



## MAY 2021

Issue 2



Tezpur University, Assam, India - 78 4028



 Mass Communication and Journalism TU



# EVENTS

## DEPARTMENT OF MCJ, TEZPUR UNIVERSITY HOSTS THREE-DAY EVENT ON MENTAL AND EMOTIONAL WELLNESS FOR YOUTH

**NORTH EAST YOUTH PLUS**  
Connect Pursue Evolve

Organized by  
Department of Mass Communication and Journalism, Tezpur University  
In collaboration with  
Youth Wellness Hub, LGBRIMH, Tezpur  
With support from  
Rajiv Gandhi National Institute for Youth Development, Sriperumbudur

**FREE REGISTRATION**  
Open till  
22nd December 2020

**Pursuit Of Wellness**

A three-day workshop  
on promotion of  
emotional & mental health  
among youth

Coordinator:  
**Dr. Anjuman Borah**

**6 - 8 January 2021**  
Venue:  
Tezpur University Campus

COVID 19 protocols will be strictly maintained

Non-residential workshop  
Travel Allowance will be provided to the participants as per RGNIYD norms

For queries: [anjuman@tezu.ac.in](mailto:anjuman@tezu.ac.in) 9864180352

THE Department of Mass Communication and Journalism, Tezpur University in collaboration with the Youth Wellness Hub, LGB Regional Institute of Mental Health, Tezpur is hosted a three-day workshop on the promotion of emotional and mental health of youth from 6th-8th January, 2021. The workshop titled 'Pursuit of Wellness', which was supported by the Rajiv Gandhi National Institute of Youth Development, Sriperumbudur, Tamil Nadu was aimed at fostering discussions around youth mental health issues relevant to the north-eastern region of India, building awareness about youth mental health problems and facilitating destigmatisation through dialogues.

The inaugural session was attended by Prof. S.K. Deuri, Director, LGBRIMH, Prof. Sibnath Deb, Director, RGNIYD, Prof. P.K Das, Dean School of Humanities and Social Sciences, Tezpur University, Prof. Sonia P. Deuri, Head, Department of Psychiatric Social Work, LGBRIMH and other dignitaries. 35 students from 13 different institutions across the state participated in the workshop.

While appreciating the initiative undertaken by the Department of MCJ, Tezpur University, the speakers underscored the importance of creating awareness and sensitization around mental health issues promoting wellness and happiness for individual, social and community well-being. They also emphasized upon the role of young people in this regard and how educational institutions can play a part in creating an enabling environment for the same.

The keynote addresses were delivered by Dr. Nanda Kishore Kannuri, Additional Professor, Indian Institute of Public Health, Hyderabad and well-known Child and Adolescent Psychiatrist Dr. Jai Ranjan Ram. Dr. Kannuri in his address highlighted upon the SDGs and deliberated on the intersectionality between mental health, SDGs and the social determinants of health. Dr. Ram presented a roadmap for prevention of mental illness and promotion of mental health with reference to the Indian context. A host of ten other eminent resource persons conducted sessions on different aspects of mental and emotional wellness during the three-day workshop.

The workshop was coordinated by Dr. Anjuman Borah, Assistant Professor, Department of MCJ, Tezpur University.



## WORKSHOP ON COVID-19: PROMOTION OF HEALTH AND WELL-BEING OF STUDENTS OF NE REGION.

A Two-day workshop program (blended mode) on **COVID-19: Promotion of Health and Well-being of students of North East region**, sponsored by Rajiv Gandhi National Institute of Youth Development (RGNIYD) was held on 4-5 January 2021 at Department of Mass Communication and Journalism, Tezpur University. A total of 30 workshop participants were physically present with 8 resource persons (on-line and offline) for the workshop. Dr. Junali Deka, Assistant Professor, organised the event.



## Workshop on Career Opportunities in Mass Communication

Career Evolve – a Two-day workshop on "Career opportunities in Mass Communication" was organized on January 9 to 10<sup>th</sup>, 2021, at the Department sponsored by Rajiv Gandhi National Institute of Youth Development, Sriperambudur. The main objective of the programme was to make the upcoming students aware of the various avenues of scope for getting a professional engagement in this sector – both as individual entrepreneurs or in salaried jobs. With more than 50 participants, the students were imparted a good amount of awareness by close interaction between veteran industry practitioners from varied fields

**NORTH EAST YOUTH PLUS**  
Connect Pursue Evolve

Organized by  
Department of Mass Communication and Journalism, Tezpur University, Assam  
with support from  
Rajiv Gandhi National Institute for Youth Development, Sriperambudur, Tamil Nadu

**FREE REGISTRATION**  
Open till  
22nd December 2020  
Certificates will be provided  
to 50 participants  
Join ASAP!

**Career Evolve**  
A two-day workshop on  
Career opportunities in  
Mass Communication  
9th - 10th Jan 2021  
(10 am - 5 pm)  
Venue: Tezpur University  
Coordinator:  
Prof. Abhijit Bora

COVID-19  
protocols  
will be strictly  
enforced

Non-residential  
workshop  
Travel Allowance  
will be provided  
to the participants  
as per RGNIYD  
policy

(Participation registration link: <https://forms.gle/zqf8CQczH1Kqzgvv6>)



like cinema, Public Relations and Corporate Communication, sound, digital journalism etc. The workshop went off to a good start with the Inaugural ceremony graced by the Prof. Sibnath Deb, Director, RGNIYD and Prof. PK Das, Dean, Humanities and Social Sciences School, TU, Prof. Vasanti Rajendran, Head of training at RGNIYD, Prof. Joya Chakraborty, HoD of Mass Communication & Journalism Dept., TU. A few of the resource persons include – Mr Bhaskar Hazarika, eminent film director, Mr Amrit Pritam Dutta, renowned sound recording expert, Mr Sushanta Talukdar, editor of [www.NEZINE.com](http://www.NEZINE.com) among others. Participants represented different institutions in the state including established colleges of the region. The valedictory function was addressed by Prof. VK Jain, Hon'ble Vice Chancellor of Tezpur University who expressed satisfaction over the successful completion of the programme and distributed the certificates to the participants. It was also addressed Prof. V Rajendran, Head of Training, RGNIYD. The participants expressed satisfaction over the programme and requested for more such programmes in future whenever possible. Prof. Abhijit Bora was the Coordinator of the programme.



## WEBINAR

organised by

Department of Mass Communication and Journalism,  
Tezpur University  
in collaboration with  
Gauhati Press Club

## TOPIC

### Media reporting on children with vulnerabilities:

Perspectives from the JJ Act and POCSO Act including reporting of cases under The Mental Healthcare Act, 2017

10th MARCH, 2021

1:30-3:00 pm

### WHO CAN ATTEND?

Media professionals, legal professionals, Media and Communication students

Certificates of participation will be awarded to all participants

### SPEAKERS

**Mr Satya Prakash**  
Legal Editor, The Tribune

**Mr Sushanta Talukdar**  
Editor, NEZINE

## Webinar on Media Reporting on Children with Vulnerabilities

The Department of Mass Communication and Journalism, Tezpur University organised a webinar titled '**Media reporting on children with vulnerabilities: Perspectives from the JJ Act and POCSO Act including reporting of cases under The Mental Healthcare Act, 2017**' in collaboration with the Judicial Academy, Assam and Gauhati Press Club on 10th March, 2021.

Mr. Justice N. Kotiswar Singh, honourable judge, Gauhati High Court delivered the inaugural speech. The resource persons for the webinar were- Mr Satya Prakash, legal editor of The Tribune and Mr Sushanta Talukdar, the Editor of NEZINE. Over 300 participants including media and law students and faculty, media professionals and legal professionals from across the country participated in the webinar.

The workshop was coordinated by Dr. Anjuman Borah, Assistant Professor, Department of MCJ, Tezpur University.

## Academic Workshops



### WHY Creative Thinking ?


ADVERTISING ISN'T A SCIENCE. IT'S PERSUASION. AND PERSUASION IS AN ART.

"IF DOGS DON'T LIKE YOUR DOG FOOD, THE PACKAGING DOESN'T MATTER."  
STEPHEN DENNY

A good advertisement is one which sells the product without drawing attention to itself.  
~ David Ogilvy

IN ADVERTISING, NOT TO BE DIFFERENT IS VIRTUAL SUICIDE.  
Thornton Wilder





SAMUEL RUFUS

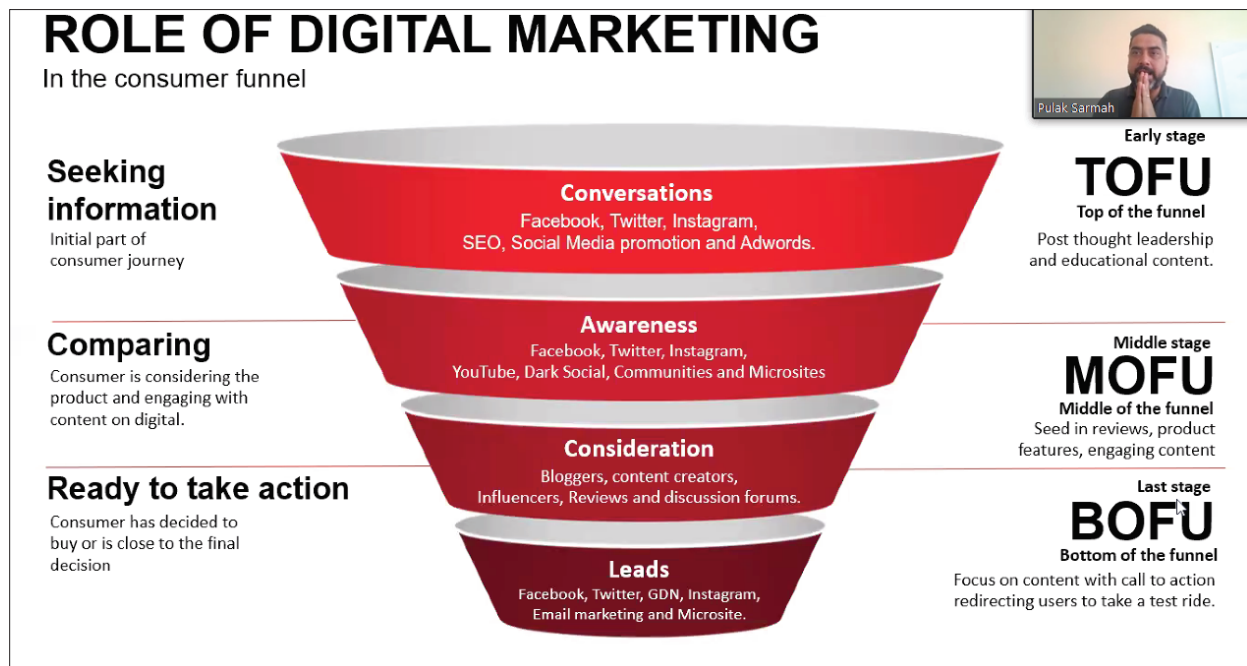
## C-Drive with Sam Rufus

C Drive with Sam Rufus, a three day long online workshop on 'Creative Thinking' was organized by the Department of Mass Communication and Journalism, Tezpur University from 28-30 January, 2021. It was aimed at encouraging creative thinking practices among students and was attended by the students of both Mass Communication and Journalism as well as students of Communication for Development programme.

Mr. Sam Rufus, founder director of EPIC (Enriching People in Creativity) conducted the workshop as the key resource person. The workshop was coordinated by Dr. Anjuman Borah, Assistant Professor, Department of MCJ, Tezpur University.



# DIGI DIALOGUES WITH PULAK SHARMA



Digi Dialogues was an online lecture series organized by the Department of Mass Communication and Journalism, Tezpur University from 9-12 February, 2021. This lecture series introduced the students to the world of digital and social media marketing and enabled them to get acquainted with the concepts, principles and practices

related to the subject.

The resource person for the workshop was Mr. Pulak Sharma, Senior Vice-President & Head, Marketing, Kotak General Insurance. The workshop was coordinated by Dr. Anjuman Borah, Assistant Professor, Department of MCJ, Tezpur University.

## Invited Talks



- Prof. Sunil Kanta Behera delivered a talk on '**Covid-19: Media Discourse, Infodemic and Misinfodemic**' as an invired speaker at the two-day National Webinar on Indian Media and Covid-19 Organised by Department of J&MC, Berhampur University Odisha during 30-31 March, 2021.
- Prof. Sunil Kanta Behera delivered an invited talk on **Reporting on Children: Legal and Ethical Issues – Consent and Participation** during Fifth Webinar Series on Media Response to Crises organized by Press Club, Kolkata in collaboration with UNICEF West Bengal on 21 December 2020.
- Prof. Sunil Kanta Behera chaired and Delivered the Conclave Report at the Valedictory session of the Fourth National media Conclave 2020 – Communication for Social Change organized by Institute for Media Studies and Utkal University, Bhubaneswar on 22<sup>nd</sup> November 2020.
- Prof. Sunil Kanta Behera delivered a talk on **C4D-**

**Global to Local** as an invited speaker at the Inaugural Session of the Fourth National media Conclave 2020 – Communication for Social Change organized by Institute for Media Studies and Utkal University, Bhubaneswar on 21<sup>st</sup> November 2020.

- Prof. Abhijit Borah delivered a radio talk on the topic '**NEP – 2020 – A Futuristic vision Plan**' broadcast by All India Radio Guwahati Centre on January 29, 2021 at 8.20 p. m.
- Dr. Joya Chakraborty delivered a talk on the topic '**Communicating Climate Change in Developing Societies: The Indian Challenge**' during the 11th webinar of the webinar series on Media Response to Crises organised by Press Club, Kolkata in collaboration with UNICEF West Bengal on 12th January 2021
- Dr. Anjuman Borah delivered an online session on the topic '**Influencing through the Power of Communication**' organized by North Eastern Regional

Load Despatch Centre (NERLDC), Power System Operation Corporation Limited (POSOCO), Shillong for its managerial staff on 18 February 2021.

- Dr. Anjuman Borah delivered an online session on the topic 'Effective Communication in Organizations' organized by National Thermal Power Corporation (NTPC), Ramagundam, Telangana for its senior executives on 6 March 2021.

**एनटीपीसी NTPC**  
**RAMAGUNDAM/TELANGANA**

**JOIN THE COMMUNICATION WORKSHOP**  
**ON MARCH 06, 2021 FROM 9.30AM ONWARDS**

**EFFECTIVE COMMUNICATION: THE WAY FORWARD**

**PANELLISTS**

<b>T S Sudhir</b>  An independent columnist and political analyst	<b>M Gopalakrishna</b>  IAS (Retd.), Ex Chairman of REC and SCOPE	<b>Dr. Anjuman Borah</b>  Asst. Prof. in Journalism, Tezpur University	<b>Joe A Scaria</b>  Journalist, speaker and trainer
Media Relations in Changing World - thrust on Electronic Media	Leadership Communication	Effective Communication in Organisations	Media Relations in Changing World - thrust on Print & Social Media

**Connect through MS Team Link:**  
<http://tiny.cc/commws>

**Organised By:**  
HR-Corp Comm Section, NTPC-Ramagundam/Telangana

- Dr. Perosh Jimmy Daimary and Dr. Manoj Deori, Assistant Professors in the Department of Mass Communication and Journalism of Tezpur University, interacted with the members of the defence media units as resource persons in the workshop organised by the PR unit, Tezpur at HQ 4 Corps.



## Student Activities



### KNOW YOUR RESOURCES WITHIN THE UNIVERSITY INITIATIVE

Students of MA MCJ programme for their course MC600 Science Communication (Core course, Spring, 2021) visited the Language Laboratory of the English Department of TU on March 11, 2021 for an exposure to various aspects of researching into the life of a language. Prof., Madhumita Borbora, Head of the Laboratory delivered a conducted

tour of the facilities and activities being carried out in the system for the students. The students would prepare media contents in the form of news items and features for their course. This is a step under the Know Your Resources within the University initiative for Science Communication students led by Prof. Abhijit Bora, Course Instructor.

As part of the initiative, students also had a 'field day' acquiring the basic idea of a scientific 'cricket pitch





preparation' at the TU playground on March 25<sup>th</sup>. This pitch is being developed with support from Board of Control for Cricket in India (BCCI) with a senior experienced curator appointed for the purpose.

## Department of MCJ gets a new audio studio



Recently the construction work of the new audio studio in the department of MCJ has been completed and the studio is currently made functional with the existing audio equipment. The new audio

## Student Achievements and Awards

- Ms. Richa Chattopadhyay, research scholar in the Dept. of MCJ-TU received a grant of Rs. 50,000/- for a Project titled 'Immateriality' in Material Culture: An Ethnographic Study on the Monpa tribe of Arunachal Pradesh" under Research and Innovation Grant, Tezpur University.
- Mr. Subhajit Paul, research scholar in the Dept. of MCJ-TU received a grant of Rs. 50,000/- for a Project titled "Religious Assertion and Media Polarization in Assam: A Case study of the English Print Media in Assam" under Research and Innovation Grant, Tezpur University.

- Ms. Lohita Raulo, research scholar in the Dept. of MCJ-TU received a grant of Rs. 50,000/- for a Project titled 'Assessing Media Information Literacy among Social Media Users to combat 'Fake News': A case study of Ganjam District, Odisha" under Research and Innovation Grant, Tezpur University.
- Ms. Manaswini Mahanta, research scholar in the Dept. of MCJ-TU participated as an invited speaker at a seminar on "Age of Social Media and Creative writing" organised by Assam Prakashan Parishad on 4 January, 2021.
- Ms. Manaswini Mahanta, research scholar in the Dept. of MCJ-TU contributed as the research fellow for a documentary project *Baruar Xongxar* (House of Baruas) by Utpal Borpujari.
- Ms. Harshwardhani Sharma, research scholar in the Dept. of MCJ-TU completed a 14 month tenure at Tallinn University (from November 2019-January 2021), Estonia as a visiting doctoral student under the Dora Plus mobility grant funded by the European Regional Development Fund.
- Mr. Simanta Barman translated the Election Safety Guide developed by the Committee to Protect Journalists (CPJ) from English to Assamese for the 2021 Assembly Elections in Assam.
- Ms. Chandrika Srutikaar (2<sup>nd</sup> semester, MAMCJ) was awarded second prize in a poetry recitation competition on the theme 'Stri' organized by the Chandraprabha Saikiani Centre for Women Studies, Tezpur University on 11 March 2021
- Ms. Anubhuti Dutta received special mention in the photography competition 'Vivid Snaps' organised by CultRang'21, the annual cultural fest of IIT Goa.
- Ms. Neeki Sharma has received certificate of appreciation for performing as a singer in open mic evening 2021 organised by the team "LUST IN WORDS".
- Mr. Subham Goswami secured fourth position in the "QREKA: The Fresher's Quiz" (Intra Tezpur University) organised by 'Adda Quiz', Tezpur University on 26 April, 2021.
- Mr. Abhishek Kabra (4<sup>th</sup> semester, MAMCJ) was awarded first prize in a poetry recitation competition on the theme 'Stri' organized by the Chandraprabha Saikiani Centre for Women Studies, Tezpur University on 11 March 2021
- Mr. Abhishek Kabra (4<sup>th</sup> semester, MAMCJ) was awarded Best Debater at 5th Biennial Narayan Chandra Dutta Memorial All Assam Inter College Debating Competition organised by Furkating College on 22nd January, 2021.
- Mr. Abhishek Kabra (4<sup>th</sup> semester, MAMCJ) was invited to present his views at the "Online Comprehensive discussion and analysis of Draft National Youth Policy 2021 with stakeholders" organised by Rajiv Gandhi National Institute of Youth Development, Tamil Nadu (RGNIYD) on 31st March, 2021.

## Publications by the Faculty members

Bora, A., Behera, SK. (2019). Challenges of Fake News Mis-information, Dis-information, Mal-information in an Increasingly-Networked Human World (71-86). Communicator, LIV(4), Oct-Dec., 2019. ISSN 0588-8093. Indian Institute of Mass Communication, New Delhi,

Bora, A. (2020). Health Communication and Beyond : Exploring Newer Horizons (82-91). Communicator, LV(1, 2), Jan-June, 2020. ISSN 0588-8093. Indian Institute of Mass Communication, New Delhi. (Special issue on Health Communication).

Bora, Abhijit. (2021). National Education Policy – 2020 : The Policy with futuristic Vision. *University News*. Special issue on Implementation Strategies for National Education Policy – 2020 – holistic and multidisciplinary education with Technology Integration. Vol. 59, No 7. Feb. 15 – 21, 2021. P 76 – 81.

Deori, M., Bora, A. & Baruah, N. (2021). New Media and Vernacular Press: A study on the Status of the Online Journalism in Assam. *Communicator*, Vol. LVII No. 1-1, Jan-March, 2021. Indian Institute of Mass Communication, New Delhi. (Accepted)



## Students' Publications (Academic)

- Harshwardhani Sharma (2021) Stanislavski and Indian Media: An exploration of 'So Sorry' Politicians, Stanislavski Studies, 9(1), 51-64. DOI: 10.1080/20567790.2021.1875183
- Paul, Subhajit, and Uttam Kr. Pegu. 2021. "Media Polarization and Assertion of Majoritarianism in Indian News Media." The Journal of Communication and Media Studies 6 (2): 1-12. doi:10.18848/2470-9247/CGP/v06i02/1-12.
- Bhuyan, Kalpajyoti. (2021). Paatal Lok : Deconstruction of a Nation through Subaltern Voices. Economic and Political Weekly, 56 (10).

## Students' Publications (Journalistic)

1. Mr. Simanta Barman's (4<sup>th</sup> Semester, MAMCJ) story titled "Gud Tidings: Migrant families from Bihar add the sweetness of jaggery to Bhogali Bihu in Assam" published in Gaon Connection.
2. Mr. Simanta Barman's (4<sup>th</sup> Semester, MAMCJ) story titled "Sinking hope: Migrant vendors shifted to Kolkata's floating market in Patuli to make way for a highway rue loss of livelihood" published in Gaon Connection.
3. Mr. Simanta Barman's (4<sup>th</sup> Semester, MAMCJ) story titled "Assam Election 2021: The story of Assam's tea workers and broken election promises" published in Gaon Connection.
4. Mr. Simanta Barman's (4<sup>th</sup> Semester, MAMCJ) story titled "From Scheduled Tribe status to battle over 'D voter' tag, Assam's Gorkhas give voice to longstanding demands" published in Firstpost.
5. Mr. Abhishek Kabra's (4<sup>th</sup> Semester, MAMCJ) article titled "Mumma's Baby, Papa's Maybe" published in The Sentinel .Mumma's baby, Papa's maybe?
6. Mr. Abhishek Kabra's (4<sup>th</sup> Semester, MAMCJ) article titled "Remembering the legendary women from Doisingari" published in The Hills Times.
7. Mr. Abhishek Kabra's (4<sup>th</sup> Semester, MAMCJ) story titled "Assam Assembly Election 2021: From financial inclusion to spurring entrepreneurship, SHGs are driving development" published in Firstpost.
8. Mr. Abhishek Kabra's (4<sup>th</sup> Semester, MAMCJ) story titled "Assam Assembly Election 2021: Women healthcare workers rue meagre salary and lack of facilities, say let down by successive govts" published in Firstpost.
9. Miss Madhusmita Bordoloi 's (4th Semester, MAMCJ) story titled "Assam Assembly Election 2021: Eyeing agri-preneurship to secure future, youths seek govt backing for budding sector" published in FirstPost.
10. Miss Madhusmita Bordoloi's (4th Semester, MAMCJ) story titled , "Entrepreneurship gaining pace among Assam youth, but lack of support makes choice difficult" published in Firstpost.
11. Mr. Rudrasing Thapa's (4th semester, MAMCJ) feature titled "Time to Strengthen India-Nepal Relations" published in The Hills Times Newspaper.
12. Mr. Nilutpal Timsina's (2nd Semester, MCJ) article titled "Meme fest on track" published in The Assam Tribune.
13. Ms. Sweta Chatterjee's (2nd Semester, MCJ) article titled, "Bleak Scenario" published in The Assam Tribune on 14th February, 2021
14. Ms. Dimpal pathak (2nd Semester, MCJ) article titled "Keeping up with the K- economy" Published in Wiser world , Delhi.
15. Ms Dimpal Pathak (2nd Semester, MCJ) article titled " Anime taking over the world: Japan's soft power " published in wiser world , Delhi.

16. Ms. Dimpal Pathak (2nd Semester, MCJ) article named "Brixit: Britain's divorce from European union " published in wisser world , Delhi.
17. Mr. Kalpajyoti Bhuyan's (2nd Semester, MCJ) article titled "Assamese Cinema Rebounds" published in The Assam Tribune.
18. Mr. Kalpajyoti Bhuyan's (2nd Semester, MCJ) film review titled "Daai – The World of an Artist" published in Magical Assam.

## Student Achievements

- Parthona Phukan and Arpita Deb (2<sup>nd</sup> semester, MAMCJ) awarded second best team in Inter institute debating competition titled "Combat of Intellectuals" organised by Institution's Innovation Council, Tezpur University (IIC-TU) on 22 Nov 2020.
- Arpita Deb (2<sup>nd</sup> semester, MAMCJ) awarded second best debater (solo) in Inter institute debating competition titled "Combat of Intellectuals" organised by Institution's Innovation Council, Tezpur University (IIC-TU) on 22 November, 2020.
- Mr. Chandan Kumar Nath (2<sup>nd</sup> semester, MAC4D) was awarded " India Book of Records " award by publishing maximum news articles in a year, on 12 December, 2020.
- Ms . Priyangkhi Kalita (2<sup>nd</sup> semester, MAMCJ) was awarded second prize in the state level Youth parliament and selected for National level, organised by Nehru Yuva kendra collaboration with Ministry of Youth Affairs and Sports on 31 October, 2020.

## Seminar/ Conferences attended

Dr. Anjuman Borah Presented a paper titled 'Creating Spaces for Children's Voices: Media Education as a Way Forward' at the International Web-Convention Hundred Years of Media Education in South Asia held during 19-20 December 2020.

## Academic Workshops

### Lecture series on "Digital Technologies: Mediation and Inequities"

Dr. Kapou Malakar, Assistant Professor in the Department of MCJ Organised and coordinated a Lecture Series on "Digital Technologies: Mediation and Inequities" during 18th-19th of February, 2021. Dr Arul Selvan, Associate Professor from IGNOU, School of Journalism and New Media Studies resourced the session. (About the event: The lecture series have exposed students to the significance and imperatives of different dynamics of the use of digital technologies, disparities in the access to digital technologies, assess the impact of digital technologies and its advances at various periods and various forms of mediation through it.

### PUPPETRY WORKSHOP WITH ANURUPA ROY

The Department of Mass Communication and Journalism, Tezpur University organised a series of online lectures and workshop on Puppetry for the students of MA MCJ and C4D. The resource person for the sessions was Ms Anurupa Roy, one of the famous puppeteers of the country. It was a three-day programme organised on 23rd, 28th and 29th of December, 2020. Apart from giving the students, the theoretical knowledge on puppetry, its forms and practises, the workshop provided the students with practical exposure to a few of those forms.





