other affiliated colleges. The struggle continues to pay off when people term your media organization as a trusted or credible source for information or news.

**PU Pulse is well known for its section "PU Votan Diya" and have been acclaimed for its success in coverage of PU elections and fitting in the complex aspects of the elections?**

The success is owed to the team, the intricate planning, strategies, the survey which is to be conducted two days prior to the elections, the interview of student leaders and the meetings which are started two months prior to cover the elections and its complexities. The commendable job is obviously done by our student journalists who manage to report, attend classes and balance their studies. Even with no experience, the right guidance and their dedication towards work making it all possible.

**As a media organization serving the youth, do you think students or even people who are working have a sense of appreciation for student journalists?**

Student Journalism is the way to expose students to a sense of journalism. When we talk about Outcome Media where the criticism has been increasing, student journalism has paved the way for students to express their thoughts, ideas or opinions through writing.

I lay emphasis on the fact, a person who has an issue can voice their concerns better than an outsource and PU Pulse has been acting as the source since 2015.

**PU Pulse is going to complete 10 years in 2024, so are there any new year resolutions for Pulse?**

It's an honor to complete ten years from changing the name of our domain, bringing in revenue from these sources to interviewing celebrities and politicians. We have this dream to have an office and start giving stipends even if it's a small amount so that it can be a motivating as well as an income source. There was a time in 2015 where we didn't even have a camera to cover an event but now we have access to all resources, a dedicated team and a registered channel.

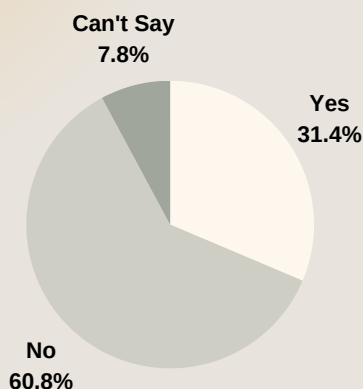
New Year's Resolution in a sense comes up when something new happens but we aim to be dedicated and work in an ethical manner in coming years and more and definitely have some great plans like if we see pulse in 2015 and in 2023 there is a complete revolution and we can proudly say that we have now 600+ alumnis associated with PU Pulse.



# VOX POP

By Aashni Gill (BA I), Sejal Katyal (BA I), Khushi Gupta (BA I), Gauri Sharma (BA I)

**Do you think you have the freedom to truly express yourself on social media without the stress of judgement?**



I do sometimes have second thoughts as I often tend to get hooked on correcting the inconspicuous nooks and crannies of a post. And even though I only get slightly worried about such stuff, I don't impose my judgment on others.

Priyanshi Gupta, BA-3

I don't often think too much before posting but I don't feel we have complete freedom to post anything online. Because we constantly feel the judgment of other people and do the same.

Yash Prajapati, BA-1

I think I have the freedom to express myself whichever way I like. That being said, most people do tend to step down a little and are hesitant to post their real selves. However this is something I never do because I believe that you will never be able to satisfy everyone.

Gauri Sharma, BA-1

I think everyone has the freedom to express their views but I personally, as a woman, need to be extra careful before portraying myself online because people have inherited the nature of judging others. Various acts such as a woman drinking alcohol would be deemed unacceptable in our society makes me rethink about my post/story.

Simran Saini, BA-1

I have noticed that with the new form of media there is considerably more freedom than ever, which is a curse as much as it's a blessing. I only own one private account where I post exclusively for a small circle of people only.

Namita Yadav, BA-3



I believe that others opinions shouldn't affect how we put forth ourselves online. I often feel judged and stalked by others when I change or update my profile picture but that doesn't stop me from being myself. I rarely judge people, incidentally I feel nice when someone has the guts to post openly.

Riya Soni, BA-1



I believe there should be a reasonable restriction on the forcefulness of our opinions and how we present them to the general and/or to the opposing party and make sure that it doesn't offend anyone or invalidate their feelings.

Yuvraj Bhamra, BA 2nd year



I am a makeup artist and I have always felt confident while putting my work for all to see. I believe that as an artist being true to yourselves really matters. It has less to do with promotion and more about embracing that authenticity.

Kanika Pulani, BA 2nd year



I think I can express myself to some extent. I myself tend to overthink about what I want to post but once it's done I don't care if people liked it or not and nor do I seek any validation.

Simran Sandhu, BA-1



I do not filter my content based on what would be received well by everyone but I get why people tend to do it. The internet can be a confusing place and one will always come across negative people online but I don't pay them any mind.

Roopam Bansal, PGDMM 1st year

Yes, of course as it is a platform for people to share their views irrespective of their social or cultural background. I get positive feedback from friends and family on my art page and that keeps me going. However, it is human nature to judge others and it comes very easily to us.

Viren Dalal, BA-1

I think we have some limitations and a fear of judgement but if I wanted to express something, I would. Yeah I would sometimes stalk a person's account and form my own perception of them but I would never pass that on.

Gurnoor Kaur Bhatti, Bsc Honours  
Biotechnology 3rd year



# WRITER'S CORNER



## The Need for Media Freedom

By Saanvi gupta, B.A II & Nikita Kanwar, BA II

You read the newspaper; you watch the nine p.m. news! You are not missing out on any big news and you think everything is fine with the press in India? Think again!!!

Rajeev Ranjan a journalist was by Siwan railway station on his way to his office from gathering news when he was murdered by attackers on bikes. Ranjan received gunshot wounds to the neck and head, both at close-range. He had first been shot between the eyes and in the neck. The shooting occurred at approximately 8 p.m. in the Siwan market area. Ranjan died later at a hospital.

Ranjan's killers may be the members of a gang in Siwan. His family met with local Bharatiya Janata Party MP Om Prakash Yadav, who said, "I am absolutely sure that Shahabuddin is behind Rajdev's killing." Ranjan had been threatened before and once had been held at gunpoint, according to several of his fellow journalists. Convicted murderer Mohammed Shahabuddin allegedly had made a hit list and Ranjan's name was seventh on that list. According to Ranjan's wife Asha Ranjan he was aware of such a list and told her about people on the list who had been killed before his name. Also in a press conference she mentioned that there is no security for journalists or their families.

A report says that between 2014-2019 there has been killing of 40 journalists. Journalists have been fired upon, blinded by pellet guns, urinated upon, beaten etc and they were specifically targeted by political parties, student groups, supporters of religious sects, lawyers and police. The NCRB has no data on crimes against journalists. Many journalists have been targeted for their reports.

India still remains a dangerous place for press media and journalists. As per World Press Freedom Index 2022, India's ranking dropped to 150th position from last year's 142nd rank. This clearly indicates the downgrading situation of media freedom in India. Cases of crimes against journalists are no longer rare to be heard. Press is meant to agitate, investigate, scrutinize institutions and individuals, government and others. Freedom of press is what underlines the difference between democracy and despotism; it is the lifeblood of democracy. Thus, its freedom must be protected at any cost.

## Media Bias

By Gaurav Chaudhary, BA II

constantly exposing yourself to popular culture and the mass media will ultimately shape your reality tunnel in ways that are not necessarily conducive." In literal terms, Media Bias is defined as – 'The bias of journalists and news producers within the mass media in the selection of many events and stories that are reported and how they are covered'



"Rather than the stance of a single journalist or article, the expression and quote; media bias denotes a chronic or widespread bias that violates the rules of journalism. There is substantial discussion over the nature and extent of media manipulation in countries.

We as a community consume a broad spectrum of media. We frequently believe that the content we are consuming is fairly credible because we rely on it as a source of information and cultural entertainment. Most nations believe that the press bias favors liberal or conservative politics and tends to nudge. Media bias effectively morphs into propaganda. Individuals may be divided about what they should do or feel about some situations because the media conveys them in distinctive ways.

A journalist could have a bias in one direction or another, but if writers give factual evidence with documentation from reliable resources to corroborate it, they are generally portraying a trustworthy picture of the subject. The journalist's candor regarding their political affiliations and biases is crucial. Since there is no such thing as a neutral journalist, expressing our own political beliefs increases our credibility rather than hiding them.

## Are Journalists Safe in India?

By Harnoor Kaur, BA III

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## Impact of OTT on the traditional mode of entertainment

By Anushka Shukla, BA I

Following the worldwide pandemic, the world has abandoned its standard form of entertainment, ending people's ordinary lives. It caused a wave of craziness to sweep the whole epidemic world, but the OTT platforms are the ones that brought back the life of the car to its track.

OTT platforms recently drew large audiences to themselves during the lockdown around the world through the agencies of Hotstar, Netflix, Voot, Amazon, and many more on the lists. People in the majority are using these platforms and ditching the old traditional methods of entertainment.

OTT platforms recently drew large audiences to themselves during the lockdown around the world through the agencies of Hotstar, Netflix, Voot, Amazon, and many more on the lists. People in the majority are using these platforms and ditching the old traditional methods of entertainment.

OTT platforms target the youth as 70% use them during their leisure time and recreational activities. Other forms of entertainment are monotonous and limited to a few channels with almost the same genre of movies and series. In contrast, OTT platforms have various genres, including live, sports, cartoons, movies, series, and other options. Sadly, television does not provide viewers with these facilities. For example, Amazon has a variety of genres in film, like action, fiction, horror, sci-fi, thrillers, and others. Other options like live news sports channels are also available from anywhere around the world.

OTT platforms might surpass conventional forms of entertainment. The world will lean more toward, For the most part. We moved to digital media after the introduction of digitalization. OTT platforms have made life simpler, which fosters a cloud of gratitude for such platforms.

## Film Censorship in India

By Lavya, BAI

Zakhm, Fire, Black Friday, water. The list is endless. What do these films have in common? A sensitive subject, an evocative presentation, and themes guaranteed to shake the viewer out of his cocoon of indifferent thinking. All these films have had more than their share of troubles: with the censor board or parts of the viewing public. The work of censorship demands a certain amount of intelligence, perception, and awareness. Censoring is always a complicated business because of differing personal opinions. Even the censor board fails to handle the films consistently; how can a group of people with closed minds do any better?

Indian culture is a composite one. It is made up of diverse elements and is dynamic. The self-proclaimed 'saviors of Indian culture' have failed to recognize the value and meaning of what they are trying to protect. The Censor Board plays a similar role since it has to decide what is fit for Indian viewing. But their decisions are never beyond suspicion or reproach. It passes certain films with objectionable content and refuses to grant certificates to films that deal with controversial issues and are thought-provoking. This kind of arbitrary selection causes discontent and disenchantment. However, there is no guarantee that the movies passed by the censor board will not face more difficulties.

Fire, in 1996, was passed by the censor board without a single cut. It opened to a terrific critical draw, and there were no unpleasant incidents in the halls where the film was screened. Surprisingly, a particular section of the society felt that the film was "against Indian culture" and chose to vent their ire in a most inappropriate method. These people, with high-handed tactics and religious fanaticism, decided to take upon themselves the task of censoring.

The film was withdrawn and referred to the censor again. Fire suffered because it chose to openly show the discontent affecting the majority of Indian women trapped in loveless marriages. These women continue to be bound by traditions and societal norms. The film showed that women could turn to other women for love, assistance, and physical fulfillment. Deepa Mehta must be applauded for her sensitive portrayal of women characters and the treatment of interpersonal relationships.

The final decision should rest with the viewer. Another group of people cannot decide their right to view. Films like Fire, Zakhm, etc. that deal with sensitive topics are required in today's world where sensitivity needs to be encouraged.

## Media, Religion and Spritiualism

By Rohan Atwal, BAI

At first glance, these two words may seem unconnected whatsoever. But surprisingly both have a significant influence on each other. The existence of religion without propaganda or promotion would be impossible. From word of mouth to books to even T.V. channels nowadays, media in one form or another is/was always involved. An emphasis is given to religious/spiritual channels in India. There are about 22 religious/spiritual channels in India that are operationally ranging from Aastha TV, Bhakti TV, etc. where people can quench their spiritual longing.

Ramanand Sagar's Ramayan which aired from 1987 to 1988 went on to fetch an honor in the Limca Book of Records, thanks to a huge viewership which it held till 2003. During its re-airing (Covid-19) on Doordarshan, it became the world's most-watched show on April 16 with 77 million viewers. Considering this, it shouldn't come as a surprise that Bible is the world's most read book according to writer James Chapman. Bible outsold every other book; with a whopping 3.9 billion copies sold over the last 50 years.



A lot of spiritual leaders, motivational speakers, and mystics namely Jaggi Vasudev, Gaur Gopal Das, Dalai Lama, etc. are actively promoting spiritualism through various forms of media including new forms of media i.e. Social media. Official YouTube channel Sadhguru has about 10,400,000 subscribers with 2,603 videos uploaded so far, and with an overall viewership of 1.38 billion.

This shows how various forms of media have been helping lots of people seeking spiritual guidance throughout history. Newer forms of media have eased the accessibility to the extent that now people can just refer to their smartphones to receive a boost of spiritual and religious rejuvenation which in turn helps them to keep their aesthetic and morale high.

## Podcast - Runaway to a Nifty Existence

By Asmii Sidhu, BA I

The term 'Podcast' was initially referred to as audio-blogging. But one thing which hindered the growth of this product in the early years was the lack of resources. In the 21st century, the ratio of podcast listeners has timidly increased in comparison to videography platforms.

Podcast is a very resourceful outsourcing product as compared to any other ongoing media. Its purpose is to entertain the target audience as well as be a very resourceful medium to convey any kind of message or discuss any kind of trendy and steamy topic (via; interviews, discussions etc).

It is a medium which enhances multi-tasking opportunities especially for the youth. People nowadays do not have sufficient time to watch a full-fledged 15 minutes video leaving everything aside; but podcasts solve this flaw and one can work side by side.

The main trump card of the podcast is that it is accessible to anyone and everyone regardless of the topic; from crime documentaries to comedy podcasts. According to a survey conducted by 'BRANDASTIC' in 2022, top 5 trending categories for podcasts are society and culture, business, comedy, health, news and politics.

One of the influencing features that make podcast a growing and useful medium is that it cuts down screen time. Scientists have proven the significant strain that screen time has on our eyes including the fact that it is bad for the brain. So as discussed; podcasts, unlike videos, require no reading. They do not cause any kind of visual strain or mental numbness that watching videos do. In fact, the brain becomes more active while listening to podcasts as one starts visualizing the topic using their own imagination.

## The dynamic Media and Entertainment industry

By Aashni Gill, BA I

various elements of 'Digitalization' penetrate deeper into the Media and Entertainment industry, different media platforms have begun to blend into each other. Entertainment realities are altering as the physical and virtual worlds collide. Content has always been present but it is now shared between the traditional forms of media and the modern ones: the Internet, OTTs, Social media, etc.

The digital outbreak that occurred during the Covid-19 epidemic acted as a catalyst for bringing about a rapid shift towards online forms of media. This has also caused a negative light to fall on the subject because the competition for conventional media increased tenfold. However, in the middle of it all is the 'Consumer'. Today, the consumer has a variety of options to choose from. This often leads to saturation, so if the content that is being put out is unoriginal and isn't out of the box, the chances of success are slim. It is the preferences of the viewers that dictate what sort of content is going to be produced.

Even online content creators need to have the creativity to be able to create quality content that they are passionate about. Cinema no longer moves people like it used to. And there is no doubt that the film industry will have to evolve and give the audience a reason to come out of the comfort of their living rooms.

It is also interesting to note the interconnection forming between various media platforms. For example, all broadcast media organizations are advertising their content online. Such entertainment-related businesses like 'retail' are where cohesion across media platforms becomes vital. I would like to add that this emergence of the media and entertainment sector into the digital space should be considered nothing less than a sign of the times and a step towards the future.

## Is Social Media Perpetuating Violence?

By Gauri, BA I

Social media has started playing a significant role in our day-to-day lives. Nevertheless, its influence has been majorly on youth these days, and despite all its benefits, it has directly or indirectly participated or contributed to youth violence.

Cyberbullying or cyberharassment is one of the indirect ways of contributing to youth violence through social media. Cyberbullying means harassing someone through electronic means. This is the reason it is also called online bullying. The means of cyberbullying are e-mails, chat rooms, or social networking sites such as Facebook, Instagram, and Twitter; people mainly use these to threaten or intimidate somebody.

The children who get early access to electronic media participate in cyberbullying. Continual exposure to violence like this can have adverse effects on youth. Youth who regularly are exposed to media violence result in violence to solve their daily life problems too. As the reach of social media grows ever more pervasive globally, so makes its impact in contexts where genocide, mass killing, or systematic violent repression have occurred, or there is a risk of such things taking place.

Political leaders and activists have used social media as a tool for communication. Even in the most fragile and divided societies where internet access remains limited, the role of social media is growing. E.g. Syria's devastating conflict, where all sides and videos use social media platforms are uploaded to youtube, has received hundreds of millions of views and has led to it being repeatedly described as a 'Social Media War'.

## Expectations from a Journalist

By Parmeet Chaudhary, BA I

Media plays a significant role in society by presenting things happening around us. The part of the journalists is too appreciable as they make the people aware of the things worth knowing. In an era where anything can be reposted and uploaded, the risk of fake and harmful news is burgeoning daily. Journalists are expected to research the information and aptly verify it before presenting it in front of the receiver so that the latter can make a just and fair decision about the society in which he lives. Without ethical journalism, the world would be ignorant, misinformed, and unaware of the fundamental things about the culture.

An ethical journalist is believed to be honest and courageous in collecting and reporting information. A journalist should be aware of his news's short- and long-term effects and work to maintain unity and integrity in society. He should act independently without fear or bias so that humanity can grasp accurate facts.

Journalists are seen as the 'watchdogs of society', and the responsibilities that come with the given title are immense. Journalists should connect the citizens to the government and represent their interests before the same. Journalists should respect the norms of society. They are expected to serve the nation and be accessible in times of emergency or adversity.

The Constitution of a democratic state grants freedom of speech and expression to its citizens. By performing their duties with determination, journalists use these rights and protect them for all citizens. The responsibilities of journalism can be summarized by the words of Mahatma Gandhi, "The sole aim of journalism should be service."



# Does Social Media Really Impact Our Identity?

By Shreya Suman, BA I

We swear we're not addicted to the device we carry with us everywhere and that our devices are just the new reality and not an addiction for teens around the globe. Almost all of us have at least one social media account, and we frequently spend hours scrolling through it. The new Gen-Z term for being addicted to your phone is "chronically online" and while we all check our phones for new updates and messages, we believe it has little impact on us.

Despite all the media hype, many people regard social media as a safe haven where they can freely express themselves. Our generation is considered more enlightened and inclusive. Our perceptions of ourselves and others are influenced by the media we consume. The values that the media promotes have a significant impact on young people. As a result, the media offers a variety of interpretations of what is beautiful, appealing, and appropriate.

Social media has been around for about two decades, and as members of this generation, we frequently forget how media has influenced our identities. Our constant scrolling affects our brain and shortens our attention span, and to top it all off, we are shaped by the latest trends on our 'for you page'.

One thing all of us might agree on is that there are obvious limitations to what social media can tell us about public opinion but social media platforms can provide us with a space for studying processes of identity formation and the impact of being chronically online.

In the end, always remember to take a social media detox from time to time and to monitor the kind of content you consume

# Fashion Journalism- The Talk of the Town

By Namita Yadav, BA III

Reporting on fashion is not taken seriously as other beats like Political, Business, and Education grab more attention from the audience; especially in India. Although agreeing to the above-given prompt but the changing scenarios influence my agreement with the disagreement.

Changing scenarios of Fashion Beat is the reason I want to express my views in disagreement with the statement. Undoubtedly, other beats are coined with as much importance and use but the fact can't be denied that our today's generation is highly inclined towards fashion. Topics of discussion have shifted from who won the elections to what Gigi Hadid and Kendall Jenner wore at Versace Summer Fall or what Priyanka Chopra wore at Met Gala.

You can hence see a huge impact of fashion shows and fashion influencers in the lives of college and office going youngsters, not just the attraction of discussion but the impact could be seen in their changing fashion sense with changing seasons and trends, it all get possible because of the Fashion Reporting of course.

Fashion Reporting is being done with utmost sincerity and in-depth; the reason youngsters especially Gen-Zs and millennials showing huge interest in the beat. So, last, but not the least perspective and choices of people can be seen hugely changed and influenced with the time, which promotes the Fashion Beat on a bigger scale because even the news channels these days are bound to show what celebrity wore what and where just like any other news or beat, we call "important". Which states that Fashion reporting/beat is definitely seen as any other important beat.

# Influence of Social Media on Acceptance of Taboo Subjects in India

By Sharvi Bansal, BA I

Social media was solely introduced to cater social needs of connecting and interacting with individuals digitally. With time, it has evolved into a more comprehensive concept than just a communication medium. With the advancement in social media, taboo subjects enabled people to explore different communication layers. It served as a primary medium for mass communication for economic, political, technological, environmental, and social topics. It led to transparency and encouraged people to introspect and question their practices.

One of the sectors with the rapid revolution was the social sector. Social issues were exposed and analyzed and meditated on. Especially Indian society, with extravagant beliefs, had a tough time coming to one conclusion. Gradually the concept of women empowerment started reflecting a fundamental change. Women started questioning the customs that were imposed with no significant grounds. The tradition directed men to dominate women, leading to a patriarchal society and misogyny. The medium promoted the idea of feminism, which came across as the most potent weapon for radical change. After that, topics like divorce, love marriages, sex education, preconceived notions about the menstrual cycle, women smoking and drinking, and mental illness were repudiated. With the assistance of social media, these concerns were acknowledged, and people tried different lenses to examine and infer that these are natural to humankind. Then came the most tabooed subject, "LGBTQ" [lesbian, gay, bisexual, transgender, queer]. Due to a lack of awareness, for years, this community suffered. Social media served as a platform for changing people's fallacious beliefs. In the 90s, movies had one-way communication that resulted in illogical credence.

The medium promoted the idea of feminism, which came across as the most potent weapon for radical change. After that, topics like divorce, love marriages, sex education, preconceived notions about the menstrual cycle, women smoking and drinking, and mental illness were repudiated. With the assistance of social media, these concerns were acknowledged, and people tried different lenses to examine and infer that these are natural to humankind. Then came the most tabooed subject, "LGBTQ" [lesbian, gay, bisexual, transgender, queer]. Due to a lack of awareness, for years, this community suffered. Social media served as a platform for changing people's fallacious beliefs. In the 90s, movies had one-way communication that resulted in illogical credence.

## Media and Cancel Culture

By Sneha Sharma, BA I

Is Social media a liberal platform, or have the increasingly restrictive State imposed limitations and laws transformed it into a highly conservative one?

I often find myself engrossed in these brain teasing topics considering the relevance of 'New Media' in the modern era. The contemporary world has witnessed a major shift in media from the Mode of Expression to the Means of holding others Accountable. On one hand, the social network has granted everyone with the opportunity to voice their opinions irrespective of their class, caste, creed, sex, religion, race or any other differences prone to causing conflict; while on the other end of the spectrum, social media has also evolved into a patrolling agency, vigilant enough to penalize those who intend to spread malice, abhor and loathe.

Moreover, the idea of accountability or 'holding oneself responsible' is more pertinent or germane to eminent personalities or luminary figures considering the influence or Clout they have.



Another interesting concept is that of 'CANCEL CULTURE', related to the ways in which these celebrities are chastened by the general public. The most common course of action seems to be Trolling which is ironic considering the fact that the same can be viewed as a form of Cyber Crime itself. Cyberbullying has become an intransigent component of social networking.

Media Freedom has been a highly controversial subject since its origin in 1644, courtesy of the English poet John Milton who made an early 'press defensive pamphlet' -AREOPAGITICA. Though Press Liberty has advanced with the establishment of Democratic Regimes, refinement is still a must-have. The role of government in managing all forms of media outlets is not only vague and lacking clarity, but also suspicious and dubious lessening its reliability, credibility and quality.

Improvement is also desperately required in the Dichotomy of Social Media and Cancel Culture and the notion of Media Liberty in terms of the Constitutional Fundamental Right to Freedom of Speech and Expression.

## "Mass Media has a Great Responsibility in Transforming Society"

By Sweety, BA III

Mass media is one of the pillars of society, especially in a country like India which is a constitutional democracy. Firms of media such as newspapers magazines online blogs and videos etc serve a crucial role in educating the people. Citizen has the right to know everything that goes on in the country since it concerns them in some way or the other. Without a source of credible information, people would not know and wouldn't react. Mass Media's contribution to the society

- Enable people to reach out: since media is available to almost everyone whether it is a newspaper, radio, TV, etc. it allows people to reach the masses. In a world where everything is constantly changing any new development needs to be talked about and people's voices and opinions heard by authorities as well as the masses.
- People can voice their opinion : People in society can voice their opinion in newspaper columns press conferences etc. Mass media also allows its subscribers to give their opinion on the event's occurrence and developments across the world. Social media platforms also enable the mass sharing of opinions and discussion of various issues. Unless the various components of mass media report incidents people would not be able to know about anything or would have no context in which they can discuss issues.
- Serves as a mean to connect: Media is an excellent way to connect or organize. People can come together and engage in conversation on a media platform. They can send out a message to the masses on the radio or go on air and debate on the television news channel.
- Gives minorities a voice: Every society has certain groups that are marginalized and are often discriminated against. Many state policies and laws infringe upon their rights and do not allow them access to the same opportunities as the majority. The media reports send awareness of such cases and instances and enable the minority to think or act on the issue.
- Let's one raise their voice, against the government: It is hard for a citizen to directly voice their concerns and demand justice and aspirations from the govt. thus mass media is a medium to raise the voice against any unjust government move. A citizen of a democratic country enjoys the right to express dissent toward the government. Every decision of the govt. comes under public attention through mass media where after people may decide if they agree with it or if they want to contest it. Thus, mass media plays a very responsible role in transforming society by bringing divergence to light and ensuring truth and justice prevails.

# ALPHABETS IN SIGN LANGUAGE





# DON'TS IN A CONVERSATION



BAD BODY POSTURE



LACK OF EYE CONTACT



DAYDREAMING



DISENGAGED

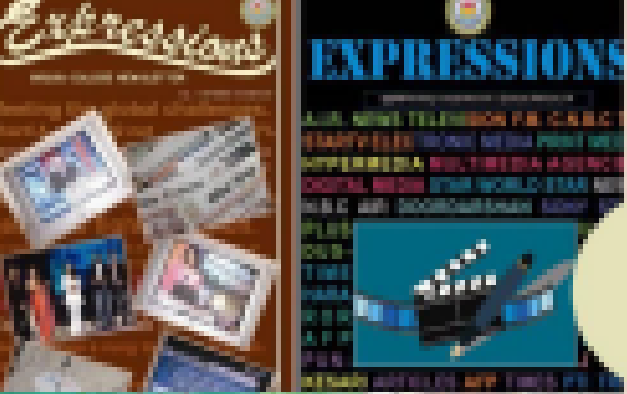


INVADING PERSONAL SPACE

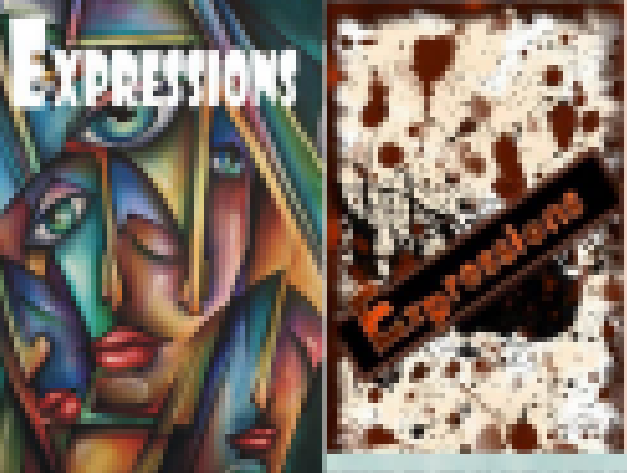
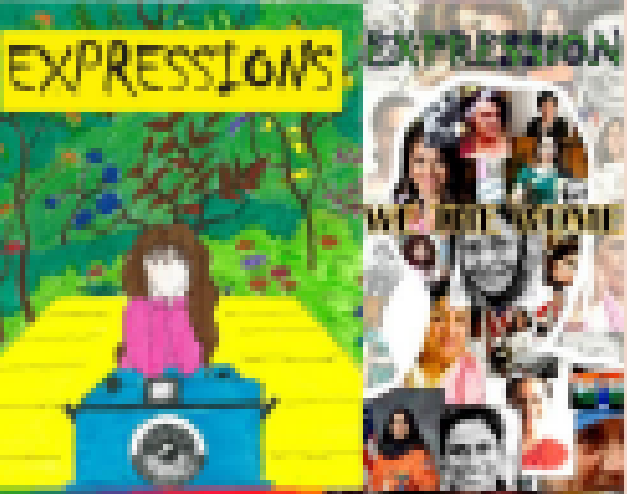
# DO'S IN A CONVERSATION



- EYE CONTACT
- LISTENING CLOSELY
- CORRECT BODY POSTURE
- SHOWING INTEREST
- ENGAGED



# The Faculty



Dr. Divya Jyoti Randev



Mrs. Gurjeet Kaur



Dr. Sonia Gupta



Ms. Parul Bakshi