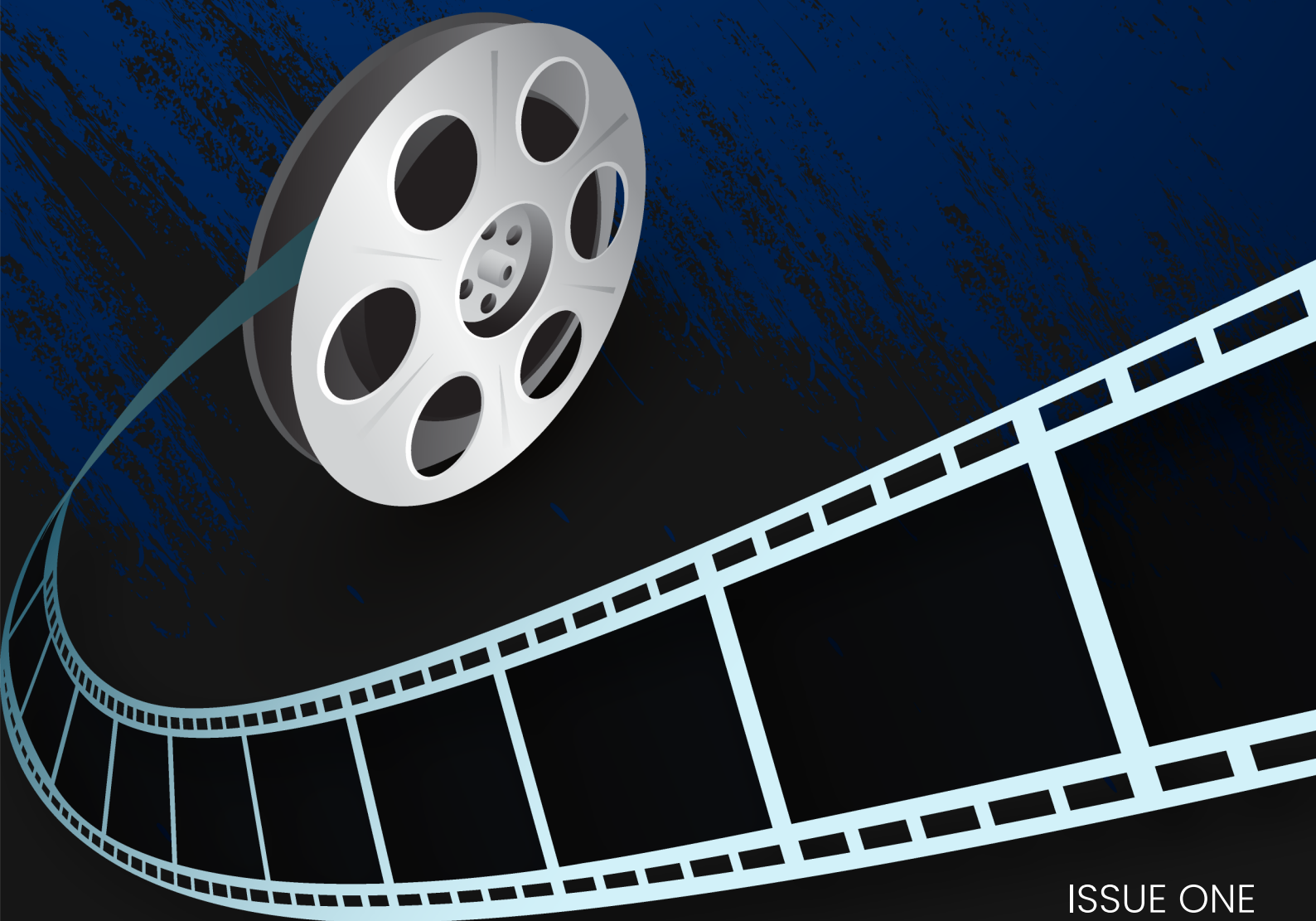




Deviprasad Goenka
management college of media studies
INDIA'S PREMIER MEDIA SCHOOL

FACULTY INSIGHT

...A DGMC INITIATIVE



ISSUE ONE
DECEMBER 2019

Faculty Insight has arrived!

Dear students,

I'm delighted to welcome you to our opening issue of the monthly E-bulletin aptly called **FACULTY INSIGHT**. The faculty of DGMC have spearheaded this enriching initiative and have taken it upon themselves to offer piercing insights into the inner workings of the media industry for the benefit of our students.

Thanks to our faculty's areas of expertise in various transitional, multi-faceted and overlapping domains, the online monthly bulletin will not only inform the students about the latest updates but will also offer interesting insights into several media streams. Through their writing, the faculty will address topical subjects related to the burgeoning media industry and help our existing and prospective students get a firmer grip on the business in a much more nuanced manner.

Be it Professor Saurabh Deshpande's piece on the importance of cross-cultural communication and the problem of translation, Professor Kanchan Luthra's views on advertising as a two-way process in contemporary society or Professor Subhamitra Adhikari's commentary on business communication in the digital age – all the articles shed light on the history and complex underlying processes that define our media landscape.

The monthly updates will not only keep the students engaged but will also bring about an exchange of ideas on this interactive platform. This will inevitably reap rich dividends for our students and enhance the process of pedagogy, making it a fruitful and an enriching endeavour for all those involved.

We hope you benefit from this initiative. We look forward to your feedback, questions and queries related to the Media Industry. Drop us a line on your areas of interest so that we can incorporate your topics in our forthcoming issues.

Yours Sincerely,

Dr. Ameet Vora

Principal - DGMC





Advertising in Contemporary Society

Advertising in India has a rich history. From caves to rock pillars to paintings, Advertising has been there throughout. This growth has also led to the growth of media in India

Advertising today has become the need of the hour and is used by everyone, everywhere. Individuals are exposed to its impact every moment of the day: from the toothpaste to be used, to the selection of clothes and food. Everyone is making a statement and none of these activities are free from advertising.

Today advertising has shifted from products and services to values and attitudes. It is more personalised and aimed at individual. Whether we talk of selling jewellery or insurance, emotional appeal works for Indian consumers. Even social advertising works on how social issues will change the personality and the approach towards a country. That is the

reason organizations are projecting themselves as agents of social change.

In order to achieve this goal; advertising is using media convergence that helps media content—across different media systems, both nationally and internationally. As social media depends heavily on consumers' and audiences active participation, advertising also has become a two way process. Advertising through social media should be understood primarily as a technological convergence process bringing together multiple media functions within the same devices. Advertising also represents the forever cultural shift and change in consumers as they are encouraged to seek out new information and make connections amongst the media content.

Kanchan Luthra

Assistant Professor
BAFTNMP Co-ordinator

Business Communication in the Digital Age

Although text-based, digitally mediated communication has been around for few decades of the communicative environment and the digital genres that came into existence in this environment are still new and are very unsettled. The reason for this “novelty” is two-fold.

First, the evolving media and emerging communication technologies create new social and business contexts and thus novel communicative situations, continuously shaping interactions, meanings, discourse, and language. One recent example of this emerging context is the use of social media for

times lead to damaged reputations, destroyed brand images or loss of trust. Second, the way in which people use language to communicate via these evolving communicative technologies is also in a state of flux. Computer-mediated discourse is still an emerging phenomenon and "has not yet had time (nor attained the requisite social status) to become formalized in "rules" but rather, varies according to the technological and social contexts online". Email, for example, has become the most important technology for business communication



corporate communication: the new media enables and fosters interactivity between corporations and businesses and their customers, which means that this new business environment and the resulting communicative situation has led to a change of paradigm in the ways businesses address and respond to their audiences. Perfectly crafted corporate messages manifestos, reports, and newsletters have given way to instantaneous and often spontaneous interactions, with no time and opportunity for revisions or withdrawal of messages.

The corporate world has had to respond flexibly to the requirements of this new social context and the resulting new communicative situation in order to avoid mistakes – which can be very costly, and at

in recent years, leading to new norms in business interactions, such as the use of less formal language in professional settings.

The development of a new, informal register, emerging discursive strategies, and email-specific communicative practices have also been found to reach beyond emails, affecting already existing discursive practices in the workplace such as for example, making professional face-to-face communication “more informal and personalized”.

Language use and communication norms are in a constant state of change, reflecting and responding to the status of emerging social contexts, which are constantly changing them as a result of evolving communicative technologies and the new com

This is particularly true for communication training: on the one hand, popular literature addressing digital communication tends to base its claims on over-generalized observations or netiquettes, and

The representation of digitally mediated professional genres is also problematic in higher education curricula, who speculate that the gap might be a result of the newness and unfamiliarity of digital modes of communication. The lack of representation of digital business discourse in training curricula as well as the scarcity of empirical, data-driven research and training publications, explains why students (and more worryingly, perhaps, employees in communication-critical positions) lack the awareness of how language works in digitally mediated professional contexts. It is not surprising therefore that students, trainees, and communication professionals often only rely on in situ trial and error methods, rather than academic research findings.

Assistant Professor



Cross-Cultural Communication & the Problem of Translation

Communication is an exchange of ideas across two entities, basically for the objective of sharing of information; although there are other purposes too. This most fundamental activity in life is arguably also the most difficult – for there are barriers that exist – at the psychological level, at the technological level and at the sociological level. One of the types of barriers is the cross-cultural barriers.

Communication across different cultures has always been a challenge, as so many politicians, missionaries and even advertisers have learnt – some, the hard way. People have even been killed as the receivers of the message did not understand what the sender of the message was trying to tell them – or they just misinterpreted it. The case of John Allen Chau, who was killed by the Sentinelese, is perhaps the most recent example.

To reduce the gap between two cultures during communication, translation must be honestly done. In fact, we go beyond translation today to incorporate transliteration and transcreation as activities that do more justice to the message than mere translation.

Translation in itself is fraught with inherent complications. Apart from the differences in the cultural ethea of the two communicating sides, there are also possibilities that the concept may not exist in the target language, or that there are subtle variations in the concepts. We have countless examples in areas of dubbing and subtitling where the rendered translation sounded ridiculous.

Here are a few examples of translations of the titles of some popular Hollywood movies into Hindi.

1. **Iron Man – Fauladi Rakshak**
2. **Lara Croft: Tomb Raider – Jabaaz Hasina**
3. **Night at the Museum – Museum Ke Andar Phas Gaya Sikandar**
4. **Hellboy – Narakputra**
5. **The Great Gatsby – Mahaan Gatsby**

These are hilarious examples of bad translations. While one does not disregard the good intentions of the translator, one is left wondering what other factors were considered while translating the titles!

Either the translators went literally into the words, or they thought the Indian audiences preferred dramatic titles, or they attempted a transliteration of the essence of the movie – but ended up on the funny side every time.

This reiterates the need for better translators, and media & communication schools must encourage more “Translations Studies” components into their curricula so that students are rightly moulded to use appropriate words not just while expressing their own ideas but also while handling cross-cultural communication.

Saurabh Deshpande

Assistant Professor
BMM Coordinator





Study on the effectiveness of Digital Marketing on B-Schools in Mumbai

Digital marketing is marketing that makes use of electronic devices, such as personal computers, smartphones, cell phones, and tablets to engage with stakeholders. It applies technologies or platforms such as websites, e-mail, apps and social networks.

In Push Digital marketing, the marketer sends a message without the recipient actively seeking the content, such as display advertising on websites and news blogs.

Pull digital marketing includes blogging, email marketing, social media, info graphics and other forms of visual messaging and search engine optimization (SEO).

A study was undertaken to understand the massive contribution of Digital Marketing for B-schools in Mumbai and to know its splendid efforts towards promotion in practice by using Digital Marketing.

There is a clear preference for Digital marketing activities that don't require much expenditure and that focus on attracting interest through high-value content, instead of online advertising (40%) and most of the institutes also prefer Google Ad-words (40%) even though it requires a good amount of investment because its contribution is moderate in terms of lead generation.

While the dominance of digital marketing is no surprise, 60% of their overall marketing still happens

offline. Which means that majority of the institutes are still based on traditional marketing activities (i.e. depending majorly on word of mouth, OOH and newspaper advertising).

All of the institutes majorly consider digital marketing activities as better for driving awareness and lead generation because most of the students prefer the valuable information provided by the institute through internet and online advertising which is done with the help of above digital marketing activities and also the positive reviews given by the existing students helps the institute to attract more students thereby resulting in more sales and lead generations.

The study concludes that students rely upon more than one medium (Social Media, Online Advertising, Word of mouth, etc.) in order to enhance their knowledge regarding the Institutes. It means that they use the combination of various sources for making final decision of taking admission in the Institute. The study also reveals that along with the traditional sources, Institutes also heavily rely on modern marketing tool i.e. online advertising & Social Media. Institutes have identified that Digital Marketing is truly advantageous through which they can serve their purposes of creating more awareness and increasing their sales and lead generations.

Institute should therefore invest more in online advertisements, like making use of Bulk E-mail/SMS marketing to reach their desired target audience. These will help to spread awareness amongst the students seeking admission. Since Digital Marketing has become a promising platform in the education sector, the Institutes should work on their digital presence by outsourcing digital marketing services to reputed consultancies to reach large number of students.

Rubina Mohammad

Assistant Professor - PGDM

Conflict Reporting

Frontlines and Deadlines Michael Mead Yaqub, of the Department of Communication, University of Washington, notes, "We report the world as it is, not as we want it to be." This is true, especially in the case of journalists reporting on all kinds of conflicts all over India. Setting aside the omnipresent rhetoric of what Abouttery that plagues the audience (even some editors!) while highlighting the public's plight, it is up to the reporter to illuminate issues of the subaltern, or those who do not have a voice, and present it within the right context to the people. This hidden information, once in the public sphere, has the potential to change lives. Usually, conflict reporting is often associated with War Journalism, but upon closer inspection one realises that conflicts are an intrinsic part of our lives – be in interpersonal or intrapersonal conflicts, the conflict between Man and Nature (Aarey Colony tree-cutting case) or Man versus "Development", gender conflict or caste or class conflict (lynching, agrarian crisis, violent protests by locals after slum demolitions, people who have lost family members to the radiation exposure protesting against irreversible pollution by nuclear plants, displacement of the tribals in jungles in northern and central India due to Special Economic Zones). The list is endless.

Despite this bleak scenario, over the years, in the international arena, there have been constant innovations in understanding conflict, decoding it and eventually resolving it, while addressing the visible and invisible traumas that emanate from such prolonged exposure to structural and direct violence. As journalists, it is vital to speak truth to power and represent the people by highlighting the difficulties they encounter for various reasons (economic, politi-

cal, gender, caste, religious, environmental, discrimination, globalization, just to name a few).

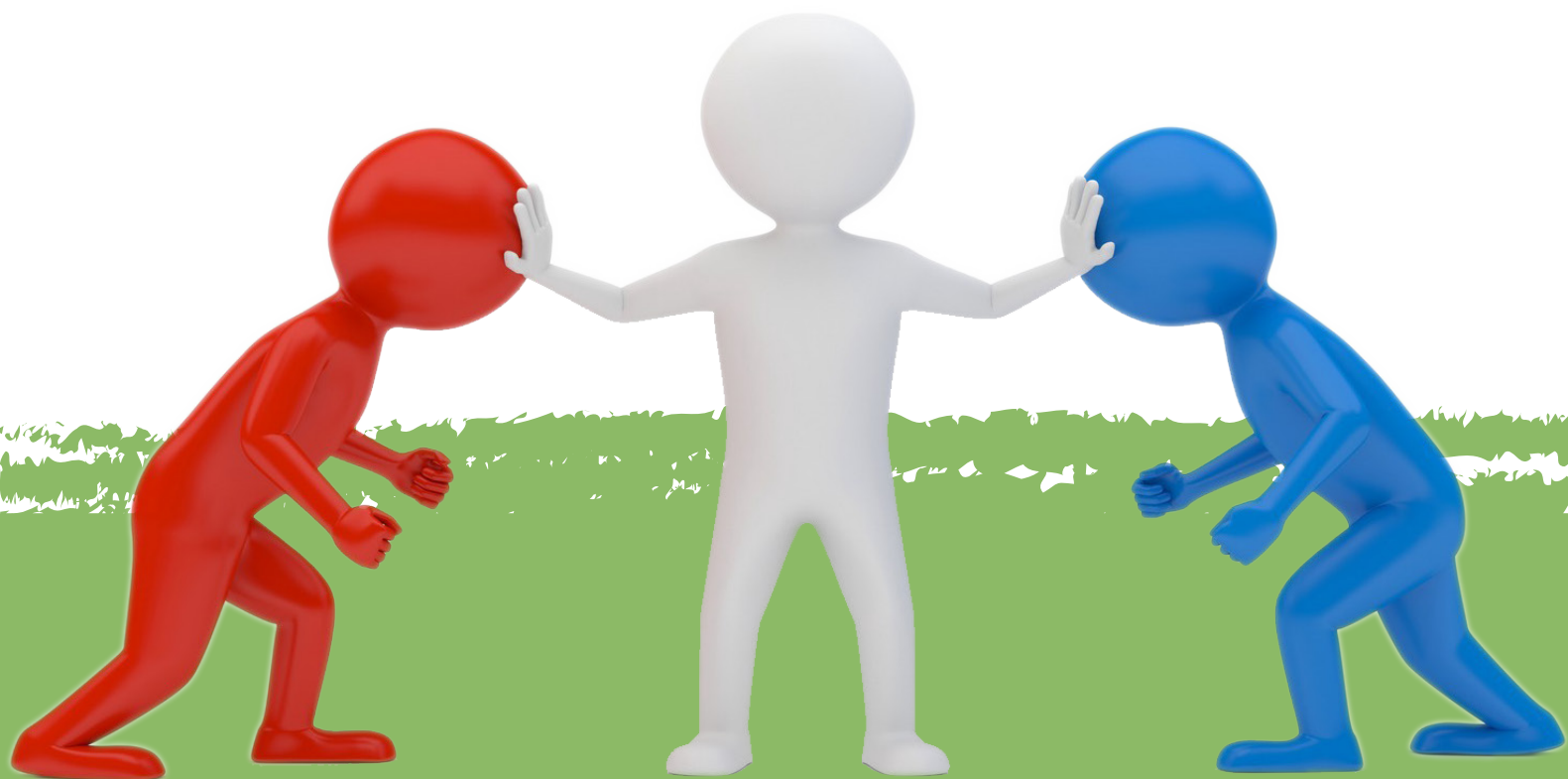
In India, the diversity that represents our rich culture must always be emphasised and preserved and must never be portrayed as a cause of conflict due to our (journalists) lack of understanding of history (of people and places) or geography.

Only by thinking critically, investigating into the past and through well-rounded, in-depth analyses can we not only comprehend the complexity of the world that surrounds us but also elevate ourselves to a higher level of understanding, acceptance (not tolerance!) and respect. Never be afraid to be critical. Criticising ourselves and then improving ourselves makes us better human beings and conscientious citizens. And we owe it to our country and its freedoms to take care of each other and ourselves.

In the next few decades Conflict Reporting will play a crucial role in how we, as Indians, interpret and present our conditions (superficially, or from the core of the matter) and will also determine the world's gaze on us. For these reasons, it is imperative we update ourselves in our domain areas/specialisations and equip ourselves and our journalism students with the best tools of the trade that will eventually open up myriad of avenues in their careers..

Dr. Dilnaz Boga

Associate Professor
and MACJ Faculty In-charge



The changing landscape of broadcast Journalism in the Digital Era

The drop in Broadcast News viewing is now being compared to, the fall in print readership, seen by newspapers, when TV channels arrived on the scene. Digital natives or millennial, are tweaking out of traditional formats into digital version of news, and television news watching, is threaten to decline.

Live blogging, Snapchat, Periscope, Instagram, Face book & what's up, have become regular tools, of what was once a far more conventional way, of using digital media...

The moot point remains: No doubt broadcast Journalism remains well and alive today, but how long it can sustain, this new ground reality.

With the advent of digital domains, news formats have seen a big change. In the last two decades, short duration reportage (of around 3 minutes) alongside the news bulletin, is the order of the day in radio journalism; in fact longer news formats are taking a back seat.

On line platforms scores high on two things:

First - Speed in publishing the news. The recent earthquake in Indonesia is a good example. The tragedy was put up on the digital platforms, within minutes.

Second - Depth in the content as there is no limit of time & space on internet.

It's Prime Time all the time on Digital

In order to survive, traditional Broadcasters are searching new ways to compliment, the more conventional offering, they put on TV. CBS which never had a 24 hours news network decided to launch a streaming service.

CNN launched greatbigstory.com. The focus of which is to expand, beyond CNN's core offering, which is hard news.

BBC is trying to reach digital natives, through BBC Trending. & live streaming, which allows people to get News content across all platforms.

Most of the TV news channels in India are already in the business of Live News streaming.

Many of the digital companies, have realized, first and foremost is to make the content tailored, to the platform. For example, in face book, because a lot of on demand videos are showing on the news feed, the platforms have to grab the attention of the viewers, in first three seconds, with a striking image

Integrity in online Broadcast Journalism: Good & Bad

Good

Journalism is a 24/7 shop. With the advent of news cycle, that the Internet and cable have produced, the need for more stories, in a shorter amount of time is growing which is Good.

Bad.

To be the first, to get the breaking news out, in the public domain news networks are making mistakes which is Bad

Immediacy is being prioritized, over accuracy, which has the potential to glorify rumor, gossip & hearsay. It is hard, for the reader to recognize news, from a reliable source.

So then who will do the role of door keeping, on online journalism, when there is a thin line, between a professional journalist & a blogger, or citizen journalist, as anyone can be a publisher online? Think about it.

Mukesh Sharma

Dean, DGMC



"Learning Never Exhausts the Mind"

Leonardo Da Vinci

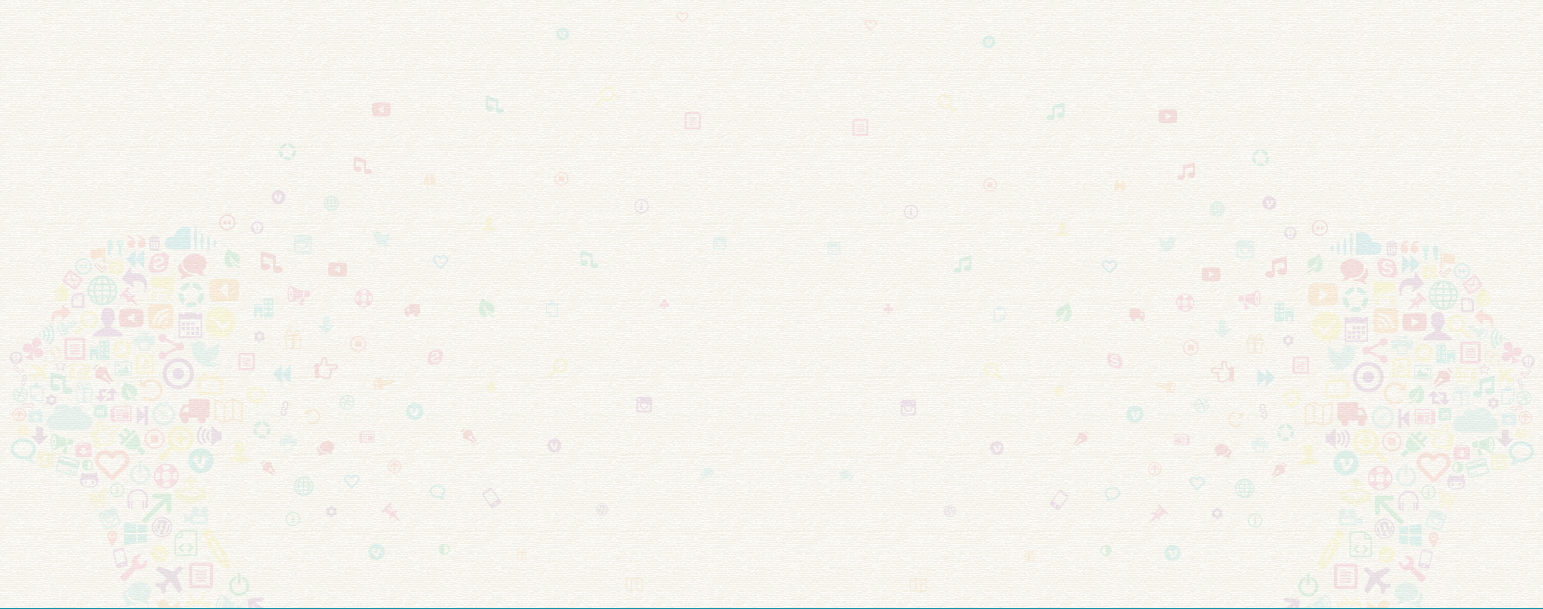
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 <p>Durgadevi Saraf junior college IN PURSUIT OF EXCELLENCE</p>	 <p>Ghanshyamdas Saraf college of arts & commerce EDUCATION EMPOWERS</p>	 <p>Kirandevi Saraf institute of complete learning WIDENING HORIZONS</p>	 <p>Durgadevi Saraf institute of management studies WE CREATE LEADERS</p>
 <p>Deviprasad Goenka management college of media studies INDIA'S PREMIER MEDIA SCHOOL</p>	 <p>Ladhidevi Ramdhar Maheshwari night college of commerce ENLIGHTENING FUTURE</p>	 <p>Ramdhar Maheshwari career counseling centre STEERING TO SUCCESS</p>	 <p>Kunjbihari S. Goyal online academy LEARNING BEYOND BOUNDARIES</p>
 <p>Draupadidevi Sanwormal women's hostel HEAVENLY DOMICILE</p>	 <p>Pravinchandra D. Shah sports academy FITNESS REGIME</p>	 <p>RS CA study centre INTELLECTION HUB</p>	 <p>Mainadevi Bajaj international playschool YOUNG EVOLVING MINDS</p>
 <p>Jankidevi Bilasrai Bubna boys hostel A WISE HIVE</p>	 <p>Rajasthani Sammelan skill development centre SCULPTING SKILLS</p>	 <p>Rajasthani Sammelan teachers' training institute BUILDING FOUNDATIONS</p>	 <p>Rajasthani Sammelan finishing school A NEW BEGINNING</p>

Endowment Funds & Research Chair

 <p>Remsons Group management research centre MANAGEMENT RESEARCH</p>	 <p>I R B scholarship endowment fund HONOURING EXCELLENCE</p>	 <p>B K T endowment freeship fund FOSTERING KNOWLEDGE</p>	 <p>Jankidevi Bilasrai Bubna endowment freeship fund EMBOLDENING STRENGTHS</p>
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Facilities

 <p>Dhurmaal Bajaj bhavan COMMUNITY PARADISE</p>	 <p>Durgadevi Saraf hall TREASURING MEMORIES</p>	 <p>Trivenidevi Deora chikitsa sahayata kosh HELPING TO HEAL</p>	 <p>Ramnarayan Saraf educational outlet ONE STOP EDU-SHOP</p>
 <p>Vijay Pal Singh health centre WEALTH OF WELLBEING</p>	 <p>Kirandevi Saraf library and reading room WORLD OF KNOWLEDGE</p>	 <p>Rajasthani Sammelan I.T. hub LINKING GLOBALLY</p>	 <p>Rajasthani Sammelan food court FOOD FOR THOUGHT</p>