



THE DELHI SCHOOL OF COMMUNICATION

DSC Newsletter

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On Campus

Culture Presentations

Once again that time of the year when the DSC campus bears the look of a cultural carnival. A rendezvous of cultures from across the world, the Culture Presentations are truly a feat to remember. The students from PGDPC XVI put up a spectacular show, from the attire, the dance, the food, the décor it was truly a fete to cherish. A total of seven great countries/cities were presented this time around, namely, Korea, Chicago, Argentina, Norway, Switzerland and Japan. Korea beckoned with its famed hospitality, Tokyans left the audience spellbound with their geisha dance. Chicago with its true metropolitan culture welcomed everyone with open arms while the tribes from New Zealand performed the traditional Maori dance showing great vigour and vitality. Messi presented the Argentinean culture in style while the Norwegian band gave a jazz performance to everyone's delight. From Switzerland's fabulous choco-cheese to Korea's special tea ceremony everyday brought new surprises and adventures making the festival truly special and extraordinary.



From left to right: The Geisha dancers of Japan, a Korean family performing the tea ceremony

Bottom: Messi introducing an Argentinean dancer and singer

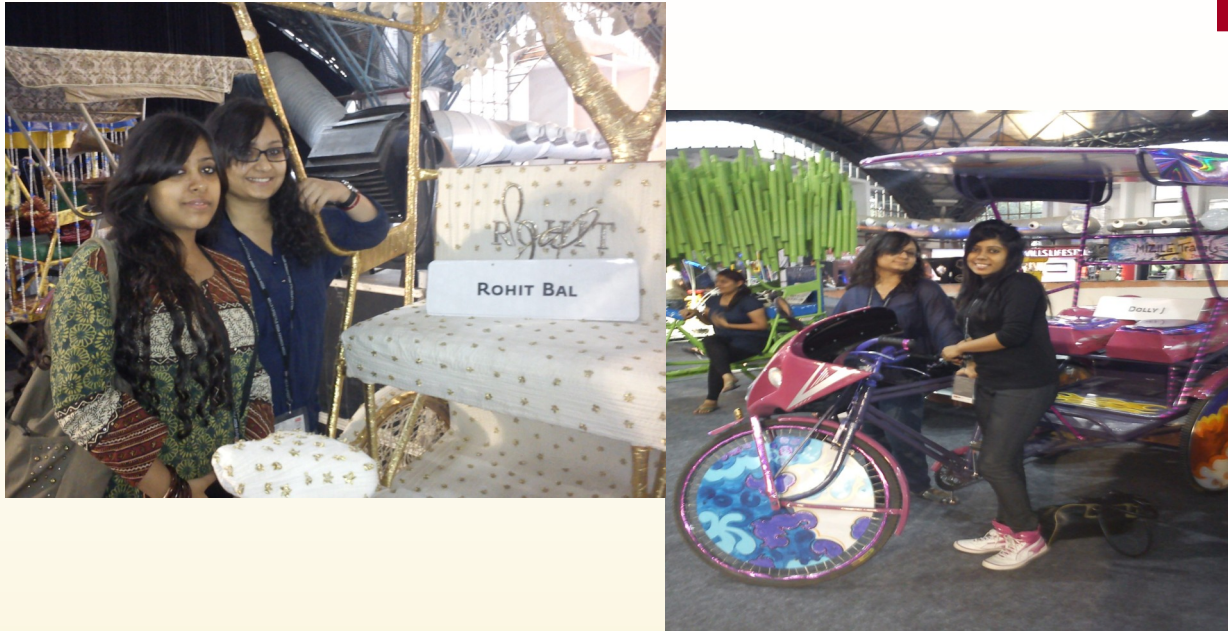
Winter Internships



Pallavi Mohan's fashion show at the Wills Lifestyle India Fashion Week

Recapitulating the two months I have spent at The Storytellers is colossally difficult. Right at the inception of our apprenticeship here, we were exposed to a mammoth plinth of experience at the biggest fashion layout in India – The Wills Lifestyle India Fashion Week, as part of the PR team for Ms. Pallavi Mohan, the designer behind the label 'Not So Serious'. Apart from the general fun & excitement at the fashion week, we also got a phenomenal opportunity to interact with noted personalities from the turf of fashion and media. Our seniors constantly pushed and edged us at the fore when it came to interacting with the media, thereby amplifying our confidence and enthusiasm.

But as we later discovered, the fashion week, was only an initiation into the arena of Public as well as Media Relations.



Ms. Tanya Bose, Ms. Tanisha Baigra and Ms. Ananya Sengupta, PGDPC XVI students at the Wills Lifestyle India Fashion Week

Over the last month, we have been working on getting maximum media coverage on all our clients. Specifically working on 94.3 MY FM and Not So Serious by Ms. Pallavi Mohan gave me an opportunity to put to use my passion for writing. From drafting press releases on our clients, to following up with the media, to media monitoring on a daily basis, one even learns to appreciate the significance of menial work like scanning and printing!

Working at The Storytellers has been enormously exhilarating. Here, I have been relentlessly inspired to explore and expand my potential. An unofficial trip to Vaishno Devi with our Managing Director, Mr. Nikhil Kumar and our senior, Ms. Pallavi Mahajan further augmented our relationship with them and aided in creating a healthier atmosphere at the workplace. The inexpressible equation I share with them has only driven me to work harder for not only my benefit but also for the organization. Cheers to that!

Ms. Tanya Bose
Student Executive
PGDPC XVI

Modern Spiritualism

The core of modern spiritualism is based on the understanding that the universe is neither a static or created environment, but is itself both evolving and constantly changing. It is the fundamental belief of modern spiritualism that the purpose of the universe is to foster the evolution of spirit, through the mechanism of the evolution of life in all its forms throughout the universe. All things are but forms of energy and all energy is constantly changing form. Spirit is a form of energy that is evolving as a consequence of the evolution of life and the mind. Your spirit is part of the larger pool of all spirits of all living things.

The purpose of life is the development of spirit, both your own spirit and the spirit of all other living things. All life, spirit and energy are intertwined. Life exists as a vehicle for the evolution of spirit. To understand this belief you must first understand the ladder of evolution as defined by Modern Spiritualism:



Energy > Inorganic Matter > Organic Matter > Life > Mind > Spirit

All matter, from the food we eat, to the ground we walk on and the air we breathe, was originally created when the forces of gravity and nuclear fusion in the stellar furnaces of stars and supernova fused the elements of hydrogen and helium into complex and heavier elements. These heavier elements of silicon, carbon, iron and so forth are what make up the earth today.

Your reason for existence is to advance the evolution of your spirit. The decisions you make and the actions you take in this life, for good or ill, will shape and grow your spirit.

Your soul (or spirit) is the part of you that represents your spiritual nature. It is what guides you through life, the little voice or the gut instinct on what direction you should take or decision you should make. When your mind and body are in harmony with your spirit you will know it by the feeling of happiness and contentment that you have, because you will be walking the path that is right for you. Likewise, when you are ill, unhappy and discontent, it is time to reflect on whether you are really listening to your soul and conscience (the linkage of your soul and mind).

Everyone's path in life is different. When we allow ourselves to be led on a path defined by others (our parents, peers, church or society) instead of our intended path, we will be unhappy and stressed. Look inside yourself to discover if you are on the right path - not to what others are telling you.

Nitin Malik
Student Executive
PGDPC XVI

Modernity: A Hegemonic Idea

Antonio Gramsci's theorizing of 'hegemony' originates from, and draws upon, the Marxian concept of the formation of ideologies. Marx distinguished two types of social influences in the formation of ideologies. The elementary sources of ideas are in the experiences of individuals as they strive to achieve their daily plans. The ideas formed in their subjective reactions to those daily activities are the practical ideas, while social intercourse, consisting of communication between individuals, through which people can be introduced to new ideas, and where their practical ideas can be shaped into new forms, are received ideas. It is the confluence of these two, usually opposed perceptions of the world, which forms the basis of what Gramsci calls contradictory consciousness. The existence of a contradictory consciousness among the masses is due to their holding ideas which they had adopted from others who represented the dominant classes.

It is within this class based contradictory consciousness perspective that the idea of hegemony is to be read, as, class divisions and civil society are the two analytical frameworks that 'hegemony' primarily concerns itself with. Civil society, another Gramscian concept, is the common space where different groups contend to reach out or influence common consent. Civil society, which can be loosely related to the 'public sphere', is the sphere of the people, a where dominance happens through voluntary primary space from where the ruling idea draws. Thus to eclectically define hegemony, it can be a particular group with its own ideology and value system, achieves popular acceptance as the most desired value system, and provides moral and intellectual leadership to the people, the group attains hegemony over the civil society and become the hegemon. Thus to put it within a class perspective, when the ideas of the ruling class become the ruling ideas-it is the hegemonic moment.



H a b e r m a s i a n
 sphere of dialogue
 acceptance-the pri-
 its life force from.
 said that, whenever



To use the Gramscian idea of hegemony in order to estrange oneself, and distinctively view the cultural in the cotemporary world, what is apparent is that the seemingly natural postmodern fragmentation, and the grand tripartite structure of democracy, secularism, and liberalism, collectively form a model or a system of life, the acceptance of which is necessary to maintain certain relationships of power. It is also a model, which though in comparison to other models may not have to offer anything essentially better, is regardless the most preferred model at the moment: The model of modernity. What is problematic about the term modern or modernity, and which is also a visible proof of the strength of hegemony, is that not only does it underprivilege the cultural in world-system analyses, but also deprives us of a larger world-systems perspective. Apart from that, the 'modern' itself has been a constantly changing idea, where what constitutes being 'modern', or the systems put into place under modernity, has not only been constantly redefined by each hegemon, but also effectively appropriated under the term modern or modernity.

The contemporary experience of modernity is not a development upon the previous systems, but is also fundamentally different. Modernity is a paradoxical place. Men and women experience rapid change as both opportunity for a better world and a destruction of the existing world. Here modernity has become a religion, not only giving meaning to events and activities, but also organizing and ordering lives according to the beats of its enormous drums. Rationality- liberalism in the market, secularism in the public, democracy in politics, and technology as development. The private and the public are neatly defined, packaged and sold. All eccentricities, including religion, all madness-all that offers an alternative vision of life, are to be kept within private doors, hung on the walls, and purged before going out-in a brilliant sleight of hand it not only hides its intolerance of all that exists outside it, but also offers a pretension of atonymity and freedom. Here modernity breathes in the market, with the need for ceaseless capital accumulation as its basic driving force, and again, and not surprisingly, it offers the ultimate vision of materiality-a Richard Branson, or a Jim Morrison (Of course, it's a different fact that one committed suicide and the other takes anti depressants). Suburbia and its ubiquitous shopping malls have become the focal modern place in this new consumer society. Here it is management science, and biotechnology that is the enabling science of the era. In this era the Americans have been the major purveyors of contemporary modernity.

Poetry@DSC

Bringer of the Light

I wish you peace and prosperity
I wish you a lifetime of love and laughter
I wish you an endless supply of joy and fulfillment
I offer you my friendship and respect
I offer you my love for the life we share
May your life bloom
With all the beauty you choose to find
Just like the gardens in my head and heart

Ms. Monika Jassal

Consultant at The Goal, Inc (Booz Allen Hamilton)



Festivities are here again!

The Christmas tree beckons, the guardian angels are listening, the clock is ticking towards a new beginning! The Editorial Team wishes all its readers a Merry Christmas and a fabulous year ahead. May your journey be full of success, joy and love!

Season's Greetings and A Happy New Year!

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