

Bi-monthly Special
Aug & Sept 2010



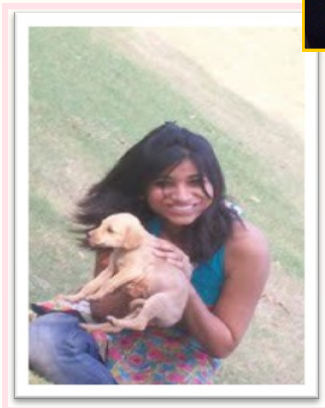
THE **DELHI SCHOOL**
OF **COMMUNICATION**



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On Campus
Inauguration—PGDPC XVI

Vakratunda Mahakaaya Suryakoti Samaprabha I
Nirvighnam Kuru Mey Deva Sarva Kaaryeshu Sarvada II



The incoming class of PGDC XVI



From right to left: Ms Misha Mehta, Insights Director, IMRB in conversation with Mr. Mohan Krishnan, Senior VP, Consumer Research, IMRB; Prof. Kumar, Dean, DSC & Mr. Monojit Lahiri, Film Critic

Life cruises along wonderful twists and turns. A few months ago, what seemed confusing, unclear and chaotic, has now changed. On 6th August 2010, 9:00 am, I dashed down the Neb Sarai road to reach at a stipulated time for an induction function. We were joining the XVIth batch of the Post Graduation Diploma Program in Communication at DSC. I entered the wine-red gate, as two lovely seniors marked my head with the 'tikka', a symbol of welcoming a new person into the family.

Coming from various backgrounds, from all parts of the country, there was general excitement in the air even as each tried to scrutinize the other in search of a possible companion. The thought that before the end of the week, we would be laughing together and crying on each other's shoulders didn't seem to strike anyone yet.

The chief guest for the occasion, Mr. Mohan Krishnan, Senior VP, Consumer Research and SRI, IMRB lit the lamp of knowledge, also sharing his experiences in the industry and DSC's contribution to it. Mr. Monojit Lahiri, film critic and Prof. Ramola Kumar, Dean, shared DSC's history, culture and family ethos.

The real ice-breaker however, was post lunch when we were organised into groups. From creating ads, to writing jingles and performing spoofs, everything facilitated us to open up, laugh and gradually get acquainted with this new environment.

As I write this note today, I can't help but smile with the satisfaction of being surrounded by an amazing faculty, wonderful seniors and loving batch-mates. Cheers!

Mr. Deepak Nanda
Student Executive
PGDPC XVI

The Annual Genesis Burson-Marsteller Gabbys Awards 2010



Mr. Nikhil Dey, President, PR, Genesis BM and Prof. Kumar, Dean, DSC at the Gabbys Awards 2010



The presenting teams



It was indeed a momentous occasion when Prof. Kumar, Dean, DSC was invited to be a jury member at the prestigious Gabbys Awards 2010. Presented annually to a team from Genesis BM, the award recognizes outstanding work towards a client's business and contribution to Public Relations. Mr. Nikhil Dey, President, PR, Genesis BM and Prof. Kumar judged the campaigns from Northern India covering critical PR areas such as Reputation Management, Corporate campaigns and Digital PR, among others.

Glimpses: Pre-course Internship Programme



Mr. Nitin Malik at Carrot Comm.

A commerce background with work experience in telecom and finance... not your typical creative guy? Wrong! Just how creative I could be, I was about to learn at my stint at Carrot Communications— a Delhi-based film production unit. From collating data (a typical Marketing job) and making B2B calls (a safe enough area!) to gradually learning the

art of pitching them our business; in less than 3 weeks I had my own client (ERA Group-a Delhi-based Construction Company) in Carrot's client list; with few more (lots more hopefully!) in the pipeline.

Time flies and without knowing, I was asked to go to for my very first shoot in Pant Nagar. From learning the ropes of handling the camera and DSLR, to organizing & managing a whole team, it all boiled down to one big learning that “Coming together is a beginning. Keeping together is progress. Working together is success” - Henry Ford. I was often told that the course at DSC is synonymous with learning—but my learning started even before the course began, reiterating my belief that the experience can only become better. Cheers!

Mr. Nitin Malik

Student Executive

PGDPC XVI

First impressions are often deceptive. Not a good introduction to mass communication but that is how it has been since DSC confirmed my admission. Having secured an admission of my choice, I thought it would be a happy ending to the endless grind of entrance tests for post-graduate courses. Obviously time for some serious vacationing before college started in August. Wrong! Participating in DSC's pre-course internship programme changed all my plans! Change into formal, locate JuxtConsult, prepare to slog five days a week and cancel all plans of having a good time. Sounds terrible, doesn't it? But wrong once again.



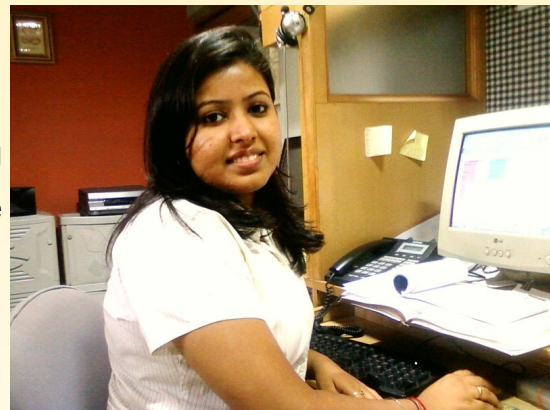
Mr. Karan Choudhary at JuxtConsult

It took me just a couple of hours to realize that I was lucky to be at Juxt, even if it meant 'early to bed and early to rise' on all working days. So why am I so pleased with myself? For it has been worth all the effort. For the first time, I have realized that hard work can be satisfying. Having done every possible job in the office coming my way, I have had a good deal of exposure to the industry. I am now a wiz at Excel, something I was always shaky with earlier. As a bonus, I can also brag about the top brand names among our clients like Google, Yahoo and E-bay, to name a few. I also got a modest pay cheque for all my deeds and misdeeds. First impressions are certainly deceptive.

Mr. Karan S. Chaudhari

Student Executive, PGDPC XVI

Out of everything I had on my plate this summer, my internship was the one thing I was looking forward to the most. Participating in the Pre-course internship programme provided me the first internship of my life. And as expected, my first day was a combination of nerves and excitement. The programme proved to be a



Ms. Divya Rai at Prastut Comm.

series of learnings, but the reality of working at a full-time job along with networking was the first, and perhaps the biggest lesson I learnt during my internship. I end with a thought from Mahatma Gandhi, 'satisfaction lies in the effort, not in the attainment, full effort is full victory.'

Ms. Divya Rai

Student Executive, PGDPC XVI

The Politicization Of Media—A Reality Of Our Times

The 21st Century is defined by a constant blurring of boundaries, a dissolution of distinctions between nations, individuals and cultures. We now inhabit the world where nothing remains or functions in isolation. From the collapse of a bank resulting in a world recession, to a personal message on a social networking site which could recover scams running into thousands of crores, all actions and events have today assumed a global status. This bodyless 'globalised' world poses a great challenge to culture, as culture is not only informed, and assumes its importance through distinction. It is also a central site where identities are produced and the numerous ways of perceiving the world are propagated.



This new and complex interaction between the individual and the world is largely a phenomenon of the last few decades. And it is not surprising that it corresponds to the rise of mass media. The culture of a particular place forms and shapes the identity of an



individual; and the same individual, when working within the domain of media, contributes in reshaping the culture. A society keeps evolving in accordance with the changing relationship between the two. Media serves as a bridge through which we are able to connect with the world around us. The unprecedented expanse this industry is witnessing makes it impossible for any event to escape its attention.

But if the grounds on which an individual within a society forms his opinions are themselves unstable, corrupt and unreliable, the chances of the collapse of the whole structure that emerges out of it also becomes highly plausible. The ideas which media opens for its readers or spectators should be thought-provoking and not thought-governed. In India, the unprecedented growth of media has resulted in the emergence of abundant newspapers, with all of them presenting a different perspective of any event. The situation worsens with a concoction of 'unnecessary' news for the purpose of becoming popular. An apt example of such an activity of 'creating' news is the remark made by Richard Salent, former President, CBS news, 'Our job is to give people not what they want, but what we decide they ought to have.'

Ms Khushboo Mehra

Student Executive

PGDPC XVI

A New Beginning



Time flies, you say? Ah no!

Alas, time stays, we go.

It's time for us to bid adieu and make way for the coming young team. It seems just yesterday when we shouldered the responsibility of working in the Editorial team of the DSC newsletter. This one year journey, from the first issue when we took careful and timid steps to the last when the steps were just not careful but confident, has been wonderful with all your feedback. I hope to see a rejuvenated

newsletter with the infusion of new blood. I wish Ms. Khushboo Mehra and Ms. Ananya Sengupta, the new editorial team all the very best in their endeavour to take the DSC Newsletter to new heights!

Cheers!

Ms. Megha Gupta

Student Executive, PGDPC XV

Former Editor, DSC Newsletter

‘When once the itch of literature comes over a man, nothing can cure it but the scratching of a pen.’ - Samuel Lover

The power of writing is as strong for someone like me who cherishes the process. How does it feel to be a part of the editorial team? This very question triggered my thoughts and in the next moment I found innumerable feelings gushing my way. For obvious reasons, it gives you a sense of pride but with it comes a greater sense of responsibility of representing your college to the industry. The new session has started and so DSC has opened its arms for new enthusiastic and energetic family members who are looking to make a mark. And it is a humble feeling to give these young minds a chance to experience something that I had been given, a year back.



I know they are high on spirit and will surely conquer the world by their power of expression. All the very best.

Ms. Madhulika Atri

Student Executive, PGDPC XV

Former Editor, DSC Newsletter

Dean's Desk

Nature's Fury



Summer's heat dealt the hand of death,
Burning life like fire

The pulse evaporated, breath dry
Awaiting a drop of water from heaven.

The mountain melted,
Oceans tormented
Rivers dried, rains flooded
Such was the elemental fury
When mankind took nature for granted.

Intellect gone awry
Humanness almost extinct
How can nature assist us,
If from the unnecessary
'we' do not desist

Feedback welcome at: info@dsc.edu.in

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Editorial Advisors: Ms. Rupanjali Lahiri and Ms. Sunaina Chaturvedi