

The US President Election Campaign Dissected in a Webinar on Semiotics Organized by JECRC University

Only an Honest Press can Save Democracy : Prof. Arthur Asa Berger

When we see all around the world where politics and politicians exist, every politician has his or her own way of expressing his/her thoughts. Both the verbal as well as non-verbal expressions matter a lot in public discourse. Indeed, the 2020 presidential election campaign in US was controversial because it had a use of language seen never before in US history. According to Washington Post the then President Donald Trump told twenty thousand lies. This was

stated in a virtual session organized by JECRC University, Jaipur.

It organized an event on the topic "Semiotics and Media Analysis of US President's Election Campaign 2020". The Expert speaker of the hour was Prof. Arthur Asa Berger who is emeritus professor in broadcast and electronic communication arts at San Francisco University, USA. The moderator was Prof. Hemendra Chandalia who is a renowned English literature academician at Janardan Rai Nagar Rajasthan Vidyapeeth, Udaipur. Prof. Arthur Asa Berger shared his knowledge about semiotics. He explained how semiotics plays a very important role in media analysis. During the session Prof. Arthur Asa Berger presented a semiotic analysis of President Trump.

Semiotics is an investigation into the way meaning is created by the use of signs. He said there is a reason behind the way Trump wears his looks, dresses his hair, and has a frown often on his face. This is a part of self-presentation. Prof. Arthur maintained that a semiotic analysis of Trump's speeches and his campaign proves that he was more of an autocrat than a Republican. During the question and answer session one of the participants asked about Mr. Joe Biden's semiotic analysis to Prof. Arthur Asa Berger. He answered that Mr. Biden doesn't appear as much in public as Trump did but he, kind of, looks empathetic and a decent kind of person. His speeches are mostly on policy matters and more appealing. "Someone in the audience



asked Mr. Arthur Asa Berger to suggest some books related to semiotics, he suggested some of his own written books like Applied Discourse Analysis: Popular Culture, Media, and Everyday Life, Media Analysis Techniques, Signs in Contemporary

Culture.

Prof. Hemendra Chandalia, Professor of English at Janardan Rai Nagar Rajasthan Vidyapeeth University, Udaipur was the moderator of the session. He initiated the session by giving a brief introduction to Semiotics tracing its

origin in the work of French Linguist Ferdinand de Saussure. He said that a journalist needs to have a deep understanding of semiotics so as to be able to decode the verbal as well as non-verbal signs used by the political leaders. He said that media is

controlled by the corporate which has vested interest in the ruling class. Therefore, a pro people and honest media can only protest democracy. He conducted the session and facilitated the question-answer session. When he asked Prof. Berger about the semiotics of the event "Howdy Modi" and "Namaste Trump" Prof. Arthur Asa Berger chuckled and said "well Modi and Trump both are about themselves and I won't say much about Indian politics because I don't want to get Indian haters after this event." The President of JECRC University Mr. Victor Gambhir welcomed the guest speakers and Head of the department of Journalism and Mass Communication Mr. Shailendra Singh Bhati introduced them. Dr. N.K. Kaushik, Associate Professor in the

department offered a vote of thanks.

There were many known people across India who joined the event. Some of them were Mr. Sundar from Mumbai University, Miss Priya Chakroborti from West Bengal, Dr. Sanjay Chawla from Government Sanskrit College, Kota, Dr. Minakshi Jain, Head of the Department of English, M.L. Sukhadia University Udaipur and many more well known deans, professors, from famous University like Vishwa Bharti University, Shantiniketan. A large number of students from Humanities & Arts faculties also participated in the event. The event was very interactive and knowledgeable.

Reported by
- Ms. Mohini Ray

HINDUSTAN ZINC VACCINATES 20000+ EMPLOYEES, FAMILY MEMBERS AND BUSINESS PARTNERS AGAINST COVID

• More than 20,000 people including employees, family members and business partners vaccinated through Hindustan Zinc's mega vaccination drive
• Hindustan Zinc initiated on-site Vaccination drive across locations in Rajasthan, includes Ajmer, Bhilwara, Chittorgarh, Rajsamand and Udaipur
• The drive continues as it aims to provide vaccination support to many more people as a part of its extended family



Hindustan Zinc firmly believes in 'people first' and employees are at the heart of its operations. Following its guiding principle of giving back and caring, Hindustan Zinc organized a mega vaccination camp as a preventive measure against COVID with an aim to cover 100% eligible employees, employee relatives and business partners. The company, committed to being at the forefront of providing all support in the fight against COVID, has so far inoculated

more than 20,000 people across its locations in Rajasthan at Ajmer, Bhilwara, Chittorgarh, Rajsamand and Udaipur.

Mr. Arun Misra, CEO Hindustan Zinc who also got his 2nd dose of vaccination during the drive said "We at Vedanta reassure our employees, contract workforce & their families that We Care & are solidly standing in creating a safe & better tomorrow. To ensure safe & easy access to the vaccine, we have orga-

nized on-site vaccination camps while following all stipulated guidelines and precautions for all our employees, business partners employees, and their families at Hindustan Zinc. Our doctors and medical staff are always there to guide and provide the best possible medical treatment. I urge all those who are eligible to go ahead & get vaccinated."

Mr. Mukaya Simubali, Executive Director - AAC thanked Hindustan Zinc and said "On behalf of AAC and indeed on my own behalf, we would like to express our profound and unreserved gratitude to Mr. Anil Agarwal - Executive Chairman Vedanta for the covid19 vaccine inoculation to our employees and their family. We are so proud to be associated with this family and forever indebted to Vedanta for this level of humanity. How you have treated us as your business partners in this moment of need is the benchmark of humanity."

Mr. Manojit Haldar, Managing Director Sales India

- Sandvik Mining and Rock Technology India appreciated the efforts and said, "I would like to compliment Hindustan Zinc for the laudable efforts that they have undertaken to respond to this crisis. Their mega vaccination drive across all locations not only covered their own employees and their families but was also extended to their business partners. My heartfelt thanks to Mr. Arun Misra and the entire HZL management for their steadfast commitment to ensure the safety and wellbeing of every Sandvik employee working at their mine sites. Their timely and generous support is testament to our deep bonding with each other." Mr. Sunil Chaturvedi, Chairman and Managing Director - Gainwell Commonsales expressed gratitude for Hindustan Zinc's initiative and said "Hindustan Zinc has set an extraordinary example of commitment, caring and camaraderie by ensuring access to the COVID-19 vaccines for the Gainwell members who are working at their

site. Vaccines offer hope to turn the tide of the present circumstances. There is growing evidence of the vaccine being one of the most effective tools to arrest the pandemic and its adverse consequences. We are truly inspired by Hindustan Zinc's fortitude in making the vaccines available and thus creating a difference in these unprecedented and challenging times."

Mr. Narendra Chordia, Managing Director - Monomark Engineering India Private Limited said "We would like to extend special thanks to Hindustan Zinc Limited management for providing vaccination of COVID-19 to MEIPL workers as well as their family members along with Employee insurance coverage as COVID KAWACH & medical expense reimbursement. This initiative will certainly help in boosting up the confidence of all Employees and this will also create a healthy working environment."

Amidst this pandemic, Hindustan Zinc has adhered

to the various mandated norms and regulations. The company has also introduced, as a reaction to the pandemic, various measures to change the way of working to ensure a safer working environment for the employees. The Guidelines were drawn centrally applicable for all operations of Hindustan Zinc, with responsibilities defined for business continuity and elimination of risk to the workforce.

The company has also introduced the Group Corona Kavach Policy that covers more than 25800 contract workforces in Rajasthan and Pantnagar in Uttarakhand. This cashless policy covers all corona related diagnostic charges including pre-hospitalization and post-hospitalization expenses. There is also a dedicated 24x7 Covid Care Apollo helpline number to provide any kind of healthcare support and assistance for all employees and their dependents.

- Ms. Dipti Agrawal, Head - Corporate Communications

Ajay Kumar Acharya new president of the JAR

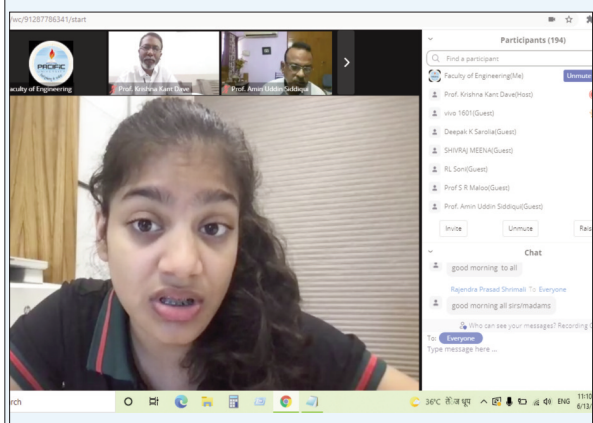


Udaipur: In the Journalists Association of Rajasthan (JAR) meeting held on Monday, Ajay Kumar Acharya was unanimously elected president of the Udaipur unit.

State executive member Bhupendra Kumar Chaubisa said that the JAR Harivallabh Meghwal and state general secretary Deepak Sharma had sent their approval. Ajay Kumar Acharya noted that the JAR organization would be made more active and strengthened for the benefit of journalists, and a membership drive will be started in the coming time. Outgoing President Dr. Tuktak Bhanawat expressed his gratitude to all.

Sumit Goyal, Sanjay Khabya, Shailesh Vyas, Mangilal Jain, Dr. Ravi Sharma, Vipin Gandhi, Pawan Khabya, Mukesh Mundra, Alpesh Lodha, Bhupesh Dadhich, Vikas Bokadia, Rajendra Kumar Paliwal, Rajendra Hiloria, Anil Jain, Ram Singh Chadana, Vishnu Sharma 'Hitashi', Pankaj Kumar Sharma, Sanat Joshi, Amir Mohammad Sheikh, Prakash Meghwal sent congratulations to Mr. Acharya.

National webinar on cancer and agrochemicals



Udaipur: A national webinar was organized on the effects of agricultural chemicals on the human body, cancer, etc., under the inspiration of Shri Rahul Agarwal, Chairman, Pacific Group of Education.

Vice-Chancellor of Pacific University Prof. KK Dave outlined the program.

Ms. Shloka Agarwal told in her brief remarks that the Indian economy is based on agriculture, and due to excessive use of fertilizers and agrochemicals in increasing agricultural production in the past years, their side effects in the form of cancer are being seen on the human body.

Dr. Manoj Mahajan, Director of Cancer Department at Pacific Medical University, gave detailed information about cancer occurring in various parts of the body like the brain, mouth, lung, breast, intestine, urinary-genital. However, the treatment of dangerous diseases like cancer is possible, but Patients and families become stressed. Dr. Mahajan also gave tips on how to avoid it.

While discussing the impact of agricultural chemicals on agriculture, Dr. S. R. Malu, Dean, Pacific University, told through his presentation that by using them in more than the approved quantity, these chemicals are absorbed in the land, water, air, and crops and accumulate at harmful levels and give rise to various diseases, in which cancer is the main. And it also pollutes the environment.

Therefore, information about various aspects of safe and advanced farming was given.

Geetanjali Institute of Pharmacy students selected as a research intern in pharma company CliMed - Research Solutions



Udaipur: In today's era, the contribution of the pharma industry and pharmaceutical and clinical research in new diseases and their treatment and diagnosis is well known. Geetanjali University's Geetanjali

Institute of Pharmacy students has been selected as Research Intern (Remote Working) in Gurugram based pharma company CliMed Research Solutions. These girl students will work on various projects with CliMed Company at their selected time and their pharmacy studies. Dr. Ajit Singh, CEO, CliMed Research Solutions, in a conversation with the Principal of the institution, Dr. Mahendra Singh Rathore, told students and students would increase their understanding of the working environment during the research internship working environment of the pharma industry. CliMed Company provides internship opportunities by interviewing meritorious students of various pharmacy colleges in the country. Such options are helpful in the overall development of pharmacy students and prove to be milestones in placements and careers. On the students' achievement, Registrar of the University, Mr. Bhupendra Mandaliya, and Vice-Chancellor Dr. FS Mehta sent congratulations and best wishes to the students and the institution's teachers on this achievement.

Age is just a number: This 91-year-old who beat age, COVID and heart attack all together !

Udaipur: Age is just a number. A nonagenarian Ahmedabad resident is back home after beating both a heart attack and

COVID-19 at CIMS hospital. Sushilaben, 91, a resident of Ahmedabad, was admitted to a private hospital for emergency treatment on May 29 after suffering a heart attack and severe shortness of breath. She was also found to have flash pulmonary edema, a condition caused by excess fluid in the lungs as well as early covid ARDS. She was shifted to CIMS hospital the next day after she tested positive for COVID-19.

"She had unstable blood pressure and high oxygen requirement when she was brought to CIMS hospital. We had to perform angiography and angioplasty while simultaneously treating her for COVID-19," said Dr. Bhagyesh Shah, Critical Care Physician and In-charge of Adult ICU at CIMS. Sushilaben's angioplasty and stent placement was successfully performed on June 1, two days after her hospitalization, by Senior Cardiologists Dr. Keyur Parikh & Dr. Vineet Sankhla with ongoing covid care despite the risk of age, covid and heart attack. Her blood pressure and other parameters returned to normal post procedure, and she was discharged on June 7 following a complete recovery. "Patients undergoing angioplasty with stent placement in the 90s is rare, and especially one who is also COVID +ve. In most cases, patients are not very mobile and are not in a position to undergo angioplasty. In many cases, families are against opting for surgery. However, Sushilaben is still very active at this age and has strong willpower. Her positive approach played an important role in her recovery," said Dr. Shah.

Covid-19 Infection Found Lunging The Zoo Animals of India

Covid-19 damage is not coming under control yet, but looks to be stretching more and now it is found to infect the zoo animals of India. Last Thursday, on June 3, 2021, a lioness of Vandalur Zoo, Chennai, Tamil Nadu, formally the Arignar Anna Zoological Park (AAZP), died in this deadly transmittable disease. Nine more lions of this zoo are said to be infected with this virus. The cause of how it entered inside the protected animal houses remains unknown till now.

The day before she died, on Wednesday, Neela, the lioness, showed prominent disease symptoms of frequent mucus flow from her nose. AAZP zoo authority said that she was observed and treated at once by the in-compound veterinary medical

unit. Still, the loss could not be checked. Physical troubles with the lions were detected in this zoo since May 26, 2021, where the keepers found five lions with loss of appetite and consistent coughing.

Previous Cases That Confirmed Covid-19 Infection In Zoo Animals:-

April 29, 2021: The first zoo animal Covid-19 case in India was recorded from Nehru Zoological Park (NZP), Hyderabad saying eight Asiatic lions (four males, four females) to be confirmed as Covid Positive.

May 1, 2021: Union Ministry of Environment, Forest and Climate Change instructed all Tiger Reserve Parks, Wildlife Sanctuaries, National Zoological Parks to keep closed for public in the country.

May 6, 2021: The spread was seen in Uttar Pradesh's Etawah Safari Park confirming one Asiatic lion as Covid Positive.

May 13, 2021: In Jaipur's Nahargarh Biological Park, which was closed since April 17, 2021, a lion, Tripur was found to have this viral infection as confirmed from Indian Veterinary Research Institute, Bareilly. Blood samples, nasal swabs and faecal specimens collected from eleven lions were sent to Tamil Nadu Veterinary and Animal Sciences University (TANUVAS) and to Bhopal, in National Institute of High Security Disease for testing. Alongside, the zoo authority took necessary precautions of keeping these animals under all-time observation and medical protections. Keepers and the lion handlers working in these animal houses are all Covid-19 vaccinated and instructed to use Personal Protection Equipment (PPE) Kit as a compulsory part. These eleven lions are confirmed with Covid Positive in the test report from both the labs that is reconfirmed from Indian Veterinary Research Institute, Bareilly to discard chances of wrong treatment skipping out any other comorbidities. Every necessary precautions and fast treatment arrangements are being taken by the care unit of Vandalur zoo under the guidelines of TANUVAS.

- Arkaprava Das

