A Newspaper by the students of Journalism & Mass communication, The IIS University, Jaipur

April 2019 I Quarterly

#### X IIS University 2019 Let me Converse says







The IIS University, Jaipur hosted a TEDx IIS University conference on 7th April,2019 that brought together inspiring stories of thinkers from different fields to the larger community to explore ideas for collective future. The pioneer event of 2019, TEDx at The IIS University, showcased the theme 'CONVERSE' with an endeavour to shed light on a plethora of issues which needs community's united attention to evolve! The program began with a welcome note and lamp lighting by Dr Ashok Gupta, vicechancellor and Dr Rakhi Gupta, Registrar of the university. In the spirit of ideas worth sharing, TEDx is a program of local, self-organized events that bring people together to share a TED-like experience. Ms Rakshita Singh, president of student council at the IIS University, obtained license from TED to bring to the University its first ever TEDx conference. The event was marked with the release of a rocking day teaser at the beginning, indicating the start of this prestigious day and then there was no turning back.



Alika Bhatt, the first speaker who is a YouTuber and artist, beautifully presented her journey and struggles in front of the audience.

Next speaker Karan Vig, a Lakme Fashion Designer and LGBTQ rights activist ended his speech on a note" live and let

Ms Ankita Sharma who is a wheelchair India 2017 runner-up was the third speaker of the event. Next on number four, Social activist speaker Tripti Singh and the founder of the Gathjod Organization in America spoke about her colourful life from Bikaner to America.

Speaker number five, instrumental guitarist **Dr. Benny Prasad** asked a very basic question, "Why do we run after Money to define career?"

Founder of Hare Krishna movement and VP- Akshay Patra Foundation, speaker number Six, Sri Anantha Shesh Dasa lead the audience towards a journey of self-discovery

The seventh speaker who is an acclaimed YouTube next star 2018, **Ms Saloni Srivastava** asked the listeners to never stop following their dreams. India's Raw star and Cupcake boy Mohit Gaur, was the eighth speaker at the event. A singer with voice so soothing, makes you swoon

The next speaker was accorded as the best Bollywood artist of the year at India nightlife awards 2018. From being a middle class boy to a popular musical sensation **Stebin Bens** journey was very much relatable.

RJ of the nation, **RJ Kartik** was the 10111 speaker at the event. One of the most followed RJs on Facebook with more than 2.2 million followers and 19 million views, his session was a complete package of emotions, humour, wit and satire.

Titled as Miss India International 2007, celebrated film personality Ms Esha Gupta revisited her journey and spoke confidently on topics like social media anxiety, racism and body shaming.

The last speaker rose to fame from the streets of Ghetto Delhi. A very famous desi Hip Hop dancer and mainstream Rapper Ikka managed to captivate the audience with his story. He has garnered the appreciation of true Hip Hop appreciators with his pen name.

At last the audience had some kind words from Shivi Saxena, head of placement cell of The IIS University stating, "An independently organized TEDx event has officially made its way to the IIS University Campus! By promoting ideas worth spreading, we hope to inspin those who attended our events in the trademark style of the world-renowned TED Organization. At TEDxIISUniversity, innovative thinkers from both, local community as well as diversified fields discussed their approaches to some o humanity's fundamental concern. For an university which hones the students' skills to become world ready, global citizens TEDxIISUniversity strived to enrich that experience outside the classroom with inspiring talks and performances showcasing talent within the University and beyond.



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### **Editorial**

### Technology and Social Media: he Helm of Anxiety

-By Ankita Gupta, MAJMC Sem II



**ANXIETY:** A widespread epidemic, a feeling of liability and failure which overrides everything.

Do you get anxious when you cannot check your Facebook or Twitter account? Believe it or not, that is a real disorder. Social media anxiety disorder is a mental health condition that is similar to social anxiety disorder.

It is important to understand that getting stressed out when one is not able to check their notifications for hours is different from getting

anxious when one is away from their social media accounts for a few minutes. The former may be a case of technology and social media addiction or a start of social media anxiety unlike the latter case where one has already started suffering from such anxiety. Researchers have found that using social media obsessively causes more than just anxiety. In fact, testing has found that using too much internet can cause depression, attention deficit hyperactivity disorder (ADHD), impulsive disorder, problems with mental functioning, paranoia, and loneliness. It is not only the pressure of sharing things with others, but also about how netizen may be comparing their lives with others they notice online.

During this phase we detach ourselves from our Family and friends. At times We start believing that our presence is worthless. But one thing that we don't realize is that our absence will be worse. That even though a feeling of loneliness and failure is overpowering us, but we are lucky enough to have someone to love and care for us. These are the people for whom we ourselves are concerned. The thing that needs to be understood is that there is nothing on the other side. Everything is here, the present, the future, the needed change and what not! It's just a dark regret on the other side. Regret of things that could have been improved or the love that gets lost! The general shaping up of personality of avoiding confrontation leads to people living in their own make-believe world so much so that they avoid Sharing true feelings by the fear of being judged by someone else.

The solution of all this lies with oneself only. Start with keeping your Smart phones and other electronic devices aside and sitting with one's own family and friends to talk and discuss. Taking out time from sitting in front of the screens for a small walk, exercise and meditation will be helpful for bringing peace of mind and inculcating positive vibes. Music, as often said, is the biggest stress reliever, so create a happy play list, which will refresh your mind and mood. Share how you feel with someone or just write it down to vent out your emotions. Finally, it is easy to get trapped in the issues of anxiety and depression but it is easier to get out of these situations by bringing certain changes to one's lifestyle. And to quote a song, "IF IT ALL GOES WRONG, DARLING JUST HOLD ON!"

## फोटो:आज और

-अभिलाषा गर्ग एम ए जे एम सी II



तस्वीरों से कहानी बयाँ करना आज के युग की नई दास्तान है! कैमरे से नजिरये से दुनिया को देखना आज की पहचान है! जमाना आधुनिक हो या पुरातन फोटोग्राफी सिदयों से चली आ रही है! फोटोग्राफी संचार का एक ऐसा माध्यम है जिसमें भाषा की आवश्यकता नहीं होती है! जबिक सन्देश का प्रभाव सबसे ज्यादा होता है इसलिए शायद ठीक है कहा गया है कि एक फोटो 1000 शब्दों के बराबर महत्वपूर्ण होता है! अब प्रश्न उठता है कि फोटोग्राफी क्या है? फोटोग्राफी तकनीकी और कला का संगम है! जहा आपको वास्तविक खूबसूरती की समझ होने के साथ ही तस्वीर के रंग प्रकाश के प्रभाव को समझने की छमता भी होनी चाहिए! कुछ साल पहले तक जहा फोटोग्राफी को शौकिया पेशे के रूप में देखा जाता था वहीं आज यह विज्ञापन, मीडिया और फैशन उधोगों में तेजी के साथ आकर्षक और रोमांचकारी करियर विकल्प के रूप में उभर रहा है! इन दिनों फोटोग्राफी क्षेत्र में तेजी से सभी आयु वर्गों में एक लोकप्रिय करियर विकल्प के रूप में उभर रही है फोटोग्राफी की बढती हुई लोकप्रियता इसके विस्तार के अवसर उपलब्ध करवा रही है इस क्षेत्र की बढती हुई लोकप्रियता का अंदाजा विविध आयामों से लगाया जा सकता है! यदि करियर विकल्प में हिए से देखा जाए तो फोटोग्राफर के रूप में मैगजीन, न्यूज़पेपर, press में काम किया जा सकता है! साथ ही यह क्षेत्र इतना विस्तृत है कि इसमें AD Agency, NGO, Food Product industry आदि में भी काम किया जा सकता है! फोटोग्राफर्स, फ्रीलान्सर्स, के रूप में काम करने के लिए भी स्वतंत्र होते है। जिनमे विज्ञापन, फेशन, वेडिंग, फोटो जर्नीलज्म, वाइल्ड लाइफ, स्पोर्ट्स जैसे अनेक आयाम सम्मिलत है।अतः फोटोग्राफी का क्षेत्र अत्यन्त विस्तृत है,और अनेक सम्भावनाओं को समेटे हुए है।इन्ही सम्भावनाओं को पूरा करने के लिए आज के इस तकनीकी युग में कैमरों की उपलब्धता आसानी से सम्भव है।

लैटिन के कैमरा ऑब्सक्योरा से उत्पन्न इस शब्द कैमरे का अर्थ अंधेरा कक्ष होता है। जो एक प्रकाशीय युक्ति है, जो स्थिर और चल चित्र खींचने के लिए प्रयुक्त किया जाता है।यदि बात की जाए बाजार में उपलब्ध कैमरों की, तो उनमे पॉइंट एंड शूट, DSLR, MILC शामिल है। वर्तमान में यह कैमरे किफायती दरों पर भी बाजार में उपलब्ध है। canon, Panasonic, Nikon जैसी कंपनियां सस्ती दरों पर कैमरे विक्रय कर रही है। प्रमुख समाचार पत्र नवभारत टाइम्स के एक लेख के अनुसार आज के इस युग में हर क्षेत्र में अच्छे फोटोग्राफर्स की मांग है, अतः फोटोग्राफी अपनी रुचि को अपने पेशे में बदलने का एक बहुत अच्छा साधन है। आज के समय में फोटोग्राफी के एक अच्छा पेशा साबित होने का कारण है, इसके अलग अलग क्षेत्र। चाहे वह फैशन हो या नेचर, फूड हो या वाइल्डलाइफ।आजकल तेजी से बढ़ रही ई वाणिज्य सेवाओं को भी अच्छे प्रोडक्ट फोटोग्राफर्स की जरूरत होती है। इसके अलावा मीडिया ऑर्गनाइजेशन ज्वाइन किए जा सकते हैं।समाचार एजेंसी और फोटो एजेंसी भी एक अच्छा विकल्प है, अतः फोटोग्राफी का क्षेत्र विस्तृत है और आपको विभिन्न अवसर प्रदान करता है।

यह क्षेत्र ऐसा है, जहाँ आप पर्सनल असाइनमेंट ले सकते हैं। इस तरह यह क्षेत्र असाइनमेंट के सिलसिले में आपको ब्यूमण का मौका भी देता है। वैसे तो फोटोग्राफी को कुछ तकनीकों को समझ कर उसकी प्रेक्टिस और अनुभव से अच्छी फोटोग्राफी की जा सकती है। इसके लिए इंटरनेट का प्रयोग भी किया जा सकता है। फोटोग्राफी वर्कशॉप भी ली जा सकती है और सबसे उपयुक्त किसी भी कॉलेज से फोटोग्राफी का कोर्स किया जा सकता है।भारत में इस क्षेत्र की शिक्षण प्रशिक्षण के लिए कई संस्थान उपलब्ध है। जैसे-

> Delhi College of photography ,Delhi Osmania University, Hyderabad वही कुछ विदेशी संस्थान भी है, जैसे-The New York Institute of Photography Parsons School of Design

गर बात की जाए महिला शक्ति की तो प्रत्येक क्षेत्र की तरह महिलाएं फोटोग्राफी में भी अपना परचम लहरा रही है। इसका जीवंत उदाहरण जयपुर की राष्ट्रीय फोटोग्राफी अवॉर्डी तबीना अंजुम कुरेशी है। वही बात करें कुछ और अन्य प्रसिद्ध महिला भारतीय फोटोग्राफर की तो उनमें आरती कुमार राव, चीना कपूर, सौम्या अय्यर जैसे नाम शामिल है। भारत ही नहीं विदेशों में भी महिलाओं ने इस क्षेत्र में पंख पसारे हैं। उनमे gerdo taro, Helen Levitt, mary ellen, tina madott जैसी महिलाओं के नाम शामिल है, लेकिन महिलाओं की इस क्षेत्र में स्थिति इतनी मजबूत नहीं है, जितनी कि होनी चाहिए। यह स्थिति महिला पुरुष लिंग भेदभाव को दिखाती है। यह कहने में कोई संशय नहीं है कि फोटोग्राफी क्षेत्र में दिनों दिन वृद्धि हो रही है। साथ ही विभिन्न क्षेत्रों में भी इस से जुड़े अवसर सुलभ हो रहे हैं। वैसे तो कोई भी इस कलात्मक विधा और व्यवसाय से जुड़ सकता है, लेकिन आवश्यकता है एक दृष्टिकोण की जिसे पैशन और मेहनत से प्रस्थापित किया जा सकता है। फोटोग्राफी में अपार संभावनाएं हैं और सही और सटीक मार्गदर्शन इस विधा को परिपक्त रूप में सीखने में मदद करता है।

### **FOOD & FUNDAAZZ**

-Ayushi Sharma, MAJMC Sem II

Life is all about compromises, right? Well if you think you can ignore your bad eating habits just because you exercise right, think again. A mistake that many people make is thinking that if you burn off a ton of calories at the gym you can eat whatever you want. Or if you're naturally thin you don't have to watch what you eat. Unfortunately, trading an hour in the gym for a greasy double cheeseburger or



relying on a good metabolism to take place of healthy eating habits completely misses the point of living a healthy lifestyle.

Eating a healthy diet is far from simple, simply because are very complex beings. In fact, eating is such an enjoyable experience like "yumm yumm in my tumm", that we often choose to eat foods that tastes very good, but that doesn't make us feel very good afterwards. We also enjoy these foods so much that eat more than our bodies actually need, which in turn, makes us fat, unhappy and depressed. If this sounds all too familiar to you, let's answer some basic question about why it's important to eat healthy. Like

Why should I make healthy food choices? So, if you put the right fuel into your car, it will spring to life with a single turn of the key and run for many years, but if you put soda pop and sugar in your gas tank, it's going to ruin your car. In this sense, your car and your body are very much alike. They both run well on the right kind of fuel, but it will deteriorate overtime if you neglect their basic fuelling needs. The basic need for food is pretty simple and could be compared to putting gas in your car.

Next question which comes to our mind is why should I strive for a healthy lifestyle? As like a smoker faces a possible future of emphysema and lung cancer, if you neglect healthy eating habits, you not only face a possible future of being overweight or obese, you also run the risk of depression, cancer, diabetes, bowel complications and much more.

The choices we make each day from what we eat for breakfast to whether or not to have an extra slice of pie-affect you feel and how you perform, which may be able to guess, affects everything you do. As we all know not all calories are treated equal. Different foods go through different metabolic pathways in your body. They can have vastly different effects on your hunger, hormones and the number of calories you burn. So, here is a list of some foods like: Whole eggs, leafy greens, salmon, cruciferous vegetables, boiled potatoes, beans and legumes, soups, cottage cheese, avocados, apple cider vinegar, sweet potatoes, nuts, whole grains, chili pepper, fruit, grapefruit, chia seeds, coconut oil, full fat yogurt, popcorn, Brown rice, apple, bananas.

We can use above foods as the core ingredient of any healthy dish which is yummy as well as easy to quick. The bottom line is, it's easy to find healthy foods to include on a weight loss diet. There are mainly whole foods like fish, lean meat, vegetables, fruit, nuts, seeds and legumes. Several processed foods such as pro biotic yogurt, extra-large virgin olive oil and oatmeal are also excellent choices. Along with moderation and regular exercise, eating these nutritious should pave your way to success and healthier life.

### **Tips to crack exams Stress free**

-Isha Singh, MAJMC Sem II



This exam season, keep calm and follow these tips of students. After all, Summer is coming!

"I relax during exam time by dancing and taking a walk nearby. I take proper sleep of around 6 to 7 hours and a nap of 1 hour in the afternoon. I think confidence is the key to crack good marks in exams." -

"I drink tea, watch T.V. and play with my dog. I take proper sleep to ignore my headache and I think using social media during exam time is not harmful. You just need to keep a balance."

- Mansi

"Music is my therapy during examtime. Itry to be stress free and try to develop more and more confidence. Fruits are necessary for me. I study and take a break of 15 minutes in between. Being patient is good." - Abhilasha

"Proper sleep is mandatory. I talk to myself a lot for self-motivation. I believe talking to your parents is quite helpful. Proper scheduling is important for a daily basis. Don't run for coaching centers and self-study." - Ayushi

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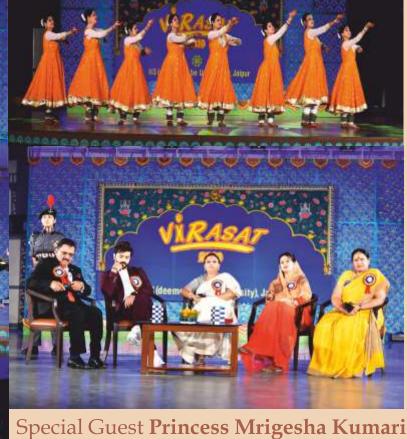
# The IIS University organised 24<sup>th</sup> Annual Function 'Virasat 2019'

Guest of Honor Ms. Mamta Bhupesh, State Minister for Women & Child Development, Govt. of Rajasthan



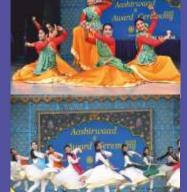
The students of the university celebrated the valour of our brave soldiers and commemorated their heroic life





Special Guest Princess Mrigesha Kumari of Rajkot Kunwarni Sahiba of Khimsar and Sh. Ashish Sharma, TV Artiste and Alumnus of IIS and his wife and Actress Archana T. Sharma

### Dancing, Singing, Skit mark Farewell "Aashirwaad and Award Ceremony 2019"



05<sup>th</sup> April 2019: Jaipur: "Aashirwaad and Award Ceremony 2019" was organized at IIS (Deemed to be university) on Friday. On this occasion, juniors give heartfelt tribute to their seniors. Also, second and third position holders along with the winners of other academic and extra-curricular activities for the session 2018-19 were awarded in the ceremony. In total, 520 student achievers were felicitated on the occasion. 253 students from different under graduate, post graduate courses, add-on certificate and Diploma courses and research scholars were awarded. While 100 student council members and 138 students who excelled in sports were felicitated on the occasion. The university is known for promoting Indian culture and heritage. The audience gets Goosebumps when the dancers of the university perform classical and semi-classical dance forms. Therefore, the juniors paid tribute to their senior dancers in terms of performing their signature steps from semi-classical and western dance performances. The enthusiasm and gusto of the party peeled off its layers with smiles, tears, reminiscences and a cultural



bonanza comprising songs, dances and other eye-catching items. Vice-Chancellor of the university, Dr. Ashok Gupta felt nostalgic while addressing the students. He said that the

institution when dreamt had not thought of attaining the success it enjoys today and it feels elated to discover every now and then how well its old students are adding feathers by doing well at the professional as well as personal front. They say that best is kept for the last. So, Dr. Ashok Gupta ended this cultural extravaganza by singing one of his favorite songs "Aa chal ke tujhe main leke chalun"...and left the audience spell bound



#### DOES PATRIARCHY DEHUMANIZE MEN ?



23rd February 2019 Screening of Ted Talk Women's Studies, Gender Champion Club and Population Club

A Ted Talk was screened for Foundation Women's Studies students. The Ted Talk by Kamla Bhasin is titled 'Patriarchy Dehumanizes Men'! The 18 minutes Ted Talk is an attempt to make students see how gender not only constraints men but it also dehumanizes them. It banishes the idea that that patriarchy only oppresses women. It does not allow scope for men to express emotions which leads to

unexpected violent ruptures. The Ted Talk was done in either coed college or only male students! As the audience is not visible it is only through Bhasin's addressing of the audience this assumption can be made and the acceptance of audience can be heard by cheers. Her quoting of WHO about the missing girls brings forth the gender perspective to both genders! Students were asked to write what they would do to bring change in the patriarchal system. Bhasin and her brothers celebrated Raakhi by tying it on each others hand, brothers and sisters together lit the pyre of their mother, such examples gave an insight how practical possible changes could bring equality.

#### **ART EXHIBITION**



IWD Programme Poster Exhibition (7-8 March 2019)

Semester VI Arts and Arts Honours students have Foundation Women's Studies as a compulsory course. The pattern of evaluation has class assignments for each units as a category. For one of the Units they are expected to make charts on Women's Rights without using words. Women's Studies is the study of underprivileged perspective. The students being in education have to consider those who cannot read and express creatively women's rights. The posters they make are exhibited for 2 days in campus as part of celebrating International Women's Day. It is a pleasure to see the creativity of students when posed with something as unexpected. Few students take help from internet, few bring out the obvious selection, some make attempts at trying something new and some create extraordinary expressions, altogether making each year worth waiting for their creative upsurge. The students who come to see are wonderstruck by the concepts. Students from different departments and NSS volunteers came to see the exhibition. Women's Studies elective students tried to evaluate the posters. Journalism and Mass communication students saw it from their perspective.

# Womens) Day

Women's Cell collaborate with Santokhba Durlabhji Medical Hospital Women's Health is an integral part of social existence which neither gets addressed by the society, nor women themselves. Women's health is taken as Unit in Foundation Women's Studies. For International Women's Day a session about Women's Health was organized in IIS Campus for students of the University. Dr Shweta Gupta, a Gynecologist had an interactive session with the students sharing a few aspects of women's health. Braking taboos about menstruation she candidly took the students into confidence to share their personal sexual issues with their family doctor. Not go to strangers and to not delay such issues. The medical fraternity has had to deal with teenage pregnancies. She did not want to divulge the enormity of it but her concern and safety of college going girls was obvious when she insisted that they should take precaution and urge partners to take precaution too. She further shared about Cancers prevalent in women many of which can be avoided with preliminary tests. Even being a Gynic her approach was more of prevention and social health for developing healthy womanhood. It was an enriching session for the girls on the path to adulthood, an apt session for celebrating International Women's Day.

