

LJ Institute of Media & Communications



Event Report: Guest Session on Wisdom From Visionary Journalist

Date: 7th March , 2024(Thursday)

Time: 11:00 AM to 12:30 PM

Venue: LJIMC TV Studio

Introduction

The LJ Institute of Media & Communications hosted a prestigious interactive session on 7th March 2024, featuring the distinguished journalist and renowned author, Mayank Chhaya. The event aimed to provide students with profound insights into the world of journalism and inspire them to embark on a journey of excellence in the field.

Objectives:

- ❖ Exploring the essence of hardcore journalism to unveil its timeless relevance and transformative potential.
- ❖ Understanding the ethical imperatives and principles governing journalistic integrity.

Welcome and Introduction:

The event commenced with a dignified introduction of the esteemed guest, Mayank Chhaya, by Professor Hardik Solanki, setting the tone for an engaging and insightful session. Dr. Divya Soni, Director of LJIMC, extended a gracious welcome to the guest, by presenting him with a symbolic tulsi pot and LJIMC memento as tokens of appreciation for his esteemed presence.

Guest Speaker:

Mayank Chhaya is a journalist based in Chicago whose distinguished career spanning over four decades in journalism has solidified his reputation as a stalwart in the field. With unparalleled experience reporting from across India, Pakistan, Sri Lanka, and the United States, his expertise encompasses both print and electronic media. He is a widely published commentator on South Asian and China–Tibet affairs.

Along with his distinguished journalism expertise, Mayank Chhaya, is also a renowned author, known for his notable literary works. His acclaimed book, “The Dalai Lama: Man, Monk, and Mystic,” stands as the sole authorised biography of the revered spiritual leader authored by a non-Buddhist, published in 24 languages around the world. Additionally, Chhaya's insightful biography, “Sam Pitroda: A Biography” (1992), delves into the life of the visionary behind India's technological revolution in the 1980s.

Key Learnings Shared:

Drawing from his rich tapestry of experiences, Mayank Chhaya imparted invaluable wisdom on the fundamental tenets of journalism. Emphasising the inherent human-centric nature of journalism, he underscored the ethical imperative of impartiality and objectivity. His elucidation of four cardinal principles of journalism - centred on human existence, neutrality, independence from personal bias, and the preservation of credibility - resonated deeply with the audience.

Anecdotal Reflections and Inspirational Journey:

Mayank Chhaya's narrative journey into the realm of journalism, marked by seminal moments such as his early inspiration from "the odessa file" and his formative years at the Free Press Journal in Bombay at the beginning of 1980s, provided a captivating backdrop for his insights. His anecdotal reflections illuminated the transformative power of journalism in shaping societal narratives and catalysing change.

Advocacy for Emerging Technologies and Lifelong Learning:

In addition to his discourse on traditional journalistic values, the veteran championed the integration of emerging technologies like Artificial Intelligence into journalistic practices. While acknowledging the transformative potential of AI, he emphasised the indispensable role of field reporting in preserving the authenticity and depth of journalistic narratives. Furthermore, his advocacy for fostering a culture of regular reading and writing underscored the enduring significance of foundational skills in journalistic excellence.

Audience Q&A:

The interactive Q&A session served as a platform for dynamic engagement, enabling students to delve deeper into critical issues surrounding journalism ethics, professional conduct and the evolving media landscape. The esteemed journalist reiterated the importance of ethics in journalism, emphasising the need to prioritise ethical standards over personal biases. His impassioned elucidation of ethical imperatives underscored the

paramount importance of upholding journalistic integrity and moral clarity in an era marked by evolving media landscapes and socio-political dynamics.

Vote of Thanks:

At the conclusion of the session, Professor Hardik Solanki extended a heartfelt vote of thanks to Mayank Chhaya for his enlightening session. Attendees echoed their appreciation, expressing gratitude for the invaluable insights and inspiration provided by our esteemed guest. Additionally, in recognition of his contribution, Dr. Divya Soni, Director of LJIMC, presented Mr. Chhaya with a specially crafted photo frame, captured at the beginning of the session. This token of gratitude, prepared within an hour, symbolised LJIMC's appreciation for his captivating presentation and profound impact on the audience, capturing the momentous occasion with Mayank Chhaya.

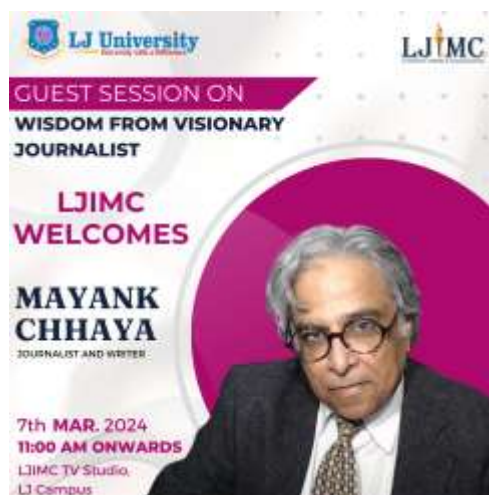
Attendees:

The session was attended by LJIMC students and faculty members of LJIMC, as well as approximately 10 students from the commerce department, who actively participated in the interactive session, contributing to a vibrant exchange of ideas and perspectives.

Enclosure:

→ Participation Attendance:

- ◆ LJIMC Students: 34
- ◆ Commerce Department Students: 10
- ◆ Total Students Present: 44



→ The above creative was shared on various social media platforms to inform students about the guest session with Mayank Chhaya.



Conclusion:

The interactive session with Mayank Chhaya proved to be a resounding success, enriching students with profound insights into journalism and motivating them to pursue excellence in the field. The esteemed journalist's wisdom and experiences served as a guiding light

for aspiring journalists, reinforcing the importance of ethics, credibility, and continuous learning in the ever-evolving landscape of media and communications.

Guest Speaker's Reflection:

Mayank Chhaya shared his thoughts on the experience, expressing his satisfaction with the engagement and enthusiasm displayed by the students. He quoted “The first impression was refreshingly engaging! The quality of questions and enthusiasm with which they(the students) asked I was really happy!” Furthermore he added, “ I must say the faculty of this institute is equally compassionate, passionate and engaging. They are really committed to what they do!”