

# ONE WEEK CERTIFICATE PROGRAM IN JOURNALISM AND MASS COMMUNICATION

**BY AMITY SCHOOL OF COMMUNICATION  
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# ACKNOWLEDGEMENTS

Amity School of Communication (ASCO), Lucknow and Amity University, Lucknow Campus jointly organized a one-week certificate program in Journalism and Mass Communication.

The workshop aimed at introducing school graders to the various facets of journalism and mass communication. The intention was to encourage and motivate these young adults to make a career in journalism.

The program was carried out by ASCO under guidance of Prof (Dr) Sanjay Mohan Johri, Director, ASCO and Dr Areena Mirza, Program Leader (UG) Program. Mr Soumen Bhattacharya and Ms Sonia Singh conceptualized and visualized this certificate program. Ms Shweta Wahie, Event & Placement Coordinator made a significant contribution to managing the event.

We express our gratitude towards industry experts Mr Sunil Barsaiyan and RJ Vaibhav who gave valuable inputs and support. The program would not have been successful without the contributions of ASCO Alumni Mr Aman, Mr Arpan Charles Anthony and Mr Akash Yadav.

We also acknowledge and appreciate contribution of the following student volunteers:

1. Mr Abhinav Verma
2. Ms Ramsha Zia
3. Ms Simperpreet Kaur

# SUMMARY

Journalism as a profession has been around for more than 100 years. Although technically, the profession does not require one to have a degree to become a journalist, currently, hordes of youngsters are opting for a career in mass comm. The field of journalism and mass comm now boasts of so many options right from print media, audio-visual medium to the latest platform of digital media where individuals indulge in citizen journalism to blogs to writing for social media platforms .

With a plethora of options before them, it now becomes vital that UG/ PG degree courses are held by journalism institutes to segregate the wheat from the chaff and to help guide young students to choose the best option for them. In fact, popularity of mass comm courses can be gauged from this that many schools are offering it at the intermediate level.

In the times to come, as the profession diversifies further and its studying is aligned with demands of today's world and it gradually encompasses a multicultural environment, degree courses in the discipline will continue to be in demand.

To generate awareness about mass communication and its diverse career options, ASCO decided to hold a one week certificate program.

# WORKSHOP REPORT



It was the mango orchard that attracted the oohs and aahs. Even as these Xth, XI and XII graders admired the green panoply and mango fruit laden trees while braving the blazing heat, whispers of that ‘there is hardly any greenery on our school campus’ and ‘this is an ideal campus to study’ were loud enough to be heard by anyone who happened to pass by.

For many of the 53 school graders who had coalesced at the Multipurpose Hall and Auditorium for ASCO’s maiden five-day workshop commencing June 5, an exposure of a huge varsity campus spread over 40 acres and dotted with lush greenery and fantastic landscaping, was an overwhelmingly huge eyeopener when compared to their school campuses. Reactions of admiration were a natural corollary when eyes just roamed over the stylized buildings divided into neat blocks with paved roads and dotted with islands of greenery as if waiting to welcome visitors within the precincts.



# A FIRST OF ITS KIND PROJECT

## A LITTLE BIT OF CONTEXT HERE

It was aptly termed 'Summer School' by ASCO as the one-week certificate program was held in summer, June 5-June 9. The major purpose of this maiden endeavor by ASCO / AULC was to push for fresh admissions for UG / PG in mass communication and journalism courses. The summer school plan also incorporated brand and outreach initiatives to maximize the admission effort.

## WHO COULD COME ABOARD?

While aiming for admissions, ASCO proposed a one-week certificate program for high school, intermediate and freshly pass-out school students interested in mass communication and journalism discipline. The foremost intention was to introduce aspiring future journalists to this multifaceted, ever-evolving and dynamic field. The intent can be described as that these young minds would attend the program for five days where they would be exposed to varied forms of journalism of the 21st century and then given certificates during valedictory session. The certificates were signed by Dy Pro Vice Chancellor, AULC and Director, ASCO.

Although the program majorly focused on aspiring future scribes, this did not mean that students holding interest in other disciplines were not welcome. Any mind curious enough to know what was happening around him / her and in society was encouraged to attend the program, after all journalism is all about understanding the world in which we all live. Any attendee could be a future student of journalism.

## WHAT WAS ON OFFER?

With target audience majorly comprising members of Gen Z generation, an age band that's money driven, ambitious, sets boundaries, avid gamers and using social media in a very distinctive manner, the offer platter across five days had to have nuggets that were attention grabbing and full of vitality, instructive, learn with fun and at the same time, uniquely designed to attain the objective of procuring fresh admissions.

## OBJECTIVE IMPLEMENTATION PROCESS

The plan was to register participants through a dedicated landing page on the campus website- [www.amity.edu/lucknow/asco/owcp](http://www.amity.edu/lucknow/asco/owcp). Necessary advertisement campaigns (within the city) were implemented with help of digital marketing department, office of Chairman Honorable Dr Aseem Chauhan. The registrations received was an overwhelming 250+ while 53 were shortlisted on first come basis. Students hailed from various city schools like City Montessori School, Seth M.R. Jaipuria School, Goel Campus, Bal Vidya Mandir, La Martiniere Girls College and Loreto Convent Lucknow. Students of Jaipuria were shepherded by two teachers, Ms Saifi Husain and Ms Sadia Farooqui.



# THE 5-DAY PLAN

## THE GAME CHANGER : ASCO FACULTY & ALUMNI AS KEY RESOURCE PERSONS

Following students' reporting and registration at the foyer of AB-6 (Academic Block-6), ASCO faculty, both teaching and non-teaching, guided these young ones to the Multipurpose Hall of the Auditorium Block where main action awaited everyone for the next five days.

Given the fact that the attendees were agog with curiosity as to what journalism as a field could be and had come to just exactly understand that, the bottomline was that innovative presentations and major use of gadgets and equipment were a major game changer.

The plan structure was primarily divided into pre and post lunch sittings, interspersed with a 15-minute tea break. The pre-lunch and post lunch sessions began at 9:30 am and 1:30 pm with key resource persons, both ASCO faculty and alumni, engaging students to enlighten them on both theoretical and practical aspects of journalism.



# Day I – The Ice Breaking & Photography Session



As students settled down around round tables laid across the huge multipurpose hall, around 9:30 am the mike came to life as Emcee Ms Alisha Syedain wished everyone a hearty good morning. Ms Syedain a faculty at ASCO welcomed one and all while walking the audience through the program.

Keeping in mind that those who were participating were an energetic bunch and the zing and liveliness had to match their energy, recent appointee at ASCO, faculty member Dr Neelu Sharma delved into the ice breaking session. So peppy was the going on with vibe matching vibe that by the time the ice breaking session finished, it had eyeballs grabbing and voices of 'wanting more of the same'. The ice breaking session novel as it was, was divided into two parts. In one part students were paired via numbers and had to introduce their partners to the audience and the other part was guess the personality. The excitement, delight and the wholesome involvement of everyone was so engrossing that later students were heard discussing amongst themselves 'what a way to welcome us by the faculty. I really like it'.

Not only ice breaking session, but the campus video and technical presentation of introduction about various verticals in mass communication by Ms Sonia Singh, content manager at ASCO were some other pearls in the thread of the certificate program.

In the welcome address by ASCO HoI Prof (Dr) Sanjay Mohan Johri, Dr Johri said, "This is one of the unique activities we've organized irrespective of your interest in other disciplines or whether you are interested in mass comm or not. Mass comm is one upcoming career which students of other disciplines use like blogging / film scripting / content writing." He added that each session was organized in such a manner that students would have 'practical-based introduction'. He also informed that ASCO was the best in North India and 90% of students had fantastic placements and also highlighted that 'discipline at ASCO is the keyword. Then you will (addressing students) understand why we are in number one position'. Incidentally, The Week magazine has recently ranked ASCO, Lucknow at 19th position.

Addressing students, Dy Pro Vice Chancelor, Wing Commander (Dr) Anil Kumar (Retd) encouraged students to take a career which was close to their heart. He said the present program could only be actualized through the combined efforts of ASCO faculty, ASCO alumni and industry experts. The students, he added, would be exposed to various facets of mass communication and learn 100% utilization of the equipment in the various journalistic labs at ASCO.

Following a library tour and lunch, students were introduced to the various labs and equipment at ASCO. The tour comprised visiting the TV studio, radio studio, Multimedia lab, press room, video editing lab, class rooms and the like. The trip ended at the much awaited photography lab. The impression cast was so deep that one student could not help commenting that 'At our school we have only one small room in the name of media. But at ASCO, there are so many options for example in the TV studio small interviews can be shot for commercial purposes. The ASCO TV studio has the potential to help students shoot interviews with their teachers on various subjects.'

The photography session with senior faculty member and key resource person Mr Trilochan Singh Kalra was something that students had been looking forward to. He was assisted by Mr Suresh Sahu and Mr Abhishek Singh.

Enamored as they were by the ice breaking session, students' appetite had already been whetted and photography session was like a cherry on the cake. Involving the young ones to make them click their own pictures with the cameras, students took to photography like a duck to water with some posing as the muse and some delightedly clicking away. Friendship had already made space for itself during the ice breaking session and the comfort level during the photography session was visible as Mr Kalra immersed himself with students and the camera jargon.

As some students were amateur photographers themselves, picking up a little above the basic know-how and learning in detail about the various camera equipment was something they had been looking forward to.



## Day 2 – Hey, what’s the Printed Word & what’s The Tagline?



A start had already been made on Day 1 and Day 2 just carried it forward. As 9:30 approached and the trickle of audience turned full house in the multipurpose hall, ASCO director and HoI Prof (Dr) Johri unveiled to the young gathering a PPT presentation on ‘Basics of News Writing’. The wealth of knowledge that Dr Johri shared with students not only made a deep impression on young minds leading them to comment at the end ‘wow! I didn’t know there was so much depth in the discipline’ and ‘Johri sir was so interactive with his presentation’.

Dr Johri started with sharing a google doc questionnaire on general awareness and current affairs with students on WhatsApp group to test their knowledge. He then went on to explain through the PPT presentation the history, importance, various forms of media while stressing that content is king and how content can be crafted and what are the rules of writing. Encouraging students to put up



questions, on one query ‘how can one become a right journalist without changing news sensitivity’, Dr Johri explained that there was a technical style in writing a news report and newspapers had rule books. He added that one had to be careful nowadays as there was mis-and-disinformation to mislead viewers adding that ‘in today’s era, news is less, views are more. Instead of credible information, we are getting mis-information’.

Continuing the momentum of the session on ‘Basics of News Writing’ ASCO alumni and gold medalist of his batch, Mr Aman, now a freelance political commentator and writer, made students dive deep into the art of writing news. Explaining the art through a detailed PPT presentation and interspersing it with his practical writing experiences with portals like The Wire, The Scroll etc, Mr Aman differentiated between writing for a mature, younger and international audiences, explained opinion piece, editorial policies, various writing styles, importance of quotes, types of reporting beats, what was citizen journalism among other facets of news writing.



Post lunch session which was on ad design and presented by key resource persons and senior faculty Mr Mohit Sharma and Dr Mohammad Faisal, the noon lethargy wore off in a jiffy. Mr Sharma addressed students by asking what did they think of design. With pat replies coming that 'design is creativity' or 'it represents emotions', Dr Faisal took the floor. Dr Faisal explained the theory of ad design through a PPT presentation. Although terms like white space, rule of emphasis or maybe, engaging copywriting had many listeners baffled, but clarity seeped in what was to follow next.



Subsequently, both resource persons then divided students into 10 groups arousing their curiosity as to what was coming next. The task assigned to them was to design an ad while the topic was given to them on chocolate and biscuit. Flummoxed as they were, students were puzzled as to how to draw, conceptualize, what should be written in script etc. The theory explained in the PPTs appeared easy but when implementing those very theoretical concepts in practical training seemed a 'himalayan' task as many observed later. Many also discussed amongst themselves 'wouldn't it be better if we could select our own topic'. But as they went on to make the campaign on the subject given, theory seemed to be becoming practically clear and it became more well-defined as both faculty went from table to table guiding students individually.



The excitement was so palpable, that even the two faculty members from Jaipuria jumped at the chance to showcase their creativity for the ad pitch. They added that they thought the ads they saw anywhere were just so easy to make but the practical exposure now threw up a very different picture.

The net result was that 10 teams had been constituted but there were 11 submissions!



## Day 3 – Welcome to the Movies and the Idiot Box

The sun rose on Day 3 to an entirely different genre. The day witnessed sessions on ‘Introduction to Film-making + Basics of News Anchoring’. Key resource persons for the two sessions were faculty members Mr Amit Massey and Ms Namita Pathak.

Although everyone present were movie buffs specially of OTT platforms, how the craft is dealt with, they were curious to know. “Of course we make video films, vlogs, vodcasts with software tools available at our disposal so how much different can it be?” was the general refrain before the session was underway.

But what was to come had them eating their words. Taking the mike in hand, Mr Massey plunged into the world of filmmaking straightaway explaining the very concept of filmmaking and the stages involved right from preproduction to post production. As faces strained in to absorb the theory being shared through the PPT, Mr Massey without wasting time asked students to form teams and these teams would be named after prominent film directors. Still unsure of what was coming, students followed instructions. They were Teams Anubhav Sinha, Imtiaz Ali, Ayan Mukherjee, Vikram Bhatt and Karan Johar.

Now, for the surprise! Mr Massey told teams that they would be given situations and they would

be shooting a one-minute film. Situations given were like when two strangers meet in unusual circumstances for first time in college, date setting, a family scene where a child wants to study abroad while parents oppose it, job interview scene, and mother-daughter emotional talk scene. Now with the ball in their court where they had to shoot, write script, act, direct and move through the stages of film production, emotions ran high from confusion, what to do and how and will we able to shoot, these young ones now started realizing making a film is not an easy road to walk on. Cameras, light, and the entire equipment needed to shoot a film had been provided for by ASCO and students gradually started having fun. Abuzz with activity throughout pre-lunch, even ASCO student volunteers got caught in the exuberance. From corridor to multipurpose hall to dining area, all were 'film locations'. And rehearsals and search for props also heightened the excitement while all the time Mr Massey went from team to team to guide. For most of the time it was 'light, action, camera'. Of course, the competition also threw up winners. In addition, two films made by ASCO UG students were also shown which attracted applause from the audience.

Hardly had the excitement started to settle, post lunch excitement took on a new meaning. As Ms Pathak introduced students to the subtle nuances of TV anchoring and explaining that requisites like extensive reading etc were needed before one became an anchor, students were once again before the camera. This time not in a fictional situation like a film, but anchoring for TV. They were asked to write a 100-word script for 'piece to camera' and then anchor it. Energy was high and as many said 'we have to learn by rote otherwise how will we speak?' In order to practice, many took





to walking up and down while explaining 'I am preparing myself to face the camera' or 'I am so nervous'. They were also encouraged by Ms Pathak not to use the teleprompter frequently but speak slowly and clearly enabling them to remember what they wanted to say. Of course, there was fumbling, nervousness and hesitation, but many sailed through.

Day 3 continued to be topic of discussion on Day 4 because the exposure was so novel. Many were heard discussing, "Behind the scenes' efforts are really not a joke" or 'I always was confident but acting and anchoring really helped me understand the true meaning of confidence'. Many also opined that even as they got to know about the genre through practical demonstrations, more advanced aspects, that is a little more than basic techniques, of film production like music production and TV anchoring could be incorporated when such a similar workshop would be held in future.

With the impression already made in their minds many were already looking forward to be part of ASCO team either as students or such similar workshops because as they said 'it is here at ASCO only that such professional exposure by faculty can be given in addition to the latest film making equipment and video editing infrastructure availability'.



## Day 4 – Imagining the Image



Moving away from the AV medium of Day 3, Day 4 was devoted entirely to the audio medium, that is the radio with the session titled 'Introduction to radio'. With key resource persons Ms Alisha Syedain and Ms Namita Pathak assisted by Mr Suraj Bhargava, conducting the session, the surprise of the day was an address by industry expert RJ Vaibhav from Fever FM and ASCO alumni Mr Arpan Charles Anthony.

Adding pizzazz to the show right in the morning, Ms Syedain took a different approach to the session. Against expectations that the session would commence with a PPT presentation, she took the mike only to say 'please stand up and shake yourselves'. Puzzled looks followed even as everyone got up to do what was asked. Later, explaining, she said the reason why she wanted everyone to be energized was because it was this 'energy and vibrancy' that was the hallmark of any radio program. This was because radio was an audio medium, she said, and the anchor had to have a way with words to describe what was going on to hold attention of the listener. This was particularly needed as, she said, radio listen time was during peak traffic hours when most were driving either to or from office both morning and evening. So if that energy was missing, it would not hold the listener's attention. She also explained about radio programs, FM channels and technical aspects of a radio broadcast. The school graders were introduced to radio jingles and radio commercials made by ASCO students.

Inviting industry expert RJ Vaibhav of Fever FM to address students, RJ Vaibhav (real name Vaibhav Tiwari) explained that the idea of a radio broadcast was to communicate one's thoughts as RJs talked about issues concerning life with which common people / listeners could relate to. Springing up a

surprise, RJ Vaibhav showed a documentary of a day at Fever FM while attempting to make students walk through what made up a radio station. He then invited volunteers on stage and asked them to speak on a situation for 30 seconds as they speak and describe on a radio program. Through the small demo, the industry expert showed that confidence on random talk, communication skills, tonality for voice over, extensive reading and thoughts of the presenter were main ingredients needed to be those 'cool guys' as RJs. He said it should be remembered that to be an entertainer, one had to be socially interactive. During the question answer session, on being asked about the pay packet, he just said 'Each radio channel makes Rs 3 to 5 crore a month' drawing gasps from the listeners.



ASCO alumni Arpan Charles Anthony, a Gen Z himself and working as video producer with Fever FM said, “What I do on radio as a video producer, I have picked up from my faculty at ASCO.” He thanked the ASCO faculty for guiding him through and through and also added that ‘radio was no longer an audio medium. It was also visual and vodcasts were the norm on radio’. In fact his interaction with students was more at a friendly level rather than professional.

As students wanted more of this audio medium, they were not disappointed. Post-lunch a radio workshop was held at ASCO radio lab. For the workshop students were asked to prepare a radio script which they would record in the lab. Now the scene had shifted to the ASCO premises.

What could be seen was students busily putting pen to paper and then spreading out across the department rehearsing their script. As they had learnt earlier in the day energy, clarity of speech, own style of presentation, casual and talking trendy had to be seen in the radio presentation, and reading out the script would not be that effective, so memorizing the script was the only solution. Nervousness was majorly visible but after the presentation it was a reaction of ‘finally done’ or maybe ‘radio is so different from TV anchoring’. Once back on terra firma after the radio delivery, observations like ‘we can be taught how radio recording is done’ or maybe ‘a visit to a real radio station so that we can understand more about the discipline’ could be heard as students chatted amongst themselves asking each other how his / her presentation went.



## Day 5 – Valedictory Session & Experience Sharing

As all good things come to an end, Day 5 was time to bid adieu as it was the valedictory session. But even before winding up, two journalistic delights awaited the audience.

The first delight was giving students an ‘Introduction to Marketing and Digital Communication’. The PPT presentation was made online from Noida by Mr Sunil Barsaiyan, Digital Marketing Expert, Amity Education Group. As this is the digital era generation, students waited expectantly to be initiated into the digital communication and its varied formats. They could be heard discussing ‘wonder what’s the salary package’ or ‘how do we know what is the right career choice in digital communication’. They did not have to wait long. Mr Barsaiyan straightaway delved into what he had to share. Explaining what was communication by saying that communication comprised sender – message-receiver- and this could be both a normal format like a newspaper or an e-newspaper, he continued to explain advantages of digital communication, categories of digital communication, types of digital media and digital media channels like paid media, owned media and earned media, effectiveness of this format, digital media analytics and formats of digital media by objectives. These objectives he said could be categorized content, connectivity, creativity, discussions or maybe video creations. He also talked about digital footprints referring it to as one’s unique set of traceable digital activities comprising actions, contributions and communications. He concluded his presentation with career options in digital media like digital marketing, graphic designing, product management, customer success,

community builders among other options while stressing that brands were encouraging community builders and it was the fastest coming up vertical in this field.

During the question answer session while replying to a question on ‘other than paid ad, was there any other way to promote one’s content on Instagram?’, he said organic reach was the solution. Explaining organic reach, he said, was a reach to the target audience without any payment and if it were tagged right, it would reach the right people. On career choices in digital marketing, he advised that individuals should assess their own personalities first and every career had its own niche, trajectory and profit sharing.

Hardly had the session ended, that EmCee Ms Syedain sprung up the second delight of the session. She invited ASCO alumni and prominent social media influencer and digital creator, Mr Akash Yadav, to address students on ‘Introduction to digital creation’. With 69.8K followers, Mr Yadav just provided that celebrity verve which students needed before departing from Amity. As soon as My Syedain invited Mr Yadav to take centerstage, there was humming and buzzing from the audience in an attempt to welcome a celeb in their midst. Dressed casually in jeans and shirt, the Gen Z immediately identified with him and a connect was established. Mr Yadav straightaway addressed students and said they should ask him questions which he would answer. Answering a barrage of queries all at once, Mr Yadav while talking about himself said although he was in family business, it was only in 2018 that he took to social media to create content on lifestyle and fashion. He said it was essential to invest time and money otherwise it was a worthless effort. He stressed that establishing oneself was more important as money could be earned later. He advised that if one wanted to be a content creator, one needed to think of a niche in which one would specialize, then think of oneself as a brand, and automatically content would get quality. On earnings he specified that it depended on the content creation quality. From such subjects to scope of videoediting, how to do business with big or small brands, Mr Yadav had students hooked on to his experience sharing.

Following the double delights, it was now time for the valedictory session to take place.

Addressing the gathering, Dr Johri informed how the idea of the summer school was born. He said initially when this activity was conceptualized, there was no response, but when ASCO’s school ambassadors made an outreach to schools, the response was overwhelming of over 250. He added that he also received requests from parents urging him to guide their children. And the result was the summer school. He said that students had exposure to ASCO faculty and they were initiated about journalism through practical presentations and no theory. He hoped that students who attended here would share their experiences and spread the message about the workshop amongst their friends and batchmates. He said that ASCO alumni presented sessions and added that it was not possible to accommodate so many students to a visit to FM Fever office so hence they were shown the documentary. He also said that there were queries from outside Lucknow but as accommodation was an issue, outside students could not be invited. He urged students to tell their friends about Amity and ASCO and make a visit to the campus as it was one of the best.

# EXPERIENCE SHARING

## Faculty experience sharing



Invited to share her experiences of the 5-day workshop, Ms Saifi Husain of Seth M. R. Jaipuria School, Goel Campus said while quoting Shakespeare 'All the world is a stage', that the five days of learning gave a platform to students to acquire knowledge. She said the day they entered it was just an entrance and what did Amity give at this entrance, a stage where learning was the mainstay by doing it practically and learning the ropes first hand. She added that this experiential learning was great and life was all about choice making which was seen over the five days. Describing her experiences day by day, Ms Husain stated Day I devoted to photography was a day of excitement as children wanted to learn about photography. She added that the learning that Mr Kalra gave at the end of the day was 'irrespective of whether you have money in your pocket or not, keep smiling and remain confident because that's something you can't buy, you have to earn it'. She thanked Dr Johri for the wonderful workshop while describing him as 'humility and intelligence personified' and said his presentation on the print media was excellent. Describing the film making session as if 'I thought I was in Bollywood', she said Mr Massey just tapped into the potential of each student and each group. Describing the anchoring session as that was the right approach to build confidence in a child, she said Ms Pathak's vibrancy was awesome because she herself had lived that life which she had passed on to the students. On radio anchoring session, she said Ms Syedain enabled students to come out of their shell and brought out that competitive streak in them. She concluded with that she looked forward to coming again to Amity/ ASCO for such workshops.



Dy Pro Vice Chancelor, Wing Commander (Dr) Anil Kumar (Retd) said, while quipping that he was asked to speak a few words, that the university would look at how this successful workshop could be replicated in other departments and campuses of Amity. Speaking further, while lauding Dr Johri on the successful completion of the workshop, he said during his student days, they didn't have individuals like Dr Johri who could guide young minds on career choices. He said a journalist lived a true life and appreciated the sizeable attendance in the room. Stating that every activity must have an outcome, he was happy to observe that the workshop targeted 50 students but 250 responded. Saying that this was just the tip of the iceberg, he said, "We would also help in how we can hold hands for these students."



Dean Academics Prof. (Dr) Rajesh K Tiwari said students would realize at a much later stage that this workshop was a milestone for them. At present, students were only concerned about their career choices after 10+2 and which college to join. He encouraged students in order to have a defined path, they should have a clear goal like where would they see themselves five years from now. He added that the goal should be an achievable one. He said workshops like these helped students define their paths. He also advised students what parameters to consider for university selection.



## Student experience sharing



Sharing their experiences, three students, Ms Trisha Tiwari from La Martiniere Girls College, Ms Geetanjali Singh from Jaipuria and Mr Samrat Dinkar from Bal Vidya Mandir spoke unequivocally that the information imparted on journalism during the workshop was excellent. Trisha added that she was grateful to Amity /ASCO for this to learn about journalism adding that mass comm was a vast field with many options and that she would definitely join mass comm course. Geetanjali added that from the first stage to finding AB6 to standing in front of the gathering to speak was some experience and she was still 'processing that information she received during the workshop'. Samrat said he acquired experience and while praising ASCO faculty and appreciating the infrastructure of the various labs, he said he was happy to note that he had gained in confidence as he was encouraged by ASCO faculty.

## Parent experience sharing



Although Ms Sadia Farooqui was representing Jaipuria school as a teacher, she had registered her two children for the workshop. Speaking as a parent, she said that once her children finished school, she would make them join Amity. Praising ASCO and Amity she said the department's faculty were 'so amazing' and the department possessed such well-equipped labs, that training young journalists would be a dream come true. She rued she had always wanted to be a journalist but could not.

The session concluded with student winners being announced and certificates being distributed to all participants. Three students scored maximum marks in the 'General Knowledge & Current Affairs' Basics of Print Media quiz getting 14/15. They were Aamna Rashid Siddiqui – Seth M R Jaipuria Goel Campus, Siddharth Tripathy - Amity International School and Mrinali Gandhi – La Martiniere Girls College.

The winners of 'Advertisement Designing Competition' team were Satakshi Shahi-La Martiniere Girls College, Adrija Ghosh-La Martiniere Girls College, Zainab Abbas Rizvi-La Martiniere Girls College, Prakarti Agarwal-La Martiniere Girls College and Shivika Jindal-La Martiniere Girls College.

Senior Faculty Dr Areena Mirza gave a vote of thanks while stating that the program aimed to provide vital inputs for journalism and it had achieved its objective.

# THE OUTCOME

For these young 53 school graders, ASCO's maiden One Week Certificate Program In Journalism And Mass Communication gave value addition as regards their career choices. As most echoed that the course expanded their horizons, 77.8% rated the organization of the program as excellent and many even said that they would join ASCO for journalism courses.

On content coverage during the workshop 73.3% rated it very satisfactory. However, they did give suggestions on content coverage for future workshops like these. They suggested that more details about various aspects of journalism could be included in the content coverage because in this workshop very basic details were covered. They also stressed on use of more digital formats rather than paper. On session duration they said if longer sessions were held or workshop days were extended, more content coverage would be possible so that they could learn more. They also suggested that if more physical space could be given to them in future workshops, they would have more margin to tap their creativity and get more training exposure to learn film making / editing / radio recording/ layout concepts among other things. They recommended that as they wanted to improve their standards, in future there could be further stress on using more technical equipment and be given more assignments which would enhance their competitive level. Some also suggested that bulletin boards in class rooms could be attractively decorated so that it would create buzz and motivate students to attend classes.

On faculty's effectiveness to deliver the sessions, 80 % said it was effective. They praised the faculty who were also key resource persons for various session and said that all faculty were impressive, interactive and friendly. Many added they would join ASCO because the faculty were good and professional.

Whether the certificate program met expectations or not, 55.6 % said it exceeded their expectations.

93.3% agreed they would recommend this program to their friends.

Opining on how did they find the various sessions, 75.6% said introduction and ice breaking session was engaging and helpful, 88.9% found photography session informative and interesting, 80% said session 3 on print media and content writing was very useful, 82.2% said advertising and designing provided valuable insights while session 5 on film making found 93.3% saying that the session motivated them, 75.6% said session 6 on anchoring and TV News improved their understanding of broadcast journalism while 82.2% said session 7 on radio and podcast gave them insights into audio journalism. Session 8 on digital content creation and management attracted 71.1% response who said it enhanced their understanding of online media. In addition, 73.3% found advertising and designing and film making most valuable session of the workshop while 53.3% found radio and

podcast to be most valuable. Photography was third in preference with 64.4% finding it a valuable session.

As for summer school workshops in future, across the board the response was that it was an awesome idea as students would get exposure to various facets of journalism. But they also suggested that increasing the practicality of the sessions would help a lot and be more engaging.



# RESOURCE PERSONS

## Teaching



### **Prof (Dr) Sanjay Mohan Johri**

Director and HoI, Amity School Of Communication, Dr Johri was a prominent print media journalist with Press Trust of India for 20 years before entering the world of academics. With 40+ years of both journalistic and academic experience with a PhD in journalism, Dr Johri, an imminent author in his own right, has teaching interests in print media, political communication and electronic media. Dr Johri as head of ASCO since the last 14 years has not only mentored students who have gone on to reach journalistic pinnacles, he has guided the department through thick and thin. Under his mentorship, the department has been ranked 26th by India Today while The Week has ranked ASCO Lucknow as 19th in all India top mass communication institutions in 2023.



### **Dr Areena Zainub Mirza**

Senior faculty Dr Mirza has a PhD in Development Communication and is a UGC-NET holder in Journalism and Mass Comm and Social Work. She has 20 years academic experience. She is a program leader and member DRC, Institutional Research & Planning Committee, POSHC, NTCC Committee and IQAC. Dr Mirza was one of the main organizers of the workshop.



### **Mr Mohit Sharma**

Mr Sharma is a senior faculty member and teaches media design and production, basics of graphic design, print design and writing for magazines. Before entering academics, Mr Sharma was working in the print media industry. He is currently pursuing PhD and is UGC-NET holder in Journalism and Mass Comm.



### **Dr Mohammad Faisal**

Senior faculty and Harvard educated Dr Faisal specializes in research and marketing. He holds a PhD degree in marketing and an MBA in marketing and finance. He teaches Principles of Marketing, Consumer Behaviour, marketing of Services, Digital Marketing, Rural Marketing, Entrepreneurship, Applied Research at ASCO. He has 11 research publications to his credit including SCOPUS.



### **Mr Trilochan Singh Kalra**

Mr Kalra has specialized in photography and before joining academics, he was a photo journalist working with prominent media houses like Hindustan Hindi, Indian Express, Jansatta, Rashtriya Sahara and Dainik Jagran. He has 40 years of experience and has recently written a book on photography.



### **Mr Amit Massey**

Mr Massey teaches TV Journalism, Screenplay Writing, Direction, Post Production, Mass Media Industry and Documentary Films. He is currently pursuing PhD and is UGC-NET in Mass Comm and Journalism.



### **Ms Namita Pathak**

Before joining academics, Ms Pathak was a TV anchor with media outlets like AajTak in New Delhi. She teaches Writing for TV, Anchoring for TV, TV News and Production and is also pursuing PhD in Mass Comm.



## **Ms Alisha Syedain**

Ms Syedain, an alumni of Jamai Millia Islamia, teaches Acting (Drama & Theatre), Radio, Screenplay writing, Documentaries & Films. She is currently pursuing PhD in Screen Arts.



## **Dr Neelu Sharma**

Dr Sharma is a recent member of ASCO Family. She teaches multimedia, digital technology, film studies and film making. She holds a PhD in Mass Comm & Journalism.



## **Dr Bhavna Wal**

Dr Wal teaches print media at ASCO. She is Associate Editor of Expressions magazine. She holds a PhD in Humanities.

## Non-Teaching



### Ms Shweta Wahie

Ms Wahie is placement and event coordinator. She is an MBA in HR and Marketing.



### Ms Sonia Singh

Ms Singh is a content manager at ASCO and has specialized in soft skills training.



### Mr Soumen Bhattacharya

Mr Bhattacharya is senior manager, digital media and communication. He is currently pursuing his PhD and has an experience of 11+ years.



### Mr Rajeev Sharma

Mr Sharma is PS to Director, ASCO, and in charge of overall administration and academic coordination.



### Mr Vinay Tripathi

Mr Tripathi is senior academic coordinator and in charge of overall administration and academic coordination.



## Technical Team



**Mr Suresh Sahu**

Mr Sahu is senior campus photographer.



**Mr Rajan Mishra**

Mr Mishra is video editor.



**Mr Anil Sharma**

Mr Sharma is senior cameraman.



**Mr Suraj Bhargava**

Mr Bhargava is cameraman at ASCO.



**Mr KrishnaKant Mishra**

Mr Mishra is assistant video editor.



## **Mr Abhishek Singh**

Mr Singh is photo lab assistant and designer.



## **Mr Sachin Kumar**

Mr Kumar is multimedia lab technician at ASCO.

## ASCO Alumni



### Mr Aman

He is an ASCO alumni and gold medalist of his batch. He is a freelance political commentator and writer and writes regularly for news portals like The Wire and The Scroll. He is based in Lucknow.



### Mr Arpan Charles Anthony

Mr Anthony is an ASCO alumni and currently works as a video producer with Fever FM, Lucknow.



### Mr Akash Yadav

Mr Yadav is an ASCO alumni and is now a prominent social media influencer and digital creator. He has 69.8K followers on social media.

## Industry Experts



### Mr Sunil Barsaiyan

Mr Barsaiyan is Associate Director Digital Marketing, Amity Education Group, Noida.



### RJ Vaibhav

Mr Vaibhav is radio jockey at Fever FM in Lucknow.

# CONCLUSION

The Amity School of Communication had held such a unique workshop on journalism for the first time. Despite being a maiden attempt, the outcome and responses had surpassed expectations. Moreover, there have been demands by young students to hold more such workshops.

Encouraged by the positive feedback and assurances by the Dy Pro V-C that such similar workshops will be replicated in other Amity departments and campuses, ASCO is already planning more mini and major workshops in the forthcoming academic semesters.



**Report Pics:** Suresh Sahu & Abhishek Singh  
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