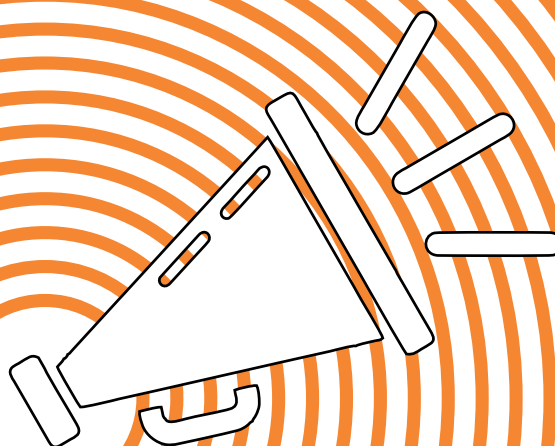


Annual Magazine By  
School Of Journalism & Mass Communication

# MEDIEVAL





## Director's Message

I am delighted to hear that the School of Information Technology of KCCILHE is coming out with their own magazine this year. Our School of Information Technology is one of the first Schools to be started with the establishment of KCCILHE. Since its beginning it has been proactive in all the activities happening in and around the college. I would like to congratulate the School of Information Technology for this achievement and I do hope this endeavor grows in the years to come.

Prof. (Dr.) **Pawan Gupta**, Director, KCCILHE

## School of Journalism & Mass communication

BAJMC (Bachelor of Arts (Journalism and Mass Communication)) is a three year-duration undergraduate degree course for students who wish to build their career in the field of journalism and mass communication. After successfully completing the course Students will be able to develop as well as refine their skills of gathering, transmitting, and delivering information to a large audience in various mediums of media like radio, television and New Media.



## VISION

To Impart Comprehensive Education To The Students Matching The Global Standards, Foster Socially Responsible Culture In The Students And Be Globally Recognised And Accepted As An Institution Delivering World Class Education.

## MISSION

To Transform Ordinary Aspirants into Extraordinary Professionals. To Eradicate the Hindrance of Geographical Boundaries for Students InObtaining World Class Education by Having Multiple Campuses Across India And Abroad. To Create and Sustain Professional Synergies for Smooth Sailing Career for Students. To Inculcate A Strong Sense of Commitment and Ethics in Students. To Blend Theory with Practice by Exposing Students to The Prevailing Industry Standards.

## QUALITY OBJECTIVE

To be able to contribute to society by producing top-notch managers and engineers. To keep infusing the latest in the curriculum to deliver the best to the students. To organize continuous improvement programmes for student and faculty community. To bring to the campus the latest of technologies. To always foresee the emerging trends in the industry and prepare the student to face the industry challenges and requirements well. To always encourage research centred approach towards study.

### PATRONS

**Deepak Gupta**  
Chairman, KCCILHE

**Prof. (Dr.) Pawan Gupta**  
Director, KCCILHE

### FACULTY EDITOR

**Ms. Shalu Chopra**  
Assistant Professor, BAJMC

**Ms. Yukti Seth**  
Assistant Professor, BAJMC

### EDITORIAL TEAM

HARIDWAR KUMAR  
RAKESH PARIDA  
PRATIK SHARMA  
SHUBHANKAR DOBHAL  
SARASWATI P. SACHIDANANAD  
SHREYA SHREE



## FROM THE DEPARTMENT INCHARGE

Dear Reader

Greetings!!

It is an honour for me to be a part of this contribution. The effort towards this initiative was to unlock that treasure where everyone strives indefatigable. With the same thought, I would like to thank the editors for their enormous efforts, the students and staff members of the department of Journalism & Mass communication for their contributions, the Director and the administrative department for their support. I will conclude with the quote by **Benjamin franklin.**

**"An investment in knowledge pays the best interest".**

Ms. Shalu Chopra

Assistant Professor

Department of Journalism & Mass communication

## FROM THE EDITORIAL TEAM

Being a part of a KCCILHE affiliated to GGSIPU, Mass Communication department, we were happy to contribute for the initiative which can lead us to enhance our skills and creativity into vision.

Thankful to all the members who have designed and contributed to the magazine. I would like to express my gratitude to the students and the teachers of the department of Journalism & Mass communication. I would especially like to thank Ms Shalu Chopra, for all the efforts she put in for the successful publication of this magazine.  
Read on, I hope you find it an amusing read.

Haridwar Kumar

**Editor-in-Chief**

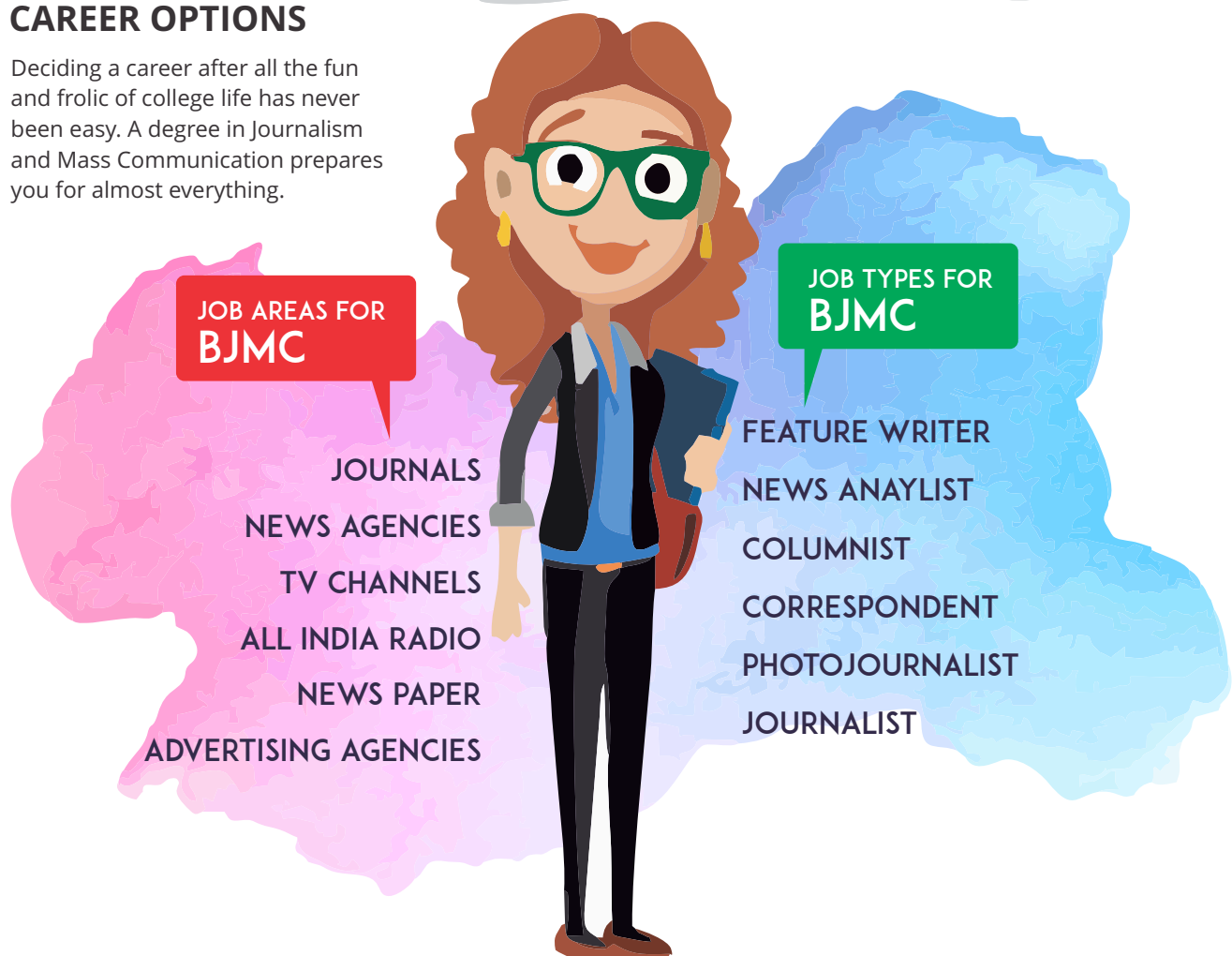
**THE MEDIEVAL, 2018-19**



S.NO.	TOPICS	NAME
1.	CAREER PROSPECTS	
2.	DON'T ANGRY ME	
3.	TECHNOLOGY THE FUTURE OF EDUCATION	
4.	ANNADATA	
5.	MULTIPLE PERSONALITY	
6.	ROLE OF AYURVEDA IN PUBLIC HEALTH	
7.	# THOUGHTISTIC	
8.	EDIBLE 'PLASTIC' BAGS	
9.	MEDIA CARICATURES& WORD SEARCH	
10.	INTERNSHIP EXPERIENCE	

## CAREER OPTIONS

Deciding a career after all the fun and frolic of college life has never been easy. A degree in Journalism and Mass Communication prepares you for almost everything.



### JOB AREAS FOR BJMC

JOURNALS  
NEWS AGENCIES  
TV CHANNELS  
ALL INDIA RADIO  
NEWS PAPER  
ADVERTISING AGENCIES

### JOB TYPES FOR BJMC

FEATURE WRITER  
NEWS ANALYST  
COLUMNIST  
CORRESPONDENT  
PHOTOJOURNALIST  
JOURNALIST





It's very rightly said that anger is the worst enemy of humans. Anger is a completely normal, usually healthy, human emotion. But when it gets out of control and turns destructive, it can lead to problems—problems at work, in your personal relationships, and in the overall quality of your life. And it can make you feel as though you're at the mercy of an unpredictable and powerful emotion.

The goal of anger management is to reduce both your feelings and the physiological arousal that anger causes. You can't get rid of, or avoid, the things or the people that enrage you, nor can you change them, but you can learn to control your reactions.

## Are You Too Angry?

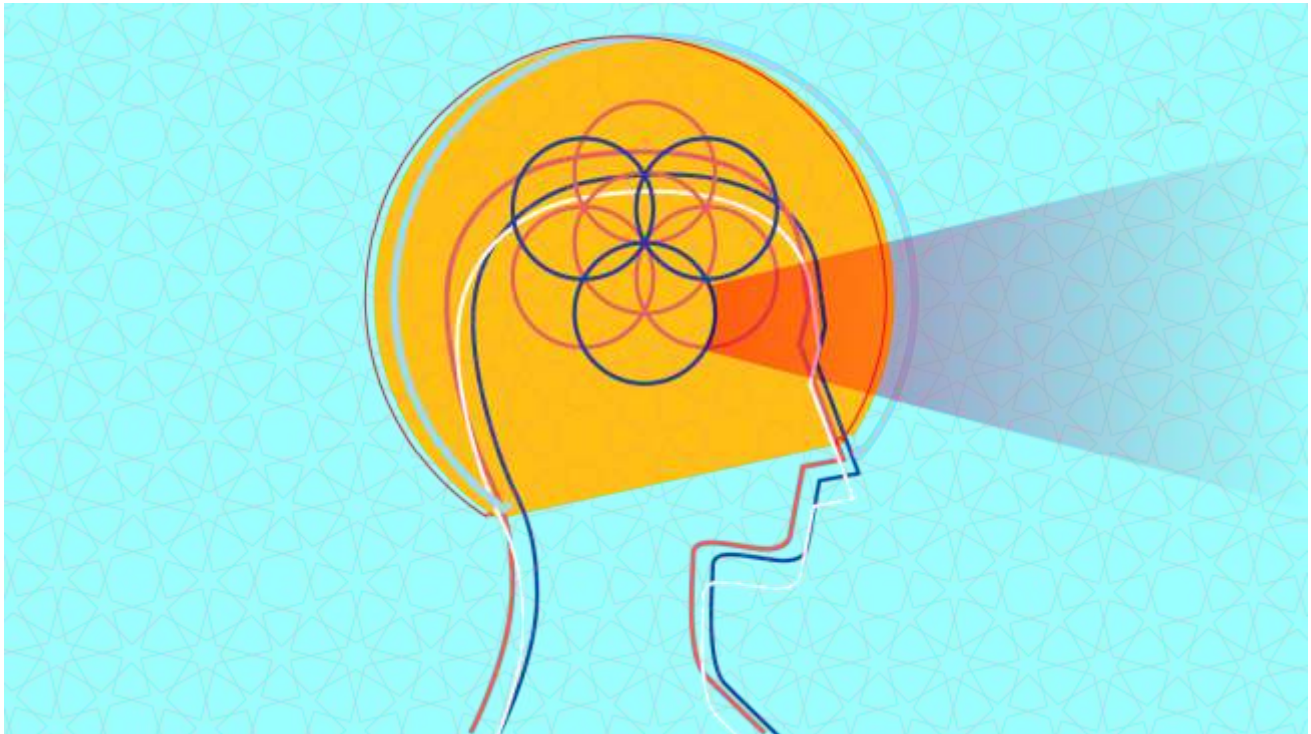
There are psychological tests that measure the intensity of angry feelings, how prone to anger you are, and how well you handle it. But chances are good that if you do have a problem with anger, you already know it. If you find yourself acting in ways that seem out of control and frightening, you might need help, finding better ways to deal with this emotion.

Mental health can be a tricky thing to understand and is vastly dispersed in many genres. The most unenlightened issue regarding mental health which is ignored by majority of the population is Anger problems. Anger is well known to make existing problems even worse, but it can also lead to mental health problems. Anger is more than just an emotion; chronic anger can be easily categorized as a disorder. It is more of a mental condition which can cause this emotion to surface without considerable provocation.



## GENERAL PROVOCATIONS TO CAUSE ANGER

Just like every other emotion, anger can be triggered by both a person or a situation, serious personal problems or traumatic memories. The more a person is mentally disturbed, he is more likely to trigger this emotion even at insignificant things like a traffic jam. Mental dissatisfaction about something or someone can make a person sensitive regarding anger issues which leads to anxiety and even self-harm.



## RAGE DISORDER

Rage disorder, often termed as explosive disorder is named so because of the impulsive and hostile characteristics it brings with it in a person. In medical terms it is known as Intermittent explosive disorder which causes unexpected outbursts of anger among the affected individuals. Various antidepressants are known to treat this disorder which can be prescribed by a medical professional.

## DEALING WITH ANGER

Often people regret most of the things they do during anger, so the best way to tackle these problems is to avoid certain situations which are known to cause anger to the specific individual until the point when he is mentally capable to cope with the stress without breaking into an outburst. An unorthodox but effective way can be seeking company of a loved one who can calm the person in hard situations. Suppressing anger can lead up to no good, so an easy outlet of anger is must once you've calmed. The best way to let go suppressed feelings is through the medium of meditation. Thus these explosive feelings can be tamed and can enhance the quality of mental health of an individual. Next time ever you guys feels angry over something first think that is it worth affecting your mental health with too much of anger?? At last if u didn't like my post and feeling agitated so just calm yourself down and simply say to yourself DON'T ANGRY ME...

By **Haridwar Kumar**  
BA(JMC)



# Technology

## The Future of Education



The days of knowledge being confined within the boundaries of books are far gone. The inevitable integration of technology in almost every aspect of our lives has taken education onto new platforms, made it more interactive, easily accessible and opened doors for numerous new possibilities. However, the digitization of education is not the only way, in a broad sense, technology can guide the future of education in three key parameters that are **'availability', 'accessibility' and 'affectability'**.

Making the content available is a prerequisite condition and technology has indeed made the content available via various means and the content is out there on various platforms. From interactive e-books, online websites to offline learning applications, etc. Another aspect of availability is the relevance and correctness of the content that is made available, if the content is irrelevant and incorrect the whole purpose is in vain thus using technology to get the most accurate information to make the content. It is important for the proper conditioning of the learners and help them grow.

When it comes to accessibility it is important to understand that making education accessible at the grass root level of society is important. It's important to understand that there are socio-economic disparities among different sections of the society and thus not everyone has equal access to resource. This is one of the main reasons of illiteracy in many underdeveloped countries with stagnant economic growth. Providing education via different mediums has come a long and been a major help in terms of area coverage. Not only the digital platform but also by the means of new cost-effective printing machines that made printed books and other study materials cheaper. Also, with growing technology various methods to produce electricity in downtrodden areas has opened doors for smart classrooms. Now coming onto the affectability everything boils down to how efficient and affective the consumption of knowledge is. The fundamental need for education is that it has the power to change an individual from being a liability to a human resource. Hence the quality of the education that is made available and is accessible is also very crucial. The language barriers also must be kept in mind and thus the knowledge or the information must be translated to local languages for easy and better comprehension of the content.

Technology not only can be used for making education available, accessible and affective it can also enhance the quality of existing education infrastructure and making it more interactive. Despite the best intentions and planning, education technology implementations often do not deliver the anticipated value. Hence keeping other factors at right place, the process of implementation and utilization of technology driven education is the most rudimentary factor that will guide the future of education.

By **Shalu Chopra**  
Assistant Professor





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# MULTIPLE PERSONALITY

Most of us hate the people with 2 faces, double standard and one with changing personalities, So do I, Sometimes it makes it really difficult for us leaving in a situation where we get pretty confused making a crucial decisions of which side to slap first. But that's the nature of human to change according to situations and some of them change quick and frequently, annoying though!!

But what if that's not in that person's hand? To change or not? What if he has multiple personalities?? What if he is suffering from multiple personality? Split personality? Okay!! Maybe dissociative Identity disorders... I guess.

*Yes this is the disorder of the week, one with too many personalities in single body!!*

Most of us have experienced mild dissociation, which is like daydreaming or getting lost in the moment while working on a project. However, dissociative identity disorder is a severe form of dissociation, a mental process which produces a lack of connection in a person's thoughts, memories, feelings, actions, or sense of identity. Dissociative identity disorder is thought to stem from a combination of factors that may include trauma experienced by the person with the disorder. The dissociative aspect is thought to be a coping mechanism -- the person literally dissociates himself from a situation or experience that's too violent, traumatic, or painful to assimilate with his conscious self.

**Signs and symptoms of the disorders may vary, but may include in most of the cases:**

- **Memory loss (amnesia) of certain time periods, events, people and personal information**
- **A sense of being detached from yourself and your emotions**
- **A perception of the people and things around you as distorted and unreal**
- **A blurred sense of identity**
- **Significant stress or problems in your relationships, work or other important areas of your life**
- **Inability to cope well with emotional or professional stress**
- **Mental health problems, such as depression, anxiety, and suicidal thoughts and behaviors.**



As the causes of the disorder is still not clear but studies and cases says that it usually developsto cope with trauma. The disorders most often form in children subjected to long-term physical, sexual or emotional abuse or, less often, a home environment that's frightening or highly unpredictable. The stress of war or natural disasters also can bring on dissociative disorders.

Personal identity is still forming during childhood. So, a child is more able than an adult to step outside of himself or herself and observe trauma as though it's happening to a different person. A child who learns to dissociate in order to endure an extended period of youth may use this coping mechanism in response to stressful situations throughout life.

## People with dissociative disorders are at increased risk of complications and associated disorders, such as:

- *Self-harm or mutilation*
- *Suicidal thoughts and behavior*
- *Sexual dysfunction*
- *Alcoholism and drug use disorders*
- *Depression and anxiety disorders*
- *Post-traumatic stress disorder*
- *Personality disorders*
- *Sleep disorders, including nightmares, insomnia and sleepwalking*
- *Eating disorders*
- *Physical symptoms such as lightheadedness or non-epileptic seizures*
- *Major difficulties in personal relationships and at work*



If symptoms are present, an evaluation will be done with a complete medical history and physical examination. Although no laboratory tests can diagnose dissociative disorders medically, various diagnostic tests such as blood tests or imaging (X-rays, CT scans, or MRIs) may be used to rule out physical illness or medication side effects.

If no physical illness is found, the person might be referred to a mental health professional such as a psychiatrist, psychologist, or psychiatric social worker who is specially trained to diagnose and treat mental illnesses. They will perform a clinical interview to get a full picture of the person's past experiences and current functioning.

Psychotherapy is the primary treatment for dissociative disorders. This form of therapy, also known as talk therapy, counseling or psychosocial therapy, involves talking about your disorder and related issues with a mental health professional. Look for a therapist with advanced training or experience in working with people who have experienced trauma.

Your therapist will work to help you understand the cause of your condition and to form new ways of coping with stressful circumstances. Over time, your therapist may help you talk more about the trauma you experienced, but generally only when you have the coping skills and relationship with your therapist to safely have these conversations.

Although there are no medications that specifically treat dissociative disorders, your doctor may prescribe antidepressants, anti-anxiety medications or antipsychotic drugs to help control the mental health symptoms associated with dissociative disorders.

By **Saraswati S. Perumal**  
BA(JMC)





## ROLE OF AYURVEDA IN PUBLIC HEALTH



The word Ayurveda is derived from a Sanskrit word where Ayur means Life and Veda means Knowledge. It is an arrangement of medication with ancient roots in Indian subcontinent. As indicated by present day Ayurvedic sources, the roots of It started in India over 5,000 years prior and stays one of the nation's customary human services frameworks. Ayurveda is the exploration of life, and investigating this field encourages one to gain learning on delaying life. All diseases are comprehended as the irregularity between the body's three humors, which when recognized makes compelling treatment. They are Vatta, Pitta and Kapha and are together known as Doshas. In Ayurveda, the most essential building squares of the material world are the five components: space, air, fire, water and earth.

**Vatta (nerve vitality) is portrayed by the versatile idea of Air vitality.**

**Pitta (catabolic fire vitality) encapsulates the transformative idea of Fire vitality.**

**Also, Kapha (anabolic nutritive vitality) mirrors the binding idea of Water vitality.**

In the year 1969, the Indian Government established Central Council for Research in Indian Medicine and Homeopathy (CCRIMH) for carrying out research activities in Ayurveda. Individual body is additionally partitioned into four separate committees, that is:

- Ayurveda and Siddha
- Unani
- Yoga and Naturopathy
- Homeopathy

Additionally, in 2003, the Department of Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy (AYUSH) was framed with the end goal to direct and focuses on the improvement of training and research in the Indian fields of pharmaceutical.



## Scope of Ayurveda

Ayurvedic is also known as alternative medicine or holistic medicine. We are in a period where we take medicines made by drugs rather than using natural remedies. This is because of our lifestyle and habits. A few specialists say that 80 percent of India's population utilizes Ayurvedic pharmaceutical, either completely or consolidating it with allopathic analysis. Ayurvedic Sciences and courses are ending

up increasingly prominent, be it the Panch Karma Therapy or the medicines or massages. The pattern of SPAs and the prerequisite of being guided by a decent Ayurvedic specialist have turned into the need of great importance. India's history and culture furnish it with a mystery for not exclusively individuals' prosperity yet additionally adding to the tourism segment on account of the basic treatments, massages, prescriptions and substantially more. So with the expansion in SPAs and Ayurvedic Centers there will be an increment to give more specialists to treatment and guiding. Ayurveda has a wide degree to the extent as the prevention of disease, advancement of wellbeing and its safeguarding are concerned. Lifestyle rules mentioned in Ayurvedic texts if applied rigorously give definite results. Way of life related illnesses, drug abuse, degenerative infections, auto resistant sicknesses and certain metabolic and hypersensitive issue are well sensible with Ayurvedic systems and medicaments.



### Challenge of Ayurveda

Present day medicine has been exceptionally created with the amalgamation of innovation in the field of symptomatic, prognostic, and remedial methodology. More current advances are being presented every day for better and exact comprehension of person and ailments. Atomic hereditary qualities, radio-diagnostics, and obtrusive cardiology are couple of models that demonstrate the intensity of human mind to test physiology and research pathology. The world is so closer now that the everything can be made conceivable inside minutes at a remote area by the utilization of data innovation. mix of innovations (e.g., telemedicine and online courses) has had this effect in the field of pharmaceutical as well. However, Ayurveda presents itself as a 5000-year-old science.

Numerous Ayurvedists are pleased to be a piece of this deep-rooted science. Convention and culture likewise change as indicated by the current patterns. There is no or little change as Ayurveda as it is being rehearsed. Despite the fact that the standards of Ayurveda are called eternal (that never kick the bucket and are constantly relevant), it needs to be contemporary with the current logical patterns to help the general public and for sustaining Ayurveda. Its popularity is increasing among writers, readers, and analysts. It stands enduring, bearing a great height among the national and worldwide medicinal diaries.

By **Shubhankar Dobhal**

BA(JMC)



# # Thoughtistic



Bade se shehar ki choti si kahaani..  
ek Idkiki zubaani uski zindegaani..

Jiske Haqeeqat ke panno pe ateet Ka hai saaya  
Phir kalki Kya soche jab aaj ko hina hi paaya

Wo kehte hain "Beti humara bada naam karegi"..  
Kya matlab jab tumne hi bataya ki Kya kaam karegi...

Khuli aankho se Sapne Dekh Kar wo Pali badhi  
Ab dekhe Sapne poore karey to kyu kehte ho usko pagli..

Sawaal aap se hai usky aye  
Jab phela ye pankh bachpan mein  
to aaj kyun kaat diye  
zindagi ke sajaye lamhe kyu baant diye  
Koi pehle hi Rok deta  
toh Kya baat hoti,  
kagaz ki banai kashti agar hath hoti

#thoughtistic- **Rakesh Parida** BA(JMC)





**As the world's population continues to grow, so does the amount of garbage that people produce is growing day by day.**

While plastic has many valuable uses, the population around the world has become hooked to single use or disposable plastic which evidently has several severe environmental consequences. Plastic waste is now found almost everywhere in the natural environment and is killing us all slowly in some way or another. Around the world, one million plastic drinking bottles are purchased every minute, while up to 5 trillion single use plastic bags are used worldwide every year. A lump sum, half of all plastic produced is made to be used only once and then thrown away, for example the use of 'normal' plastic bags. Ashwath Hegde, a Mangalore-born but now Qatar-based NRI entrepreneur came up with an alternative with his company known as Envigreen which produces 100% organic, biodegradable, and eco-friendly bags. Ashwath stated "The Mangalore City Corporation implemented a ban on the manufacture, sale, and distribution of plastic bags in the year 2012. But the decision was taken without preparations for alternatives. People were concerned about how they would carry products from the market now. Everyone cannot afford a bag worth Rs. 5 or Rs. 15 to carry a kilogram of sugar. I decided to come up with alternatives after hearing about these problems in my hometown,"

These bags may look like ordinary plastic bags but they are made up of materials like natural starch and vegetable oil derivatives. If placed in a glass of water at normal temperature, an EnviGreen bag dissolves in a day. And when placed in a glass of boiling water, it dissolved in just 15 seconds! These bags take less than 180 days to biodegrade naturally once discarded. So, users can throw them away without worrying about harming the environment. The bags are even edible and will cause no harm to animals if ingested.

Once these bags will be available for use, they will not just help ease this problem but also help many consumers struggling to find a balance between their concern for the environment and ways of making things more comfortable in their daily lives.

According to the Minister of State for Environment, Forest and Climate Change, 15,000 tonnes of plastic waste is generated in India every day, out of which 9,000 tonnes is collected and processed, while 6,000 tonnes is not collected. So let's kill plastic before it kills us.

By Yukti Seth  
Assistant Professor





## mEDiacARICAtURrES



## wOrDSeARCh

### Social Media Word Search

G	V	N	E	I	K	D	D	W	B	F	M	E	E	T	M	E	L	Q
O	P	K	W	P	H	M	A	R	G	A	T	S	N	I	Y	W	I	S
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Baidu Tieba  
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Facebook  
Flickr  
Foursquare  
Google Plus  
Instagram  
LinkedIn  
Meetme  
Meetup  
Myspace

Pinterest  
Quora  
QZone  
Reddit  
Skype  
Snapchat  
StumbleUpon  
Tagged  
Tencent QQ  
Tumblr  
Twitter

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## MY COLUMN

### Experience of Internship



#### **Mukul Gautam**

"I've done my internship at Dainik Jagran, where I had great exposure in print media. Work for which I was assigned to do reporting, news writing, photography and editing. Working under chief editor and with other professionals I've improved my writing skills and more importantly development higher communication skills, reporting of fire in a building, murder case reporting and more have made me more confident and creative."



#### **Samarthya**

"During my four week of internship in Times of India. I have accumulated various experience and wider knowledge through activities and task had been assigned to me. My experience during the internship helped me to learn how to communicate with people formally and collect information through various sources and also improved my writing skills."



#### **Pratik**

"Joining DownToEarth as an intern was a great decision. I got the opportunity to learn many new things. It helped me to get the exposure of media industry and to build contacts. It really helped me to increase my confidence."



#### **Shubhankardobhal**

"The experience of working at TOI was life altering. Not only I got the opportunity to evaluate my communication skills through working on-the-field but also I learnt to be patient which was the most pivotal part of my learning."



#### **Haridwar Kumar**

"From my internship I learned to be very professional in work place, as I had to be on time everyday so I understood the value and worth of time. I observed the ways to deal with clients and how to convince them to promote your company. Also I learned to be organized all the time."



#### **Rakesh Kumar**

"This one month summer internship in a esteemed media organisation 'Goa Timeline Pvt Ltd' will itself shows the real growth and development in timeline of my life. My internship experience has all the elements that satisfies my all expectations. It has nervousness, excitement, new people, new experiences and new challenges, more than that new learning. It has taught me to how to work in a team or in a group where there are more experienced people in the house and we can learn a lot from them. Everything we learned in last year in BAJMC, I vested all that knowledge and skills in this organisation. Not only thisbut I also learned a lot of things that are not in our curriculum syllabus. That's why the time I spent in Goa timeline, will be the precious always."



## MY COLUMN Experience of Internship



**Kunika Katiyar**

"Joining the internship was the best decision I had to experience my internship and I learned a lot from it that I will always be able to do a lot of experience. In the internship journey I gave the print media's knowledge that will work in the future so I want to make my future bright by the experience of glad and I learned a lot of things. During my internship because learning must be important."



**Saraswati S. Perumal**

"Coming out of the comfort zone I experienced a world of struggle to achieve anything in life, I understand the value and importance of time as being late was not an option, I grasped the ways to tackle situations with clients where needed. Also being manipulative and influencing people while communicating or writing in every context was important. Last but not the least I understood that to achieve anything in life we need a lot of efforts and a creative mindset always".



**Shreya Shree**

Being a student of Mass Communication, having practical knowledge is as important as having word knowledge. Practicing in a field where we learn how the third pillar of Indian politics works was an amazing experience. I have learnt many things like editing, field work and reporting with which I look forward to a great platform by the use of my experience. Internship at – Prabhat Khabar Ranchi



**Saloni Chaudhary**

I Saloni Chaudhary, a BA(JMC) student of KCCILHE did an internship at "CollegeDuniya.com" as a content developer. While I was there at the firm, I learned a lot of things that will surely help me in my career. During my internship, I realized the fact this is the type of the experience that was missing in my life. I learned a lot of things like how to work in a professional manner with 500 colleagues in an office and how to portray my ideas. I learned a lot about how to communicate with new people. I am very lucky that I got such a wonderful opportunity and experience.



**Hitesh Kumar**

This one month summer internship, I was a part of an esteemed media organisation 'Dainikchethnamanch' which has provided me all the elements that has satisfied all my expectations as a learner.



**Nitish Chaudhary**

This one month summer internship in an esteemed media organisation 'Dainikchethnamanch' will itself show the real growth and development. My internship experience has all the elements that satisfy all my expectations. It has experience, new people, new challenges, more than that new learning.



**Swati**

I have done my internship in LNI (LOCAL NEWS OF INDIA). I learned a lot of things there and it was a great experience for me. I have also done a reporting and it was a lot for me at that time because I am fresher and I take that opportunity and I was very happy and I also work in content writing. And I want my future bright so this experience will help me a lot in the future.

