

Date- 13/1/2025

NOTICE

BA (JMC) Department

All the students of the BA (JMC) Department are hereby informed that there will be Workshop on “**New Age Digital Storytelling**” as per the following details-

Name of the Guest: - - Mr Rao Narender Yadav

Designation: -Senior Journalist & Academic

Date: -15\1\2025

Venue: -Seminar Hall, JIMS GN

Timing: -11:00 am onwards

Participant: - BA (JMC) Students

Faculty Coordinator: – Prof. Ajitabh

All faculty & student to attend.

CC:-

Notice Board

HOD

EVENT REPORT

Name of the Event: - Workshop on **New Age Digital Storytelling**

Resource Person: -Mr.Rao Narender Yadav

Date & Time: - January 15th, 2025 from 11:00 am onwards

Attendees: - BA (JMC) and Faculties

Venue: - Seminar Hall, JIMS GN



The poster is for a workshop titled "New Age Digital Storytelling". It features the JIMS Greater Noida logo at the top left and a 25th anniversary logo at the top right. The text on the poster includes: "JIMS Engineering Management Technical Campus", "Affiliated to Guru Gobind Singh Indraprastha University", "Approved by AICTE, BCI and NCTE, ISO 9001:2015 Certified Institution", "Department of Media & Communication Studies", "Workshop New Age Digital Storytelling", "15 January 2025", "11 AM Onwards", "Convenor Prof (Dr) Ajitabh HoD", a portrait of Rao Narender Yadav, "Rao Narender Yadav senior journalist and academic", and the address "48/4, Knowledge Park III, Greater Noida, Uttar Pradesh - 201308".

The Department of Media and Communication Studies organized an insightful workshop on *New Age Digital Storytelling* on 15th January 2025. The event, held at the campus, saw a remarkable turnout of students and faculty. The session was graced by the presence of Rao Narender Yadav, a distinguished senior journalist and academic, who served as the guest speaker for the day.

The workshop aimed to provide participants with an in-depth understanding of how storytelling is evolving in the digital age, highlighting the influence of technology, social media, and interactive

platforms in shaping narratives. Rao Narender Yadav shared his extensive experience in journalism and storytelling, emphasizing the importance of crafting engaging, authentic stories in the digital realm. He discussed the shift from traditional forms of storytelling to more interactive and visual methods, where audiences now expect content that is not only informative but also engaging and immersive.



During the workshop, Yadav elaborated on the role of multimedia elements like videos, infographics, and podcasts in storytelling. He also addressed the significance of audience engagement through digital platforms such as blogs, social media, and YouTube. Through practical examples, the workshop explored the strategies journalists and content creators can use to adapt to changing media landscapes and reach broader audiences.



Students had the opportunity to ask questions and engage in discussions, gaining valuable insights into the tools and techniques that define modern digital storytelling. The session concluded with a Q&A round, where Yadav provided personalized advice to attendees, encouraging them to experiment with digital mediums and hone their storytelling skills.



Overall, the workshop was a resounding success, offering a platform for knowledge exchange and inspiring the next generation of digital storytellers.

Convener
Prof. (Dr) Ajitabh
(HoD)

ATTENDANCE SHEET

ATTENDANCE SHEET

Date-15-01-2025

Name of Event:- Workshop on New Age Digital Storytelling
BA(JMC) 2022-25

S. No.	Enrollment No.	Name of the Student	Branch/Semester	Present/Absent
1	00125502422	GUNJAN GOLA	BA(JMC)/5th Sem	A
2	00225502422	RITU KUMARI	BA(JMC)/5th Sem	A
3	00325502422	ARPANA JHA	BA(JMC)/5th Sem	A
4	00425502422	OJASVI KHANEJA	BA(JMC)/5th Sem	A
5	00525502422	SHALU KUMARI	BA(JMC)/5th Sem	A
6	00625502422	MAHAK GUPTA	BA(JMC)/5th Sem	A
7	00725502422	PRATYAKSHI PRATAP POLISTYA	BA(JMC)/5th Sem	A
8	00825502422	AYUSHI JHA	BA(JMC)/5th Sem	A
9	00925502422	KESHAV GUPTA	BA(JMC)/5th Sem	A
10	01025502422	YUSRA CHAND	BA(JMC)/5th Sem	A
11	01125502422	PRIYANSHI RAWAT	BA(JMC)/5th Sem	A
12	01225502422	PRERNA BISHI	BA(JMC)/5th Sem	Prerna Bishi
13	01325502422	BHUMIKA JAISWAL	BA(JMC)/5th Sem	A
14	01425502422	BIHAMI BHATIA	BA(JMC)/5th Sem	A
15	01525502422	SHAURYA CHADHA	BA(JMC)/5th Sem	A
16	01625502422	DEEPANSHI KHURANA	BA(JMC)/5th Sem	Deepanshi
17	01725502422	TANISHA GARG	BA(JMC)/5th Sem	A
18	01825502422	SHREYA TRIPATHI	BA(JMC)/5th Sem	A
19	35125502422	TARANJEET KAUR	BA(JMC)/5th Sem	A
20	35225502422	MAYANK BAJAJ	BA(JMC)/5th Sem	A
21	35325502422	VANSHIKA BABBAR	BA(JMC)/5th Sem	A
22	70125502422	EKTA MISHRA	BA(JMC)/5th Sem	A
23	90125502422	NAMRITA	BA(JMC)/5th Sem	A

ATTENDANCE SHEET

Date-15-01-2025

Name of Event:- Workshop on New Age Digital Storytelling

BA(JMC) 2023-26

S. No.	Enrollment No.	Name of the Student	Branch/Semester	Present/Absent
1	00125502423	Meet	BA(JMC)/3rd Sem	Meet
2	00225502423	Lavanya	BA(JMC)/3rd Sem	Lavanya
3	00325502423	Stuti Kaya	BA(JMC)/3rd Sem	Stuti
4	00425502423	Priyanshu Gupta	BA(JMC)/3rd Sem	A
5	00525502423	Chaitanya Dhingra	BA(JMC)/3rd Sem	Chaitanya
6	35125502423	Nikita Shukla	BA(JMC)/3rd Sem	A
7	35225502423	Khushi Kapoor	BA(JMC)/3rd Sem	Khushi
8	35325502423	Harshit Rawat	BA(JMC)/3rd Sem	Harshit
9	70125502423	Chahat Dhingra	BA(JMC)/3rd Sem	Chahat
10	70225502423	Ritika Singh	BA(JMC)/3rd Sem	A
11	70325502423	Shivani	BA(JMC)/3rd Sem	A
12	70425502423	Kusum Verma	BA(JMC)/3rd Sem	A
13	70525502423	Kashish Mishra	BA(JMC)/3rd Sem	Kashish

(Signature)

ATTENDANCE SHEET

Date-15-01-2025

Name of Event:- Workshop on New Age Digital Storytelling

BA(JMC) 2024-28

S. No.	Enrollment No.	Name of the Student	Branch/Semester	Present/Absent
1	00125502424	Shashwat Saxena	BA(JMC)/ 1st Sem	<i>Sh</i>
2	00225502424	Sahil Bhatia	BA(JMC)/ 1st Sem	<i>Sahil</i>
3	00325502424	Ishaan Mohan	BA(JMC)/ 1st Sem	A
4	50125502424	Saksham Pandey	BA(JMC)/ 1st Sem	A
5	50225502424	Aarchi Dhiman	BA(JMC)/ 1st Sem	A
6	50325502424	Sanya Mendiratta	BA(JMC)/ 1st Sem	<i>Sanya</i>
7	50425502424	Diya Srivastava	BA(JMC)/ 1st Sem	<i>Diya</i>
8	50525502424	Muskan Kharbanda	BA(JMC)/ 1st Sem	A
9	50625502424	Shreya Srivastava	BA(JMC)/ 1st Sem	A

Summary

Present- 14

Absent - 31

Total Student = 45