

2019-20

# K.R. MANGALAM UNIVERSITY

## SCHOOL OF HUMANITIES

2019-2020

### TRANSLATION ON THE INTERNATIONAL TRANSLATION DAY

SOHS/Notice/2019-20/

Date: 25/09/2019

School of Humanities, in collaboration with Sahitya Akademi, is organizing a National Symposium on Translation on the International Translation Day, 30/09/2019. All students of SOHS should attend the symposium.

Venue: Rabindra Bhavan, New Delhi.

Timing: 11:00 am onwards

Event in Charge

Shrutika Laxmi (Assistant Professors, SOHS)

Shrutika Laxmi



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K.R. Mangalam University  
Sector Road, Gurugram, (Haryana)





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**SCHOOL OF HUMANITIES**  
organises

# **National Symposium on Translation on the international translation day**

**Date: 30-Sep-19**

**Time: 11:00 AM onwards**

**Venue: Rabindra Bhavan, New Delhi**

**Resource Person:-**

**Sahitya Akademi**

**Faculty Coordinators**

**Shrutika Iaxmi**

**Assistant Professor, SOHS**

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🌐 [www.krmangalam.edu.in](http://www.krmangalam.edu.in) ✉ [welcome@krmangalam.edu.in](mailto:welcome@krmangalam.edu.in)

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## LECTURE ON "BRAND COMMUNICATION THROUGH PR"

School of Journalism and Mass Communication organized a lecture on "BRAND COMMUNICATION THROUGH PR" by Mr. Udit Joshi who is Integrated Marketing Specialist from Topline Consulting Group on 27th August 2019. Mr. Udit has an experience of almost 12 Years in Marketing.

Ms. Udit highlighted that the young generation needs to understand how to get more value out of the content you consume and the role of Public Relations in branding. He discussed that today communication has a wider role, from developing and implementing social media campaigns to the impact of marketing, media relations and internal communications. Public relations are increasingly about communicating credibly with key audiences who affect business results, such as media analysts, policymakers and policy influencers, customers and shareholders. He also shared the importance and art of building and managing relationships between companies and their customers, Enhancing the awareness understanding and commitment to a brand through public relations which is usually an essential part of any overall strategy aimed at sustaining and raising standards of performance and credibility. It was informative and learning experience for the students from School of Journalism and Mass Communication, School of Humanities and School of Fashion. Around 70 students from all the respective schools attended this lecture along with their faculties.



## Seminar on Current Trends in fashion & event industry

A seminar on the topic 'Current trends in the fashion & event industry' was organized for the students of School of Journalism and Mass Communication and School of Fashion on 23rd August, 2019. Mrs. Anita Bhandari, Head of Fashion Event & Ms. Ankita Negi, Head of Communication & Event Manager from the Haut Monde India conducted the seminar. They discussed recent practices in industry and took session on photoshoot, calendar shoot, grooming, semifinals/sub contest of talent round, cultural activities, the grand finale, and dress designing. It was a great industry interface for the students.



## SCHOOL OF HUMANITIES

### National Symposium on Translation

School of Humanities organized a visit to the National Symposium on translation organized by Sahitya Akademi on International Translation Day, 30th September 2019, at Rabindra Bhavan, New Delhi. The seminar 'Translation: A Bridge between Two Cultures', was a dialogue around various elements of translation and aimed at understanding how language and culture are intertwined.

The symposium brought together many esteemed scholars and writers including Prof Sumanyu Satpathy, Professor of Eminence, KRMU who delivered the Presidential Address. The paper presentations by the intellectuals were both enriching and captivating. There were many bilingual and multilingual scholars who traced different ways of translations and explained various perspectives towards translation. The students and faculty members also got the opportunity to interact with the well-known bilingual poet and translator Anamika, who gave them valuable tips and raised important questions on the subject.



*[Signature]*  
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### Notice

Ref No KRMU/SOMC/2019-20/07

12.03.2020

School of Management and Commerce is going to organize a speaking enhancement skill session on **"Highfalutin"**. This session would be conducted by Dr. Gurbir Singh Khera (Assistant Professor, SOMC). All the UG/PG students of SOMC are requested to participate.

The details of the workshop are mentioned below:

- Date: 19.3.2020
- Venue: Room no. 213, A Block, K.R Mangalam University
- Time: 11.00 am onwards
- Event Coordinator: Ms. Neha Goyal (Assistant Professor)

*Neha Goyal*  
*20.03.2020*

Ms. Neha Goyal

Faculty Incharge - SOMC

*JmD-*

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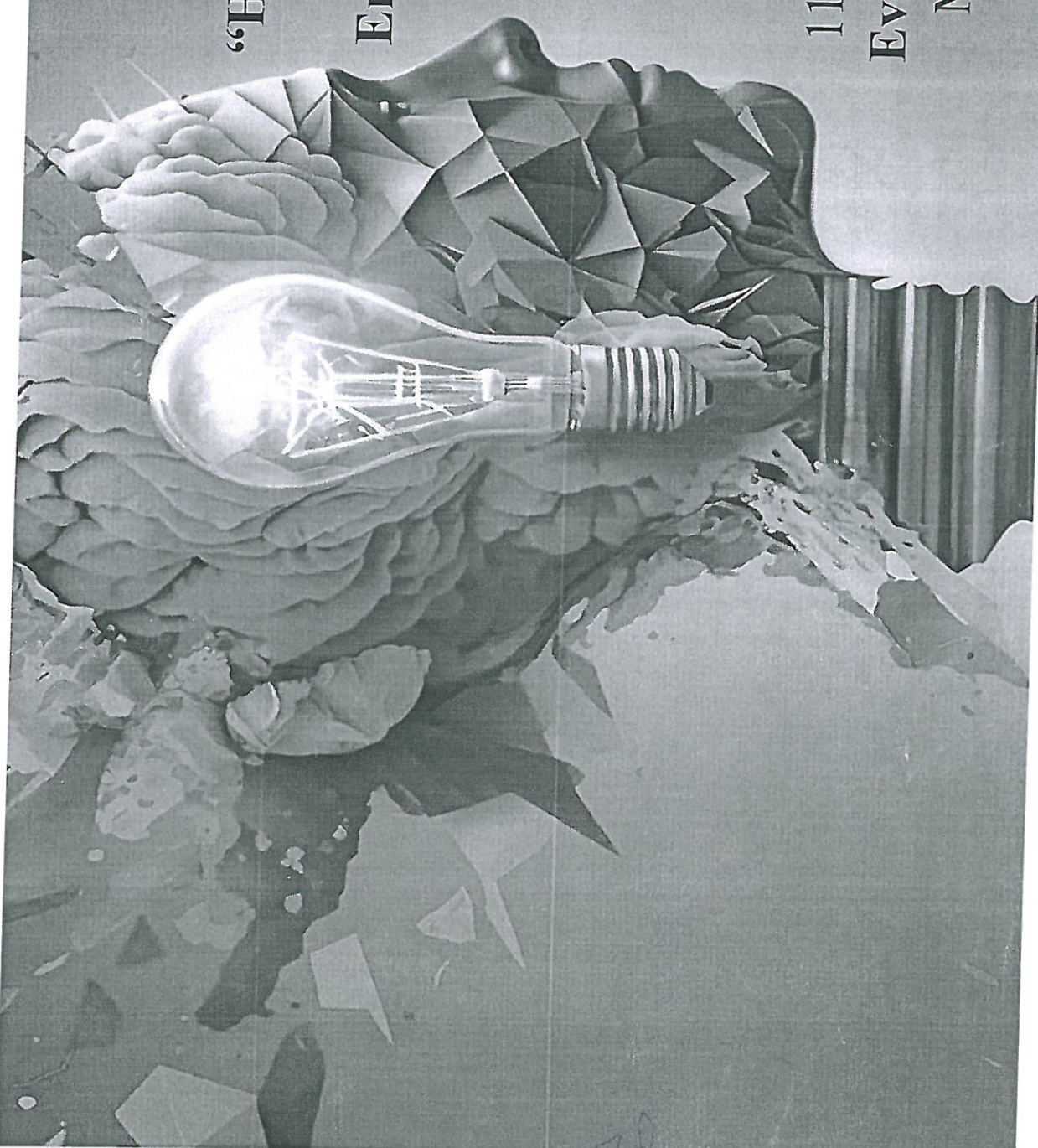


Session on  
**“HIGHFALUTIN”:**  
Speaking  
Enhancement Skill  
Session

Date:  
10/03/2020

Venue:  
A213, A Block

Time:  
11:00AM Onwards  
Event Coordinator:  
Ms. Neha Goyal



*[Signature]*





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## **Report on "Highfalutin": speaking enhancement skill session**

**19<sup>th</sup> March 2020**

### **Introduction:**

The speaking enhancement skill session on "Highfalutin" aimed to improve participants' communication skills by addressing the usage of pompous and pretentious language. This brief report summarizes the key objectives and outcomes of the session.

### **Key Objectives:**

- Define the term "Highfalutin" and its implications in communication.
- Identify scenarios where highfalutin language can hinder effective communication.
- Provide practical strategies to avoid highfalutin language and communicate more clearly.

### **Session Summary:**

The session began by explaining the term "Highfalutin" as language that is grandiose, inflated, or excessively ornate. Participants were made aware of the negative connotations associated with using such language and the potential impact on effective communication.

Throughout the session, participants engaged in discussions and activities that highlighted the disadvantages of highfalutin language. Examples from various contexts, including academic, professional, and social settings, were analyzed to illustrate instances where clear and concise communication is preferable.

Participants were encouraged to prioritize clarity and simplicity in their language. Using plain language, avoiding unnecessary jargon, and simplifying complex concepts helps ensure that the intended message is understood by a broader audience.

### **Outcome:**

Participants recognized the importance of tailoring communication to the audience, participants learned to adapt their language and delivery based on the listeners' background.

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knowledge, and expectations. Participants learnt to communicate authentically, using their natural voice and avoiding the temptation to embellish or use excessive flattery. Authentic communication builds trust and fosters genuine connections with others.

**Conclusion:**

The speaking enhancement skill session on "Highfalutin" provided participants with valuable insights and practical strategies to improve their communication skills. By understanding the implications of highfalutin language and employing techniques such as clarity, simplicity, audience awareness, and authenticity, individuals can enhance their ability to communicate effectively in various contexts. Participants left the session equipped with the knowledge and tools to avoid highfalutin language and deliver messages clearly and concisely. The focus on practical strategies aimed to empower participants to become more effective communicators and build stronger connections with others.

Overall, the session emphasized the importance of communicating in a manner that is accessible, genuine, and considerate of the audience's needs. By practicing these skills, participants can enhance their overall communication effectiveness and achieve better outcomes in their personal and professional interactions.

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Pic1: Students attending lecture.

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HIGHFALUTIN - 19 3 2020

S NO.	ENROLLMENT NO.	STUDENT'S NAME	SIGN.
1	1702570012	PRIYANKA	
2	1702570013	PRABHAT SINGH THAKUR	
3	1702570014	SONAM SONI	
4	1702570015	JUJI MARY PIOUS	
5	1702570016	SHUHAM KUMAR PANDEY	
6	1402070056	GOURAV YADAV	
7	1502070043	KAJAL SHARMA	
8	1402070051	VIPIN YADAV	
9	1702570001	PRIYANKA YADAV	
10	1702570002	SACHIN PANWAR	
11	1702570003	PANKAJ KATARIA	
12	1702580001	MEENU MENDIRATTA	
13	1702580002	RUBY YADAV	
14	1602070042	NEHA YADAV	
15	1602070044	HARISH TANWAR	
16	1602070048	JATIN PAHUJA	
17	1602070007	SAMRAT DEY	
18	1602070011	MOHIT YADAV	
19	1602070012	KRISHAN	
20	1602070013	AMAR KUMAR MISHRA	
21	1602070015	PUNEET GUPTA	
22	1602070016	PUNEET GUPTA	
23	1502080008	SACHIN KUMAR	
24	1502080001	KARAN YADAV	
25	1502080044	RAHUL RANA	
26	1502080045	RAHUL SEHRAWAT	
27	1502080062	NIDHI RATHI	
28	1602080039	CHIRAG BANSAL	
29	1602080042	HITESH	
30	1602080044	SHWETA GARG	

  
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