

## TRANSDISCIPLINARY IDEA

**DATE:** 26 November, 2018

**Place Visited:** TV9 Studio, Ahmedabad.

**Objective:** To understand Media Business and Operations

**Participants:** 22 students and 1 faculty.

**Brief Note:**

A group of 22 students of Mass Communication Department of PDPU were taken for a field visit on transdisciplinary idea at TV9 Studio. The group was accompanied by Mr. Mukund Shukla, Lecturer of Mass Communication. It was a day long visit which included lots of practical learning, exposure to the television news broadcasting industry and lecture by Senior Journalist of TV9 along with question and answer sessions. The day started at the studio, with an insightful tour of the various departments of a Television Broadcasting House, including the operating room which makes and generates audio-visual news and blogs for the online portal. Thereafter, an informative session was taken by Mr. Maulik Mehta, Senior Journalist in TV9 Studio at the conference room. He spoke about the departments and various designations of the organization, roles and responsibilities of staff and journalists, work hours in media, tricks of reporting and finally conveyed his experiences, which shed light on the management perspective. He also shared his thoughts on the role of a journalist in the society, collection of news, advertisements revenue and the likes. He focussed on the economic perspective of the organization while mentioning the reasons behind their organization being one of the top in Gujarat.

In the later part of the day, the students were taken for a tour to the studio. They witnessed live news reporting which was being recorded and telecasted on their channel and visited the video and audio editing departments. They have also gained knowledge regarding how graphics and breaking news are made for their channel, and interacted with some journalists and staff for a better understanding of the media perspective.

