

AMILO



Issue 2 | July-December 2015



Sangathan | Departmental Events - ICMCS - 2015, Arch-O-Lunio - 2015, National Moot Court Competition - 2015





From
THE EDITOR'S DESK

Greetings,

Amilog, the official magazine of Amity University Rajasthan, is now out with its second issue. We express our heartfelt gratitude to our leaders for the appreciation of the first effort and the encouragement given to us to proceed with our work. This issue of Amilog covers the academic, sports and cultural events of AUR during second half of 2015. It has been a memorable period with a number of events, including conferences and exhibitions. Such events as Professor McQuail's interaction with Amity students and scholars raise the profile of the university as a happening place. The participation of quality scholars at conferences and meetings organized on the campus has been heartening. We hope to grow from strength to strength with the support of students, staff and faculty of this esteemed university

Editor, Amilog



CONTENTS

SANGATHAN 2015

AUR celebrates Founder's Day with a month-long mega event

04 - 07

ICMCS 2015

Media educators around globe gather at AUR for academic deliberations

08 - 13

PROF. MCQUAIL'S OWN APPROACH

The Father of modern communication theories share his ideas during AUR event

14 - 15

BUDDING LAWYERS TO THE FORE

Assuring a *just* future for the nation

16 - 17

AUR COMMEMORATES WORLD ARCHITECTURE DAY

Celebrating with fanfare

18

SANGATHAN 2015

Sangathan 2015, the major sports event of Amity University which is held every year on the birthday of the Founder President, began on a cheerful note on 3rd September 2015 with the release of coloured balloons by the dignitaries led by Amity Rajasthan's Chancellor. An enthusiastic capacity crowd egged on the participants to perform their best. The Sangathan saw various events starting from tug-of-war, kabadi, cricket, football, 200 and 400-metre runs. This most important sporting event attracts the best sporting talents of the university. A tireless and pioneering personality, Brigadier G.S. Rathore, coordinated and guided the participants. The march past was a poetry-in-motion. The colourful closing ceremony ended on a wistful note but there was clear hint of better times in the preparation of the next Sangathan.



Honorable Chancellor addresses the gathering at Sangathan - 2015

Sangathan is the major sporting event at Amity University Rajasthan.

It commemorates the birthday of the Founder President of the organisation.



Military band at the opening ceremony of Sangathan



Brigadier Rathore Shakes hands with participants



On the run



At attention for the Chancellor

The sports contingent of Amity University Rajasthan (AUR) triumphed in the Intra Amity Sports Meet, Sangathan 2013, held in Amity Noida on the 24th of October, to win the Sports Trophy for this year. The sports meet is organized to mark the 'Founders Day' of the Amity Group of Institutions. Contingents from Amity University Uttar Pradesh (AUUP) Noida and Lucknow, Amity University Madhya Pradesh (AUMP) Gwalior, Amity University Haryana (AUH) Manesar and Amity University Rajasthan (AUR) Jaipur participated in this sports extravaganza. The team events held in the meet included Volleyball (Boys & Girls) and Basketball

(Boys & Girls). The AUR boys team clinched a win in the Basketball and were the runners up in the Volleyball match in which AUH came in first. The Girls however, won the Volleyball event and clinched second place in the Basketball event ceding first place to AUUP Lucknow. The Overall Sports Trophy for this year was conferred on AUR by the Honourable Founder President of Amity Group of Institutions, Dr. Ashok Chauhan. The glittering event also included a cultural event presented by the contingents from the different universities. The 'Kalbeliya' dance performed by Amity University Rajasthan was specially appreciated by dignitaries and student alike.

LOOKING BACK SANGATHAN 2014



1



3



2



6



9



10



12



13



14



15



4



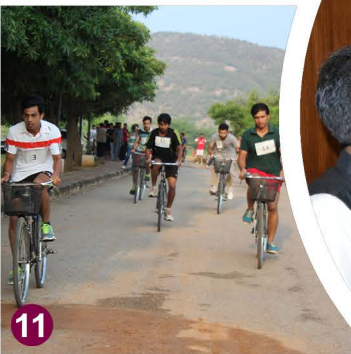
5



7



8



11



18



16



17

1. Prof (Dr) S L Kothari greets Dr Aseem Chauhan, Chancellor, AUR

2. Inauguration of Sanghathan 2015 with release of balloons

3. Beginning of the mini-marathon

4. Girls on the run

5. Students march in step

6. Shot put throw

7. Exciting moment at the race

8. Putting the ball in the basket

9. Kabadi players in action

10. Cricket to the fore

11. Cycling away

12. Kho kho game in motion

13. Displaying martial arts

14. Tug-of-war

15. Both the football teams together

16. Cultural activities in auditorium

17. Dancing to glory

18. Ending in music

SANGATHAN - 2015

ICMCS - 2015

The three-day's International Conference on Media and Communication Studies with the theme Changing Paradigm of Media Landscape in the Digital Age 2.0 was a towering success for Amity University Rajasthan in recent times. With two plenary and 14 technical sessions where more than 100 papers were received from Brazil, France, Turkey, UAE and all across India; the conference witnessed extensive discussion on the

status of media and communication studies across the globe. It began on November 20, 2015 with inaugural session. Dr Gulab Kothari, chief editor- Rajasthan Patrika, graced the occasion as chief guest. The session began with lighting of the lamp followed by the welcome address by Prof Manish Verma, Conference Chair- ICMCS. Presenting the concept note of the conference, Prof Verma stated the objectives and expected outcome of the conference. Prof S.K. Dube, Vice-Chancellor- Amity University Rajasthan, welcomed the audience and hoped it would prove to be an enriching experience for everyone. His address was followed by the release of Conference special issue of Amity Journal of Media and Communication Studies and the Conference Souvenir. Prof S. L. Kothari, Pro-Vice Chancellor, AUR, introduced the chief guest. In a captivating speech; Dr Gulab Kothari spoke on the philosophical and psychological nuances

of human communication. Regarding media ethics and regulations, he said that journalism is a sacred practice and it should not be merely a profession. Inaugural session was followed by a plenary session on Media Regulations and Ethics in the Digital Age: and Challenges. The session was chaired by Prof Sanjeev Bhanawat, Head of Journalism Dept. Rajasthan University. In the panel we had Dr Sandeep Purohit, Editor

Daily News, Shri Alok Shrivasta Aha Zindagi, Ms Shirin Abbas, Dean – Ram Swaroop Memorial University and Shri Rakesh Goswami- Chief of Bureau Hindustan Times Jaipur. This was followed by technical sessions on Understanding Media in the Digital Age



Dignitaries at the valedictory ceremony of ICMCS

chaired by Prof M.R. Dua and Digital Media and Human Life by Prof Ambrish Saxena.

chaired by Prof M.R. Dua and Digital Media and Human Life by Prof Ambrish Saxena.

“For Keynote address, the conference participants were connected with Prof Denis McQuail, eminent media theorist, known as the father of communication theory, through Skype. The session was very interactive and was a lifetime experience for all present.”



The organizers at the end of the conference

Last two technical sessions of the day were on Media Ethics and Laws and News Reporting in the Digital age were chaired by Dr Umesh Arya, Professor GUJ Hisar and Prof Omkar Gouda Kakade.

The second day started with technical sessions on Political Communication in the Digital Age and Promotion through social Media. They were chaired by Prof Ashutosh Mishra and Dr Shirin Abbas.

This was followed by an extremely interactive and thought provoking plenary session on Gender Portrayal in Media, which was chaired by Prof. Vidya Jain, Principle, University Maharani College, Jaipur. The panel included Prof. Ashutosh Mishra, Dean-Chitkara University, Prof. Diwakar Shukla, JLU Bhopal, and Ms. Shyama Dutta.

The Third day of the conference started with technical session on Print in the digital era, contemporary cinema and media, media and community. The sessions were chaired by Prof Sanjeev Bhanawat, Prof M. r. Dua and Prof Virbala Agarwal. Valedictory function of the conference was held on October 22, 2015.

Eminent Journalists and General Secretary-

Broadcast Editor's Association Mr N. K. Singh graced the occasion as the chief guest. Ms Jayati M. Sharma, Organizing secretary, delivered the welcome address and presented the conference report which was followed by the address by Prof. S.K. Dube, Vice- Chancellor, Amity University Rajasthan. He appreciated the research work presented in the conference.

The valedictory address was delivered by the chief guest of the session Mr N.K. Singh. In a thought-provoking and eye opener address; he highlighted the problems, issues and concerns of current media practices in India.

He claimed that within next two years Indian media would be providing the best content in the entire world and international media would follow our news patterns. His address received applause and appreciation from the audiences.

The session concluded with the vote of thanks proposed by Prof. Manish Verma, Conference Chair- ICMCS 2015. He expressed his gratitude to all contributors and participants. He promised that Amity School of Communication would soon plan the next version of the conference.

Keynote address : Prof. Denis McQuail

...some people exaggerate the role of media in spreading radicalism.

The most eventful session of ICMCS, keynote address by Professor Denis McQuail, also turned out to be the most interactive session of ICMCS. Speaking on 'Media and Communication Studies', Professor McQuail spoke on rising 'problematic' issues and their effects on communication. Professor Denis McQuail, who had initially consented to attend the conference himself, presented his views through Skype, due to ill health. He started off by praising and terming 'Media

scholars finds it difficult to identify themselves. Professor McQuail, Emeritus Professor at University of Amsterdam, said that the old and the new paradigm are not alternative for each other but can co-exist. He also raised the issue of growing need of continual new and critical thinking in the field of communication. Prof McQuail also stressed on the relation between the students and the practitioners of communication which, according to him, should be improved. He hailed technology in helping communication and its studies.



Prof. Dua interacting with Prof. McQuail

and Communication Studies' as an international success story. However, he also highlighted the fact that at times, due to the diverse nature of communication, the core objective of the study of communication is not clear due to which the

In conclusion, after the interactive session, Professor Manish Verma, HOD of Amity School of Communication, expressed gratitude to Prof McQuail on behalf of organising committee. Prof McQuail in reply wished the conference to be successful.

Several intellectuals of the field of media which included Professor M R Dua, Dr Ambresh Saxena, Dr Nikhil Gouda, Dr Shyama Dutta and many others asked questions about media and communication to Prof McQuail, considered by many as the Father of Communication Teaching.

Prof McQuail answered all the questions with reasons and patience. During this interactive session he said that some people exaggerate the role of media in spreading radicalism. He also advocated 'Digital Activism'.

...Excerpts of Prof. McQuail's speech

At the start I would like to name a few of the issues that underlie the question raised above. I put this in the form of charges that have been laid against the "Field" from time to time by outside observers, not always well-informed or well-intentioned. At best the 'field' is no more than a random and superficial response to continual changes in society and in the technology of public communication, from the days of radio and until the era of social media and beyond.

- It has no clear identity as a science, lacking any sound theoretical base or accumulation of understanding.

The same questions have been asked about one 'new medium' after another, with similar answers.

- All of the basic scientific issues are better dealt with according to established disciplines, mainly in the social sciences. Most of the key issues that arise within the field can be resolved by relevant professionals (e.g. journalists, advertisers, lawyers) or simply by personal opinion based on experience and observation. It is all too obvious. We simply do not need this branch of study, it is argued.

However, I will speak against the general tenor of these and similar critiques, because I believe

we do need something like a basic 'science of communication', not just to give coherence to the Field but also for the sake of advancement of science. We already have the basic components of such a science. To some extent the 'problems' mentioned are the problems of success – the field has expanded too quickly in response to practical needs. There is no doubt that, as a result of circumstances of growth, There is a risk of communication studies being in some sense 'captured' by the powerful interests and industries that depend on communication. Apart from this, there has been pervasive



Participants raise their concerns to Prof McQuail

tendency towards technological determinism that still often serves in pace of any theory, despite much evidence of its inadequacy.



1



2



6

ICMCS - 2

- 1. The VC Prof (Dr) S.K. Dubey and Pro VC Prof S.L. Kothari greets chief guest Dr Gulab Kothari at the entrance of the venue.
- 2. Degnetries at reception area
- 3. The VC addressing the gathering.
- 4. Mr N.K Singh addressing the congregation.
- 5. The Pro VC delivering his address.
- 6. Lighting the lamp by VC held by the Pro VC as Dr Gulab Kothari and Prof. Manish Verma looks on.

- 7. Release of...
- 8. Prof. Dennis...
- 9. Ques...
- 10. Mer...
- 11. Stu...
- 12. Cul...
- 13. Co...



8



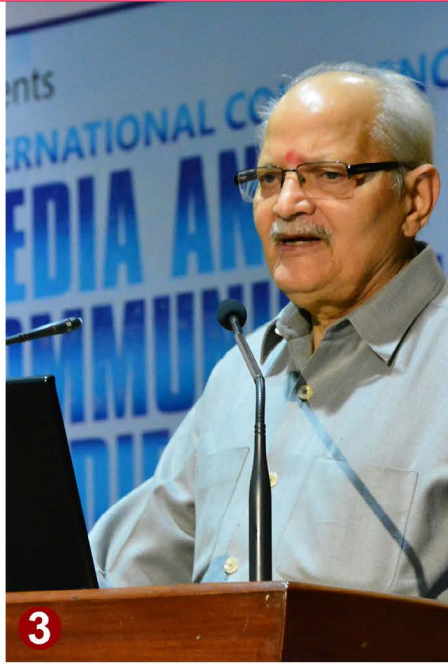
10



9

11

12



3



4



5

015

...asing the proceedings.
 ...Manish Verma, Director, ASCO interacting with
 ...McQuail.
 ...tions to Dennis McQuail.
 ...mentos being presented by Director, ASCO.
 ...dent presenting the paper.
 ...tural program.
 ...ference picture.



7



1



2



13

Prof. McQuail's own approach

My own approach to the task of constructing a scientific basis for communication studies would be to identify the basic processes of communication. Being as economical as possible I would name these as:

- Giving and taking of meanings, by way of various 'languages' and codes;
- Transmission/dissemination of information, stories, ideas and more;
- Exercise of influence (planned or unplanned) by way of messages transmitted and received (sought out or not);
- Formation and maintenance of social relationship in different contexts (group, family, work, organizations, society y large. This extends to matters of identity and solidarity and boundary marking.
- Expression (without reference to effect or an audience) of all kinds and by all means by individuals and many other entities (firms, political parties etc.);
- Exercising real power (as opposed to influence), based on various assets of the communicator. Communication is also involved in attempts to resist control;
- Laying down and making visible, by active 'traffic', the pathways that indicate larger structures of interaction and inter-association. Direction and strength of flow, plus connections mapped are key indicators

My own attempt at a succinct definition of what the field is or should be concerned with might read as follows: "Communication science is the study of uses and lang uages of media for purposes of control and influence, for self-expression, for social and cultural identity forming. It requires attention to structures of flow of 'messages' and to the various norms and rules governing public and private communication in a variety of contexts". The list given above does not in itself constitute a description of the object of study of 'commu-

nication science'. However the various processes named are interrelated in complex ways. A close look at any of the major fields of application (e.g. in government, commercial activity, education, journalism, politics, etc.) can be analysed in terms of each of these principles. As claimed above, there is a large amount of evidence from research over a long period that provide more detailed propositions and evidence about how the processes typically work. The question of methods and methodologies is also an issue when laying claim to scientific identity. This field has been highly eclectic of necessity, because the range of types of inquiry is so diverse (publics, opinions, meanings and language, knowledge, interactions and other behaviours.

Our aim should be to find ways of exposing the basic 'rules', validated by research, governing any of the processes named. Further one might not be able to go, but there is not much more to be claimed for a number of other established disciplines. The practical gain of work in the direction advocated might not always be obvious, but it could at least save us from treating every issue of communication analysis as if there was no long history of research and a store of knowledge about human communication works.

I realise that I might seem close to proposing the existence of a 'general model' of communication such as that sketched by Gerbner in the 1950's, but I believe not and would reject the notion, especially given the diversity of meanings of communication and of contexts. I hope it is useful for present purposes of making sense of changes in our world in which communication plays a key role. It does not take much argument to show that we live in a world where perceptions, shared or divergent, can make an immense difference to large issues of war and peace, political progress, economic development, response to climate change.

To bring some of these disparate observations together, I would like to make some propositions that have a bearing on the future of communication studies. **First** of all I would say that the point of communication studies should be to establish and enlarge a reliable body of theory and evidence bearing on the processes named above, in a variety of contexts. These contexts are not as fragmented and random as they can sometimes seem. What does journalism have in common with the law in communications terms, family communication patterns with advertising, and so on? What is



the interrelation between a given social systems and its various communication structures and contents. Such questions may end only in speculation, but not entirely so. The point of Comm Studies is to have a body of knowledge that can support an independent and critical gaze at innovations, changes in and uses of communication. **Secondly**, what I have called a New and an Old Paradigm, mainly reflect technological possibilities, some of which are taken up and advanced for the interests of profit maximisation, some subject to choices of individual users, sometimes influenced by state policy. They are not adequate to the task of achieving the stated goals of communication science. The first is flawed by its bias toward mass media and planned communication and to questions about effects, plus a vision of society that has not changed much. The second is flawed by a tendency to see a new social world being created by the abundance, accessibility and interactivity of new media, with new communication institutions being created all the

time. A more realistic inspection would suggest that aspects of the NP, that are indeed significant are additions to and extensions of mass communication, rather than a replacement. In effect we have no adequate paradigm that gives provisional answers to big questions about communication. **Thirdly**, I have already emphasised a need to give more thought to basic principles of communication, based on evidence from a range of fields. **Fourthly**, I go back to an earlier point – that both new and old paradigms are openly or implicitly very normative, with research guided by (usually unstated) values. The guidance of research by values is in itself desirable, but much more systematic attention in the field should be given to normative questions and how to handle them. Communication of all kinds is governed in one way or another by rules, ranging from casual and changing cultural practices to formal laws about what you ought or ought not do when communicating. There are communication norms relating to truth, potential harm to others, freedom of individuals, privacy, property rights and so on. Along with a concern for the core processes of communication should be an informed awareness of the evaluative dimension of each kind of communication use and context.

This is a necessary condition for the independent and critical role which this science should play. There is a range of new challenges to older systems of institutional control arising mainly from the power now vested in very large firms, enabling surveillance and curtailment of freedom that are not easily dealt with in terms of our systems of norms in free societies, mainly concerned with publication in print. Despite a tone of criticism of the over concentration on questions of effect and the recurring and seductive appeal of such issues, so amenable to investigation by traditional methods, there is no reason why the comm. studies should not be applied to questions of effect and effectiveness. If there are doubts about some of the goals, e.g. the mining of personal data to sell or persuade more effectively, the basis of criticism often lies outside the scope of the field although here too, an education in norms as indicated should be required.

Budding lawyers to the fore

3rd National Moot Court Competition 2015

The 3rd edition of annual flagship of event, III National Moot Court Competition, 2015 was inaugurated by Hon'ble Justice V. Gopalgowda, Judge, Supreme Court of India, on 31st October 2015. The dignitaries lit the lamp thereby declaring the competition open. During the inauguration ceremony Hon'ble Chief Guest was introduced to the august gathering by the Hon'ble Pro Vice-Chancellor Prof. (Dr) S L Kothari. Hon'ble. Vice-Chancellor of Am-

14, 19 and 21 of the Constitution of India. He also stressed upon the joining of Bar and Bench by the budding lawyers rather than becoming law clerks. He also threw much light on the aspect of guiding principles with regards to the governing structure of various institutions to be adhered to in letter and spirit. Ultimately, he said that becoming a person who is competent to wipe out the vices from the society is the need of the hour and such role can be more efficiently played by the prospective



Students at the session in Moot Court

ity University Rajasthan, Prof. (Dr) S K Dubey welcomed with great warmth the Chief Guest. Hon'ble Justice V. Gopalagowda thereafter gave his keynote address stressing on the constitutional aspects of independence of judiciary and judicial review with special emphasis on Articles

lawyers. Hon'ble Vice-Chancellor and Pro Vice-Chancellor presented a memento along with shawl to Hon'ble Chief Guest and Mr N M Ranka, Senior Lawyer. Prof. (Dr) Madhu Shastri, Head of Department, Amity Law School, Amity University Rajasthan, Jaipur, proposed the vote of thanks.



Justice V. Gopala Gouda addressing the students and faculty

All students of ALS and participants were requested to assemble in the New Moot court hall to have an interactive session with Hon'ble Chief Guest which went off well. Then all the preliminary rounds of the said moot court competition were made to begin. Twenty-seven courts were made for preliminary round. Each court was presided over by two judges. In one of the 27 courts, Justice V Gopalgowda was himself present. After the preliminary rounds, eight teams were selected for the quarter finals. Quarter final and semi-final rounds were held on the second day i.e. November 1, 2015 and on the last day of the event November 2, 2015, the final round was held in the New Moot Court. In this round, Hon'ble Justice Shashikant Sharma, High Court Judge (Retd.), Prof. (Dr) S. C. Pandey and Hon'ble Justice Jay Dayal Sharma presided. In the final, the team came from Bhartiya Vidya Peeth, Pune, was declared winner and the team from Campus Law College, Delhi University, New Delhi stood second.

Valedictory Session: 3rd National Moot Court Competition 2015
The valedictory session was held on November 3, 2015 at the New Moot Court in Amity Law School,

AUR, Jaipur. Hon'ble Justice V S Dave, High Court Judge (Retd.) was the chief guest of the day and the Guest of Honour were Hon'ble Justice Shashikant Sharma and Mr N M Ranka, Senior Advocate. In the valedictory session, Hon'ble Pro Vice-Chancellor Prof. (Dr) S L Kothari welcomed the Chief Guest and other guests. Hon'ble Justice V S Dave in his key note address, stressed to learn the applicability and interpretation of the laws in various dimensions and emphasized on to improve the communication skills to the new law students. He also suggested to that it is the obligation on law students, teachers, advocates and judges to "make balance" in the society on contemporary and burning issues. Hon'ble Justice Shashikant Sharma told all to think over the new issues of the society i.e. live-in relationships, religion, caste, etc. He also emphasized on the prevention of deterioration of our culture and moral values. Senior Advocate N M Ranka suggested the students to opt legal profession on choice. The session was then followed by award-giving ceremony. At the end, Prof. (Dr) Madhu Shastri, Head of the Department, Amity Law School, AUR, Jaipur gave the vote of thanks.

AUR commemorates World Architecture Day

Arch-O-Lunio 2015

Amity University Rajasthan celebrated the World Architecture Day 2015 between October 9 and October 15. It was organized by Amity School of Architecture and Planning. The events included 50-year memorial exhibition of Le Corbusier as photographer and an international seminar of sustainability in planning, architecture, technology and engineering (SPATE) October 9, 2015 was celebrated as World Architecture Day. Theme of the year 2015, as proposed by

Special Guest; Guest of Honor was Prof Nobuaki Furuya, Professor of Waseda University Tokyo; Prof Alok Ranjan, Member Executive Committee, COA and Prof Kalpana Pandit, Professor MNIT Jaipur were the Key Note Speakers. Vote of thanks was presented by Prof Col KP Singh. The function began with Lighting of Lamp by the guests and Sarswati Vandana by students of ASAP. The Amity film was shown along with the film made by students of ASAP showing the

functions of the previous years. Video Message of Ar. Esa Mohamed, President International Union Of Architect delivered on the Occasion of the World Architecture Day was played for the benefit of the audience. This followed by the welcome by Prof Jitendra Singh, Director ASAP; Blessings by Hon VC, Hon PVC followed by the Speech by Prof Nobuaki Furuya. The 50 -year memorial exhibition of Le Corbusier as photographer put up in the Old Moot Court located at the Second Floor



of the International Union of Architects the theme was 'Architecture, Building, Climate, Commitments and Solutions'. A total of 66 abstracts were received from national and international participants.. The Chief Guest of the function was Hon VC AUR Prof Dr. Shishir K Dubey; Hon PVC AUR was the

of the Block -1 was then inaugurated by Hon VC Prof Dr Shishir K Dubey. All the guests appreciated the pictures taken by the Master Architect in the 1930's through a 16 mm movie camera. The compositions, play of light and shade and the details attracted attention of one and all.

EDITORIAL TEAM

EDITOR IN CHIEF:

Professor (Dr.) Manish Verma (Director, ASCO)

EDITOR:

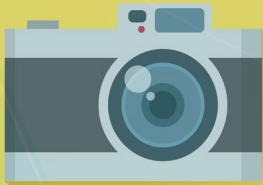
Gautam Bhattacharya (Asst. Professor)

DESIGN & LAYOUT EDITOR:

Brijesh Kumar Chaurasia (Asst. Professor)

Rajesh Sharma (Asst. Professor)

STUDENT & STAFF MEMBERS



Designers

AMAN JAIN BA(J&MC)-III
BHANU PRATAP SINGH-BJ&MC-V
DEEPANSHU AGARWAL-BJ&MC-V
NEHA SHARMA- MA(J&MC)-III

Photographers

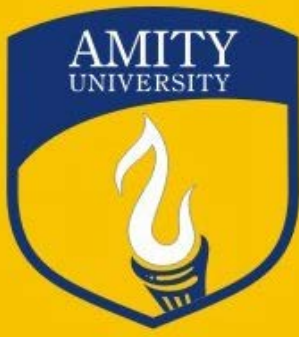
OJAS GOYAL-BJ&MC-V
BHANU PRATAP SINGH-BJ&MC-V
SANJEET SINGH (PHOTOGRAHER)
AVINASH SINGH (PHOTOGRAHER)

Contributors

NITHIN KALORTH (ASST. PROF)



We are extremely grateful to many who helped us in this project in numerous ways such as coordination, research, proof-reading, gathering photos, forming a data base and archiving.



AMITY UNIVERSITY



**Amity Education Valley, Kant Kalwar, NH-11C,
Jaipur - Delhi Highway
Jaipur, Rajasthan
0141 237 2489**