

Communication Research Workshop : Diving deep into the search of research



Dr. Nibha Sinha

NISCORT media college organised a two- day Workshop focusing on Communication research on 13th and 14th of October, 2023, in collaboration with Tilak school of journalism and mass communication, affiliated to Chaudhary Charan Singh University, Meerut, which was attended by a number of dignitaries, faculties from different institutions, research scholars, and bachelor's and master's students of Communication and otherwise from different parts of India , in both Offline and Online mode.

**Day 1:** The Workshop began with an Inaugural ceremony on the 13th, the day's resource person was Dr. Nibha Sinha, faculty, department of Humanities and Social sciences, Jaypee Institute of Information Technology, Noida. The ceremony began with the lighting of the lamp by Dr.Nibha Sinha, Niscort's director Rev.Fr.Robinson Rodrigues, Niscort's principal Dr.Ritu Dubey Tiwari , faculty from different institutions and PhD scholars, which was followed with a prayer song, a wel-

come speech was delivered by Assistant professor, Ms. Kamakshi Thakur, and then Dr.Nibha sinha took over the stage and began with the session, she talked on Introduction to Quantitative research design , methods of Data collection and Sampling techniques before the lunch break, and after the break she dealt with , Hypothesis formulation and testing, Introduction to parametric and non- parametric tests, exposure to SPSS and a practical session was held to formulate a hypothesis, research design , data collection tool and research problem, afterwards a Q&A session was held , where the participants cleared onto their doubts. After the completion of the session, Dr.Nibha Sinha was felicitated with a memento by principal Niscort media college, Dr.Ritu Dubey tiwari and a vote

of thanks was presented to the gathering by Assistant professor, Aakash Singh, afterwards Tea arrangements were there for all the participants and guests.

**Day 2:** 14th of October, the second day of the Workshop session was taken over by Dr.Aditya Kumar Shukla , Associate professor, Amity University, Gwalior. He was welcomed with a token of love by Principal Nis-



cort, Dr.Ritu Dubey tiwari, and then he began with his session which focused on, Introduction to Qualitative research design and Methods of data collection and Sampling techniques , then there was a lunch break for all, organised by the college, and the after lunch session dealt with Qualitative data analysis , ethical concerns in research , reference and report writing and a practical

session was held after that. After the session Dr.Aditya Kumar Shukla was felicitated with a memento by the Director and the principal of Niscort media college, and the Valedictory ceremony began after that. Chief guest of the Valedictory ceremony was, Dr.Ambrish Saxena, Dean and director of DME, guest of honour was professor Prashant Kumar, director and professor , Tilak school of journalism and mass communication, and other dignitaries were, Dr.Sushmita Bala, head of department, D M E . Dr.Manoj Kumar Srivastava from C C S University Dr.Rajesh Agrawal, head of department, Trinity institute of professional studies, and many faculty members, PhD scholars, and participants attended

the Valedictory ceremony. The ceremony began with lighting of the lamp, and then the Chief guest of the ceremony, Dr.Ambrish Saxena addressed the gathering. Consequently, Professor Prashant Kumar addressed the gathering, stating the quality of students Niscort media college is providing to the university and society as commendable, later on the Chief guest and guest of honour with dignitaries were felicitated with the memento and a token of love, the faculties from different institutions were felicitated and the students and research scholars were provided with the participation certificates and the online participants with e- certificates, the ceremony ended with the principal thanking everybody's efforts in making this workshop a huge success and for every individual's efforts. The day ended with tea arrangements for all and with interviews of the dignitaries and good pictures and smiles.

*Akansha Gupta*

Picture Credit - Tarun Soreng



Dr. Aditya Kumar Shukla



# Building cordial relations over the institutional map : Visit to various colleges



The students of Niscort Media College visited different colleges of Delhi NCR between 6th to 9th October 2023 for inviting the teachers and students for the Media research workshop conducted by Niscort Media College in collaboration with Tilak School of journalism and mass communication. Colleges that have journalism and mass communication department has been invited and encouraged to attend this workshop. The colleges invited were IMS Noida, JIMMS Noida, AVVIARE Noida, IITM, MERI college, AAFT college Noida, T

Series Noida, DME Noida, Bharti Vidyapeeth, India Today Media institute, Isomes college, IIHS college, Hi-tech institute of Engineering and Technology, JIIMS Greater Noida, IIMT college Noida, IAMR college, VIPS, Technia institute of advance studies, Agrasen college, IMS Ghaziabad, Amity University, Satyam college Noida, JNU, IIMT University Meerut, Subharti University Meerut, Vidhya group of institution Meerut and CCS University Meerut. Other colleges such as Delhi University colleges, Jamia,



GGSIU were invited through mails and letters. The students handed over the poster and invitation cards to the faculty of various colleges and also encouraged the students to take part in this workshop which will be very beneficial for their career. The students took pictures with the faculty while giving them the brochure. The staff of different colleges announced about the workshop among their students and told them about the benefits of such workshops for their progress in



this field. Students from other courses were also welcomed in this workshop as it will help them in enhancing their skill. Students were advised to actively participate to enhance their knowledge. Students of Niscort Media College also met the directors and heads of various colleges and told them about our college and this workshop. This was a very new and engaging activity for students that helps in overall personality growth of students. Overall it was a successful

**Ibtesam Zehra**



## Taking cognizance of the conscience : World Mental Health Day



Picture source - Internet

World Mental Health Day takes place every year on 10th October which is a global event where people from around the world come together to learn, raise awareness, and speak out against the unfair treatment of those with mental health challenges. It started in 1992, thanks to the World Federation for Mental Health, a group that works on mental health issues in

over 150 countries. Every October, many people show their support for this important event to highlight the impact of mental illness on people's lives worldwide. Mental health is a vital component of our overall well-being. It affects how we think, feel, and act, and it plays a significant role in determining the quality of our lives. This year's World Mental Health Day

focuses on the theme of "Mental Health in an Unequal World," highlighting the disparities in access to mental health care and services. Mental health inequalities are prevalent worldwide. Individuals from marginalized communities often face greater barriers in accessing mental health support. It is crucial to address these disparities and work towards a more inclusive and equitable mental health system. Reducing the stigma associated with mental health is a fundamental goal of World Mental Health Day. Stigma and discrimination can prevent individuals from seeking help when they need it most. By raising awareness and engaging in open conversations about mental health, we can contribute to a more accepting

and understanding society. This day also emphasizes the importance of self-care and mental well-being. It encourages individuals to prioritize their mental health by engaging in activities that promote relaxation and stress relief. Simple practices like exercise, mindfulness, and connecting with loved ones can have a positive impact on one's mental health. Furthermore, it is essential for governments, healthcare organizations, and communities to invest in mental health services. Improved access to quality mental health care can significantly reduce the burden of mental health disorders on individuals and society as a whole. As we observe World Mental Health Day, let us all make a commitment to be more compassionate, un-

derstanding, and supportive. Let us strive to create a world where mental health is valued and where individuals are encouraged to seek help without fear of judgment. By doing so, we can foster a more equitable and mentally healthy world for everyone. In conclusion, World Mental Health Day is a crucial day for raising awareness and reducing the stigma, taboos and superstitions surrounding mental health. It highlights the inequalities in mental health care and encourages individuals to prioritize their well-being. Together, we can make progress in ensuring that mental health is a priority for all, and that those in need must always receive

**Aditya Saxena**



# A tribute to the father of nation : Gandhi Jayanti



Picture credit - Jeffrey

The father of our country, Mahatma Gandhi, who showed us the way to truth, nonviolence, and independence, was recognized and honored on 2nd October by NISCORT Media College. Shri Lal Bahadur Shastri, one of India's greatest leaders, was also honored on the occasion of his birth anniversary. Our Director and Principal took some time to think on their timeless wisdom and how it still motivates us to work toward creating a more fair, peaceful, and inclusive world. Gandhiji's life served as an example of the strength of simplicity, love, and com-

with his focus on independence and frugal way of life. India observes Gandhi Jayanti, a national holiday, on October 2nd in remembrance of Mahatma Gandhi, the greatest leader in history. Mohandas Karamchand Gandhi, well known as Mahatma Gandhi, was born on this day in 1869. The second of October has been observed by Indians as an important day in honour of his birth anniversary. As everyone knows, Gandhi was a well-known figure who disseminated his inspiring ideas around the world. As a result, this day is observed as the "International Day of Non-Violence" by people everywhere.

Various Schools and colleges host a variety of activities, including book readings on the life and struggles of Mahatma Gandhi, film screenings of Gandhi and freedom-related content, essay contests, special school assemblies, speech contests, monologue competitions, skits and dramas, poster-making contests, painting and drawing contests, quiz competitions, and more. The purpose of all these activities is to educate people about Mahatma Gandhi and the challenges that India's freedom warriors faced in order to free their country from British domination. It is an expression of appreciating and honouring each and every leader who has accomplished great things for the nation and always will. It is very valuable and prestigious occasion as Independence would not have been possible without Bapu.

*Christopher Biju*

## "Shakespeare to the Fore: BAJMC Students Deliver Outstanding Skit Performances"



Picture Credit - Tarun Soreng

On the 22nd of September 2023, the BAJMC Class of 2023-26 embarked on a theatrical journey that would leave a lasting impression on both their audience and themselves. Divided into two groups, they took on the challenge of presenting two of Shakespeare's most revered works: "Macbeth" and "Romeo & Juliet."

as Macbeth, delved into the dark and treacherous world of "Macbeth." With Alex, Jennice, and Albin portraying the eerie three witches, and Fr Anthony as Lennox, Arnold as King Duncan, Darien as Banquo, Taiyab as Mudcuff, and Fr Allen as The Narrator.

"Group B: The Timeless Tale of Love and Tragedy"

"Group A: Unveiling the Dark Tragedy of Macbeth" Group A, led by Jhansi as Lady Macbeth and Harshit

Group B, consisting of nine talented members, transported the audience to the world of "Romeo & Juliet." With Blesson as Count Paris, Jabez as Friar Lawrence, and Anjali as Ama and Miss Montesco, she skillfully juggled double roles. Rudraksh took on Mr. Capulet and Mercury, while Tahir played Tybalt. Tarun and Ruchika embodied the iconic roles of Romeo and Juliet, and Yash portrayed Benvolio, with Fr. Danish serving as The Narrator. Both groups received a standing ovation from Dr. Ritu Dubey Tiwari, Ms. Kamakshi Thakur, and Ms. Ashley Mathew for their hard work, dedication, and outstanding teamwork.

*A. Maria Rachel*

# A vision into play with graphics: graphic design competition

In the fast-paced world of graphic design, staying at the forefront of innovation and creativity is crucial. Graphic design competitions have emerged as an ideal platform for designers to showcase their talents, gain recognition, and push the boundaries of their creativity. Graphic design competitions have experienced a surge in popularity in recent years. As the demand for compelling visuals continues to grow across various industries, these contests provide a valuable opportunity for designers to demonstrate their skills and distinguish themselves in a competitive field. NISCORT media college held the competition for graphics & design on 23rd of September 2023. The theme for the competition was the upcoming Tarang 2023, the college fest. Students prepared different posters for different events like solo singing, PubG game competition, group dance, photography, PTC, RJ hunt and poetry. The competition was organized by faculty Ms. Ruchika Mahajan and senior year students. These contests challenge designers to convey a message or theme through visual imagery and typography. Participating in graphic design competitions offers several benefits for designers: Competitions provide a

chance for designers to gain exposure and recognition on a global scale. Designers are pushed to think outside the box and create innovative solutions to meet competition requirements. This encourages skill development and creativity. Competitions often involve collaboration with other professionals and the chance to connect with industry leaders, which can be invaluable for career growth. Successful participation in competitions allows designers to build a portfolio filled with impressive projects that can set them apart in the job market.

Graphic design competitions are instrumental in nurturing creativity, encouraging innovation, and promoting excellence in the field.

Whether you're a seasoned professional or an aspiring designer, participating in these contests can be a valuable stepping stone towards a successful career in graphic design. Embrace the challenge, push your creative boundaries, and who knows - your next design could be the one to capture the world's attention. NISCORT media college hold these competition with the vision of great achievements for students. So as students participated in this competition with their utmost competitive spirit and skills.

*Ekta Saxena*





# Israel-Palestine Conflict : A Century-long struggle



The Israel-Palestinian conflict, spanning over a century, remains one of the world's most enduring and complex disputes. Its origins and developments are deeply rooted in religious, territorial, and nationalistic aspirations. In the late 19th Century, the rise of Zionism called for a Jewish homeland in Palestine, then under the Ottoman Empire. Simultaneously, Arab nationalism began to flourish. Post-World War I, the Balfour Declaration of 1917 saw Britain endorsing

ing a Jewish homeland in Palestine. The subsequent British Mandate witnessed increasing tensions between Jews, Arabs, and the British administration. The pivotal moment arrived in 1947 when the UN proposed partitioning Palestine into separate Jewish and Arab territories. While accepted by the Jewish leadership, the Arab side declined. 1948 marked Israel's declaration of independence, triggering the first Arab-Israeli war. The aftermath saw Israel's ter-

ritorial expansion and the significant Palestinian exodus, termed the Nakba. Fast forward to 1967's Six-Day War, Israel captured significant territories, including the West Bank and Gaza Strip, which remain contentious points today. The Yom Kippur War of 1973, initiated by a coalition of Arab states, ended in an Israeli victory but intensified regional tensions. The late 20th century witnessed two significant Palestinian uprisings or Intifadas. The Oslo Accords of 1993, though a landmark peace attempt, couldn't achieve a lasting solution. In 2005, Israel's unilateral withdrawal from Gaza seemed promising. However, when Palestinian Authority (PA), which represents Palestinians at international bodies led by President Mahmoud Abbas, was ousted from the

Gaza Strip after the Islamist political group Hamas won the Palestinian Legislative Council (PLC) elections in the Gaza Strip in the year 2005 & 2006 led to multiple conflicts. Unexpectedly, the conflict between Israel and Palestine escalated to unforeseen levels on October 7, 2023 when Hamas, launched an unprecedented attack on Israel from Gaza resulted in the tragic death of at least 700 Israelis. In response to this attack, Israel initiated retaliatory bombardments of the

Gaza Strip. It declared war against Hamas and vowed to destroy the "military and governing capabilities" of the enclave's Hamas rulers. Today, the core issues - Jerusalem's status, definitive borders, security concerns, water rights, and the right of return for Palestinian refugees - remain unresolved. While numerous peace initiatives have been explored, a lasting solution remains out of reach.

**Justin James**

Picture source - Internet



## India's Records in Hangzhou: Asian Games 2023



Picture source - Internet

The Asian Games, also known as Asiad, is a continental multi-sport event held every fourth year among athletes from all over Asia. After the Second World War, many Asian countries gained independence and Guru Dutt Sondhi, a member of the Indian International Olympic Committee, proposed the idea of Asian Games

as a sporting event, where all Asian nations can be represented. The first-ever Asian Games were held in New Delhi in 1951. Indian athletes achieved unprecedented success at the 19th Asian Games. With an unprecedented haul of 107 medals that included 28 gold, 38 silvers and 41 bronze medals, India set a new benchmark for themselves at the Asian

Games 2023 in Hangzhou, the People's Republic of China. It was the first time in Asian Games history that India's medals tally crossed the three-figure mark. By doing so, they became the only fourth country after China, Japan and the Republic of Korea to win 100 or more medals in a single edition of the Asian Games. India sent 655 athletes to compete in 41 disciplines at the Asian Games 2023 held from September 19 to October 8. It was India's largest representation at the Asian Games in the 19 editions held so far. At the 2018 Asian Games in Jakarta, Indonesia, India had sent 570 athletes and returned with 70 medals, including a haul of 16 gold medals. It was India's previous best medal haul. Shooting led the way for India at the Asian Games 2023 with an unprece-

dent haul of 22 medals, which included seven gold. Athletics, headlined by Neeraj Chopra's successful title defence in the javelin throw, came a close second with six gold along with 14 silver and nine bronze. The archery compound team, meanwhile, clean-swept the five gold medals in the category. The cricket and kabaddi teams also bagged two gold medals each while the men's hockey team's gold secured a spot at the Paris 2024 Olympics. India also earned their first Asian Games badminton gold medal courtesy of the men's doubles pair of Chirag Shetty and Satwiksairaj Rankireddy. Squash, tennis and equestrian completed the 28 gold medals for India in Hangzhou. In addition to medals, Hangzhou offered 74 Paris 2024 Olympic quotas - six in archery, 10 in artistic swimming, 34 in boxing, two in

breaking, two in hockey, 10 in modern pentathlon, six in sailing, two in tennis and two in water polo. India secured six quotas in all - four in boxing (Nikhat Zareen, Preeti Pawar, Parveen Hooda, Lovlina Borgohain) and one each in athletics (Kishore Jena) and men's hockey.

**Manish Damor**

### EDITORS

**Ms. Ashley Mathew**  
(Assistant Professor)  
**Ms. Kamakshi Thakur**  
(Assistant Professor)

### EDITORIAL TEAM

**A. Maria Rachel**  
**Akansha Gupta**  
**Justin James**  
**Manish Damor**  
**Ibtesam Zehra**  
**Aditya Saxena**  
**Christopher Biju**

### DESIGNERS

**Ibtesam Zehra**  
**Akansha Gupta**