

Annual Magazine
School of Journalism & Mass Communication
Issue 2019-2020

KCC
INSTITUTE OF LEGAL AND
HIGHER
EDUCATION

GREATER NOIDA

Affiliated to Guru Gobind Singh Indraprastha University

MEDIEVAL





Director's Message

It's a feeling of immense pride and extreme joy to witness the literary culture of our institution unfolds through the latest edition of "THE MEDIEVAL", the annual magazine of School of Journalism & Mass Communication. "THE MEDIEVAL" is not just a magazine; it's an illuminating chronicle of our institution that reveals hidden talents of KCCILHE. It provides our students a canvas to fill with colours of their imagination and they enjoy filling it with shades of artistry.

Bringing out a magazine is not an easy task; it is venture of the combined efforts of students and faculty members of the School of Journalism & Mass Communication of KCCILHE. I extend my heartiest congratulations to the editorial team and the contributors for shaping this magazine. I am quite sanguine that magazine, besides showcasing the literary achievements of students will also serve the readers with fresh and creative expressions from the budding writers, at KCCILHE, we ensure to foster a diverse and inclusive community of learners, driven by values and meritocracy that marks our institute.

Our excellent and well-trained professors and staff equipped with exquisite academic records and firsthand corporate experience leave no stone unturned to impart our students a sound and solid knowledge with practical insight and provide them a sail through current rough weathers in business and industry.

This Second edition of our magazine clearly reflects our strong and steady steps towards our goals in this year. Hope you will find the contents informative, inspirational and engaging.

Prof. (Dr.) Bhavna Agarwal
Director, KCCILHE



SCHOOL OF JOURNALISM & MASS COMMUNICATION

BA(JMC) (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 the 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 in obtaining 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 students and faculty community. To bring to the campus the latest of technologies.

To always foresee the emerging trends in the industry and prepare the students to face the industry challenges and requirements well. To always encourage research centred approach towards study.

PATRON

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Chairman, KCCILHE

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Director, KCCILHE

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Ms. Aarushi Singh
Assistant Professor

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PRATIK SHARMA
BA(JMC), BATCH (2018-2021)

SANKALP SHUKLA
BA(JMC), BATCH (2019-2022)



From the Department in Charge

Dear Reader

Greetings!!

The endeavour towards this magazine “THE MEDIEVAL” was to bring the best out of all the strengths. After the success of the first edition it gives me immense pleasure to come out with the second edition, I extend my gratitude to the editors for their efforts, the students and faculty 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, “Your attitude, not your aptitude, will determine your altitude.”

Ms. Aarushi Singh

Assistant Professor

From the Student Editorial Board

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. We would like to express our gratitude to the teachers of the department of Journalism & Mass communication. We would especially like to thank Ms. Aarushi Singh, for all the efforts she put in for the successful publication of this magazine.

Read on, I hope you find it an amusing read.

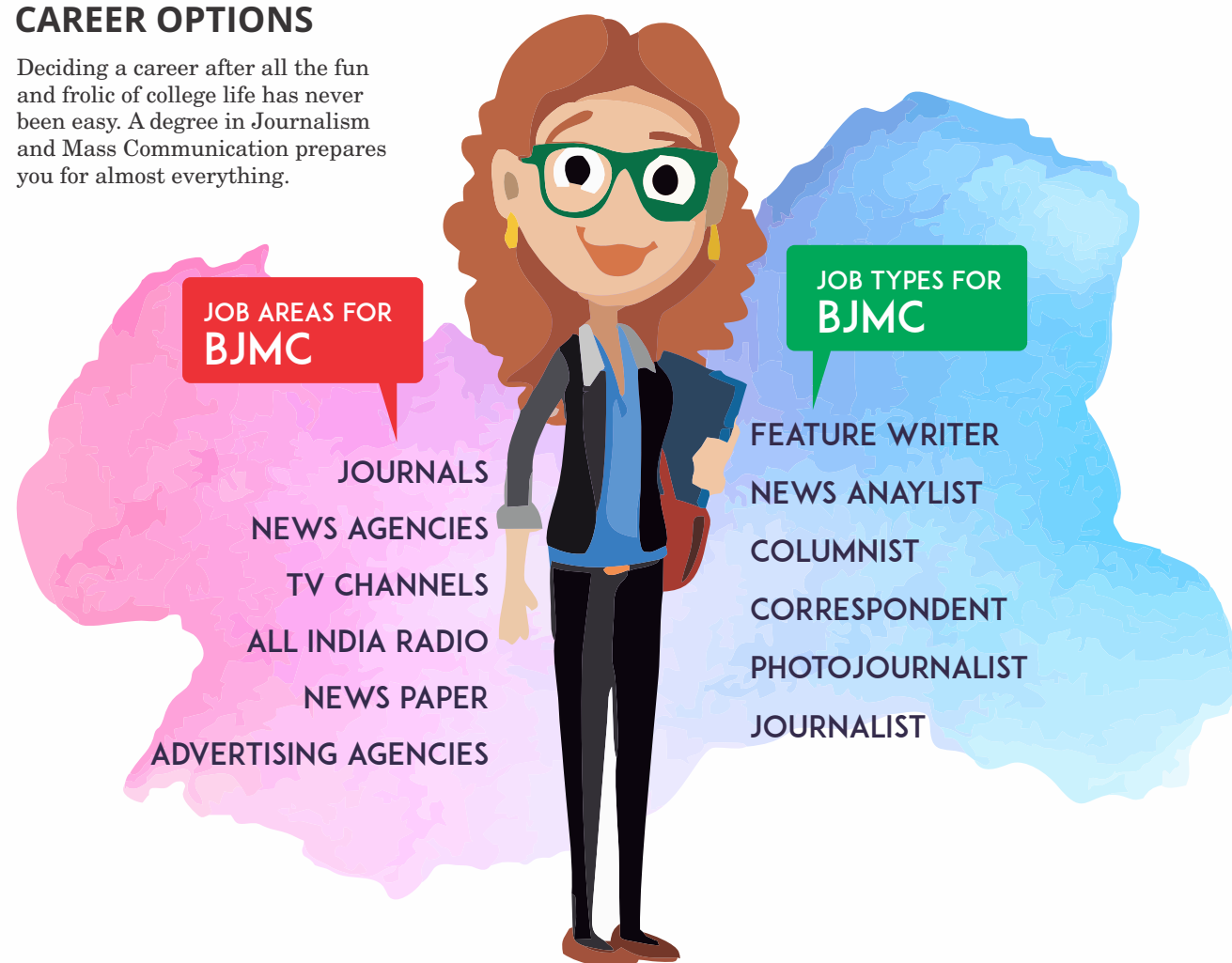
Pratik Sharma

BA(JMC), Batch (2018-2021)

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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.



Cybercrime or computer-oriented crime is a crime that involves a computer and a network. The computer may have been either a target or used in the commission of a crime. Cybercrime can also be defined as “Offences that are committed against individuals or groups of individuals with a criminal motive to intentionally harm the reputation of the victim or cause physical or mental damage to the victim either directly or indirectly using modern telecommunication networks such as the internet or mobile phones.

There are more than 20 cases each month registered as First Information Report i.e. F.I.R, under the investigations carried out by the cybersecurity cell, a specialized team of I.T. members who keep a complete check over the activities going on the servers that provide the internet services. These types of activities have increased after the year 2015 due to the development of numerous fake and unauthorized applications and computer viruses that cause leakage of personal information without even letting you notice any such activity.

Several ways that are generally used by these fraud peoples or victimizers are either to use fake google links, unregistered OTP's (One Time Passwords), VPN services, and private networks that make their identity untraceable on the Internet. The people who are more spontaneously active on the online services or payment providers or several third-party applications.

A major set back for the people getting trapped into such activities is the fault on their part that they haven't paid attention to the terms and conditions and permissions that the application provider asked for. To create a better and safer future for the people of this world, it is very much needed that everyone must be educated and told about safer and authorized ways of performing their daily tasks on the internet and how to determine what is fraud or not. The first step towards this can be done by the “Play Store” authorities by not letting any application being uploaded without proper screening and authorization.

Sankalp Shukla
BA(JMC)

GIRL CHILD

Zindagi main lagi hai daud,
bas bhaagi jaa rahahun.

Ruki, tehri, aur socha ki aakhir jaa
kaha rahi hun.

Deen duniya ne bahut sikhaya
bahut sunaya, sunti jaa raha hun.

In sab se thakkar jab na bachi
himmat, na bachi takat bas tutti jaa
rahi hun.

Dard ke ehsaas main sirf ek he
naam pukaar raha hun.

Uss naam ka jaadu to dekho, uske
hone par khushi hai aaram hai

Sukoon hai, par najaane kyun fir
bhi aankhe gilli kare jaa rahi hun.

Usse apna dard bayan karna chahti
hun par uske muskurane se
pareshaan hun.

Meri narazgi ki pareshaani ke
jawab main hairaan hun.

Usne kaha, ki ye gyaan hai isse
suno inse seekho, duniya ki reet ko
samjha rahi hun.

Isse jaano, lekin jeevan apna hai
jisse jee main rahi hun.

Hai duniya ki reet nasuni, is liye aaj
main jee rahi hun.

By Raj Rudransh Gupta

VIOLENCE AGAINST WOMEN IN INDIA

Women in India live under a constant fear all the time, a fear of going out alone disturbs every female mind. The rising cases of sexual abuse and rape across the country have left a black mark on the reputation of our country.

Even tourists traveling to India have been known to be given special warnings while traveling India especially in terms of women safety, in fact some countries even labelled our nation as an unsafe country for women after the several horrifying cases of rapes of Nirbhaya in Delhi to the current case of gang rape of Veterinary doctor in Hyderabad. Is this the reputation we wish to maintain across the world?

The Country, which was known for its cultural heritage, spices, festivals and unity worldwide is now only known for all the horrific issues of rapes and murder.

The government has taken several initiatives like death sentence to therapists, but the process is so sluggish that yet the accused of the Nirbhaya case has not been punished with death, it's been 7 years and 2 months and still the dates are changing, still everyday another nirbhaya is going through all this. What's common in all these cases are the Victims who goes from all these and in most of the cases they die and even if they survive, their lives become worst than ever. And people who only look down on the rape survival. They need to understand that the victim is not someone who did something wrong, it's the rapists.

If people and government will support, everything is possible.

As it is said that - "United We stand, divided we fall"!

Megha Roy
BA(JMC)



emotional intelligence

Emotional intelligence is a term that considers a quality that people had. This succeeded in challenging the scenarios in which people allowed to approach social situations easily. It includes Powerful communication skills enable us to be more effective at work and especially in those situations of everyday life where better relationships can make all the difference. Emotional intelligence is the key to effective communication and there is no denying the fact that the two are intricately intertwined. Emotional intelligence is the state of mind that balances the responses of human beings towards those stimuli that trigger an excessive flow of adrenaline. It is very much responsible for the way we express our thoughts and interchange our ideas. This all changed in the 1990's when Peter Salovey and John D. Mayer identified emotional intelligence as "a form of social intelligence that involves the ability to monitor one's own and others' feelings and emotions, to discriminate among them, and to use this information to guide one's thinking and action". Intellectual ability or your Intelligence Quotient (IQ) isn't enough on its own to achieve success in life. IQ and EQ exist in tandem and are most effective when they build off one another

Emotional intelligence affects: Your performance at school or work. High emotional intelligence can help you navigate the social complexities of the workplace, lead and motivate others, and excel in your career. In fact, when it comes to gauging important job candidates, many companies now rate emotional intelligence as important as technical ability and employ EQ testing before hiring.

Your physical health - If you're unable to manage your emotions, you are probably not managing your stress either. This can lead to serious health problems. Uncontrolled stress raises blood pressure, suppresses the immune system, increases the risk of heart attacks and strokes, contributes to infertility, and speeds up the aging process. The first step to improving emotional intelligence is to learn how to manage stress.

Your mental health - Uncontrolled emotions and stress can also impact your mental health, making you vulnerable to anxiety and depression. If you are unable to understand, get comfortable with, or manage your emotions, you'll also struggle to form strong relationships. This in turn can leave you feeling lonely and isolated and further exacerbate any mental health problems.

Your relationships - By understanding your emotions and how to control them, you're better able to express how you feel and understand how others are feeling. This allows you to communicate more effectively and forge stronger relationships, both at work and in your personal life.

Your social intelligence - Being in tune with your emotions serves a social purpose, connecting you to other people and the world around you. Social intelligence enables you to recognize friend from foe, measure another person's interest in you, reduce stress, balance your nervous system through social communication, and feel loved and happy. Daniel Goleman wrote a book, Emotional Intelligence that highlights five qualities that combine to create emotional intelligence.



- ♦ ***Self Awareness – your strengths and weaknesses and be willing to admit them.***
- ♦ ***Self-Regulation – Use the filter in your brain before responding. Accept realities beyond your control.***
- ♦ ***Motivation – What drives you to succeed? Money? Fame? Will this passion drive you to push your comfort zone?***
- ♦ ***Empathy – How do you work with others? Can you comfortably work and interact with others that challenge your core beliefs?***
- ♦ ***Social Skills – Can you communicate a message clearly?***

Emotional intelligence is the capacity to recognize the impact our own feelings have on ourselves and to tune into the feelings of those around us, to manage our emotions and our actions, and to interact skillfully with the people around us by keeping these five qualities of self awareness, self regulation, motivation, empathy and social skills.

Those who lead with Emotional Intelligence are better equipped to inspire and mobilize others towards making a positive impact in the world.

Shalu Chopra
Assistant Professor
BA(JMC)



आंखे पीली पड़ चुकी हैं, ओर रीरसाथनहींदेरहा ऐसी हालतमें अब कोई इसे क्या दवा देगा मुझे
लग ता कुछ ही वक़्त बचा है, ये जान गवा देगा
लोकतंत्र का चोथा आज कमजोर हो गया है
टीवी को टीबी हो गया है

एक वक़्त था जब टीवी खबरें दखिती थी
आज बस चीखता चलि़लता एक एंकर दखिता है
सबको उनका धर्म सखिता, चारों वेदों का ज्ञानी है
सबको उनके पाप दखिता, खुद ये मेला पानी है
वो अब खबरें बताता नहीं, खबरें बनाता है
सवाल नहीं पूछता, बस इल्जाम लगाता है
सच छपिया जाता है, झूठ के जोरसे
मुद्दे दबाए जाते हैं, गालियों के छोर से
टीवी पर बहस देखकर आप भी तो हस्ते होंगे
आप हंस सकते हैं, लेकिन किसी खबर का मरजाना मज़ाक नहीं है
खैर अब उम्मीद भी क्या करें उस मदारी के बंदर से
बाहर से शायद नहीं दखिता, बोहोत खोखला है वो अंदर से
एंकर तो खूब आगए हैं, लेकिन पत्रकार कहीं खो गया है
टीवी को टीबी हो गया है

और खबरें बताने का ये कैसा ढंग है
की हर खबर में छपि, सयिसत का रंग है
और जब खबरों का रंग सयिसत करंगसे मेल खाने लगे
तो समझ जाईए की सब ठीक नहीं है, ठीक दखिया जा रहा है
झूठ के कुएं में सच बेबस पड़ा है
मुद्दे जलक सिं दिए की तरह, और टीवी हवा के साथ खड़ा है
मुझे डर है कि ये हवा उस लौ को बुझा देगी
जसि लौ की गर्मी में लोकतंत्र सांस के रहा है
टीवी आपको या तो आप को दर्शक बना रहा है या भीड़
नागर कि नहीं बना रहा

दर्शक जाग रहा है उल्लू की तरह, पर नागरकि गहरी नींद सो गया है
टीवी को टीबी हो गया है
और ये टीबी भी कैसा है

की खंसो तो झूठ, थूको तो झूठ, सरिफ झूठ ही बचा है खबरो में
सच्चे मुद्दों की लाशे पड़ी है, टी आर पी की कब्रों में
और उन्न कबरों के ऊपर एक सुंदरसा महल खड़ा है
जहां लोगो की आवाज़ों को गुसने की इजाज़त नहीं है
जहां जुमले करती है राज करते है, और सच तैखनोने बंद है
जहां पैरो का रतोबो होत हैले कनिपत्रकार चंद है
जहां खुद की सूरत देखने को आईने नहीं है
बात बोहोत है लेकिन किसी बात के मायने नहीं है
इस महल की नींव में कोई जहर बो गया है
टीवी को टीबी हो गया है

टीवी का इलाज मुमकनि हो शायद, टीवी का कोई इलाज नहीं है
जो दखि रहा उस स्क्रीन पर वो हमारा समाज नहीं है
आज तो बस बीमार है शायद कल मर भी जाएगा
रोएगा लोकतंत्र सारा इससे दफनाया जाएगा
नागर कि बनना हो अगर तो टीवी देखना छोड़ दी जएि
अगर आप को अब भी यूंही रहना है
तो माफ़ कीजएि मुझे और कुछ नहीं कहना है

By Pratik Sharma
BA(JMC),
BATCH (2018-2021)



TOBACCO

Tobacco and poverty are inextricably linked. Many studies have shown that in the poorest households in some low-income countries as much as 10% of total household expenditure is on tobacco and therefore less money to spend on basic items such as food, education and health care. In addition to its direct health effects, tobacco leads to malnutrition, increased health care costs and premature death. It also contributes to a higher illiteracy rate, since money that could have been used for education is spent on tobacco instead. Tobacco's role in exacerbating poverty has been largely ignored by researchers in both fields.

Dr Judith MacKay, Director of the Asian Consultancy on Tobacco Control in Hong Kong, claims that tobacco's minor use of land denies 10 to 20 million people of food. Where food has to be imported because rich farmland is being diverted to tobacco production, the government will have to bear the cost of food imports, she points out.

The bottom line for governments of developing countries is that the net economic costs of tobacco are profoundly negative—the cost of treatment, disability and death exceeds the economic benefits to producers by at least US\$200 billion annually with one-third of this loss being incurred by developing countries.

To sell a product that kills up to half of its users requires extraordinary marketing savvy, and tobacco companies are some of the most manipulative product sellers and promoters in the world.

Four companies now control 75 percent of global cigarette sales, as sophisticated strategies for supply, production and sales have produced increasingly popular global brands. The onward march of Marlboro man epitomises this globalisation, exploiting the opportunities presented by trade liberalisation, regional organisations and the communications revolution. Control efforts are undermined by the industry's success in

developing favourable relationships with many governments, the magnitude of their foreign direct investments and the scale of advertising, marketing and sponsorship campaigns. In addition, large-scale cigarette smuggling, which comprises one-third of total exports, depletes tax revenues and further jeopardises public health.

Shubhank Jain
BA(JMC)



TECHNOLOGY PIDIT YUVA

वैसे तो यह रोज़ की ही बात है पर नजाने मुझे क्यों अजीब लगता है।

जैसे ही मेट्रो में चढ़ती हूँ तो सभी फ़ोन प्रेमीइस तरह फ़ोन में मशगूल होते हैं मानो साथ में कुछ

घट भी रहा है तो पड़ोस में बैठे व्यक्ति को पता न चले। अब तो लोग घरसे निकलने से पूर्वही कान में हैडफ़ोन लगा

लेते हैं और मूवी की स्क्रीन ओपन करके रखते हैं कजैसे मेट्रो में चढ़े तो सीधा मूवी स्टार्ट हो जाए।

मैं यह रोज़ देखती हूँ कि सब के सब केवल ओर केवल फ़ोन में ही लगे होते हैं।

आज की सोशल लाइफ़ ने प्रैक्टिकल लाइफ़ का पूरी तरह से गला घोट दिया है।

मेरा यह लखिने का मकसद केवल यह है कि आज का युथ या युवा जसि कल का भविष्य कहा जाता है

वह आज एक उपकरण बन गया है पर प्रयोग करता ओको इसका अंदाज़ा नहीं है की फोन आपके मस्तष्क पर राज करने लगा है

और आप उसे ऑपरेट नहीं कर रहे हैं वो आपको ऑपरेट करने लगा है।

भारत में तकनीककी लत खतरनाक दर से बढ़ रही है और इसके साथ युवा नो मो फोबिया का शिकार तेजी से हो रहे हैं।

लगभग तीन वयस्क उपभोक्ता लगातार एक साथ एक से अधिक उपकरणों का उपयोग करते हैं और अपना 90

प्रतिशत दिन उपकरणों के साथ बताते हैं।

यह बात एडोब के एक अध्ययन में सामने आई है। अध्ययन के निष्कर्षने यह भी संकेत दिया कि

50 प्रतिशत उपभोक्ता मोबाइल पर गतिविधि शुरू करने के बाद फिर कंप्यूटर पर काम शुरू कर देते हैं।

भारत में इस तरह स्क्रीनस्वचि करना आम बात है। मोबाइल फोन काल बेसमयतक उपयोगगर्दन में दर्द,

आंखों में पानी का सुख जाना साथ ही कंप्यूटर वज़िनस डिरोमहोनेकीसंभावनाएंरहती है। एक समय बाद अनदिराकाभीसामनाकरनापड़ता

हैजसिमेंनचाहतेहुएभीव्यक्तिफोन की तरफ आकर्षित होता है 20-30 वर्ष की आयुके लगभग 60 प्रतिशत युवाओं को फोन

खोने की आशंका रहती है क्यों कि अधिक उपयोग के पश्चात हमारा दमिगकुछसमयकेलिएउसी तरफ अपना ध्यान रखता है।

जसिनोमोफोबिया कहा जाता है।

फोन का अधिक उपयोग इंसान को विकलांगता की ओर लेकर जा रहा है जसिसे हम पूरी तरह से

फोन के नयित्रणमें आ चुके हैं।

By Tina Raj
Assistant Professor

pride

A far far illusion,
A nearer dilution.
He was dieing of thirst.
From an isolated land,
With his own jolly band
He started alone.
Enough he had in his life,
Couldn't just end with a knife.

To find new ways...

He left his home

A nearly empty dome.

Inspite of hateful hate,

In search of heavenly gate

He ran...

Different from others

Unlike his own brothers,

He was a gay.

Until he realized that day.

No attention to really pay,

People are meant to say.

No one to wait,

No one to stop.

For him,

Depression was a game,

Merely a beauty of shame.

He could not even speak,

Society made him too weak.

Is this really us?

Or just a stupid society's fuss...

The more and more he heard his hate,

The more and more he achieved his fate.

Can someone please tell him this?

Because if he dies, I'll really miss.

Abhiyanshu Maitreya
BA(JMC)



आज दुनियां भर में लाखों की संख्या में समाचार पत्र प्रकाशित हो रहे हैं। उनमें से कुछ ऐसे भी हैं, जिनके अलग अंदाज ने पाठकों का मन ही मोह लिया है और अपनी विशिष्टता के दम पर अपना एक अलग स्थान बनाया है। डेली लबिरेशन फ्रांस की राजधानी फैशन नगर यानि पेरिस से निकलने वाला एक ऐसा समाचार पत्र है जो कपड़े पर छपता है। इसके नियमिति पाठकों की संख्या हजारों में है लेकिन इसे पाना आसान नहीं है। एक अरसा पहले जारी हुई एक जानकारी के मुताबकि इसकी अग्रिम बुकिंग की इंतजार कतार में चार हजार लोग आंखे लगाए बैठे थे। 16 पृष्ठीय यह अखबार रविवार को 24 पृष्ठों में प्रकाशित होता है। इसका मूल्य भी कागज के अखबारों की तुलना में 15 गुणा अधिक है। बारीक कपड़े पर छपने वाले इस अखबार में रंगीन अक्षर, चित्रमय सामग्री और रंग बरंगे वजिजापन भी प्रकाशित होते हैं। यदि इसका कोई विशेष अंक नकिला जाता है तो इसके दाम और बढ़ा दिए जाते हैं।

सबसे रोचक बात यह है कि पाठकों के लिए इसका महत्व मात्र पढ़ने तक ही सीमित नहीं है बल्कि लोग इसका इस्तेमाल कपड़े सिलवाने, पर्दे बनाने और अन्य घरेलू काम में भी इस्तेमाल करते हैं। यही नहीं इस अखबार से निर्मित कपड़ों ने पेरिस में एक नया फैशन शुरू कर दिया है। आलम यह है कि इस शहर में आने वाले पर्यटक भी इस अनूठे अखबार को पाने के लिए कतार में खड़े दिखाई देते हैं। गौर करने लायक बात यह है कि इस समाचार पत्र को अपनी प्रसार संख्या बढ़ाने के लिए वजिजापन देने की जरूरत नहीं पड़ती। इस प्रकार डेली लबिरेशन ने कपड़ा उद्योग को भी संबल दिया है। बताया जाता है कि इसके प्रकाशक ने भी उत्साहित होकर भवष्य में जर्मन, इटैलियन, चैक और अंग्रेजी भाषाओं में भी इस अखबार को प्रकाशित करने का मन बना लिया है।

अब आप चौंकने के लिए तैयार हो जाइए, और सोचिए कि एक सुबह आप अपने घर के बाहर से अखबार उठाएं और उसमें से रातरानी, चम्पा, मोगरा या गुलाब जैसी महकती खुशबू भी समाचारों के साथ आपके घर को महका दे और आपका मन खुशगवार कर दे, तो कैसा रहे। जी हां, ऐसा ही एक समाचार पत्र चीन के पूर्वी बंदरगाह थ्येनजनि से प्रकाशित होता है। खुशबू महकाने वाले ग्रीटिंग कार्ड और चंदन की महक वाले बॉलपेनों से प्रेरणा लेकर थ्येनजनि यूथ न्यूज पब्लिशिंग ने अपनी स्थापना की 15वीं जयंती के मौके पर मार्च 1998 में खुशबूदार अखबार का प्रकाशन शुरू किया। यह चीन का पहला महकता हुआ अखबार है। चाइना डेली समाचार पत्र में इस अखबार के बारे में पाठकों की राय प्रकाशित करते हुए कहा था कि कोई इस अखबार की महक बहुत ताजी और लुभावने होती है।

चलिए अब हम आपको जसि अखबार के बारे में बताने जा रहे हैं। उसे उठाना बच्चों के बस की बात नहीं है। अब सोचिए कि आपको सुबह-सुबह उनीदी आंखों से अगर ढाई किलो का अखबार उठाना पड़े तो आप कैसा महसूस करेंगे। न्यूयार्क में ऐसा ही हो रहा है। यहां का अखबार न्यूयार्क टाइम्स हर रविवार को 750 पृष्ठों में प्रकाशित होता है। इसके चलते वहां के कागज उद्योग और रद्दी वालों के बारे न्यारे हो गए हैं। हालांकि आम दिनों में इसका वजन सामान्य होता है लेकिन रविवार को यह 2.5 किलो का होता है। अब आपके जहन में सवाल पैदा हो रहा होगा कि आखिर इतना भारी अखबार पाठकों तक पहुंचाया कैसे जाता होगा और हॉकर इसे कैसे फैंकते होंगे। इस अखबार में पूरे एक सप्ताह के समाचार, समाचारों का विश्लेषण के अलावा शैक्षणिक, चिकित्सकीय, खेलकूद, पुस्तक समीक्षा, पहेली, खरीद बिक्री, वजिजापन के अलावा सम्पादकीय लेख आदि प्रकाशित होते हैं। इस अखबार को पढ़ने में एक व्यस्त इन्सान को तकरीबन दस दिने लग जाते हैं। वहीं फुरसत वाले पाठक भी केवल अपनी रूचि के मुताबकि इसे

हफ्ते भर में ही पढ़ पाते हैं। ऐसे में यह अखबार पूरा नहीं पढ़ा जाता और दूसरा रविवार आ जाता है। कुछ नया करने की इच्छा तो सबमें होती है, पेन एम और न्यूयार्क की फनिन्सयिल वर्ल्ड मैगजीन ने भी अरसा पहले एक साझा योजना पर काम शुरू किया था। जसिमें प्रतर्षिता अखबार नकिला जाना था। इसका मकसद पाठकों को हर घंटे की ताजा खबर देना था। इसी प्रकार यदि आप समुद्र के बीचों-बीच एक जहाज पर बैठकर यात्रा कर रहे हों और सुबह-सुबह आपके सामने ताजा खबरें लिए एक अखबार पेश हो जाए तो नश्चिय ही आप आश्चर्य में पड़ जाएंगे। जी हां, ऐसा कई वर्ष पहले 22 फरवरी 1903 को एस्ट्रिया नामक जहाज में हो चुका है। जो उस समय न्यूयार्क से अपनी तयशुदा यात्रा पर जा रहा था। अटलांटिक महासागर के बीचों-बीच ब्रिटन की वायरलेस सेवा कंपनी की सहायता से यह कार्य संभव हो पाया। खास बात यह भी थी कि उस दिने उस जहाज में अन्य यात्रियों के साथ वायलेस टेलीग्राफी के खोजकर्ता गुगल्लिर्मो मॉरकोनी भी मौजूद थे।

बहरहाल आज जमाना पूरी तरह बदल गया है। हमारे देश में ही इंटरनेट पर कई समाचार पत्रों की ई-वेबसाइट्स ही नहीं वेब पोर्टल्स भी लोगों तक आसानी से समाचार, सूचनाएं और जानकारी प्रेषित कर रहे हैं। जरूरत है तो बस इतनी कि चिंद बटनों को आपकी उंगली का इशारा मलि। हमारे देश में 8 अप्रैल 1998 को न्यूज ट्रेक द्वारा ई-मेल अखबार जारी किया गया था। उस दौर में एक पाठक के लिए उसका खर्च 25 पैसे आया था और उस दौर में इसके 45 हजार पाठकों को यह अखबार नियमिति पहुंचाया जाता था। लेकिन आज नवतकनीक के दौर में आप और हम अपने मोबाइल पर ही पल-पल हो रहे बदलाव को जान सकते हैं। एक समय आएगा जब आप अपने मोबाइल की टॉर्च से दीवार पर ही वर्चुअल समाचार पढ़ पाएंगे और वे भी दृश्यों के साथ।

लेखक परिचय: प्रोफेसर (डॉ.) सचिन बत्रा एमटी विश्वविद्यालय के डिपार्टमेंट ऑफ़ मास कम्युनिकेशन में डीन और डॉयरेक्टर पब्लिक रलेशन कार्यरत हैं। उन्होंने जननारायण व्यास विश्वविद्यालय से पत्रकारिता एवं जनसंचार में एमए और और हन्दि पत्रकारिता में पीएचडी की है, साथ ही फ्रेंच में डिप्लोमा भी प्राप्त किया है। उन्होंने आरडब्लूजेयू और इंटरनेशनल इंस्टीट्यूट ऑफ़ जर्नलिज्म, ब्रेडनबर्ग, बर्लिन के विशिषज्ज से पत्रकारिता का प्रशिक्षण लिया है। वे दैनिक भास्कर, राजस्थान पत्रिका और दैनिक नवज्योति जैसे समाचार पत्रों में वभिन्नि पदों पर काम कर चुके हैं और उन्होंने राजस्थान पत्रिका की अनुसंधान व खोजी पत्रिका नैनो में भी अपनी सेवाएं दी हैं। इसके अलावा वे सहारा समय के जोधपुर केंद्र में ब्यूरो इन-चारज भी रहे हैं। इस दौरान उनकी कई खोजपूर्ण खबरें प्रकाशित और प्रसारित हुईं जिनमें सलमान खान का हरिण शिकार मामला भी शामिल है। उन्होंने एक तांत्रिका का स्टगि ऑपरेशन भी किया था। डॉ. सचिनि ने एक कतिाव और कई शोध पत्र लिखे हैं, इसके अलावा वे प्रोफेशनल सोसाइटी ऑफ़ इरोन जर्नलिस्ट्स, अमेरिका के सदस्य भी हैं। वे गृह मंत्रालय के नेशनल इंस्टीट्यूट ऑफ़ डज़िास्टर मैनेजमेंट में पब्लिक इंफार्मेशन ऑफिसिर्स के प्रशिक्षण कार्यक्रम से संबद्ध हैं। उन्होंने प्रटि और इलेक्ट्रॉनिक मीडिया में 15 वर्ष काम किया और पछिले 6 वर्षों से मीडिया शिक्षा के क्षेत्र में अपनी सेवाएं दे रहे हैं।

Dr. Sachin Batra
Professor BA(JMC)

POWER OF POSITIVITY



No person is good or bad, it's just that the time has something to reveal. When you are strongest nothing can ever take you down. No situation or person has the ability to make you feel worse if your soul power is strong. And if you feel humiliated or flow with the emotion very quickly, that means soul power is very weak. Nothing in this world can make you feel low if your confidence is at the highest. Forgive people more easily, forget the people who have done something wrong, forget the situation and be at your best not to prove people, but for your own peace. The most important thing in this world is that if God is next to you, nothing can ever destroy or break you. His love is the strongest of all the love of the world. He can never be against you, even if the whole world is against you. Hold his hand and walk the beautiful life with grace. Loads of love and blessings to all. Always say thanks to the people who criticize you, they make you think about your abilities and increase your confidence to a high extent. Charity does not begin at home, in fact, it begins with self. Your confidence speaks a lot about you. If you have competition with others, you still need to think about your goals and existence, but if you have competition with yourself, you have known the purpose of your life. Your intelligence is one way to keep your confidence high always. The mindset reflects your attitude and the same has been shaped by the knowledge that resides within you. The more you are looking at others, the less is the confidence in you.

The more you look at yourself the more contented you will be. There is only a thin line between confidence and overconfidence. With the power of almighty comes grace and value. The more you relate to him, the more stable you will be. When the stability is constant, you become beautiful and nurture others with values and wisdom. Love yourself and all. Bless yourself and more others. Trust the game of vibrations in wishing good for others, has a beautiful way of coming back. The external factors can never have the impact or can get affected by the internal confidence, until or unless the same has been felt inside by the person. Trust the instinct at first go and be confident even when the whole world is against you. Your confidence is your confidence, in the end, everything that you have within has a great way of coming outside. Factors like anxiety, depression, under-confidence or all negative emotions have no value. Don't carry yourself with the flow of negativity. Everything has a certain way of coming. No one in this world can define you ever. It's only YOU who knows the best way to play the role of this drama. Be the best version of yourself. No one can ever affect you ever. People log their negative energy at you, but you should know how to protect or shield yourself with all positivity and happiness they just define themselves. Be so lovable with the grace of God that nothing can affect you ever. Love the almighty and he has a reason for everything. Love all with open heart see how things start changing.

Aarushi Singh

Assistant Professor BA(JMC)

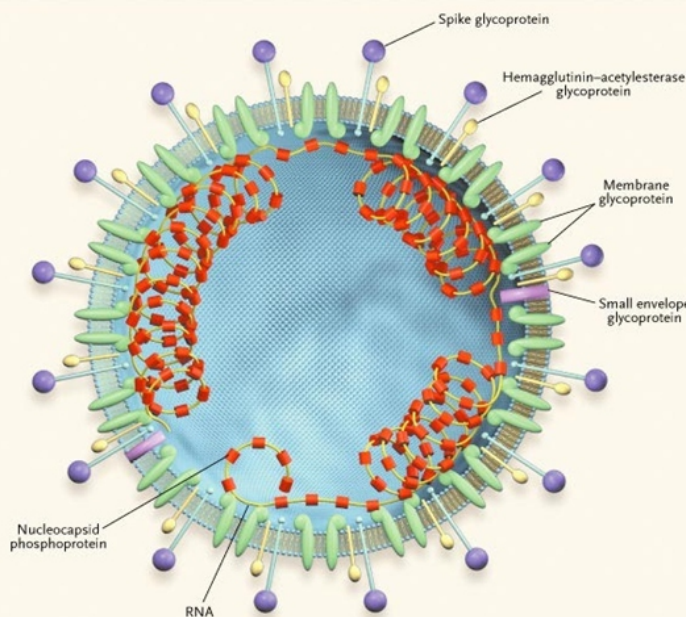


PEHLE KADAM

कुछ वक्त की बात थी ,
सफर अभी शुरू ही हुआ था,
खेल-खेल में हमने ,
बड़प्पन को छुआ था,
हम भी खेल का हसिसा थे,
और हमने ही यह खेल रचा था।
उम्मीद भी आसमान की पहुँच से ऊपर थी,
हौसले थे बुलंद और आँखों में बढ़ती एक लौ थी,
कदमों में भी कहूर था ,
एक अनकहा सा भय था,
घर से दूर थे हम ,
उस रास्ते से मुँह फेर चुके थे हमारे कदम ,
फिर भी पीछे मुड़के देखने से कतराती थी नज़र।
ऐसे ही आँसू रोककर,
एक सहमीसी मुस्कान चहरे से जोड़कर,
माँके आँसू अपने हाथों से पोंछकर,
घर से दूर लगे थे,
हमने अपने पहले कदम।

Sankalp Shukla
BA(JMC)

NOVEL CORONAVIRUS



A coronavirus is a common type of virus that usually causes mild illnesses, such as the common cold. However, certain types of coronavirus can infect the lower airway, causing serious illnesses like pneumonia or bronchitis. Most people get infected with coronaviruses at some point in their lives and most of these infections are harmless.

Coronavirus causes more severe diseases such as Middle East Respiratory Syndrome (MERS-CoV) and Severe Acute Respiratory Syndrome (SARS- CoV). A novel coronavirus (nCoV) is a new strain that has not been previously identified in humans.

Coronaviruses are zoonotic, meaning they are transmitted between animals and people. Detailed investigations found that SARS-CoV was transmitted from civet cats to humans and MERS-CoV from dromedary camels to humans. Several known coronaviruses are circulating in animals that have not yet infected humans.

Common signs of infection include respiratory symptoms, fever, cough, shortness of breath and breathing difficulties. In more severe cases, infection can cause pneumonia, severe acute respiratory syndrome, kidney failure and even death.

Standard recommendations to prevent infection spread include regular hand washing, covering mouth and nose when coughing and sneezing, thoroughly cooking meat and eggs.

Avoid close contact with anyone showing symptoms of respiratory illness such as coughing and sneezing.

In early December 2019, cases of an illness like SARS and MERS were reported in Wuhan, China. The cases could all be traced back to a large seafood and animal market in Wuhan. The virus has since been identified as a new coronavirus, and cases have been reported outside China.

Diagnosis and treatment

Doctors can test their patients for coronavirus infections by analyzing respiratory specimens and serum isolated from their blood, according to the CDC. Once confirmed, diagnostic kits will be distributed to health care facilities in the U.S. and abroad, according to a CDC news conference in January 2020.

There are no available treatments for any human coronavirus, according to the CDC. Those who catch a common coronavirus usually recover on their own and can ease the process by taking pain and fever medications, using a humidifier, taking hot showers, drinking plenty of fluids and staying home to rest. Similar regimens are used to relieve the symptoms of more severe coronavirus infections. As of February 2020, no federally approved vaccines exist to prevent coronavirus infections.

Gaurisha
BA(JMC)

Thoughtistic

When some apps didn't work or our network signal is not working properly, then we restart our phone, and everything becomes sort. Same goes with life, take a break and then restart it.

At the end of this year, we all gonna put this year calendar into the dustbin. Why don't we treat our all old problem, grudges, pain, heartache, ego, failed love, and tension the same way. Let's put all these into the dustbin of past and then burn that dustbin....

Our life is like a shop... And we are shopkeepers.
And people entering our life are customers...
Our feelings are like the service that we give to our customers...
And we should deliver our services according to their MRP only...

Life is just like a radio,
There are number of channels, number of emotions and plenty of feelings, but we must decide on switching to which channel could lead us to the frequency of happiness.

Put the curtain of smile on your face, because no one really cares for what you feel behind the smile.

Our life is just like the game of snakes and ladder, where everytime we lose by that 1 extra effort and got eaten by 99 snakes. But everything is starting again from the first step.

Rakesh Parida
BA(JMC)

mEDiacARICAtURrES



ARTES, AUDIO / VIDEO TECHNOLOGY AND COMMUNICATIONS

M Z R O T I D E Y E K C O J C S I D E C H M J T
N A S R U Z N P N A I C I S U M K F P A W L D S
H F N B R O A D C A S T I N G Z Z S F V W I E O
S P O R T S P H O T O G R A P H E R P R S F B H
G Y I G S A G Y W M I A Q U F C B I O J S W M V
C G T Z M D O X U M J I C K J Y H T Q P I E L T
A O A Q R K U N Y A X K G T I C A O M M Z M E F
M L C H Q I F Z F K Z J Y D O M B H M O R O S V
E O I R M H M X W E K C W F I R C G R R E S S F
R N N E L W D H E U F L Y N Q F A Y W O T Z S R
A H U R B V N Q A P D E A F D M L F P T R N I O
O C M I J V Y R Y A W R E T P L U C S I O E N T
P E M A P S F X H R E Y Z S Y J V M U D P W G C
E T O P E S P O R T S W R I T E R L N E E S E E
R G C E I Z A X U I E B R N F D Q E L K R C R R
A N E R L L P P N S D R N M G Z I Q W O K A E I
T I L X U G M X T T X G O T W S A K F O E S R D
O T E B I O E J P R O O F R E A D E R B Y T G E
R N T W C W V I S U A L A R T S G U I H Z E V G
W I L X P G D E S K T O P P U B L I S H E R F A
G R E R R E L L A T S N I J O U R N A L I S M T
O P W M U S I C V I D E O P R O D U C E R A O S
R E M R O F R E P R E V O E C I O V Y X G V G P
F A B U S C P A G W D G R E V R A C C O W R P H

Sports_Photographer	Computer_Animator	Sculptor	Carver
Repairer	Installer	Desktop_Publisher	Proofreader
Makeup_Artist	Singer	Musician	Actor
Voice_Over_Performer	TV_Host	Sportswriter	Reporter
Newscaster	Disc_Jockey_Editor	Book_Editor	Stage_Director
Music_Video_Producer	Camera_Operator	Film	Printing_Technology
Visual_Arts	Telecommunications	Broadcasting	Journalism



Mukul Gautam
CAA& NRC

It isn't the CAA by itself that causes this panic, but the combination of the CAA with the NRC. The NRC requires you to produce documentation to prove that your ancestors were citizens of the country. Most people in India may not have historical documentation. So, it is believed that the CAA will naturalise Hindus, Buddhists, Sikhs and others without documents as citizens, and exclude Muslims without documents.



Samarthya
CORONAVIRUS

Numbers have a certain mystique: They seem precise, exact, sometimes even beyond doubt. But outside the field of pure mathematics, this reputation rarely is deserved. And when it comes to the coronavirus epidemic, buying into that can be downright dangerous. The coronavirus might be blamed for the deaths of vulnerable people, especially seniors, already suffering from other illnesses, such as diabetes and other chronic conditions. On the other hand, some deaths will be attributed to other illnesses that might more accurately be ascribed to COVID-19.



Saraswati S. Perumal
SPRITUALITY

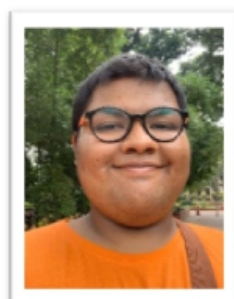
I consider myself a spiritual person, while I've become less and less of a religious person. I appreciate all the great lessons I learned while growing up in a religious community, and they've given me good tools for figuring things out on my own. Now, breaking from the mold of a certain set of religious beliefs rather than worrying about the existence of a God, or a Heaven, or a Hell, or anything like that, I am concerned with how I can live a life of good will towards other people. I am concerned with how I can live a life that coexists peacefully with the planet I inhabit. I am concerned with how I can live a life that lets me do what I love and what gives my life meaning and purpose.



Haridwar Kumar
JOKER - Review

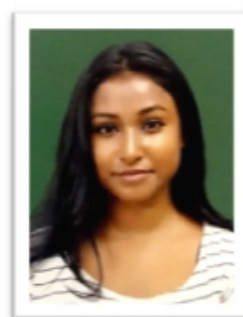
This is undoubtedly the greatest acting performance since Heath's joker. The directing and writing is slickly brilliant and the bleak settings and tones are palpable throughout. When this film was over the place was blown away and every audience member was awestruck that they witnessed a film that could still transport them

into a character's world and very existence. Believe the hype. This is going to be revered as a transcending masterpiece of cinema.



Shubhankar dobhal
CAA

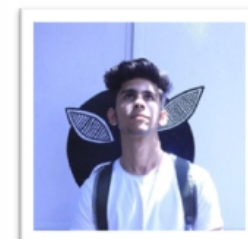
Countries have a process of population enumeration through a process of holding a regular Census. Census information is confidential and divulging of census data to other government institutions and agencies is a penal crime under the existent Census of India Act, 1948. Census enumeration is straight forward. The NPR and the NRC are a diabolical and devious stratagem to create a majoritarian security state. The National Population Register is another building block for a police state. And if the government grandiloquently claims it is only a census, why duplicate the existent Census process? It has worked well for all these decades



Saloni Chaudhary

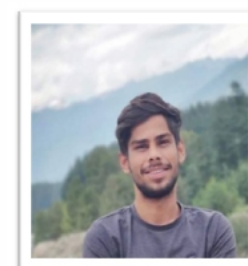
When we talk about women safety in India, we always hear a strong silence towards the other end. Why is that? The crime against women is so unspeakable, that it leaves us

with no choice but silence. Before the government started coming to its senses, we as a society of India should start taking a stand against these crimes. Fast track court should be done for these cases and the society should start making a positive approach towards this issue. Justice should be done and it should start from now.



Hitesh Kumar
BUDGET

It has been a month since Finance Minister Nirmala Sitharaman presented the 2020 Union Budget. But, if we look at the state of the economy, the workforce and the stock prices don't seem to be doing good at all. First, let's focus on the automobile sector. Problems for Maruti Udyog keep increasing as their sales have dipped by 36 percent. The interesting fact here is that Maruti Udyog acts like a compass for the Indian economy – for its sales figures often reflect the market trends. So, if Maruti's sales are up, that means the economy is doing fine and vice versa.



Nitish Chaudhary

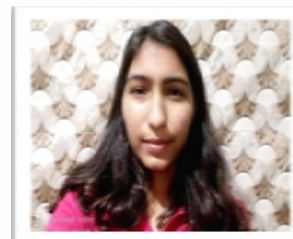
Mountain bikes are expensive. When came around all I ever wanted was another upgrade for it, a fork, brakes, new handlebars. In the first few years of owning it there's a good chance I spent nearly as much time trying to find upgrades I could afford as I did ride it.

Some evenings we would huddle round the catalogue from a local bike shop, daydreaming about what bikes we'd build but there is one thing that seems to be overlooked these days, lost in a torrent of angry comments aimed at all kinds of aspects of bike design. Mountain bike companies are just that, companies. They make their bikes for the people who buy them.



Sankalp Shukla

"Budget 2020 is one of the most discussed topics, and the new changes that have taken place in the income tax slab rates as well as the option that lies with the tax payers to choose between the existing tax regime or the ;attest tax regime that comforts them. In my opinion these changes are a greater step to bring up India's economic and social standards. Finally, we are on a path from where we can see a perfect future approaching our way."



Prachi Baliyan

"Corona Virus, a major setback that the public of China is facing, the deteriorating image of life and all the sufferings are so depressing. People, Doctors, Chemists, etc. and everyone is fighting hard just to save their family members. Life of children is also at stake and its so much heart braking to see it rising day-by-day."



Mansi Ranjan
"POLITICS WILL BE POLITICS!!!"

Arvind Kejriwal announced "SundarkandPatth" every month on first Tuesday which is a strong message sent to the masses as well as to the political leaders out there. Yes, work does matters but Politics is inescapable!"



Abhiyanshu Maitreya

"CAA only brings religion above, in a secular country like India. CAA is only about illegal immigrants but now it is only about Hindu & Muslim. Introduction of CAA has taken a wrong turn which is only leading to burn the country."