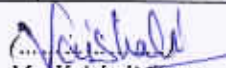


Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Schedule of Saturday Tea Club
Session 2017-18

INDEX

S.No.	Name of Faculty	Name of Topic	Date	Signature
1	Dr. Rajesh Krishan Bhatt	Foreign Policy	16-09-2017	Rajesh
2	Ms. Vaishali Garg	Fundamentals of TV Reporting	23-09-2017	Vaishali
3	Ms. Neeshu Rathi	History of Indian Satellite Program	07-10-2017	Neeshu
4	Mr. Rohan Tyagi	History of Radio Broadcasting	28-10-2017	Rohay
5	Mr. Vipin Kumar	Important Milestones since Independence in AIR	11-11-2017	Vipin
6	Ms. Anjali Saini	Indian Independence Movement & Mass Media	25-11-2017	Anjali
7	Dr. Ravi Gautam	Prasar Bharti	02-12-2017	Ravi
8	Mrs. Nibha Sinha	Feature	16-12-2017	Nibha
9	Dr. Sandeep Srivastava	Indian Newspaper Society	23-12-2017	Sandeep
10	Mr. Rakesh Kumar	International Communication	13-01-2018	Rakesh
11	Ms. Anjali Saini	Languages of TV News	03-02-2018	Anjali
12	Ms. Neeshu Rathi	Limitations of Radio	24-02-2018	Neeshu
13	Mr. Rohan Tyagi	Movies & the role they play	10-03-2018	Rohay
14	Ms. Vaishali Garg	Media Consolidation	24-03-2018	Vaishali
15	Dr. Rajesh Krishan Bhatt	Non Profit Media Organizations rate far higher on educating the public than for- profit entities	14-04-2018	Rajesh
16	Mr. Vipin Kumar	Origin & Development of Radio in India	19-05-2018	Vipin
17	Mrs. Nibha Sinha	Poor Coverage of Important Issues	26-05-2018	Nibha
18	Mr. Rakesh Kumar	Online Viewership	02-06-2018	Rakesh


 Ms. Vaishali Garg
 Convener, Saturday Club
 Dept. of JMC

(.....)
 Dr. Ravi Gautam
 HOD
 Dept. of JMC

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 12-09-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Foreign Policy" topic delivered by Dr. Rajesh Krishan Bhatt, Faculty, Department of Journalism & Mass Communication on dated 16-09-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.....*Vaishali*.....)

Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

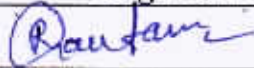
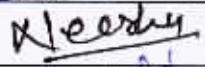
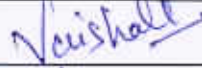

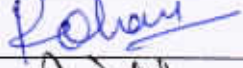


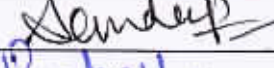


(.....*Ravi Gautam*.....)

Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 16-09-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of Faculty- Dr. Rajesh Krishan Bhatt

Date-16.09.2017

Topic-Foreign Policy

- A Knight Ridder /Princeton Research poll of Americans showed 44 percent of respondents believed "most" or "some" of the 9-11 hijackers were Iraqis. Only 17 percent gave the correct answer: none. A New York Times/CBS News Poll revealed that 45 percent of respondents believed Saddam Hussein was directly involved in the 9/11 attacks.
- A Pew Research Center/Council on Foreign Relations survey around the same time showed that almost two-thirds of people polled believed U. N. weapons inspectors had "found proof that Iraq is trying to hide weapons of mass destruction." A report of such proof was never made by Hans Blix or any U.N. inspector, nor was it made by Mohammed El Baradei or any other official of the International Nuclear Regulatory Agency.

The same survey found 57 percent of those polled incorrectly believed Saddam Hussein assisted the 9/11 terrorists.

- Despite wide knowledge of the above polls and others similar to them, the media did little to correct the misperceptions and in fact, may have continued feeding them. A poll conducted months later by the Washington Post on September 6, 2003 found that 69 percent of Americans thought Hussein was linked to 9/11.

Who We Elect

- A major study by the Joan Shorenstein Center on the Press, Politics and Public Policy at Harvard's John F. Kennedy School of Government found the level of people's knowledge about candidates' positions rose and fell based on the degree to which the media was focusing on important issues. Moving from a spate of media coverage of gaffes by Bush and Gore in the 2000 race to a period of focusing on the issues, for example, there was a 20 percent increase in people's ability to identify correctly the two candidates' positions.

"Once again, public awareness increases when the focus is on the issues," said Marvin Kalb, the Executive Director of the Shorenstein Center's Washington Office and co-director of the Vanishing Voter Project.

- Still, only a few weeks before the election, when voters were read a major issue position attributed to a candidate and then asked whether it was the candidate's actual position, on average, of those polled 47 percent said they "didn't know," while 34 percent identified the position accurately and 19 percent misidentified it. In all, almost 50 percent of registered voters were able to recognize none or only one of the twelve candidate positions. Only 10 percent knew more than half of the policy positions about which they were asked.
- "It's pretty clear that millions of Americans will go to the polls on Election Day armed with only scant knowledge of the issues. Some of them might be a bit surprised next

year when the new President pursues policies quite different from those they thought he would."


- Thomas Patterson, Bradlee Professor of Government and the Press at Harvard's Kennedy School of Government and director of the Shorenstein Center surveys

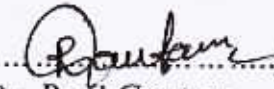
Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

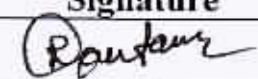
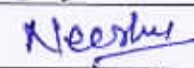
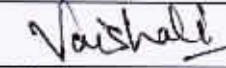

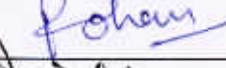
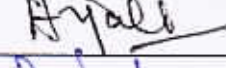
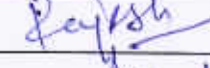
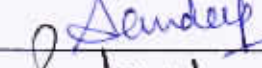
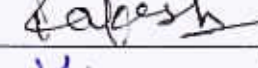

Date 19-09-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Fundamentals of TV Reporting" topic delivered by Ms. Vaishali Garg, Faculty Department of Journalism & Mass Communication on dated 23-09-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

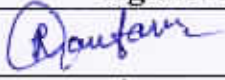

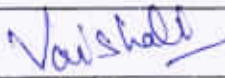
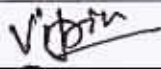
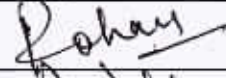




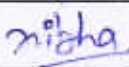

(.....)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC


(.....)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Date 23-09-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of Faculty- Ms. Vaishali Garg

Date-23.09.2017

Topic-Fundamentals of TV reporting – Reporting skills, Ethics for TV reporting
Fundamentals of TV Reporting

A good journalist needs to have great reporting skills. Good reporting, whether it's face-to-face or over the phone or live in front of camera the key is getting a story done well. And, since misquoting people can ruin one's reputation, one needs to make sure that he/she do more than just asking the right questions. Listening is important to get information down correctly. Here are some basic rules to remember in order to develop good reporting skills.

Be Prepared

While a reporter needs to be quick on their feet, as they might need to chase a story down quickly, you should always know your subject matter. If you do have a scheduled interview with someone, do your homework. Know the person's background and sketch out the questions you want to ask. You need to go into the interview knowing what you'd like to get out of it and, if you write out your questions ahead of time; you're more likely to stay on track.

Be Prepared, But Not Rigid

While you always want to have a plan in mind before you do an interview, don't be unwilling to let an interview go off in another direction. If the interviewee starts talking about something interesting, go with it. Recognize when someone is saying something interesting and react to that. When you're done with the interesting aside, you can always go back to the questions you prepared beforehand.

Don't Be Afraid of Silences

In general conversation people have a tendency to want to fill moments of silence with conversation. In an TV interview, try to avoid that. Often, if you let seemingly awkward silences that, you won't be able to catch with his expression in silence and an interviewee will fill that void with more information.

Always ask for Clarification

If you don't understand something as soon as someone says it, chances are it's confusing and the viewer watching it on TV might get confused so it's always better to clear that confusion on air. A reporter should always, always ask to have an explanation. If something's unclear, phrases like 'What do you mean by that?' or 'Can you explain that further?' often work. If someone's using a lot of jargon, ask them to explain what they're saying in laymen's terms. In general you don't want to end an interview confused. Make sure you understand what the person said before you wrap up the interview.

The bottom line is, a journalist's job is to report what's happening. If you're unclear on something someone says to you, you won't be able to logically relay the story to the public.

Function and responsibility of a reporter

Apart from having a fair command over the language. The reporter needs to have a quick enquiring mind. Not only he should be aware of happenings in his own country as well as the world at large. Some of the important qualities essential for reporters are:

News Sense

The foremost quality that a journalist must possess is news sense. Nose for news it involves understanding news and news value and the ability to recognize the story when it come along. This can be develop over a period of time and it improves with experience. The elements which constitute news sens are instinct, experience and broad knowledge of news gathering process.

Objectivity

A reporter should not allow his personal bias or ideas to creep into the story. He should not take sides but try covering various point while covering a news event.

Clarity and Simplicity

The story must be clearly covered the script should be simple and easily to understand so that the viewer can understand it without trouble.

Accuracy

It begins with reporter painstaking attention to every detail while gathering facts and information.

Balance and Fairness

It you are covering a controversial issue be sure to get across the people on both side of thee controversy. One side stories can also be damaging and legally dangerous. Fairness requires the reporter report the charge and the response together as far as possible.

Integrity

Integrity implies undeviating honesty and strict adherence to the code of ethics formulated by different news organizations.

Reporting Ethics:

Press freedom is a word that is commonly used. By this, we mean the right to publish news without any restriction or control. But this does not mean that anything about anybody can be published. There are certain rules of conduct or principles of morality which we have to follow while reporting. The editor should check and verify that the news which he publishes is correct, accurate, and factual. He should not publish anything that is misleading, inaccurate, defamatory, vulgar or obscene. Media should not intervene into the privacy of individuals. Also media should not report anything that harms national interest.

The government of India has passed from time to time several Acts connected with the press and press freedom. The Press and Registration of Books Act 1867 is the oldest among them. According to this Act, every newspaper or magazine printed in India shall print the name of the printer and publisher and the place of printing in the publication.

Reporter kept other few points in mind:

- Seek truth and report it fully. Be honest, fair and courageous in gathering and reporting the news. Give voice to the voiceless, and hold the powerful accountable.
- Seek out and disseminate competing perspectives without being unduly influenced by those who would use their power counter to public interest. Remain free of associations and activities that may compromise your integrity.
- Be compassionate of those affected by your actions. Treat sources, subjects and colleagues with respect, not as means to an end.

- Don't report on any group or organization to which you belong. Avoid active involvement in partisan causes, politics, community affairs, social actions or demonstrations. Avoid service on governmental, quasi-governmental or community-wide boards.
- Don't write about someone related by blood or marriage, or someone with whom you have a personal or financial relationship. Don't use your position to seek benefit or advantage in business, financial or commercial transactions..
- Journalists should be honest, fair and courageous in gathering, reporting and interpreting information

Journalists should also:


- Test the accuracy of information from all sources and exercise care to avoid errors.
- Always question sources' motives before promising anonymity. Clarify conditions attached to any promise made in exchange for information. Keep promises.
- Make certain that headlines, news teases and promotional material, photos, video, audio, graphics, sound bites and quotations do not misrepresent. They should not oversimplify or highlight incidents out of context.
- Never distort the content of news photos or video. Image enhancement for technical clarity is always permissible. Label montages and photo illustrations.
- Avoid undercover or other surreptitious methods of gathering information except when traditional open methods will not yield information vital to the public. Use of such methods should be explained as part of the story
- Avoid stereotyping by race, gender, age, religion, ethnicity, geography, sexual orientation, disability, physical appearance or social status.
- Distinguish between advocacy and news reporting. Analysis and commentary should be labelled and not misrepresent fact or context.
- Recognize a special obligation to ensure that the public's business is conducted in the open and that government records are open to inspection.
- Be cautious about identifying juvenile suspects or victims of sex crimes.
- Be judicious about naming criminal suspects before the formal filing of charges.
- Balance a criminal suspect's fair trial rights with the public's right to be informed
- Avoid conflicts of interest
- Refuse gifts, favours, fees, free travel and special treatment, and shun secondary employment, political involvement, public office and service in community organizations if they compromise journalistic integrity.
- Be vigilant and courageous about holding those with power accountable.


Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

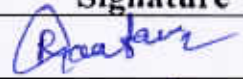

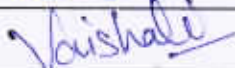
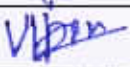
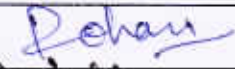
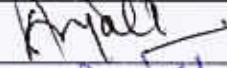
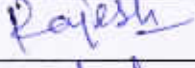

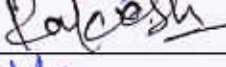

Date 03-10-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "History of Indian Satellite Program" topic delivered by Ms. Neeshu Rathi, Faculty Department of Journalism & Mass Communication on dated 07-10-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.


(.....)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC


(.....)
Dr. Ravi Gautam
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5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Date 03-10-2017

Shri Ram College, Muzaffarnagar
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Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Name of Faculty- Ms. Neeshu Rathi

Date- 07.10.2017

Topic-History Of Indian Satellite Programme

- In the early and mid-sixties when applications using satellites were in experimental stages even in the United States, Dr Sarabhai was quick to recognize their benefits for India. He foresaw that satellites could usefully supplement ground-based systems for providing many services in communications, direct TV broadcasting, remote sensing and meteorology.

To achieve this, Sarabhai chalked out a clear step-by-step strategy. He was very clear that ISRO would not wait for its own satellites to begin application development. Instead, foreign satellites would be used in the initial stages so that applications could be proven, ground systems could be put in place and users and scientists could be familiarized with the new technology. Later on, these technologies could be mastered to make indigenous systems.

Remote sensing was one of the first space applications to be put to use in India. An aerial survey using infra-red film was carried out from a helicopter in 1970 to study root-wilt disease of coconut plantations in Kerala. Also, ISRO in association with France developed an infra-red scanner, which was used for various applications in 1972. Even before the Americans had launched the world's first civilian remote sensing satellite the Earth Resources Technology Satellite (later renamed as Landsat), India had requested access to data from the satellite. As a result, India became one of the earliest users of Landsat when the first satellite was launched in mid-1972. Subsequently, a ground station to receive data directly from the satellite was set up. Today, India has a fleet of world-class civilian remote sensing satellites.

- In 1962, Telstar, the world's first communications satellite, was launched by the US. VIKRAM SARABHAI immediately recognized the potential of a communications satellite to reach out to not only far corners of a country but across countries and continents. In 1967, the space department conducted a joint study with NASA to examine alternatives for television coverage in India. It concluded that a hybrid system – involving direct broadcast through a satellite and retransmission through conventional terrestrial TV stations – would be the most effective path.

Indian Satellites

- India began by first building small experimental satellites, weighing less than half a ton, sometimes as little as 40 kg. Some of them were named after great mathematicians and scientists of ancient India – Aryabhata and Bhaskara. With these initial satellites, India tested whether it could master the complex technologies needed for building bigger satellites weighing up to one and later three tons, for use in for satellite communications or remote sensing. India also built small scientific satellites.

The Indian National Satellite (INSAT) system which are placed in Geo-stationary orbits is one of the largest domestic communication satellite systems in Asia-Pacific region. Established in 1983 with commissioning of INSAT-1B, it initiated a major revolution in India's communications sector and sustained the same later. INSAT space segment consists of 24 satellites out of which 10 are in service (INSAT-3A, INSAT-4B, INSAT-3C, INSAT-3E, KALPANA-1, INSAT-4A, INSAT-4CR, GSAT-8, GSAT-12 and GSAT-10)

The system with a total of 168 transponders in the C, Extended C and Ku-bands provides services to telecommunications, television broadcasting, weather forecasting, disaster warning and Search and Rescue operations.

Time Line of Indian Satellite

Satellite	Launch Date	Launch Vehicle	Type of Satellite
SARAL	25.02.2013	SLV-C20	Earth Observation Satellite
GSAT-10	29.09.2012	Ariane-5 VA-209	Geo-Stationary Satellite
RISAT-1	26.04.2012	PSLV-C19	Earth Observation Satellite
Jugnu	12.10.2011	PSLV-C18	Experimental / Small Satellite
SRMSat	12.10.2011	PSLV-C18	Experimental / Small Satellite
Megha-Tropiques	12.10.2011	PSLV-C18	Earth Observation Satellite
GSAT-12	15.07.2011	PSLV-C17	Geo-Stationary Satellite
GSAT-8	21.05.2011	Ariane-5VA-202	Geo-Stationary Satellite
RESOURCESAT-2	20.04.2011	PSLV-C16	Earth Observation Satellite
YOUTHSAT	20.04.2011	PSLV-C16	Experimental / Small Satellite
GSAT-5P	25.12.2010	GSLV-F06	Geo-Stationary Satellite
STUDSAT	12.07.2010	PSLV-C15	Experimental / Small Satellite
CARTOSAT-2B	12.07.2010	PSLV-C15	Earth Observation Satellite
GSAT-4	15.04.2010	GSLV-D3	Geo-Stationary Satellite
Oceansat-2	23.09.2009	PSLV-C14	Earth Observation Satellite

ANUSAT	20.04.2009	PSLV-C12	Experimental / Small Satellite
RISAT-2	20.04.2009	PSLV-C12	Earth Observation Satellite
Chandrayaan-1	22.10.2008	PSLV-C11	Space Mission
CARTOSAT - 2A	28.04.2008	PSLV-C9	Earth Observation Satellite
IMS-1	28.04.2008	PSLV-C9	Earth Observation Satellite
INSAT-4B	12.03.2007	Ariane-5ECA	Geo-Stationary Satellite
CARTOSAT - 2	10.01.2007	PSLV-C7	Earth Observation Satellite
SRE - 1	10.01.2007	PSLV-C7	Experimental / Small Satellite
INSAT-4CR	02.09.2007	GSLV-F04	Geo-Stationary Satellite
INSAT-4C	10.07.2006	GSLV-F02	Geo-Stationary Satellite
INSAT-4A	22.12.2005	Ariane-5G5	Geo-Stationary Satellite
HAMSAT	05.05.2005	PSLV-C6	Experimental / Small Satellite
CARTOSAT-1	05.05.2005	PSLV-C6	Earth Observation Satellite
EDUSAT (GSAT-3)	20.09.2004	GSLV-F01	Geo-Stationary Satellite
Resourcesat-1(IRS-P6)	17.10.2003	PSLV-C5	Earth Observation Satellite
INSAT-3A	10.04.2003	Ariane-5G	Geo-Stationary Satellite
INSAT-3E	28.09.2003	Ariane-5G	Geo-Stationary Satellite
GSAT-2	08.05.2003	GSLV-D2	Geo-Stationary Satellite
KALPANA-1(METSAT)	12.09.2002	PSLV-C4	Geo-Stationary Satellite
INSAT-3C	24.01.2002	Ariane-42L H10-3	Geo-Stationary Satellite
Technology Experiment			
Satellite (TES)	22.10.2001	PSLV-C3	Earth Observation Satellite
GSAT-1	18.04.2001	GSLV-D1	Geo-Stationary Satellite
INSAT-3B	22.03.2000	Ariane-5G	Geo-Stationary Satellite
Oceansat(IRS-P4)	26.05.1999	PSLV-C2	Earth Observation Satellite
INSAT-2E	03.04.1999	Ariane-42P H10-3	Geo-Stationary Satellite
INSAT-2DT	Jan-1998	Ariane-44L H10	Geo-Stationary Satellite
IRS-1D	29.09.1997	PSLV-C1	Earth Observation Satellite
INSAT-2D	04.06.1997	Ariane-44L H10-3	Geo-Stationary Satellite

IRS-P3	21.03.1996	PSLV-D3	Earth Observation Satellite
IRS-1C	28.12.1995	Molniya	Earth Observation Satellite
INSAT-2C	07.12.1995	Ariane-44L H10-3	Geo-Stationary Satellite
IRS-P2	15.10.1994	PSLV-D2	Earth Observation Satellite
Stretched Rohini Satellite			
Series (SROSS-C2)	04.05.1994	ASLV	Space Mission
IRS-1E	20.09.1993	PSLV-D1	Earth Observation Satellite
INSAT-2B	23.07.1993	Ariane-44L H10+	Geo-Stationary Satellite
INSAT-2A	10.07.1992	Ariane-44L H10	Geo-Stationary Satellite
Stretched Rohini Satellite			
Series (SROSS-C)	20.05.1992	ASLV	Space Mission
IRS-1B	29.08.1991	Vostok	Earth Observation Satellite
INSAT-1D	12.06.1990	Delta 4925	Geo-Stationary Satellite
INSAT-1C	21.07.1988	Ariane-3	Geo-Stationary Satellite
Stretched Rohini Satellite			
Series (SROSS-2)	13.07.1988	ASLV	Earth Observation Satellite
IRS-1A	17.03.1988	Vostok	Earth Observation Satellite
Stretched Rohini Satellite			
Series (SROSS-1)	24.03.1987	ASLV	Space Mission
INSAT-1B	30.08.1983	Shuttle [PAM-D]	Geo-Stationary Satellite
Rohini (RS-D2)	17.04.1983	SLV-3	Earth Observation Satellite
INSAT-1A	10.04.1982	Delta 3910 PAM-D	Geo-Stationary Satellite
Bhaskara-II	20.11.1981	C-1 Intercosmos	Earth Observation Satellite
Ariane Passenger Payload			
Experiment (APPLE)	19.06.1981	Ariane-1(V-3)	Geo-Stationary Satellite
Rohini (RS-D1)	31.05.1981	SLV-3	Earth Observation Satellite
Rohini (RS-1)	18.07.1980	SLV-3	Experimental / Small Satellite
Rohini Technology Payload (RTP)	10.08.1979	SLV-3	Experimental / Small Satellite

Bhaskara-I	07.06.1979	C-1 Intercosmos	Earth Observation Satellite
Aryabhata	19.04.1975	C-1 Intercosmos	Experimental / Small Satellite

All this effort and talent in space research was not confined to any one laboratory or institute. Rather, several organizations set up under the Department of Space helped India build its space programme from the scratch and help it scale great heights. It was the multipurpose and most complex INSAT-3A capable of serving telecommunications, TV broadcasting, weather forecasting and search and rescue fields.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 24-10-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "History of Radio Broadcasting" topic delivered by Mr. Rohan Tyagi, Faculty Department of Journalism & Mass Communication on dated 28-10-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(...Vaishali...)

Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

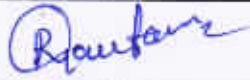

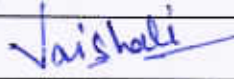

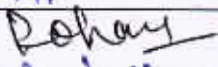
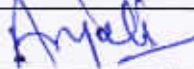
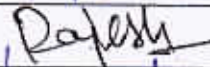

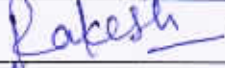

(...Gautam...)

Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 28-10-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of Faculty-Rohan Tyagi

Date-28.10.2017

Topic-History of Radio Broadcasting

Radio is wireless transmission of signals, by modulation of electromagnetic waves with frequencies.

Electromagnetic radiation travels by means of oscillating electromagnetic fields that pass through the air and the vacuum of space. It does not require a medium of transport, information is carried by systematically changing (modulating) some property of the radiated waves, such as their amplitude or their frequency. When radio waves pass an electrical conductor, the oscillating fields induce an alternating current in the conductor. This can be detected and transformed into sound or other signals that carry information.

The word 'radio' is used to describe this phenomenon, and radio transmissions are classed as radio frequency emissions.

- In 1894, Guglielmo Marconi read about Hertz's and Tesla's work on wireless telegraphy, and began his own experiments.
- By 1897, Nikola Tesla had successfully conducted experiments, and obtained a U.S. patent for his invention of "wireless transmission of data" in 1897 and 1900.

Finally in December of 1901 Guglielmo Marconi used J.C. Bose's invention to receive the radio signal in his first transatlantic radio communication over a distance of 2000 miles from Poldhu UK, to St. Johns Newfoundland. Marconi was celebrated

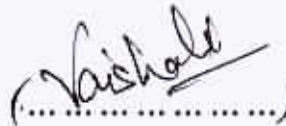
Worldwide for this achievement, but the fact that the radio patent was already registered by Tesla in 1900, as well as the fact the receiver was invented by Bose was not well known. Soon after the patent is given to Marconi and he received the Noble Prize.


Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

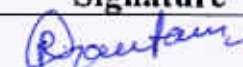
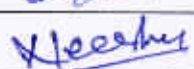
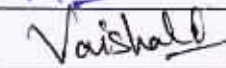
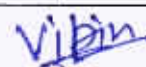
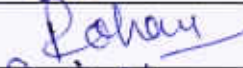
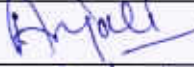
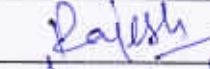
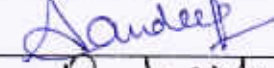
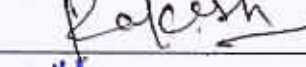

Date 07-11-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Important Milestones Since Independence in AIR" topic delivered by Mr. Vipin Kumar, Faculty Department of Journalism & Mass Communication on dated 11-11-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

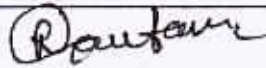
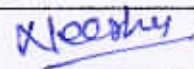

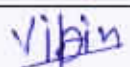
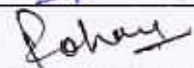

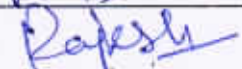
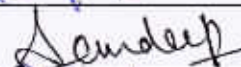
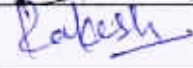
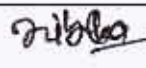

(.....)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC


(.....)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Date 11-11-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of Faculty- Vipin Kumar

Date-11.11.2017

Topic-Important Milestones since Independence in All India Radio(AIR)

- August 15, 1947 There were Six Radio stations at Delhi, Bombay, Calcutta, Madras, Tiruchirapalli and Lucknow.
- July 20, 1952 First National Programme of Music broadcast from AIR
- July 29, 1953 National Programme of Talks (English) commenced from AIR.
- 1954 First Radio Sangeet Sammelan held.
- October 3, 1957 Vividh Bharati Services started.
- November 1, 1959 First TV station in Delhi started (at that time, it was part of AIR).
- July 21, 1969 Yuvavani services started at Delhi.
- August 15, 1969 1000 KW Superpower Medium Wave Transmitter commissioned at Calcutta (Mogra).
- January 8, 1971 1000 KW Superpower Medium Wave Transmitter commissioned at Rajkot
- 1974 Akashvani Annual Awards instituted.
- July 23, 1977 First ever FM service was started from Madras.
- September 14, 1984 Two High Power 250 KW shortwave transmitters inaugurated at Aligarh. October 30, 1984 First Local Radio Station at Nagarcoil started. 1985 All AIR stations were provided with 5 channel satellite receiver terminals.
- May 18, 1988 Introduction of National Channel.
- April 8, 1989 Commissioning of Integrated North East Service.
- March 2, 1990 The 100th station of AIR commissioned at Warangal (Andhra Pradesh)
- March 10, 1990 Two 500 KW Superpower shortwave transmitters commissioned at Bangalore. October 2, 1992 Commissioning of FM Channel at Jalandhar.
- April 1, 1993 The 150th station of AIR commissioned at Berhampur (Orissa).
- August 15, 1993 Introduction of Times slots on FM Channel to private Parties at Delhi-Bombay. September 1, 1993 Time slots on FM Channel to private parties at Chennai.
- January 24, 1994 FM Channel at Panaji.
- July 25, 1994 Time slots on FM channel to private parties at Calcutta.
- September 10, 1994 Multi-track recording studios commissioned at Mumbai.
- September 28, 1994 Four 500 KW Superpower Shortwave transmitters at Bangalore inaugurated. This has made Bangalore one of the biggest transmitting centres in the world. October 31, 1994 The 175th station of AIR commissioned at Nasik.
- November 13, 1994 Time slots on FM channel to private parties at Panaji.
- August 5, 1995 Multi-track recording studios commissioned at Chennai.
- February 1, 1996 Foundation stone laid for New Broadcasting House at New Delhi.

- May 2, 1996 Launching of AIR on-line Information Services on Internet.
- January 13, 1997 Started Audio on demand on Internet Service.
- April 1, 1997 Digital Audio Broadcasting (DAB) introduced at Delhi on experimental basis. January 26, 1998 'Radio on Demand' service on 2nd FM Channel Transmission.
- February 25, 1998 AIR 'News on Telephone' and AIR 'live on Internet'.
- August 15, 1999 Radio station commissioned at Kokrajhar in Bodo Land Autonomous Council Area. August 15, 1999 Second FM Channels commissioned at Delhi and Calcutta with Yuvavani service.
- July 17, 2000 Regional Staff Training Institute (Tech.) started functioning at Bhubaneshwar (Orissa)
- Sept 1, 2001 AIR launched Infotainment channel known as FM-II at four metros, Mumbai, Kolkata, Chennai, Delhi, in addition to the Metro Channel FM-I.
- Nov 12, 2001 Museum of Radio and Doordarshan was inaugurated. Declared as The Public Service Broadcasting day to commemorate Gandhiji's visit to AIR
- Feb 27, 2002 AIR launched its first ever digital satellite home service which will cater to Indian sub-continent and South-East Asia.
- July, 2002 Celebrated 75 years of Broadcasting.
- April, 2003 Marketing Division of Prasar Bharati Inaugurated.
- Jan 26, 2004 Bhasha Bharati Channel of AIR launched at Delhi and Classical Music Channel launched at Bangalore.
- Apr 01, 2004 Launch of Kisan Vani Programme from 12 Stations of AIR.
Dec 16, 2004 DTH Service of Prasar Bharati, with 12 AIR Channels, launched

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 21-11-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Indian Independence Movement & Mass Media" topic delivered by Ms. Anjali Saini, Faculty Department of Journalism & Mass Communication on dated 25-11-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(*Vaishali*)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(*Ravi Gautam*)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Rajesh</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 25-11-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Name of Faculty-Anjali saini

Date-25.11.2017

Topic-Indian independence movement & Mass Media

The term **Indian Independence Movement** encompasses activities and ideas aiming to end first East India Company rule (1757–1858), then the British Raj (1858–1947). The independence movement saw various national and regional campaigns, agitations and efforts, some nonviolent and others not so.

The first organized militant movements were in Bengal, but they later took to the political stage in the form of a mainstream movement in the then newly formed Indian National Congress (INC), with prominent moderate leaders seeking only their basic right to appear for Indian Civil Service examinations, as well as more rights, economic in nature, for the people of the soil. The early part of the 20th century saw a more radical approach towards political independence proposed by leaders such as the Lal, Bal, Pal and Aurobindo Ghosh.

The last stages of the independence struggle from the 1920s onwards saw Congress adopt Mohandas Karamchand Gandhi's policy of nonviolence and civil resistance, Muhammad Ali Jinnah's constitutional struggle for the rights of minorities in India, and several other campaigns. Revolutionaries such as Subhas Chandra Bose and Bhagat Singh preached armed revolution to achieve independence. Poets & writers such as Allama Iqbal, Mohammad Ali Jouhar, Rabindranath Tagore and Kazi Nazrul Islam used literature, poetry and speech as a tool for political awareness. Feminists such as Sarojini Naidu and Begum Rokeya championed the emancipation of Indian women and their participation in national politics. Babasaheb Ambedkar championed the cause of the disadvantaged sections of Indian society within the larger independence movement. The period of the Second World War saw the peak of the campaigns by the Quit India movement (led by Mahatma Gandhi) and the Indian National Army (INA) movement (led by Netaji Subhas Chandra Bose) and others, eventually resulting in the withdrawal of the British.

The work of these various movements led ultimately to the Indian Independence Act 1947, which created the independent dominions of India and Pakistan. India remained a Dominion of the Crown until 26 January 1950, when the Constitution of India came into force, establishing the Republic of India; Pakistan was a dominion until 1956, when it adopted its first republican constitution. In 1971, East Pakistan declared independence as the People's Republic of Bangladesh.

The Indian independence movement was a mass-based movement that encompassed various sections of society. It also underwent a process of constant ideological evolution.^[1] Although the basic ideology of the movement was anti-colonial, it was supported by a vision of independent capitalist economic development coupled with a secular, democratic, republican, and civil-libertarian political structure.^[2] After the 1930s, the movement took on a strong socialist orientation, due to the increasing influence of left-wing elements in the INC as well as the rise and growth of the Communist Party of India.^[1] The All-India Muslim League was formed in 1906 as a separate Muslim party which later in 1940 called for separate state of Pakistan.

Revolutionary activities

Apart from a few stray incidents, armed rebellions against the British rulers did not occur before the beginning of the 20th century. The Indian revolutionary underground began gathering momentum through the first decade of 20th century, with groups arising in Bengal, Maharashtra, Odisha, Bihar, Uttar Pradesh, Punjab, and the Madras Presidency including what is now called South India. More groups were scattered

around India. Particularly notable movements arose in Bengal, especially around the Partition of Bengal in 1905, and in Punjab.^[40] In the former case, it was the educated, intelligent and dedicated youth of the urban middle class Bhadralok community that came to form the "Classic" Indian revolutionary,^[41] while the latter had an immense support base in the rural and Military society of the Punjab. Organisations like Jugantar and Anushilan Samiti had emerged in the 1900s (decade). The revolutionary philosophies and movement made their presence felt during the 1905 Partition of Bengal. Arguably, the initial steps to organize the revolutionaries were taken by Aurobindo Ghosh, his brother Barin Ghosh, Blupendranath Datta etc. when they formed the Jugantar party in April 1906.^[41] Jugantar was created as an inner circle of the Anushilan Samiti which was already present in Bengal mainly as a revolutionary society in the guise of a fitness club.

The Anushilan Samiti and Jugantar opened several branches throughout Bengal and other parts of India and recruited young men and women to participate in the revolutionary activities. Several murders and looting were done, with many revolutionaries being captured and imprisoned. The Jugantar party leaders like Barin Ghosh and Bagha Jatin initiated making of explosives. Amongst a number of notable events of political terrorism were the Alipore bomb case, the Muzaffarpur killing tried several activists and many were sentenced to deportation for life, while Khudiram Bose was hanged. The founding of the India House and The Indian Sociologist under Shyamji Krishna Varma in London in 1905 took the radical movement to Britain itself. On 1 July 1909, Madan Lal Dhingra, an Indian student closely identified with India House in London shot dead William Hutt Curzon Wylie, a British M.P. in London. 1912 saw the Delhi-Lahore Conspiracy planned under Rash Behari Bose, an erstwhile Jugantar member, to assassinate the then Viceroy of India Charles Hardinge. The conspiracy culminated in an attempt to Bomb the Viceregal procession on 23 December 1912, on the occasion of transferring the Imperial Capital from Calcutta to Delhi. In the aftermath of this event, concentrated police and intelligence efforts were made by the British Indian police to destroy the Bengali and Punjabi revolutionary underground, which came under intense pressure for sometime. Rash Behari successfully evaded capture for nearly three years. However, by the time that the First World War opened in Europe, the revolutionary movement in Bengal (and Punjab) had revived and was strong enough to nearly paralyse the local administration.^{[28][29]} In 1914, Indian revolutionaries made conspiracies against British rule, but the plan failed and many revolutionaries sacrificed their life and others were arrested and sent to the Cellular Jail (Kalapani) in Andaman and Nicobar Islands. During the First World War, the revolutionaries planned to import arms and ammunitions from Germany and stage an armed revolution against the British.^[42]

In 1905, during Dussehra festivities Vinayak Damodar Savarkar organised setting up of a bonfire of foreign goods and clothes. Along with his fellow students and friends he formed a political outfit called Abhinav Bharat. Vinayak was soon expelled from college due to his activities but was still permitted to take his Bachelor of Arts degree examinations. After his joining Gray's Inn law college in London Vinayak took accommodation at Bharat Bhawan India House. Organised by expatriate social and political activist Pandit Shyamji, India House was a thriving centre for student political activities. Savarkar soon founded the Free India Society to help organise fellow Indian students with the goal of fighting for complete independence through a revolution, declaring Savarkar was studying revolutionary methods and he came into contact with a veteran of the Russian Revolution of 1905, who imparted him the knowledge of bomb-making. Savarkar had printed and circulated a manual amongst his friends, on bomb-making and other methods of guerrilla warfare. In 1909, Madan Lal Dhingra, a keen follower and friend of Savarkar, assassinated British MP Sir Curzon Wylie in a public meeting. Dhingra's action provoked controversy across Britain and India, evoking enthusiastic admiration as well as condemnation. Savarkar published an article in which he all but endorsed the murder and worked to organise support, both political and for Dhingra's legal defence. At a meeting of Indians called for a condemnation of Dhingra's deed, Savarkar protested the intention of condemnation and was drawn into a hot debate and angry scuffle with other attendants. A secretive and restricted trial and a sentence awarding the death penalty to Dhingra provoked an outcry and protest across the Indian student and political community. Strongly protesting the verdict, Savarkar struggled with British authorities in laying claim to Dhingra's remains following his execution. Savarkar hailed Dhingra as a hero and martyr, and began encouraging revolution with greater intensity. In London, Savarkar founded the Free India Society (FIS), and in December 1906 he opened a branch of Abhinav Bharat Society. This organisation drew a number of radical Indian students, including P.M. Bapat, V.V.S. Iyer, Madanlal Dhingra, and Virendranath Chattopadhyaya. Savarkar had lived in Paris for some time, and frequently visited the city

after moving to London. When the then British Collector of Nasik, A.M.T. Jackson was shot by a youth, Veer Savarkar finally fell under the net of the British authorities. He was implicated in the murder citing his connections with India House. Savarkar was arrested in London on 13 March 1910 and sent to India. When the ship S.S. *Morea* reached the port of Marseilles on 8 July 1910, Savarkar escaped from his cell through a porthole and dived into the water, swimming to the shore in the hope that his friend would be there to receive him in a car. But his friend was late in arriving, and the alarm having been raised, Savarkar was re-arrested. Following a trial, Savarkar was sentenced to 50 years imprisonment and transported on 4 July 1911 to the infamous Cellular Jail in the Andaman and Nicobar Islands. On 2 May 1921, the Savarkar brothers were moved to a jail in Ratnagiri, and later to the Yeravda Central Jail. He was finally released on 6 January 1924 under stringent restrictions – he was not to leave Ratnagiri District and was to refrain from political activities for the next five years. However, police restrictions on his activities would not be dropped until provincial autonomy was granted in 1937.

The Ghadar Party operated from abroad and cooperated with the revolutionaries in India. This party was instrumental in helping revolutionaries inside India catch hold of foreign arms. After the First World War, the revolutionary activities began to slowly wane as it suffered major setbacks due to the arrest of prominent leaders. In the 1920s, some revolutionary activists began to reorganise.

Hindustan Socialist Republican Association (HSRA) was formed under the leadership of Chandrasekhar Azad. Kakori train robbery was done largely by the members of HSRA. Bhagat Singh and Batukeshwar Dutt threw a bomb inside the Central Legislative Assembly on 8 April 1929 protesting against the passage of the Public Safety Bill and the Trade Disputes Bill while raising slogans of "Inquilab Zindabad", though no one was killed or injured in the bomb incident. Bhagat Singh surrendered after the bombing incident and a trial was conducted. Sukhdev and Rajguru were also arrested by police during search operations after the bombing incident. Following the trial (Central Assembly Bomb Case), Bhagat Singh, Sukhdev and Rajguru were hanged in 1931. Allama Mashriqi founded Khaksar Tehreek in order to direct particularly the Muslims towards the independence movement.^[2]

Surya Sen, along with other activists, raided the Chittagong armoury on 18 April 1930 to capture arms and ammunition and to destroy government communication system to establish a local governance. Pritilata Waddadar led an attack on a Eur

opean club in Chittagong in 1932, while Bina Das attempted to assassinate Stanley Jackson, the Governor of Bengal inside the convocation hall of Calcutta University. Following the Chittagong armoury raid case, Surya Sen was hanged and several others were deported for life to the Cellular Jail in Andaman. The Bengal Volunteers started operating in 1928. On 8 December 1930, the Benoy-Badal-Dinesh trio of the party entered the secretariat Writers' Building in Kolkata and murdered Col. N. S. Simpson, the Inspector General of Prisons.

On 13 March 1940, Udham Singh shot Michael O'Dwyer (the last political murder out side India), generally held responsible for the Amritsar Massacre, in London. However, as the political scenario changed in the late 1930s — with the mainstream leaders considering several options offered by the British and with religious politics coming into play — revolutionary activities gradually declined. Many past revolutionaries joined mainstream politics by joining Congress and other parties; especially communist ones, while many of the activists were kept under hold in different jails across the country.

Government of India through the Ministry of Home Affairs has later notified 38 movements/struggles across Indian territories as the ones that led to the country gaining independence from the British Raj. The Kallara-Pangode Struggle is one of these 39 agitations.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 28-11-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Prasar Bharti" topic delivered by Dr. Ravi Gautam, HOD, Department of Journalism & Mass Communication on dated 02-12-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(*Vaishali*)
Ms: Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(*Ravi Gautam*)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 02-12-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	R Gautam
2.	Ms. Neeshu Rathi	Neeshu
3.	Ms. Vaishali Garg	Vaishali
4.	Mr. Vipin Kumar	Vipin
5.	Mr. Rohan Tyagi	Rohay
6.	Ms. Anjali Saini	Anjali
7.	Dr. Rajesh Krishan Bhatt	Rajesh
8.	Dr. Sandeep Srivastava	Sandeep
9.	Mr. Rakesh Kumar	Rakesh
10.	Mrs. Nibha Sinha	Nibha

Name of Faculty- Dr. Ravi Gautam

Date-02.12.2017

Topic-Prasar Bharati

Prasar Bharati (Hindi: प्रसार भारती); is India's largest public broadcaster. It is an autonomous body set up by an Act of Parliament and comprises Doordarshan television network and All India Radio which were earlier media units of the Ministry of Information and Broadcasting.

The Parliament of India passed an Act to grant this autonomy in 1990, but it was not enacted until 15 September 1997.

Dr A Surya Prakash^[2] is the current chairperson of Prasar Bharati and Jawhar Sircar is the CEO.

Prasar Bharati Act

The Prasar Bharati Act provides for establishment of a Broadcasting Corporation, to be known as Prasar Bharati, to define its composition, functions and powers. The Act grants autonomy to All India Radio and Doordarshan, which were previously under government control. The Act received assent of President of India on 12 September 1990 after being unanimously passed by Parliament. It was finally implemented in November 1997. By the Prasar Bharati Act, all the property, assets, debts, liabilities, payments of money due, all suits and legal proceedings involving Akashvani (All India Radio) and Doordarshan were transferred to Prasar Bharati.

Prasar Bharati Board

Prasar Bharati Act stipulates general superintendence, direction and management of affairs of the Corporation vests in Prasar Bharati Board which may exercise all such powers and do all such acts and things as may be exercised or done by the Corporation.

Prasar Bharati Board consists of:

- Chairman
- One Executive Member
- One Member (Finance)
- One Member (Personnel)
- Six Part-time Members
- Director-General (Akashvani), *ex officio*
- Director-General (Doordarshan), *ex officio*
- One representative of the Union Ministry of Information and Broadcasting (India), to be nominated by that Ministry and
- Two representatives of the employees of the Corporation, of whom one shall be elected by the engineering staff from amongst themselves and one shall be elected by the other employee from amongst themselves.

The President of India appoints Chairman and the other Members, except the *ex officio* members, nominated member and the elected members.

The Board shall meet not be less than six meetings every year but three months shall not intervene between one meeting and the next meeting.

Functions and Objectives

The primary duty of the Corporation is to organise and conduct public broadcasting services to inform, educate and entertain the public and to ensure a balanced development of broadcasting on radio and television.^[4]

The Corporation shall, in the discharge of its functions, be guided by the following objectives, namely:

- Upholding the unity and integrity of the country and the values enshrined in the Constitution.
- Safeguarding the citizen's right to be informed freely, truthfully and objectively on all matters of public interest, national or international, and presenting a fair and balanced flow of information including contrasting views without advocating any opinion or ideology of its own.
- Paying special attention to the fields of education and spread of literacy, agriculture, rural development, environment, health and family welfare and science and technology.
- Providing adequate coverage to the diverse cultures and languages of the various regions of the country by broadcasting appropriate programmes.
- Providing adequate coverage to sports and games so as to encourage healthy competition and the spirit of sportsmanship.
- Providing appropriate programmes keeping in view the special needs of the youth.
- Informing and stimulating the national consciousness in regard to the status and problems of women and paying special attention to the upliftment of women.
- Promoting social justice and combating exploitation, inequality and such evils as untouchability and advancing the welfare of the weaker sections of the society.
- Safeguarding the rights of the working classes and advancing their welfare.
- Serving the rural and weaker sections of the people and those residing in border regions, backward or remote areas.
- Providing suitable programmes keeping in view the special needs of the minorities and tribal communities.
- Taking special steps to protect the interests of children, the blind, the aged, the handicapped and other vulnerable sections of the people.
- Promoting national integration by broadcasting in a manner that facilitates communication in the languages in India; and facilitating the distribution of regional broadcasting services in every State in the languages of that State.
- Providing comprehensive broadcast coverage through the choice of appropriate technology and the best utilisation of the broadcast frequencies available and ensuring high quality reception.
- Promoting research and development activities in order to ensure that radio broadcast and television broadcast technology are constantly updated.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 12-12-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Feature" topic delivered by Mrs. Nibha Sinha, Faculty Department of Journalism & Mass Communication on dated 16-12-2017 at 3:30pm.

Kindly participate in it and have healthy discussion over the topic.

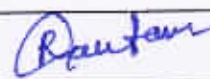
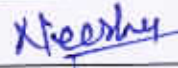
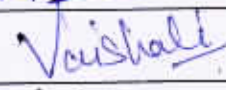
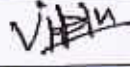
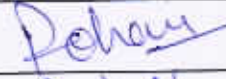

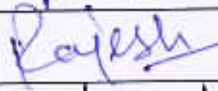
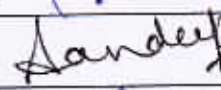
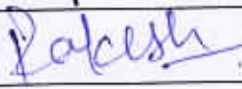
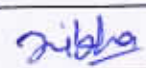
(*Vaishali*)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(*Rautam*)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Rautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 16-12-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of Faculty-Mrs. Nibha Sinha

Date-16.12.2017

Topic-Feature

A **feature** is a distinct property or piece, which may refer to:

Science and technology

- Feature (CAD), could be a hole, pocket, or notch
- Feature (computer vision), could be an edge, corner or blob
- Feature (software design) is an intentional distinguishing characteristic of a software item (in performance, portability, or - especially - functionality)
- Feature (machine learning), in statistics: individual measurable properties of the phenomena being observed
- Feature data, in geographic information systems, comprise information about an entity with a geographic location
- Features, in audio signal processing, an aim to capture specific aspects of audio signals in a numeric way

Media

- Feature film, a film intended for initial distribution in theaters
- Feature story, a piece of journalistic writing that covers a selected issue in-depth
- The Feature, a film collaboration between filmmakers Michel Auder and Andrew Neel
- Radio documentary (feature), a radio program devoted to covering a particular topic in some depth, usually with a mixture of commentary and sound pictures
- The Feature (originally named *Give Me Something to Read*), a standalone website that features a few high-quality, long-form, nonfiction articles every day from Instapaper's most frequently saved articles

Linguistics

- Feature (linguistics), a property of a class of linguistic items which describes individual members of that class
- Distinctive feature, the most basic unit of structure that can be analyzed by phonetics and phonology

Other uses

- Feature (archaeology), any dug, built, or dumped evidence of human activity
- The Features, an American rock band

The **cinema of India** consists of films produced across India, which includes the cinematic cultures of Andhra Pradesh and Telengana, Assam, Bihar, Gujarat, Harvana, Jammu and Kashmir, Jharkhand, Karnataka, Kerala, Maharashtra, Odisha, Punjab, Rajasthan, Tamil Nadu, West Bengal and Bollywood among others. Indian films came to be followed throughout Southern Asia, the Greater Middle East, Southeast Asia, and the former Soviet

Union. Cinema as a medium gained popularity in the country and as many as 1,600 films in various languages of India were produced annually.

Dadasaheb Phalke is known as the *Father of Indian cinema*. The Dadasaheb Phalke Award, for lifetime contribution to cinema, was instituted in his honour, by the Government of India in 1969, and is the most prestigious and coveted award in Indian cinema.

In the 20th century, Indian cinema, along with the Hollywood and Chinese film industries, became a global enterprise. As of 2013, in terms of annual film output, India ranks first, followed by Nollywood, Hollywood and China. In 2012, India produced 1,602 feature films with Tamil cinema leading the way followed by Telugu Cinema and Bollywood. Indian film industry reached overall revenues of \$1.86 billion (INR 93 billion) in 2011. This is projected to rise to \$3 billion (INR 150 billion) in 2016. Enhanced technology paved the way for upgrading from established cinematic norms of delivering product, altering the manner in which content reached the target audience. Visual effects based, super hero and science fiction films like *Enthiran*, *Ra.One*, *Eega*, and *Krrish 3* emerged as blockbusters.^[12] Indian cinema found markets in over 90 countries where films from India are screened.

Directors such as Satyajit Ray, Ritwik Ghatak, Mrinal Sen, Adoor Gopalakrishnan, Buddhadeb Dasgupta, G. Aravindan, Aparna Sen, Shaji N. Karun, and Girish Kasaravalli have made significant contributions to Parallel Cinema and won global acclaim. Other filmmakers such as Shekhar Kapur, Mira Nair and Deepa Mehta have found success overseas. The Indian government extended film delegations to foreign countries such as the United States of America and Japan while the country's Film Producers Guild sent similar missions through Europe. The provision of 100% foreign direct investment has made the Indian film market attractive for foreign enterprises such as 20th Century Fox, Sony Pictures, Walt Disney Pictures and Warner Bros. Indian enterprises such as AVM Productions, Prasad's Group, Sun Pictures, PVP Cinemas, Zee, UTV, Suresh Productions, Eros Films, Ayngaran International, Pyramid Saimira, Aascar Films and Adlabs also participated in producing and distributing films. Tax incentives to multiplexes have aided the multiplex boom in India. By 2003 as many as 30 film production companies had been listed in the National Stock Exchange of India, making the commercial presence of the medium felt.

The South Indian film industry defines the four film cultures of South India as a single entity. They are the Kannada, the Malayalam, the Tamil and the Telugu industries. Although developed independently for a long period of time, gross exchange of film performers and technicians as well as globalisation helped to shape this new identity.

The Indian diaspora consists of millions of Indians overseas for which films are made available both through mediums such as DVDs and by screening of films in their country of residence wherever commercially feasible. These earnings, accounting for some 12% of the revenue generated by a mainstream film, contribute substantially to the overall revenue of Indian cinema, the net worth of which was found to be US\$1.3 billion in 2000. Music in Indian cinema is another substantial revenue generator, with the music rights alone accounting for 4–5% of the net revenues generated by a film in India

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 19-12-2017

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Indian Newspaper Society" topic delivered by Dr. Sandeep Srivastava Faculty Department of Journalism & Mass Communication on dated 23-12-2017 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(*Vaishali*)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(*Ravi Gautam*)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 23-12-2017

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	R Gautam
2.	Ms. Neeshu Rathi	Neeshu
3.	Ms. Vaishali Garg	Vaishali
4.	Mr. Vipin Kumar	Vipin
5.	Mr. Rohan Tyagi	Rohan
6.	Ms. Anjali Saini	On leave
7.	Dr. Rajesh Krishan Bhatt	Rajesh
8.	Dr. Sandeep Srivastava	Sandeep
9.	Mr. Rakesh Kumar	Rakesh
10.	Mrs. Nibha Sinha	Nibha

Name of Faculty –Dr. Sandeep Srivastava

Date-23.12.2017

Topic-Indian Newspaper Society

The Indian Newspaper Society (INS) (formerly Indian and Eastern Newspaper Society) acts as the central organization of the Press of India, an independent body authenticating circulation figures of newspapers and periodicals in India. It is an organization which plays a major role in protecting and promoting the freedom of press in India. The society was founded in 1939. Its headquarters are at Rafi Marg, New Delhi.

INS membership comprises the owners, proprietors and publishers of print media who discusses and suggest various measures to the government regarding the problems related to the newspaper industry. It is a kind of pressure group which works to protect the interest of newspaper industry in particular and print media in general.

Indian newspaper industry today faces problems ranging from rising cost and paucity of newsprint to shrinking revenue from advertisement due to boom in electronic media. The executive committee of INS represents the current 990 members from newspapers, journals, periodicals and magazines.

At present Mr. Kiran B Vadodaria of Sambhaav Metro has been elected President of The Indian Newspaper Society on 2 January 2015 ^[1] for the year 2014-15. He succeeds Mr. Ravindra Kumar of The Statesman.

On February 27, 2014, the Society marked its Platinum Jubilee with a celebration at Vigyan Bhavan, New Delhi. The President of India, Mr. Pranab Mukherjee, was Chief Guest and gave away commemorative plaques to extant founding members - Bombay Chronicle, The Hindu, The Hindustan Times, The Pioneer, The Statesman, The Times of India and The Tribune. On this occasion, President Mukherjee was also presented the first copy of a book "Threescore and Fifteen - The Story of the Indian Newspaper Society" written by INS president Ravindra Kumar. Priced at Rs 399, the book chronicles the accomplishments of and challenges faced by the Society and is vital reading for media practitioners and policy makers. Copies can be ordered from the INS secretariat at Rafi Marg, New Delhi.

Presidents

- G. Narasimhan (1956–57)
- Upendra Acharya, 1958–1959
- Sahu Ramesh Chandra Jain
- Kundan Vyas
- Ashish Bagga
- Present: Ravindra Kumar
- Hormusji. N. Kama
- PV Chandran

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 09-01-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "International Communication" topic delivered by Mr. Rakesh Kumar, Faculty Department of Journalism & Mass Communication on dated 13-01-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic

(Vaishali)
(.....)

Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(Ravi Gautam)
(.....)

Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<u>Ravi Gautam</u>
2.	Ms. Neeshu Rathi	<u>Neeshu</u>
3.	Ms. Vaishali Garg	<u>Vaishali</u>
4.	Mr. Vipin Kumar	<u>Vipin</u>
5.	Mr. Rohan Tyagi	<u>Rohan</u>
6.	Ms. Anjali Saini	<u>Anjali</u>
7.	Dr. Rajesh Krishan Bhatt	<u>Rajesh</u>
8.	Dr. Sandeep Srivastava	<u>Sandeep</u>
9.	Mr. Rakesh Kumar	<u>Rakesh</u>
10.	Mrs. Nibha Sinha	<u>Nibha</u>

Date 13-01-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	Ravi Gautam
2.	Ms. Neeshu Rathi	Neeshu Rathi
3.	Ms. Vaishali Garg	Vaishali Garg
4.	Mr. Vipin Kumar	Vipin Kumar
5.	Mr. Rohan Tyagi	Rohan Tyagi
6.	Ms. Anjali Saini	Anjali Saini
7.	Dr. Rajesh Krishan Bhatt	Rajesh Krishan Bhatt
8.	Dr. Sandeep Srivastava	Sandeep Srivastava
9.	Mr. Rakesh Kumar	Rakesh Kumar
10.	Mrs. Nibha Sinha	Nibha Sinha

Name of Faculty-Rakesh Kumar

Date-13.01.2018

Topic-International communication

International communication, the intellectual field that deals with issues of mass communication at a global level, is sometimes also called development communication. This field includes the history of the telegraph, submarine communication cables, shortwave or international broadcasting, satellite television, and global flows of mass media. Today it includes issues of the Internet in a global perspective and the use of new technologies such as mobile phones.^[12]

History

The practice of development communication began in the 1940s, but widespread application came about after World War II. The advent of communication sciences in the 1950s included recognition of the field as an academic discipline, led by Daniel Lerner, Wilbur Schramm and Everett Rogers. Both Childers and Quebral stressed that DC includes all means of communication, ranging from mass media to person to person.

According to Quebral (1975), the most important feature of Philippines-style development communications is that the government is the "chief designer and administrator of the master (development) plan wherein, development communication, in this system then is purposive, persuasive, goal-directed, audience-oriented, and interventionist by nature."^[14]

Academic schools

Various schools of development communication arose in response to challenges and opportunities in individual countries. Manyozo (2006) broke the field into six schools. The "Bretton Woods" school was originally dominant in international literature. The others were the Latin American, Indian, African, Los Baños and participatory schools.^[2]

Catholic social change

While not per se an academic school, the Church has been conducting "development communication" for many decades. The Catholic Church's social teachings and moral norms parallel those of social development. *Rerum Novarum* (On the New Things), for example, an encyclical written in 1891 by Pope Leo XIII critiqued social ills and promoted "the Catholic doctrine on work, the right to property, the principle of collaboration instead of class struggle as the fundamental means for social change, the rights of the weak, the dignity of the poor and the obligations of the rich, the perfecting of justice through charity, on the right to form professional associations"^[15]In 1961, Pope John XXIII, writing on the topic "Christianity and Social Progress," produced an encyclical entitled *Mater et Magistra* (Mother and Teacher), which taught that the "Church is called in truth, justice and love to cooperate in building with all men and women an authentic communion. In this way economic growth will not be limited to satisfying men's needs, but it will also promote their dignity".^[16] Then in 1967, Pope Paul VI published *Populorum Progressio* (Progressive Development). In it the Pope underscored the importance of justice, peace and development by declaring that "development is the new name of peace." Addressing development workers, he said, "genuine progress does not consist in wealth sought for personal comfort or for its own sake; rather it consists in an economic order designed for the welfare of the human person, where the daily bread that each man receives reflects the glow of brotherly love and the helping hand of God".^[17]

Pope John VI wrote that the Church's very nature was missionary (*Lumen Gentium* - Light of the Nations), and its deepest identity (*Evangelii Nuntiandi*- Sharing the Gospel)^[18] embracing the entire life of the Church (*Redemptoris Missio* - Mission of the Redeemer).^[19] The content communicated through mission is transformative and liberating—manifested in the message to the poor, setting the captives free, giving sight to the blind (Luke 4:18), defending the interest of ordinary laborers and the value of work (*Laborem Exercens* - Through Work),^[20] promoting the welfare of the widows and the orphans and protecting the rights of children and infants (*Pacem in Terris* - Peace on Earth).^[21]

The importance of engagement for social transformation and development is also asserted in the Catechism of the Catholic Church which states that "as far as possible citizens should take an active part in public life; the manner of this participation may vary from one country or culture to another... as with any ethical obligation, the participation of all in realizing the common good calls for a continually renewed conversion of the social partners (pp. 1915-1916). Moreover, Gaudium et Spes (Joy and Hope), commonly referred to as the Magna Carta of the Catholic Church's teaching on human dignity states, "to satisfy the demands of justice and equity, strenuous efforts must be made, without disregarding the rights of persons or the natural qualities of each country, to remove as quickly as possible the immense economic inequalities which now exist and in many cases are growing and which are connected with individual and social discrimination".^[22]

The involvement of many organizations and individual members of the Catholic Church in highlighting the plight of the needy and reaching out to the disadvantaged through works in education, health, livelihood projects, among others, serves as a concrete example of a Church that communicates a transformative and life-changing message.^[23]

The Church advocates "establishing new relationships in human society, under the mastery and guidance of truth, justice, charity and freedom—relations between individual citizens, between citizens and their respective States, between States, and finally between individuals, families, intermediate associations and States on the one hand, and the world community on the other."^[21] Pope John Paul II, touching in part on Quebral's (2007) thought on 'development communication in a borderless world',^[24] instructed Christian communicators to "interpret modern cultural needs, committing themselves to approaching the communications age not as a time of alienation and confusion, but as a valuable time for the quest for the truth and for developing communion between persons and peoples."^[25]

Bretton Woods

The Bretton Woods school of development communication paralleled the economic strategies outlined in the Marshall Plan, the Bretton Woods system and of the World Bank and the International Monetary Fund in 1944.^[26] The little-used name served to differentiate the original paradigm from other schools that evolved later.^[27] Leading theorists included Daniel Lerner, Wilbur Schramm and Everett Rogers. Due to his pioneering influence, Rogers was termed the "father of development communication".^[citation needed]

This approach to development communication was criticized by Latin American researchers such as Luis Ramiro Beltran and Alfonso Gumucio Dagron, because it emphasized problems in the developing nation rather than its unequal relation with developed countries. They claimed that it proposed industrial capitalism as a universal solution and that many projects failed to address obstacles such as lack of access to land, agricultural credits and fair market prices.^[citation needed]

Failed projects in the 1960s led to revisions.^[citation needed] Manyozo found that the school had been the most dynamic in testing and adopting new approaches and methodologies. (Manyozo, 2006)^[28]

Institutions associated with the Bretton Woods school of development communication include:

- United Nations Educational, Scientific and Cultural Organization (UNESCO)
- Food and Agriculture Organization of the United Nations (FAO)
- Rockefeller Foundation
- Department for International Development, United Kingdom
- Ford Foundation

Latin America

The Latin American school of development communication predates the Bretton Woods school, emerging in the 1940s with the efforts of Colombia's Radio Sutatenza and Bolivia's Radios Mineras. They pioneered participatory and educational approaches to empowering the marginalised. In effect, they served as the earliest models for participatory broadcasting efforts around the world.^[citation needed]

In the 1960s Paolo Freire's theories of critical pedagogy and Miguel Sabido's enter-educate method became important elements of the Latin American development communication school.^{[28][29]}

Other influential theorists include Juan Diaz Bordenave, Luis Ramiro Beltran, and Alfonso Gumucio Dagron (Manyozo 2006, Manyozo, 2005).^{[29][37]}

In the 1990s, technological advances facilitated social change and development: new media outlets emerged, cable TV reached more regions and the growth of local communication firms paralleled the growth of major media corporations.^[30]

India

Organized development communication in India began with rural radio broadcasts in the 1940s. Broadcasts adopted indigenous languages to reach larger audiences.^[citation needed]

Organized efforts in India started with community development projects in the 1950s. The government, guided by socialist ideals and politicians, started many development programs. Field publicity was employed for person-to-person communication. Radio played an important role in reaching the masses because literacy was low. Educational institutions - especially agricultural universities, through their extension networks - and international organizations under the United Nations umbrella experimented with development communication.^[citation needed]

Non-governmental organizations (NGOs) relied on close inter-personal relations among communicators.^[citation needed]

Communication from the government was more generic and unidirectional. So-called Public Information Campaigns were government-sponsored public fairs in remote areas that presented entertainment along with information on social and developmental schemes. Villagers engaged in competitions to attract attendees. Public and private organizations sponsored stalls in the main exhibition area. Development agencies and service/goods providers also attended. Some state governments employed this model.^[citation needed]

Community radio was used in rural India. NGOs and educational institutions created local stations to broadcast information, advisories and messages on development. Local participation was encouraged. Community radio provided a platform for villagers to publicize local issues, offering the potential to elicit action from local officials.^[citation needed]

The widespread adoption of mobile telephony in India created new channels for reaching the masses.^[31]

Africa

The African school of development communication sprang from the continent's post-colonial and communist movements in the late 1960s and early 1970s. Anglophone Africa employed radio and theatre for community education, adult literacy, health and agricultural education (Kamlongera, 1983, Mlana, 1971).^[32]

In 1994 the FAO project "Communication for Development in Southern Africa" was a pioneer in supporting and enhancing development projects and programs through the use of participatory communication. The FAO project, placed under SADC, developed an innovative methodology known as Participatory Rural Communication Appraisal (PRCA), which combined participatory tools and techniques with a strong communication focus needed to enhance projects results and sustainability. FAO and SADC published a handbook on PRCA that was used in projects around the world.^[citation needed]

Radio maintained a strong presence in research and practice into the 21st century. Radio was especially important in rural areas, as the work of the non-governmental organization Farm Radio International and its members across sub-Saharan Africa demonstrated. Knowledge exchange between development partners such as agricultural scientists and farmers were mediated through rural radio (Hambly Odame, 2003).

Philippines

Systematic study and practice began at the University of the Philippines Los Baños in the 1970s, through the establishment of the Department of Development Communication in the College of Agriculture,^[32] which offered undergraduate and master's degrees.^[33]

Quebral coined the term "development communication" while at the university's Office of Extension and Publications, now the College of Development Communication (CDC).^{[32][33]} According to Felix Librero, the term was first used by Quebral in her 1971 paper, "Development Communication in the Agricultural Context," presented in at a symposium at the University of the Philippines Los Baños. In her paper, Quebral argued that development communication had become a science, requiring the tasks associated with communicating development oriented issues be based on scientific inquiry. At the time the field was limited to agricultural and rural development.^[34]

At the time the term 'development support communication' was used in UNDP programmes under Erskine Childers, with coauthor and wife, Malicca Vajrathron.^[citation needed] This area of research focused on the functions of communication in promoting UN agricultural and development programmes. Development communication at Los Baños became an academic field rather than a techniques program.^[35] Quebral cited Seers's definition of development in arguing for the term, as opposed to Childer's 'development support communication', which was used in public and in scientific literature for the first time. Librero recounted that colleagues in agricultural communications in Los Baños agreed with Quebral, but colleagues from the field of mass communication in the University of the Philippines Diliman, and from countries in North America, did not initially agree, although they ultimately relented.^[citation needed]

In 1993, in the Institute of Development Communication's faculty papers series, Alexander Flor proposed expanding the definition of development communication to include the perspective of cybernetics and general systems theory:

If information counters entropy and societal breakdown is a type of entropy, then there must be a specific type of information that counters societal entropy. The exchange of such information – be it at the individual, group, or societal level – is called development communication.^[36]

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 30-01-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Languages of TV News" topic delivered by Ms. Anjali Saini, Faculty Department of Journalism & Mass Communication on dated 03-02-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(...Vaishali...)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(...Ravi Gautam...)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<u>Ravi Gautam</u>
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6.	Ms. Anjali Saini	<u>Anjali</u>
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8.	Dr. Sandeep Srivastava	<u>Sandeep</u>
9.	Mr. Rakesh Kumar	<u>Rakesh</u>
10.	Mrs. Nibha Sinha	<u>Nibha</u>

Date 03-02-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

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1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Name of Faculty-Anjali Saini

Date-03.02.2018

Topic-Language of TV News

The language of TV must be simple and direct. The news writer may have to edit and rewrite many stories so as to remove any type of confusion. The essential component of TV is that its visual component is very important. Equally important is the careful blend of both audio and video components, so as to leave harmonious impact on the viewers.

Before writing for TV programmes, it is essential to research the subject, visit various location and sites and have a feel of general environment and the atmosphere. Stories written for TV are written in conversational style, clearly and simply so that viewers can easily understand the story.

The first rule of broadcast news is that the story must be clear at ones. Unlike the reader the viewers have no second chance to go over the material. The sentences used are short then the sentences which are written in newspapers. Broadcast writers use the present tense in their lead. Broadcast news is supposed to give the viewers the sens of immediately or events being covered as they happen.

One needs to keep in mind the following point while scripting:

Practice is the key: The only way to learn television scripting is to write, write and write. The more you practice, the easier it gets.

What is your Focus: This is a question you must ask before you start writing. If you do not have an answer, do not write! Once you are focused, work alongside it. You will have a sharp edge to your writing.

Simplicity is magical: The simpler you are, the more effective will be your script. There is tremendous power in Simplicity.

Write to Visuals: Look at your visuals before you write your final script. The visuals will allow your script to flow.

Do not waste words: Avoid writing what you can see. For example, "This is a farm where laborers are working." Viewers can see that. Use that opportunity to give out other information.

Accuracy is imperative: Never have a single fact that can be contested. Your credibility depends on it. Your name and accuracy should go together in the viewer's mind.

Short Sentences are Best: In television, short sentences are best. The voice over artist will love you. It's easier to write. It will be easily understood.

Write in the Present Tense: Use the present tense. It gives a feeling of immediacy. News is all about NOW

The way you write will determine whether the viewer will watch: Invest time in writing the first voice over. It will determine whether your story will be watched or not.

Read Aloud: The best way to test your script is to read it out aloud. Better still, get someone to read your script. Then, you easily get to HEAR the subtle mistakes of words, sentences.

Personalize your script: The viewer feels you are talking to him or her as you use words like you and we. Ask questions. It gets the viewer thinking of the answers.

Time Your Script: Chalk the timings of each picture sequence and makes sure the commentary fits. You may have to edit or write another line. Time every script to see that news bulletins and schedules for programmers do not go awry.

Avoid Abbreviations: All words in broadcast news copy, with a few exceptions, must be spelled out. Abbreviations are not permitted because they would force anchors to interpret their meaning, inviting confusion and mistakes.

Wrong

Lt. General

Ass'L. Sec. Of State

Union Pres. Felix Jones

M. M. Singh

Right

Lieutenant General

Assistant Secretary of state

Union President Felix Jones

Man Mohan Singh

It is permissible to use abbreviations when the names of organizations are better known by their initials than by their full names (e.g. CBI, RAWCID, MBICEM, FBI, CIA..etc); however, to make it easier for anchors to read, writers place hyphens between the letters.

F-B-I, C-I-A, C-B-I, R-B-I.

Avoiding Split Words and Sentences: If there is not enough room on a line of copy to complete a word, the entire word must be carried over to the next line. Words should not be hyphenated because splitting words at the end of a line could confuse the anchor. Part of a sentence should also not be carried over from one page to another.

If a sentence cannot be completed on a page, it should begin on the top of the next page. Type the word MORE at the bottom of the page so the anchor knows that the story continues on the next page. Some newsrooms prefer to use an arrow at the end of the page to indicate that more copy is coming.

Punctuation: News copy writing is having a different grammar of punctuations besides the English grammar usage.

- Use commas to indicate a pause, not simply for grammatical reasons. Some newsrooms use dash (-) instead of a comma to indicate a pause, but dashes should be used carefully, usually to indicate longer pauses.
- Unless you are writing for yourself, you should not use an ellipsis (.....) to indicate a pause or as a signal that you have eliminated part of a quotation because those dots could confuse anchors. Never use a semicolon.
- Capitalize certain words, like not and other words you think the anchors should emphasize. Keep such emphasis to minimum, however, because the anchor is usually the best judge of which words to stress.

Name and Titles: Titles are always used before a person's name in broadcast copy, never after it. For example Secretary of Defense Subramniam Ayyer should be used rather than, as newspaper write, Subramniam Ayyer, Secretary of Defense. Using the title first alerts the listener to the name that will follow and reflects conversational style.

It is acceptable to break up the name and the title.

For example:-

- The Secretary of the Navy said today that joint exercise would begin in the Indian Ocean next week. Vishnukan Shastri told reporters that Sri Lanka and Bangladesh would join part of the Indian Ocean fleet in the joint navel exercise.

Middle Initials: Do not use middle initials unless thy are part of the name of a person is know by or they are needed in a story to identify people with similar names. For example, some politicians and celebrities always use their middle initials:-

John F. Kennedy

The same goes for middle name. They should never be used unless the individual does so. It would sound strange to hear the name of late Dr. Martin Luther King mentioned without the Luther.

Foreign Names: When a foreign name is used, it must be used according to custom. In some foreign countries, such as China, the surname is the first and most important name, not the last. For example:- The late Chinese leader Mao Tse-tung is referred to as Chairman Mao.

Most of the Arabic name are difficult to pronounce and are similar. Recheck the name and pronunciation of such.

Marital Status: It is not necessary to specify whether someone is married, divorced, or single unless the information is directly related to the story way. There would be no reason to say whether someone who was arrested for driving while intoxicated is single or married. But when candidate is running for elections, many people want to know whether he or she is single or married. It may influence how some people vote.

During the gulf war, many servicewomen were on duty in the desert. A soldier is usually was identified as a married women when the reporter discovered that her husband was also in the service, or, perhaps was home

looking after children. For the most part, however, reporter was more concerned with servicewomen's role in the Gulf War, not their marital status, and that was appropriate.

Race: As with marital status, race should be noted only if it is relevant to the story. For example mention race or ethnicity if a boy or girl elected for a post in a council, which is never, had person of that community or it was not suppose to headed the committee or council by that particular community.

For example:-

* Mayawati was the first Dalit CM of UtterPradesh.

Numbers: The fundametal rule to remember about the use of numbers in broadcast copy is that they should be rounded off and spelled out when any chance for confusion exists.

For example, a budget figure of Rs. 60,342,960,000 should be rounded off to "more then 60 billion rupees." Such a figure is spelled out because it would be virtually impossible for a newscaster to deal with all those numbers in the middle of the copy.

The convention is to spell out single-digit numbers, and eleven, and to use figures for 10 and 12 through 999. For larger figures, use words or word-figure combinations.

Example:-

- There was only eleven days left until Dipawali.
- There were 45 students in the class.
- There were three people at the table.
- There were 600 prisoners of war.
- There were 75-thousand people in the stadium and another 15-thousand were turned away.

Age: Age should be used in a news story only if it significant for some reason. Most of the time it is irrelevant. Some time it is also acceptable to give ages in crime stories.

For example:-

- If two teenage boys were involved in a hit-and-run accident, their ages should be reported.
- If an 80-years-old man tired to hold up a ban, his age is most interesting part of the story because it's unusual to hear of a senior citizen committing a crime.
- If a 78-year-old woman's car crossed a divider and collided head-on with another car, give her age because it could have been a factor in the accident.

Other reasons for giving ages include exceptional accomplishments or unlikely occurrences.

For example:-

- A 16-year-old graduates at the top of her mass communication class
- A 60-year-old Hollywood actor marries a 22-year-old woman.
- A 44-year-old woman gives birth to quadruplets.
- A man becomes father at an age of 80.

Timing the Story: It is essential to time the copy.

On average, newscasters read at a speed of about 15 or 16 standard line of copy per minute.

"Give me about 20 seconds."

Correcting Copy: Standard newspaper copyediting symbols are not permissible in broadcast copy.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 20-02-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Limitations of Radio" topic delivered by Ms. Neeshu Rathi, Faculty Department of Journalism & Mass Communication on dated 24-02-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(Vaishali)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(Rautam)
Dr. Ravi Gautam
HOD
Dept. of JMC

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1.	Dr. Ravi Gautam	<u>Rautam</u>
2.	Ms. Neeshu Rathi	<u>Neeshu</u>
3.	Ms. Vaishali Garg	<u>Vaishali</u>
4.	Mr. Vipin Kumar	<u>Vipin</u>
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8.	Dr. Sandeep Srivastava	<u>Sandeep</u>
9.	Mr. Rakesh Kumar	<u>Rakesh</u>
10.	Mrs. Nibha Sinha	<u>Nibha</u>

Date 24-02-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
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Session 2017-18

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1.	Dr. Ravi Gautam	Rautam
2.	Ms. Neeshu Rathi	Neeshu
3.	Ms. Vaishali Garg	Vaishali
4.	Mr. Vipin Kumar	Vipin
5.	Mr. Rohan Tyagi	Rohan
6.	Ms. Anjali Saini	Anjali
7.	Dr. Rajesh Krishan Bhatt	Rajesh
8.	Dr. Sandeep Srivastava	Sandeep
9.	Mr. Rakesh Kumar	Rakesh
10.	Mrs. Nibha Sinha	Nibha

Name of Faculty- Neeshu Rathi

Date-24.02.2018

Topic-Limitations of Radio

Radio broadcasts are of no use to people who have no sense of hearing especially those with hearing disabilities.

A one chance medium

When you read a newspaper, you can keep it with you and read it again. You have the printed word there and unless the paper is destroyed it will remain with you. Suppose when you read a news item, you do not understand the meaning of certain words. You can refer to a dictionary or ask someone who knows to find out the meaning.

Now think of radio. Suppose you are listening to a news bulletin in English and you hear words that you don't understand. Can you refer to a dictionary or ask someone else for the meaning? If you stop to do that, you will miss the rest of the news. You have to understand what is being said on radio as you listen. You have only one chance to listen. What is said on radio does not exist any longer; unless you record it. The words have momentary life. After it is spoken, it disappears unlike a newspaper or a printed book. So that is one of the greatest limitations or weaknesses of radio. It's momentary nature or to put it differently – radio is a one chance medium. A listener has just one chance to receive the message and understand it.

Radio has no visual images

Let us consider a news item on radio and the same item on television. For example, the news about the devastating cyclone 'Nargis' that hit Myanmar in May 2008. Radio news talked about the intensity of the cyclone, the number of deaths, details about property destroyed etc. However in the case of television, it showed the actual cyclone hitting the country, visuals of properties destroyed, rescue operations and many more details which could be seen. Now compare the two. A natural disaster like a cyclone when seen on television is more effective than what you hear on radio. It is said that "a picture is worth a thousand words". It is also said that "seeing is believing". So when you see something, it is more believable than what you hear. So having no visuals is a major limitation of radio.

Messages on radio are easily forgotten

The problem of not having visuals leads to another limitation of radio. What is seen is often remembered and may remain with us. For example if you have seen the fine visuals of the Taj Mahal in Agra, it will remain in your memory. But what you hear is normally forgotten fast. Probably you may remember what you have heard in a class room if you found it interesting. But can you recall all the headlines of a news bulletin you heard on radio? Normally, you don't. So this is another limitation of radio. Messages heard on radio are easily forgotten.

Poor performance on the part of announcers

Presenters or participants in a radio programme can be boring or uninteresting that it can result in listeners switching off their radio sets. So listeners' interest depends up on how information or messages are presented.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 06-03-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Movies and the role they play" topic delivered by Mr. Rohan Tyagi, Faculty Department of Journalism & Mass Communication on dated 10-03-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

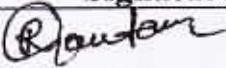
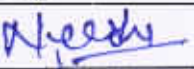
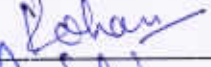

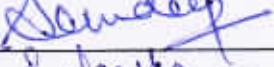


(*Vaishali*)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(*Ravi Gautam*)
Dr. Ravi Gautam
HOD
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9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 10-03-2018

Shri Ram College, Muzaffarnagar
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3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of Faculty- Rohan Tyagi

Date-10.03.2018

Topic-Movies, and the role they play

There is no gain in saying that a movie does wield a tremendous influence in the society. Children and the grown ups are equally exposed to the dangers of the vulgarity and degrading valued of cheap popular cinema. in the guise of entertainment.

Cinema has perhaps the greatest potential to be the most effective mass media instrument. Besides proving cheap entertainment for masses, it can easily become a means of mass instruction and mass education.

Cinema has certainly some clear advantages over other media. It combines primarily, both audio and video and is thus very appealing to the eyes and the ears. With the development of color cinematography, and stereophonic sound, it is certainly one up on other media. The moral values conveyed through the medium of cinema have a lasting effect on the audience. The audience also has a moral, emotional involvement in the course of events and the roles of various characters, their language and style of speaking does leave an impression on the spectators.

The realization of this fact is, perhaps the reason for setting up a censor board which scrutinizes all the scenes that are not likely to corrupt the wells of social morality. But this precaution could not be of any significance today, when we are exposed to the internet where you can treat your eyes to all possible vulgarity and mean, obscene and even pornographic films indiscriminately to the young and the old alike.

Here are a few cases:

Negative-The use of cigarettes or smoking in movies has started to show its effects on the youth. When biggies like Shah rukh Khan, John Abraham promoted it, teenagers were encouraged to try it out and take it up as a "cool" thing to do. A steady rise in the sale of cigarettes and underage smoking has been noted. Then came the censorship of the smoking shots. But the damage was already done. Same is the case with alcohol consumption; vividly seen through movies like Devdas, Dev D and the likes. This somehow left a permanent mark on people's minds that being a slave to all these addictions is not wrong. Since our idols do it, why not we? Here's another one: After "Aati kya khandala" was launched, it was the most common song used to eve tease. Though the song wasn't vulgar, later it did get those connotations. Loads of movies also encouraged thefts. Such as Dhoom, Don, the role of a cool thief who is never caught is always appealing. Who cares as long as you have an Aishwarya in shorts even if you are the most wanted thief.

Positive - But it is not all a can of worms. There have been a fair amount of positive influences too. Changing perspective is the main work done here. Movies like Rang de Basanti encouraged people to take up things in their own hands. Taare Zameen Par and Three Idiots helped you to accept what you are as you are. It showed you a way to believe in

yourself. The clichéd Karan Johar movies like Kabhi Khushi Kabhi Gham to the recent one My Name is Khan are not just family dramas. They showed true emotions and showcased simple regular things like loving your parents, friends etc. There are many more to that list.

In a changing world scenario, where the exposure to internet is growing at an alarming rate, creating in the minds of the masses, especially children, a love for false values and vulgarity, one should admit that influence of cinema might see a downfall. Nevertheless, its influence on society cannot be altogether ruled out.

Movies have proved to be one of the best mediums of mass communication. You can escape in a wonderland and forget your worries for those brief three hours or be shell-shocked when you see the workings of terrorist operations or just get that good old feeling of being surrounded and supported by your loved-ones.

They're good, they're bad but they do leave you thinking for a while.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 20-03-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Media Consolidation" topic delivered by Ms. Vaishali Garg, Faculty, Department of Journalism & Mass Communication on dated 24-03-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(Vaishali)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(Ravi Gautam)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<u>Ravi Gautam</u>
2.	Ms. Neeshu Rathi	<u>Neeshu</u>
3.	Ms. Vaishali Garg	<u>Vaishali</u>
4.	Mr. Vipin Kumar	<u>Vipin</u>
5.	Mr. Rohan Tyagi	<u>Rohan</u>
6.	Ms. Anjali Saini	<u>Anjali</u>
7.	Dr. Rajesh Krishan Bhatt	<u>Rajesh</u>
8.	Dr. Sandeep Srivastava	<u>Sandeep</u>
9.	Mr. Rakesh Kumar	<u>Rakesh</u>
10.	Mrs. Nibha Sinha	<u>Nibha</u>

Date 24-03-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>R Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Name of Faculty-Vaishali Garg

Date-24.03.2018

Topic-Media consolidation

In 1945, four out of five American newspapers were independently owned and published by people with close ties to their communities. Those days are gone however. Today less than 20 percent of the country's 1483 papers are independently owned; the rest belong to multi-newspaper chains.

- "Of the nation's 1,500 daily papers, nearly 1,200 — about 80 percent — are owned by the big chains, which concentrate on reaping large profits and are not much given to public self-examination on ethics and quality issues.

.... The gut decision that journalists have to make is whether they want to be regarded as professionals with honor or merely as pickup teams of scribblers and windbags."

- Sydney Schanberg

- "It is not apparent to many news consumers, but 22 companies now control 70 percent of the country's newspaper circulation and 10 companies own the broadcast stations that reach 85 percent of the United States.

Since 1975, two-thirds of independent newspaper owners and one-third of independent television owners have disappeared. Only 281 of the nation's 1,500 daily newspapers remain independently owned. The three largest newspaper publishers control 25 percent of daily newspaper circulation worldwide."

- Freepress.net

- "Five companies now own the broadcast networks, 90 percent of the top 50 cablenetworks produce three-quarters of all prime time programming, and control 70 percent of the prime time television market share. The same companies that own the nation's most popular newspapers and networks also own over 85 percent of the top 20 Internet news sites.

While the Internet has become a valuable new source of information, the vast majority of Americans continue to rely on television, newspaper, and radio as their primary sources of news information. Two-thirds of America's independent newspapers have been lost since 1975 and according to the Department of Justice's Merger Guidelines every local newspaper market in the U.S. is highly concentrated.

One-third of America's independent TV stations have vanished since 1975 and there has been a 34 percent decline in the number of radio station owners since the Telecommunications Act of 1996."

- According to bill H.R. 4069 introduced to the House of Representatives March 30, 2004

- "Sure enough, as merger has followed merger, journalism has been driven further down the hierarchy of values in the huge conglomerates that dominate what we see, read and hear. And to feed the profit margins - journalism has been directed to other priorities than "the news we need to know to keep our freedoms."

- Bill Moyers

Journalists agree that major problems exist.

The study by the American Society of Newspaper Editors found these startling facts:

- Only 47 percent of journalists surveyed felt their publications were improving.
- Only 39 percent felt their newspapers were usually very interesting to read.
- A remarkably low 21 percent felt their newspapers were connecting very well with readers.

"For all sorts of reasons, timidity, self-satisfaction, greed, inappropriate desire to belong...for all these reasons and more, there is an awful lot that the press keeps from you.... we'll begin with squeamishness... and an overdeveloped fear of offending someone... orthodoxy, conventional thinking, a misplaced pleasure at being on the inside, incompetence and laziness.... greed.... the fact, for example, that too many papers by far do not wish to offend major advertisers....

Reporters who are incompetent, lazy, lack fire in the belly.... You put all these sins together, and there are more, and you come up with a public-press know-nothing pact that makes some sizeable contributions, I would argue, to our national problems currently.

Break this know nothing pact now and you will have taken as mighty a step as you can as an individual to help see to it that we as a nation move together toward a lively, hopeful, confident, and all-embracing future."

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 10-04-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Non Profit Media organization rate far higher on educating the public than for-profit entities" topic delivered by Dr. Rajesh Krishan Bhatt, Faculty Department of Journalism & Mass Communication on dated 14-04-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(Vaishali)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(Ravi Gautam)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<u>Ravi Gautam</u>
2.	Ms. Neeshu Rathi	<u>Neeshu</u>
3.	Ms. Vaishali Garg	<u>Vaishali</u>
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5.	Mr. Rohan Tyagi	<u>Rohan</u>
6.	Ms. Anjali Saini	<u>Anjali</u>
7.	Dr. Rajesh Krishan Bhatt	<u>Rajesh</u>
8.	Dr. Sandeep Srivastava	<u>Sandeep</u>
9.	Mr. Rakesh Kumar	<u>ON LEAVE</u>
10.	Mrs. Nibha Sinha	<u>Nibha</u>

Date 14-04-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<i>Ravi Gautam</i>
2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
4.	Mr. Vipin Kumar	<i>Vipin</i>
5.	Mr. Rohan Tyagi	<i>Rohan</i>
6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	ON LEAVE
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Name of faculty- Dr. Rajesh Krishan Bhatt

Date-14.04.2018

Topic-Nonprofit media organizations rate far higher on educating the public than for-profit entities

A seven-month series of polls by the Center for Policy Attitudes and Center for International and Security Studies at the University of Maryland found that Americans receiving their news from nonprofit organizations were far more likely to have accurate perceptions related to American foreign policy than those receiving their information from for-profit entities. The study also found the variations could not be explained as a result of differences in the demographic characteristics of each audience, because the variations were also found when comparing the demographic subgroups of each audience.

For example, in three areas of information related to Iraq (whether weapons of mass destruction had been found, if clear evidence had been found linking Iraq and al-Qaeda and if worldwide public opinion supported the war in Iraq), only 23 percent of those who received their information from PBS and NPR had an inaccurate perception, while 55 percent of those who received their information from CNN or NBC had an inaccurate perception, 61 percent for ABC, 71 percent for CBS and 80 percent for Fox.

Similarly, on the specific question of whether the majority of the people in the world favored the U.S. having gone to war, 63 percent of those who received their information from CBS misperceived, 58 percent who received their information from ABC misperceived and only 26 percent of those who received their information from PBS and NPR misperceived. Those receiving information from the other networks fell into a similar pattern as demonstrated in the example above: Fox at 69 percent, NBC at 56 percent and CNN at 54 percent - all with rates of misperception twice as high as the nonprofit media organizations.

When the percentages of people misperceiving in each area were averaged, it was found that those receiving information from for-profit broadcast media outlets were nearly three times as likely to misperceive as those receiving from the nonprofit media organizations. Those receiving their information from Fox News showed the highest average rate of misperceptions -- 45 percent -- while those receiving their information from PBS and NPR showed the lowest - 11 percent. CBS showed at 36 percent, CNN at 31 percent, ABC at 30 percent, and NBC at 30 percent.

The study found similar patterns also existed within demographic groups, and that differences in demographics could not explain the variations in levels of misperception.

For example, the average rate for all Republicans for the three key misperceptions was 43 percent. Yet for Republicans who took their news from PBS and NPR, the average rate was only 32 percent - a full one quarter less. This same pattern occurred in polled Democrats and Independents.

Similarly, among those with bachelor's degrees or higher, the average rate of misperceptions was 27 percent. However among those who had their news from PBS-NPR the average rate was 10 percent. This pattern was observed at other educational levels as well.

The media's short attention span

- Anthony Downs of the Brookings Institution in the 1970's began observing what he called "the issue attention cycle" in the American media. The cycle is: the news media and public ignore a serious problem for years; for some reason, they suddenly notice, declare it a crisis and concoct a solution; next they realize the problem will not be easily fixed and will be costly; they grow angry, then bored; finally, they resume ignoring the problem.
- Here is an example from research done by Laura Haniford of the University of Michigan. Haniford focused on the news media's coverage of the racial achievement gap -- the difference between how whites and blacks score on standardized tests.

She found that from 1984 to 1995, The Ann Arbor News

published 11 articles on the achievement gap in local schools; then suddenly, in 1997, 92 achievement-gap articles appeared; then, gap coverage virtually disappeared again, plummeting to two articles in 2001. What amazed her was that during that entire period the achievement gap remained substantial and virtually unchanged.

The media does not cover itself

- Of the roughly 1,500 daily newspapers in the U.S., "Only a handful—at most a dozen, including The [Washington] Post—actually have a reporter who covers the press full-time as a beat. What critical reporting exists, though at times is refreshingly good, it is for the most part timid and superficial. About 15 papers have an ombudsman on staff to respond to readers' complaints. When it comes to looking at itself, society's watchdog is a lamb," according to Sydney Schanberg, one of the most respected journalists of this era, he has been a reporter for The New York Times for more than twenty-five years, and recipient of many awards, including a Pulitzer Prize.
- Schanberg adds: It's no secret that journalism in America has become more slipshod and reckless, at times promiscuous.... Every journalist surely also knows that the old-time standards...have been weakened if not discarded. Most of us in the business, however, stand by as mere observers....

If this were happening in any other profession or power center in American life, the media would be all over the story, holding the offending institution up to a probing light. When law firms breach ethical canons, Wall Street brokerages cheat clients or managed-care companies deny crucial care to patients, we journalists consider it news and frequently put it on the front page. But when our own profession is the offender, we go soft.

By failing to cover ourselves, we have made ourselves complacent, virtually assured that because we are not likely to be scrutinized by our peers, we are safe in our careless or abusive practices."

- Renee Ferguson of WMAQ in Chicago said the unwillingness on the part of the media to monitor itself is amongst the reasons behind an increasing problem of plagiarism among print and broadcast reporters. "I suspect we all know examples at our own stations and papers where things like the Blair incident have happened," Ferguson said. "Are we prepared to investigate ourselves?"

Focus on huge profit margins, not serving public

- Geneva Overholser (former Editor of The Des Moines Register and board member of the Pulitzer Prize Board and American Society of Newspaper Editors) describing in 1990 a list of factors rapidly eroding the quality of reporting, said, "There is the fact that newspaper corporations typically retain truly remarkable profit margins: 30 percent is not unusual and the metro average has been somewhere around 17 percent. That's 17 cents on every dollar made as profit for the company, yet the average beginning salary for a newspaper reporter last year was \$17,000."
- Current data supports Overholser's assertions. In October, 2003, for example, Gannett Co. Inc., one of the nation's largest newspaper chains, reported for the first nine months of 2003 profits of \$853.2 million on revenues of \$4.89 billion, a profit margin of 17.4 percent. In the same month, the E.W. Scripps Co., owner of another chain of daily newspapers, reported quarterly profits of \$60.9 million for the company's newspapers on revenues of \$164 million, a profit margin of 37 percent "Citizens are asking journalists and media critics why the media don't 'do something' to discover and publish 'the truth.'"

.... As a loyal American, trained as a journalist some 45 years ago, I am convinced that journalists in the U.S. feel increasingly trapped between their professional values and the marketing/profits mentality so evident now everywhere in the news industry. The old professional values urge them to dig, investigate and bring to the light of day the relevant facts and issues, while the market/profit mentality asks, 'Is it worth it? Do enough people care?'

It seems clear enough that the market/profit mentality has won out, especially in electronic news, and to a considerable extent in the print media. ... Meanwhile, the push for corporate profit margins much higher than

those of average American businesses goes on — with 40 to 100 percent in the electronic media and 12 to 45 percent in the print media common during 2003.”

- Margaret T. Gordon, a professor of news media and public policy at the Evans School of Public Affairs at the University of Washington and formerly the dean of the school, in a Seattle Times column August 08, 2003.

- The American public agrees with Overholser and Gordon. In an in-depth by the American Society of Newspaper Editors, 59 percent of Americans said newspapers are concerned mainly with making profits rather than serving the public interest.

Media outlets are investing less in the quality of what they do

According to the Project for Excellence in Journalism, there are 2,700 fewer reporters employed by newspapers in 2003 than there were in 1990. The number of jobs lost is believed to have continued falling in 2004.

According to washingtonspectator.com and speeches made by Bill Moyers, full-time employees of radio stations decreased by 44 percent during the period from 1994 - 2000. Moyers also stated that since the 1980s, broadcast network correspondents' numbers are down by one-third, and TV networks now have half the previous number of reporters in their foreign bureaus.

The Project for Excellence in Journalism said Internet news also experienced cutbacks:

- “In the area with the greatest potential, they are cutting personnel the most: Our data suggest that news organizations have imposed more cutbacks in their Internet operations than in their old media, and where the investment has come is in technology for processing information, not people to gather it.”

“Some 62 percent of Web professionals say their newsrooms have seen cutbacks in the last three years - despite huge increase audiences online. That number is far bigger than the 37 percent of national print, radio and TV journalists who cited cutback their newsrooms. Anecdotally, Web journalists say what investment there is tends to be in technology for processing informat not in journalists to gather news

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 15-05-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Origin & Development of Radio in India" topic delivered by Mr. Vipin Kumar, Faculty Department of Journalism & Mass Communication on dated 19-05-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

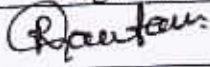
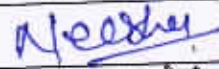

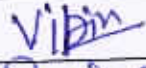


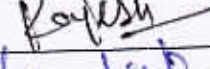
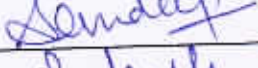

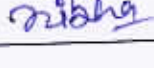
(Vaishali)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(Ravi Gautam)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	<u>Ravi Gautam</u>
2.	Ms. Neeshu Rathi	<u>Neeshu</u>
3.	Ms. Vaishali Garg	<u>Vaishali</u>
4.	Mr. Vipin Kumar	<u>Vipin</u>
5.	Mr. Rohan Tyagi	<u>Rohan</u>
6.	Ms. Anjali Saini	<u>Anjali</u>
7.	Dr. Rajesh Krishan Bhatt	<u>Rajesh</u>
8.	Dr. Sandeep Srivastava	<u>Sandeep</u>
9.	Mr. Rakesh Kumar	<u>Rakesh</u>
10.	Mrs. Nibha Sinha	<u>Nibha</u>

Date 19-05-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Name of faculty- Vipin Kumar

Date-19.05.2018

Topic-Origin and development of Radio in India

After the invention of Radio broadcasting in the western countries, broadcasting by private Radio Clubs started in a few cities in India like Mumbai, Kolkata and Chennai.

The first radio programme was broadcast by the Radio Club of Bombay in June 1923. It was followed by the setting up of a Broadcasting Service that began broadcasting on 23rd July 1927 on an experimental basis at Mumbai and Kolkata simultaneously under an agreement between the Government of India and a private company called the Indian Broadcasting Company Ltd. When this company went into liquidation in 1930, Indian State Broadcasting Service under the Department of "Controller of Broadcasts" was constituted and in 1935 Lionel Fielden was appointed the Controller of Broadcasting in India. The Indian State Broadcasting Service was renamed as All India Radio in January 1936. It remained under Department of Communication,

Department of I&B, department of Information and Arts for periods ranging from 1 to 4 years and finally has been under the department of Information and Broadcasting since September 10, 1946. At the time of partition, India had six radio stations (Delhi, Mumbai, Kolkata, Chennai, Tiruchirapalli and Lucknow) and three radio stations went to Pakistan (Lahore, Peshawar and Dacca, now in Bangladesh).

The first radio programme in India was broadcast by the Radio Club of Mumbai in June 1923. It was followed by the setting up of a Broadcasting Service that began broadcasting in India in July 1927 on an experimental basis at Mumbai and Kolkata simultaneously these were nationalized by the British Raj in 1930 and operated under the name of "**Indian Broadcasting Service**". Until 1936 when it was renamed "**All India Radio**" (AIR). AIR was officially renamed to "**Akashvani**" in 1957, however all English usage refers to it as All India Radio.

All India Radio is one of the largest radio networks in the world. The headquarters is at Akashvani Bhavan, on the Parliament Street, New Delhi.

When India became independent, the AIR network had only six Stations located at Delhi, Mumbai, Kolkata, Chennai, Lucknow and Tiruchirapalli with a total complement of 18 transmitters - six on the medium wave and the remaining on short wave. Radio listening on medium wave was confined to urban limits of these cities. As against a mere 2,75,000 receiving sets at the time of Independence, now there are about 132 million estimated radio sets in the country.

When India attained Independence in 1947, AIR had a network of six stations and a complement of 18 transmitters. The coverage was 2.5% of the area and just 11% of the population. Rapid expansion of the network took place post Independence.

AIR today has a network of 237 broadcasting centres with 149 medium frequency (MW), 54 high frequency (SW) and 177 FM transmitters. The coverage is 91.85% of the area, serving 99.18% of the people in the largest democracy of the world. AIR covers 24 Languages and 146 dialects in home services. In External services, it covers 27 languages; 17 national and 10 foreign languages.

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

Date 22-05-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Poor Coverage of Important Issues" topic delivered by Mrs. Nibha Sinha, Faculty Department of Journalism & Mass Communication on dated 26-05-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(*Vaishali*)
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

(*Ravi Gautam*)
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
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2.	Ms. Neeshu Rathi	<i>Neeshu</i>
3.	Ms. Vaishali Garg	<i>Vaishali</i>
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6.	Ms. Anjali Saini	<i>Anjali</i>
7.	Dr. Rajesh Krishan Bhatt	<i>Rajesh</i>
8.	Dr. Sandeep Srivastava	<i>Sandeep</i>
9.	Mr. Rakesh Kumar	<i>Rakesh</i>
10.	Mrs. Nibha Sinha	<i>Nibha</i>

Date 26-05-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	Ravi Gautam
2.	Ms. Neeshu Rathi	Neeshu Rathi
3.	Ms. Vaishali Garg	Vaishali Garg
4.	Mr. Vipin Kumar	Vipin Kumar
5.	Mr. Rohan Tyagi	Rohan Tyagi
6.	Ms. Anjali Saini	Anjali Saini
7.	Dr. Rajesh Krishan Bhatt	Rajesh Bhatt
8.	Dr. Sandeep Srivastava	Sandeep Srivastava
9.	Mr. Rakesh Kumar	Rakesh Kumar
10.	Mrs. Nibha Sinha	Nibha Sinha

Name of faculty- Nibha Sinha

Date-26.05.2018

Topic-Poor coverage of important issues

While the media is busy covering sensationalist stories, issues that affect our lives and the whole world receive little attention.

The Environment

- A study by the Center for Media and Public Affairs found the number of stories about the environment on the network news went from 377 in 1990 and 220 in 1991 to only 106 in 1998 and 131 in 1999. At the same time, the number of stories about entertainment soared from 134 in 1990 and 95 in 1991, to 221 stories in 1998, and 172 in 1999.

Though polls repeatedly show Americans overwhelmingly (higher than 80 percent) want improvements in the environment, Dan Fagin, President of the independent Society of Environmental Journalists, said in 2003 "Whether the subject is global climate change or local sprawl, aging power plants or newborn salmon, debate over environmental issues has never been ... so obfuscated by misleading claims. Meanwhile, getting environmental stories into print, or on the air, has never been more difficult."

Government

- "The Project for Excellence in Journalism, reporting on the front pages of the *New York Times* and the *Los Angeles Times*, on the ABC, CBS, and NBC Nightly news programs, and on *Time* and *Newsweek*, showed that from 1977 to 1997, the number of stories about government dropped from one in three to one in five, while the number of stories about celebrities rose from one in every 50 stories to one in every 14. What difference does it make? Well, it's government that can pick our pockets, slap us into jail, run a highway through our backyard or send us to war. Knowing what government does is "the news we need to keep our freedoms."

- Bill Moyers

- The reporting on national affairs by the major newsmagazines has declined by 25 percent, while the number of entertainment and celebrity stories has doubled, according to "The State of the News Media in 2004" report by the non-partisan Project for Excellence in Journalism.

Foreign Aid and 24,000 Easily Preventable Deaths a Day

- At the Rio Earth Summit the world's industrialized nations agreed to fix international aid at 0.7 percent of GDP. The only countries to reach that target have been the Scandinavian countries. The US ranks at the very bottom with a pathetic 0.14 percent. A sizeable amount of our aid is political in nature and does not go toward

benefiting people in need. Even when private donations are included in the mix, our country still ranks at the bottom in total giving per capita.

According to the World Health Organization about 28,000 people who die every day around the world could be saved easily with basic care. In all, last year 8.8 million lives were lost needlessly (approximately the combined number of people living in Massachusetts, New Hampshire and Maine) due to preventable diseases, infections and child birth complications.

When Americans are asked what percentage of the GDP for international aid would be reasonable, the answers range from 1 percent to 5 percent. Similarly, when asked what percentage of the federal budget should go to foreign aid, Americans on average said 14 percent, and that in fact, they thought 20 percent was currently being allocated. The actual amount of our budget allocated is 1 percent.

Yet the press rarely reports on any of the above -- that we give so little, that we are avoiding what we agreed to, that Americans think giving at a higher level would be reasonable, that we think we are giving far more than we are, and that a huge number of deaths every day (eight times the number that died in the 9-11 attacks), are a direct result of not receiving basic care. When the press does report on foreign aid, the media often perpetuates the myth that we give substantially and in proportion to our means.

Education


Large numbers of Americans give low ratings to the media for school coverage. For example, in a joint survey by the Education Writers Association and the Public Agenda, 44 percent gave "print media with a national readership" ratings of fair to poor, while only 4 percent gave a rating of excellent. About 84 percent gave "broadcast media with a national audience" ratings of fair to poor and only 1 percent gave a rating of excellent. Educators and journalists agreed. Over 44 percent of journalists rated "print media with a national readership" as fair to poor in their coverage and 84 percent rated "broadcast media with a national audience" the same.

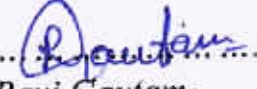
Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)

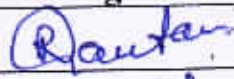
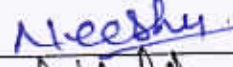
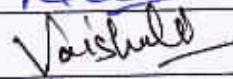

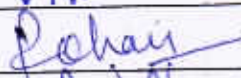

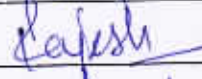
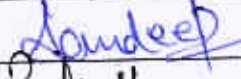
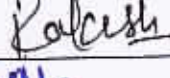

Date 29-05-2018

Notice

All the Faculty members of Journalism & Mass Communication Department are hereby inform that there will be a discussion over "Online Viewership" topic delivered by Mr. Rakesh Kumar, Faculty Department of Journalism & Mass Communication on dated 02-06-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

()
Ms. Vaishali Garg
Convener, Saturday Club
Dept. of JMC

()
Dr. Ravi Gautam
HOD
Dept. of JMC

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	
2.	Ms. Neeshu Rathi	
3.	Ms. Vaishali Garg	
4.	Mr. Vipin Kumar	
5.	Mr. Rohan Tyagi	
6.	Ms. Anjali Saini	
7.	Dr. Rajesh Krishan Bhatt	
8.	Dr. Sandeep Srivastava	
9.	Mr. Rakesh Kumar	
10.	Mrs. Nibha Sinha	

Date 02-06-2018

Shri Ram College, Muzaffarnagar
(Department of Journalism & Mass Communication)
Attendance Sheet of Saturday Tea Club
Session 2017-18

S.No.	Name of Faculty	Signature
1.	Dr. Ravi Gautam	Ravi Gautam
2.	Ms. Neeshu Rathi	Neeshu Rathi
3.	Ms. Vaishali Garg	Vaishali Garg
4.	Mr. Vipin Kumar	Vipin Kumar
5.	Mr. Rohan Tyagi	Rohan Tyagi
6.	Ms. Anjali Saini	Anjali Saini
7.	Dr. Rajesh Krishan Bhatt	Rajesh Krishan Bhatt
8.	Dr. Sandeep Srivastava	Sandeep Srivastava
9.	Mr. Rakesh Kumar	Rakesh Kumar
10.	Mrs. Nibha Sinha	Nibha Sinha

Name of faculty-Rakesh Kumar

Date-02.06.2018

Topic-Online viewership

Television programs such as the CW's Gossip Girl, Supernatural, 90210 and NBC's Community rank fairly low on the Nielsen Ratings scale and come in above 100 on the list on 200 most watched programs within original broadcast times. Despite this, each program ranks incredibly high on the 200 most watched programs online list with Gossip Girl being the most watched program online according to SideReel Ranking. On the other end of the spectrum, ratings hits such as CBS' NCIS: Los Angeles, and reality shows such as Fox's American Idol and ABC's Dancing with the Stars have fairly low online viewership while delivering large numbers during original broadcasts. A possible explanation for this discrepancy could have to do with the age demographics of each program. Dramas like Gossip Girl and 90210 are targeted toward teens and young adults while American Idol and NCIS: Los Angeles have a much broader audiences including older viewers. SideReel described the phenomena as saying "Online TV viewers are younger and more discriminating. They're driving consumption away from the TV set to the computer." Back-channel

Back-channel networks

The back-channel is the virtual conversation or information shared while a program is airing in real time. There must be a distinction made between television-related tweets and other information shared. Specific Hashtags, links, re-tweets, and "@" messages are all ways television programs and stations work to distinguish their content from being mixed in with unrelated content. For example searching the key word "lost" would provide you with all tweets containing the word as opposed to searching "#Lost" which makes the differential between the television series and the literal word "lost". Television programs are adopting Twitter's back-channel to directly obtain audiences' opinions about on-aired programs. Mobile-phones, computers, tablets and other devices that can connect to the internet make it possible to access and contribute to the back-channel anytime, anywhere. A major portion of back channel conversation for a single show occurs during its initial broadcast.

Drawbacks of back-channel networks

Back-channeling networks can instigate miscommunication. The dynamics of back-channeling provides a system of categorization for the discourse surrounding a topic. The detriments of such a system are also its strengths. This is because the lack of filtration that occurs when searching through back-channelled information can miscommunicate the original message.

The presence of false or irrelevant information will remain present within the network and has the potential to be misinterpreted as accurate. The postmodern perspective of back-channel networks describes the correlation between an original source and a back-channelled source.