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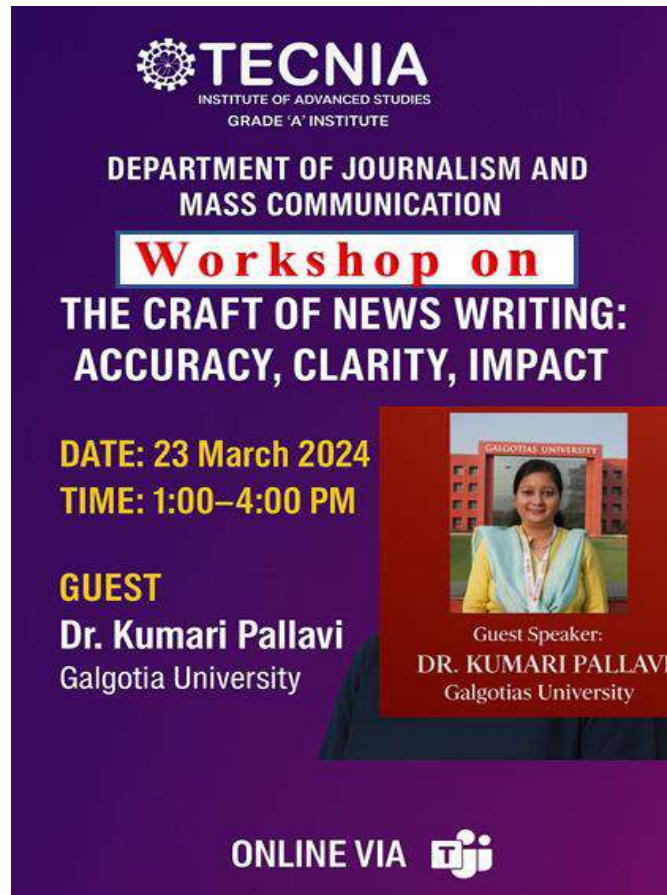
**DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

Report on Webinar On **"The Craft of News Writing: Accuracy, Clarity, Impact**

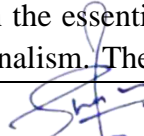
<b>Title of Activity*</b>	<b>The Craft of News Writing: Accuracy, Clarity, Impact</b>
<b>Values</b>	Enhancing journalistic skills, ethical reporting, and effective communication
<b>Learning Outcomes</b>	<ul style="list-style-type: none"> <li>To educate students on the principles of accurate and clear news writing.</li> <li>To explore techniques for creating impactful news stories.</li> <li>To discuss the role of ethics and objectivity in journalism.</li> <li>To inspire students to adopt best practices in news reporting..</li> </ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name)*</b>	Department of Journalism and Mass Communication
<b>Program Theme*</b>	<b>"Mastering News Writing for the Digital Age"</b>
<b>External Expert</b>	
<b>Date*</b>	23 <sup>rd</sup> March 2024
<b>Time*</b>	1:00-4:00 PM
<b>Venue</b>	Online Via. MS Teams

  
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Poster/Flyer/Notice\*



<p><b>No. of Students*</b> (only no. to be written, list in excel/ word/ image should be maintained at department level as proof for any further requirement)</p>	<p>98</p>
<p><b>No. of Faculty*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)</p>	<p>10</p>
<p><b>No. of External Participants (students + faculty)</b> [write NA if not applicable]</p>	<p>NA</p>
<p><b>Photograph*</b> Resource person giving the tips during the session</p>	
<p><b>Report: Description in (min 250 to max 800 words)*</b></p>	<p>The Department of Journalism and Mass Communication organized a webinar on "The Craft of News Writing: Accuracy, Clarity, Impact" to equip students with the essential skills required for excellence in journalism. The session focused</p>

  
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on the core principles of news writing, emphasizing accuracy, clarity, and the ability to create impactful stories.

The webinar was led by Mr. Rahul Mehta, a seasoned journalist with over 20 years of experience at The Times of India. He shared invaluable insights into the art of news writing, covering the following key aspects:

#### Accuracy in Journalism:

- The importance of fact-checking and verifying sources.
- Avoiding misinformation and maintaining credibility.
- Clarity and Conciseness:
- Techniques for writing clear, concise, and engaging news stories.
- Structuring news articles with the inverted pyramid style.

#### Creating Impact:

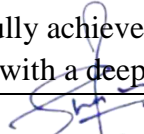
- How to craft headlines and leads that capture readers' attention.
- The role of storytelling in making news relatable and memorable.


#### Ethics and Objectivity:

- Upholding journalistic ethics and avoiding bias.
- Balancing speed and accuracy in the digital age.


A highlight of the session was the interactive Q&A segment, where students discussed real-world challenges in news reporting, such as handling sensitive topics and navigating social media pressures. Mr. Mehta provided practical advice and shared anecdotes from his career, making the session highly engaging.

The webinar successfully achieved its objectives by providing students with a deeper understanding

  
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	of news writing techniques and ethical considerations. The insights shared will empower participants to produce high-quality, impactful journalism in their future careers.
<b>Recourse Person Profile</b>	
<b>Attendance Sheet*</b>	<b>Attached</b>
<b>Report Submitted by Event Coordinator</b> ( <i>write faculty coordinator name</i> )	Dr. Gopal Thakur, Associate Professor, Dept. J&MC
<b>Signature of Event Coordinator</b>	
<b><u>List of Beneficiary</u></b>	List of beneficiaries attached

<b>Sr. No.</b>	<b>Enrollment No.</b>	<b>Name of the student</b>
1	00117002423	MEHAK WASAN
2	00217002423	KARTIK
3	00317002423	JYOTI KUSHWAHA
4	00417002423	JAITSRI KAUR
5	00517002423	UDAY
6	00617002423	MOHAK SETH
7	00717002423	ABHINAV GUPTA
8	00917002423	KAMAKSHI
9	01117002423	NUPUR
10	01217002423	VAIBHAV
11	01317002423	ANMOL ABICHANDANI
12	01417002423	DIVIJA BHANDARI
13	01517002423	ATISHAY JAIN

  
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14	01617002423	VANI
15	01717002423	VANI
16	01817002423	EVYAN KUMAR
17	01917002423	SHAURYA JAYASWAL
18	02017002423	HARSHITA SONI
19	02117002423	HARSHITA GUPTA
20	02217002423	KAVYA SHARMA
21	02317002423	KUSHAL SHARMA
22	02417002423	TANISHKA JAIN
23	02517002423	SARTHAK SHARMA
24	02617002423	POOJA
25	02717002423	KHUSHI DAS
26	02817002423	TANUSHKA
27	02917002423	KHANAK
28	03117002423	ABHINAV KUMAR
29	03217002423	RUPANSH
30	03317002423	SANGINI GHOSH
31	03417002423	AARTI SEHDEV
32	03517002423	JAANASHEEN
33	03617002423	DOLLY CHAWLA
34	03717002423	SNEHA
35	03817002423	ABHAY KUMAR SOLANKI
36	03917002423	NISHANT KUMAR SINGH
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38	04117002423	HARSH
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40	35217002423	NIYATI BIST

  
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