



# TECNIA INSTITUTE OF ADVANCED STUDIES

NAAC GRADE "A" INSTITUTE (CYCLE-2)

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**INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085**

**Organized by: Department of Journalism & Mass Communication**

**Report on Case Study Discussion as a Problem-Solving Learning Activity**

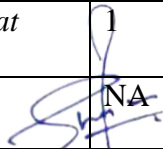
|                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Title of Activity*</b>                                                | Case study on Communication Breakdown in a Media Organization                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>OBE Values</b>                                                        | Critical Thinking, Problem-Solving, Effective Communication, Team Collaboration                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Event – Awareness/Outreach</b>                                        | Awareness Programme                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Program Theme*</b>                                                    | Analyzing Real-Life Communication Challenges through Case Study Method                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>In association with (Dept./ Centre/ Cells/Clubs/ Committees Name)</b> | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Objectives</b>                                                        | <ul style="list-style-type: none"><li>• To apply theoretical concepts of communication to real-life problem situations.</li><li>• To develop students' analytical and decision-making skills.</li><li>• To promote interactive and solution-oriented learning.</li><li>• To enhance teamwork, leadership, and presentation abilities.</li></ul>                                                                                                                                                                                                        |
| <b>The context</b>                                                       | Communication in everyday life and professional spaces often encounters barriers, misinterpretations, and conflicts. To help students understand and resolve such real-world challenges, a Case Study Discussion was conducted as a Problem-Solving Learning Activity under the subject Introduction to Communication. The activity aimed to bridge the gap between theory and practice by engaging students in identifying communication problems and proposing logical, evidence-based solutions using various models and theories of communication. |
| <b>Learning Outcomes</b>                                                 | <ul style="list-style-type: none"><li>• Students demonstrated their ability to analyze and solve real-world communication problems.</li><li>• Enhanced critical and analytical thinking through application of communication models.</li><li>• Improved public speaking, teamwork, and leadership abilities.</li><li>• Fostered a deeper understanding of the importance of feedback and clarity in communication.</li></ul>                                                                                                                           |
| <b>External Expert</b>                                                   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Internal Expert</b>                                                   | Dr. Upasana Khurana                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>List of Volunteers</b>                                                | Mr. Ashish<br>Ms. Prachi Sharma                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Resources</b>                                                         | Case study materials, presentation slides, whiteboard, multimedia projector                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Evidence of Success</b>                                               | <ul style="list-style-type: none"><li>• Active involvement and enthusiastic participation by students.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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|                   | <ul style="list-style-type: none"> <li>• High-quality problem-solving approaches demonstrated during group presentations.</li> <li>• Positive feedback indicating increased conceptual clarity and engagement.</li> </ul> |
| <b>Challenges</b> | <ul style="list-style-type: none"> <li>• Limited time to discuss all possible solutions in detail.</li> <li>• Some students initially faced difficulty in connecting theories to practical examples.</li> </ul>           |
| <b>Date*</b>      | 6 <sup>th</sup> October, 2025                                                                                                                                                                                             |
| <b>Time*</b>      | 10:00 AM Onwards                                                                                                                                                                                                          |
| <b>Venue</b>      | Room No. 2403, 4 <sup>th</sup> Floor, UG building                                                                                                                                                                         |

Poster/Flyer/Notice\*

|                                                                                                                                                     |    |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|----|
| <b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement) | 53 |
| <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)  | 1  |
| <b>No. of External Participants (students + faculty)</b> [write NA if not applicable]                                                               | NA |

  
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**Photograph\***



Students participating in a case study session in a classroom environment, engaged and ready to collaborate for academic learning and discussion.

**Report: Description in (min 250 to max 800 words)\***

A Case Study Discussion was organized on 6<sup>th</sup> October 2025 for students of B.A. (Journalism and Mass Communication) I Semester under the subject Introduction to Communication as part of the Problem-Solving Learning Approach. The session was facilitated by Dr. Upasana Khurana, Associate Professor, Department of Journalism and Mass Communication.

The selected case study titled “Communication Breakdown in a Media Organization” revolved around a scenario where poor internal communication led to confusion, misinformation, and decreased productivity among team members. The purpose of this activity was to help students apply theoretical knowledge of communication models and barriers to analyze the situation and develop viable solutions.

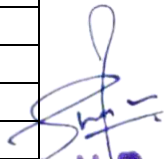
Students were divided into small groups, each assigned to identify specific problems such as noise in communication, lack of feedback, unclear messages, and cultural misunderstandings. They used concepts like the Shannon-Weaver Model, Berlo’s SMCR Model, and Transactional Model of Communication to interpret the causes of breakdowns. Each group then presented solutions emphasizing the importance of feedback mechanisms, empathy, transparency, and the use of proper communication channels in organizational contexts.

The interactive nature of the activity encouraged every student to think critically and express their viewpoints. The classroom environment transformed into a space of collaborative learning, where theories were not merely discussed but practically implemented through discussion and

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|                                                                                                    | <p>debate. Students displayed analytical skills by identifying root causes and formulating structured action plans to resolve the issues presented in the case.</p> <p>The session concluded with an interactive reflection by the faculty, highlighting how effective communication is central to professional success and how miscommunication can affect organizational outcomes. Students shared that the activity helped them visualize the practical implications of classroom theories and enhanced their confidence in public communication and teamwork.</p> <p>Overall, the Case Study Discussion as a Problem-Solving Learning Activity proved to be an enriching and insightful experience that strengthened students' ability to approach communication challenges with a structured, analytical, and solution-oriented mindset.</p> |
| <b>Resource Person Profile</b>                                                                     | NA                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Attendance Sheet*</b>                                                                           | <i>Attached at the end of Report</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Report Submitted by Nodal Officer/Event Coordinator</b> <i>(write faculty coordinator name)</i> | Dr. Upasana Khurana                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b><i>For Office Use: Notification No.</i></b>                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Signature of Event Coordinator</b>                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

| <b>List of Participants</b> |                  |               |
|-----------------------------|------------------|---------------|
| <b>S. No.</b>               | <b>Name</b>      | <b>Course</b> |
| 1.                          | JYOTI YADAV      | BAJMC         |
| 2.                          | YASH AGGARWAL    | BAJMC         |
| 3.                          | MAHIMA JOSHI     | BAJMC         |
| 4.                          | AARUSH GARG      | BAJMC         |
| 5.                          | PRACHI BOTHRA    | BAJMC         |
| 6.                          | SHINE SARPAL     | BAJMC         |
| 7.                          | PULKIT SHARMA    | BAJMC         |
| 8.                          | KASHVI JAIN      | BAJMC         |
| 9.                          | SHIVAM SHARMA    | BAJMC         |
| 10.                         | AANYA SHARMA     | BAJMC         |
| 11.                         | UNNATI BANSAL    | BAJMC         |
| 12.                         | NITIN            | BAJMC         |
| 13.                         | KASHISH JHA      | BAJMC         |
| 14.                         | ADDHYAN GOSWAMI  | BAJMC         |
| 15.                         | ANGAD SINGH      | BAJMC         |
| 16.                         | DIKSHA           | BAJMC         |
| 17.                         | DEEPANSHI YADAV  | BAJMC         |
| 18.                         | KANISHTHA SHARMA | BAJMC         |
| 19.                         | ANGEL SHARMA     | BAJMC         |
| 20.                         | RASHI            | BAJMC         |

  
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|-----|----------------------|-------|
| 21. | TANZIL CHAWLA        | BAJMC |
| 22. | AADYA SHREE JAIN     | BAJMC |
| 23. | LUCKY NEGI           | BAJMC |
| 24. | SNEHA KUMARI         | BAJMC |
| 25. | KATYANI GARG         | BAJMC |
| 26. | PRATIMA GUPTA        | BAJMC |
| 27. | BHAVI KOHLI          | BAJMC |
| 28. | ANSHUL SALUJA        | BAJMC |
| 29. | KHUSHI MISHRA        | BAJMC |
| 30. | RIVA BALIYAN         | BAJMC |
| 31. | AADYA SISODIA        | BAJMC |
| 32. | JAY MADAN            | BAJMC |
| 33. | ANGEL SHARMA         | BAJMC |
| 34. | PRACHI SHARMA        | BAJMC |
| 35. | SHUBHANGI RAJPUT     | BAJMC |
| 36. | BHUMIKA              | BAJMC |
| 37. | POORNIMA             | BAJMC |
| 38. | ASNETH JOSEPH        | BAJMC |
| 39. | PARITOSH GAUR        | BAJMC |
| 40. | RAKSHIT SHARMA       | BAJMC |
| 41. | PALLAVI KUMARI SINGH | BAJMC |
| 42. | VANYA BHAGAT         | BAJMC |
| 43. | PRANATI              | BAJMC |
| 44. | HANSIKA TIWARI       | BAJMC |
| 45. | PEARL KHANNA         | BAJMC |
| 46. | ASHISH KAUSHIK       | BAJMC |
| 47. | KESHAV BAJAJ         | BAJMC |
| 48. | KABIR SETHI          | BAJMC |
| 49. | TAMANNA CHUGH        | BAJMC |
| 50. | HARSHITA MONGA       | BAJMC |
| 51. | CHARVI JAIN          | BAJMC |
| 52. | GURLEEN KAUR         | BAJMC |
| 53. | SHANAYA GANDHI       | BAJMC |

  
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