



# RENAISSANCE

A speech bubble containing various communication icons like a megaphone, smartphone, and mail.

# COMMUNICATION



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**Dear Readers,**

Communication is the human connection, which is key to personal and career success. If you have a brilliant idea but you are not able to get them across, then it will lead you nowhere, as communication is the most vital and initial skill set one must possess, to be able to impart or deliver their knowledge at any field.

# EDITOR'S NOTE



There are five types of communication, verbal, non-verbal, written, listening and visual communication. The message to be delivered by all the five means must be crisp, clear, accurate and in most effective way possible in order to receive the desired result. For delivering efficient and effective message, one should always keep in mind the 7 Cs of effective communication.

## 7 Cs of Effective Communication -

- **Clear**
- **Concise**
- **Concrete**
- **Correct**
- **Coherent**
- **Complete**
- **Courteous**

The 2nd edition of the newsletter Renaissance unfurls the saga of the Dolphins 20-22. We are proud to present Renaissance which begins with the introduction of the club members and the respected mentor Prof A.V. Ramana Avharyalu, followed by the content on the importance of motivational speakers and corporate leaders about their ability to lead and convince the crowd with their words. The newsletter also consists of the articles which talks about the famous speech delivered by the Former CEO of apple Steve Jobs, during the product launch which had huge impact and audience captivation, it also talks about Sonu Sharma, an eminent entrepreneur who also happens to be a motivational speaker. Later, it has also been discussed about the business communication, with common basic question about communication, and an experience about burning bush with the overall student journey at IBA. The later part consists of creative writing about the famous anime Naruto, followed by the review of the movie (Shawshank Redemption).

At last there is a section for wonderful and captivating photography and painting display by the very talented batch (2021-2023). The Dolphins thank you, for patiently staying tuned with us till the end.

**By - Shweta Shekhar**  
**Batch 20-22**





# DOLPHINS TEAM 2021-22



Dr. AV Ramana Acharyulu  
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# COVER STORY

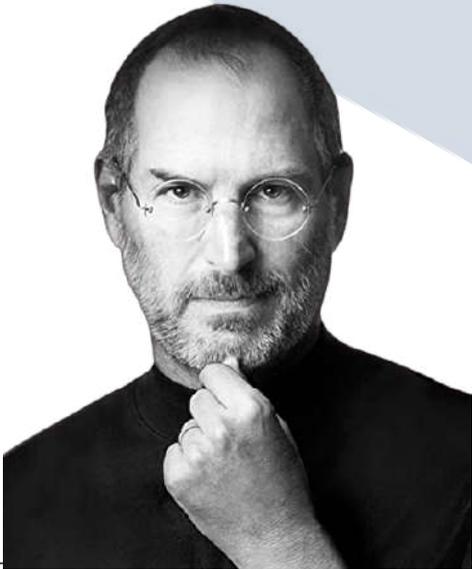


## A MANDATE FOR MOTIVATIONAL SPEAKER AND CORPORATE LEADERS

In today's world communication holds a great role while it come to public speaking. Public speaking is an art to engrave all our ideas within a perfect phrase or sentence and ornament it in a way so that it can make the audience understand in a simple manner. Often it has been seen that corporate leaders and motivational speakers escapes the boundary and barrier of language to communicate their message and ideas to their significant audience and clients, they instead prioritize on taking examples from their real life to narrate a story or concept to make it understand in a better way.

Effective communication ensures the reach of the message and also the audience in its correct form and desired way. The speaker should make their background study of the topic beforehand so that they do not need gulp everything and chuck up. The clarity in thoughts and the confidence should reflect in a personality of a speaker to communicate effectively.





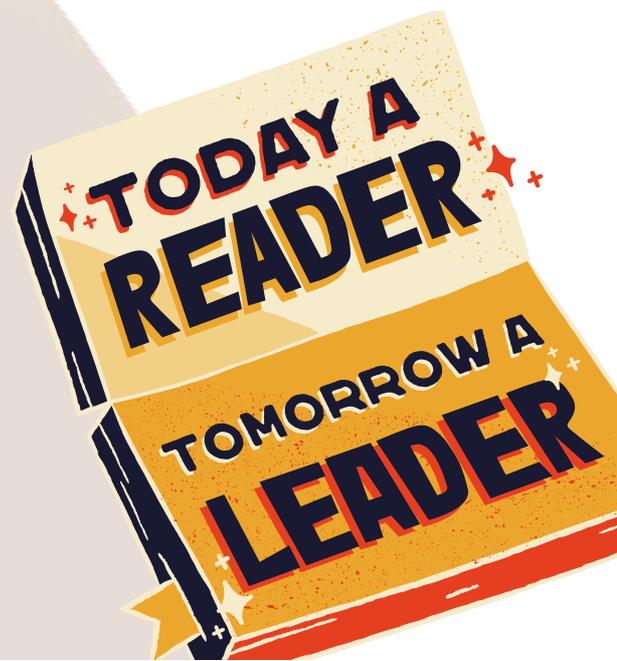
For instance, Steve Jobs the former CEO and co-founder of Apple once at a launch event of Apple products said something which touched the heart of millions. He said, "Do what you love' he further added that we all have only one life and life is very unpredictable anytime anything can happen so don't be a part of anyone's else life instead focus on making your own life. Similarly, there more such speech from eminent speakers which reflects the process how well they can articulate or phrase up their thoughts into words.



Sonu Sharma an eminent entrepreneur who also happens to be a motivational speaker once said do not prepare for the speech just get with the flow and try construct your ideas and imagination with real life examples. Sonu Sharma much often sites shlokas from Bhagwat Gita to add life to his thoughts and tries to connect his audience. This adds up to the conclusion that effective communication is a need for any communicator to make their message create a long lasting impact on the mind of the listeners.



**Priyam Chowdhury**  
Batch 20-22



# IMPORTANCE OF BUSINESS COMMUNICATION

Communication is one of the important aspects of corporate life. Good communication skills not only show your confidence but also help to be a part of a highly-skilled people. However, we see many people face issues when it comes to communication despite they have talent and skills but are unable to convey their message properly or efficiently. On the other hand, we have also seen people who are not as efficient as others are but with their excellent communication skills, they perform exceptionally well.

Therefore, the question here is which is more important communication skills or technical skills. Well, we can say both are equally important because without skills it is very difficult to survive in a long run and without good communication skills it is very difficult to climb the corporate ladder.

So how to achieve good communication skills, well some tricks can help a person to become an efficient communicator. Be confident because when a person is confident his/her communication change drastically. After a certain age, people do not learn new words so having a good collection of vocabulary is a must for that reading is must but besides that, English movies and songs can be helpful. It is very important to listen to people carefully because it helps us to understand the perspective of another person and helps us to choose appropriate words according to that context.

Lastly, we can say communication is a two-way process a good communicator needs to understand his/her audience what they want from you and also try to bring value to them.



**Abhishek Mishra**  
Batch 20-22

# BURNING BUSH



**Subhadeep  
Gowswami  
Batch 20-22**

## IBA SPORTS AND CULTURAL

Burning Bush, IBA's sports and cultural event conducted every year at the beginning of the academic year. "Burning Bush" is named after two famous authors of marketing research, Alvin C. Burns and Ronald F. Bush. The motive of hosting burning bush is to ensure a good rapport gets built between the juniors and the seniors. There are many sports and many cultural events conducted that gives room for showing the talents and creativity of the students and bring out the best from them.

Last year Burning Bush was conducted on 7th May, 2021. The motto behind the occasion was to spread positivity in the campus and distract the minds of the students from the negativity that were taking place outside the gate because of the pandemic. The initiation function was trailed by the auction ceremony, being once again introduced, in Burning Bush after numerous years. The auction was planned to make Burning Bush 2021 a battle between reciprocals rather than a battle between 1 or 2 more grounded clubs. One more feature of Burning Bush 2021 was the No-paper competition thought wherein the utilization of paper was decreased essentially, and scoring, rules, and guidelines everything was finished utilizing PCs.

The outdoor games that took place were cricket, volleyball, pitto, dodgeball, kho-kho and the indoor games that were played were chess, carom, mini – militia, B – quiz and JAM (Just a minute). The fundamental fascination of the Burning Bush 2021 was the widespread development hung on the last day of Burning Bush, where students displayed their abilities in Dancing, Singing, and Skit.

All the scores of the games and the cultural activities were calculated and then on the very last day of the Burning Bush week, the results were declared, "Dolphins" won the competition with the maximum points and were given the title of Burning Bush Champions of 2021.





# THE WILL OF FIRE



There is only one will and that is the will of fire. The will that doesn't let you give up.

-Masashi Kishimoto

There have always been situations, where we have doubted ourselves, be it the ghost of the past which we have burdened our shoulders with, the fear of future or the people's judgement are the thoughts formulating crab theory within us that obstructs an individual's growth.

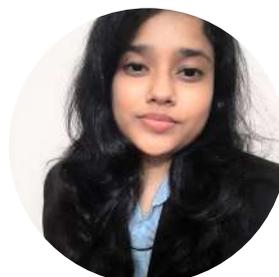
Naruto, the worldwide popular anime series about the life journey of a powerful shinobi (a high ranked ninja) character Naruto Uzumaki, has been the life inspiration for many. Since his birth, he was accused of his parents' demise and despised by the villagers for being a body vessel, that sealed celestial spirit which once caused destruction in the village. His childhood had been a struggle, as he always received negligence and glare of hatred from adults in the village, even his peers and his teachers ignored him.

From being at the last position amongst his batch mates to being bullied by them, he never gave up on his dream of becoming hokage (village supreme) one day, in order to gain recognition and respect from the villagers. Though his body had possession of a dark spirit but it never obstructed the light of positivity and goodness to emit through him.



With a notorious but caring soul, he had always managed to win the hearts of many rivals and turned foes to friends, his deeds and acts of kindness made the change of heart of plenty he crossed paths with. His words were so powerful that they bored light into the hearts of darkness.

This very strong and positive attitude of his, helped him gain new allies and become his mentor's favourite.



**Sweta Shekhar**  
**Batch 20-22**

# EXPERIENCE TILL NOW

**“CHARACTER DEFINES A PERSON COMPLETELY, HIS ACTIONS, THOUGHTS AND WORDS.....”**

Beginning my journey in IBA, I was unsure of what to do there, what were the things that were meant for me, what path should I choose – the one trodden well by others or the unexplored route? But one thing that certainly engraved in my mind was to explore different opportunities.

The first barrier which came in my path was of uncertainty, where to start from and what to do? I began to address the big issue with the penultimate IBA solution, the “Step by Step” approach. Class participation was the first strategy. I started to put in my efforts in each and every class which pushed me to prepare more, and helped me to improve both my academic performance as well as the knowledge quotient. An icing to the cake, this process helped me recognise one of the significant weaknesses that I held, “articulation of thoughts and finding appropriate words across situations”.



That moment I crossed roads with the communication club of IBA – Dolphins. The opportunities I got in this club, were in multiple folds. I got the insights about importance of communication, how to build upon it and the foremost thing – a platform to practice and improve. The opportunities were in the form of various knowledge imparting in club activities and interactive sessions. The insights from those helped me to tackle various situations like academics, fests, club/committee selection and ultimately the placements.



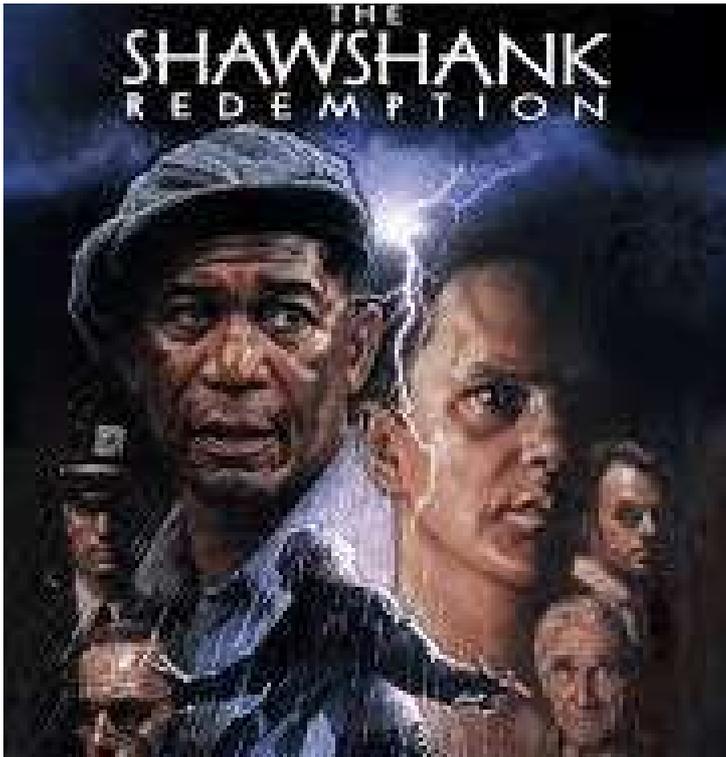
**Rahul Chandra**  
Batch 20-22



**Kamal Patro**  
Batch 20-22

# MOVIE REVIEW: "SHAWSHANK REDEMPTION"

"I have to remind myself that some birds aren't meant to be caged."



The key to the film's structure is that it is not about its hero, but about audience relationship with him - their curiosity, pity, and admiration. Many films provide, fictitious experiences and fleeting, superficial emotions. "Shawshank Redemption" slows down and looks. It includes audience in the story of men who have formed a community behind bars by using the narrator's calm, observant voice, it is about the continuity of a lifetime, based on friendship and hope.

It's worth noting that, despite the fact that the film's hero is convicted former banker Andy Dufresne (Tim Robbins), the action is never seen through his eyes. The film begins with him being sentenced to two life terms for the murder of his wife and her lover, and then there is swift shift to a permanent point of view representing the prison population, particularly lifer Ellis 'Red' Redding (Morgan Freeman)

From Andy's arrival on the prison bus to the end of the film, It only portrays Andy through the eyes of others - Red, who becomes his best friend, Brooks the old librarian, the corrupt Warden Norton, guards, and prisoners. Red is their surrogate. He's the one, who can be identified with the redemption, when it comes, will be Red's. Andy's example has taught, that you must stay true to yourself, never give up hope, wait your turn, set a quiet example, and look for your chance.

The film would have been more conventional and less mysterious if Andy had been the heroic centre, bravely enduring. But on the other side of table there are some concerns about this individual. Did he actually murder those two people? Why does he keep so much of himself to himself? Why is it that he can amble through the prison yard like a free man?

### FEATURED



Much of the film is spent in silence, solitude, and philosophical discussions about life. Moments of violence (such as when Andy is sexually assaulted) are viewed objectively rather than exploited.

The film avoids lingering on Andy's suffering; after being beaten, he is seen in medium and long shots, which are used tactfully. There is an underlying issue. Behind bars, Red reigns supreme. He's the prison fixer, with the ability to obtain a pack of cigarettes, a small rock pick, or a Rita Hayworth poster. He has no status or identity on the outside. Darabont builds the film to observe the story rather than to punch it up or upstage it.



"The Shawshank Redemption", It premiered at the Toronto Film Festival in September 1994 and went on to become a box office success a few weeks later. It received positive reviews but performed poorly financially (its \$18 million initial gross did not cover costs; it earned only another \$10 million after receiving seven Oscar nominations, including best picture). Coming to movie cast, The actors were content to play their parts, the plot unfolds in a logical manner, and the film itself reflects the slow passage of the decades.

When they put their audience in that cell, when those bars slam home, that's when it portrays it's for real," Red says. In the blink of an eye, old life was blown away. With the music, affection for good films often grows with familiarity. Some have said that life is a prison, that we are Red, and that Andy is portrayed as redeemer. All great art is about something more profound than it admit.



When it comes to title of movie, it arouses interest. Films about "redemption" are viewed with scepticism; the prospect of a great film does not excite many people; it sounds like work. However, there is a hunger for messages of hope, and when a film offers one, it is likely to have staying power even if it does not immediately attract an audience. It is beautiful story about struggling in a hopeless and oppressive world while not knowing if you deserve to hope.



**Vikas Kumar Roy**  
**Batch 20-22**



# Captured





# PHOTOGRAPHS BY - 2021-23 BATCH



Madhushree



Deepanjan



Ayush Sood



Sreyas



Arka Sen



Sai Vandana



Danish



Sujoy



Shubham



Rituparna

# Sketch Book



**Giselle**  
**Batch 21-23**



**Akshay**  
**Batch 21-23**



**Rituparna**  
**Batch 21-23**



# BASIC COMMUNICATION QUESTIONS

1. Have you ever had to deal with a difficult stakeholder? What actions did you take in this situation?
2. What does Criticism mean to you? How do you deal with it?
3. What is the difference between a good manager and a good leader, in your opinion?
4. If you are chosen, how do you think you will contribute to the batch and the institute?
5. Distinction between freedom of expression, speech, and opinion.
6. Communication gap between generations in corporate life.
7. Role of social media communication in this digital era.
8. How effective communication attracts customers towards the brand.
9. Which is the most effective form of communication for generating leads?
10. Tell me about a time you had to relay bad news to a client or colleague.
11. Filtered vs non filtered communication, the gap between baby boomers and millennials.
12. Virality in social media, what are bases which strengthens its communication?
13. Interactive online communication & its impact on public relations outcomes.
14. Effective interpersonal dialogue in promoting personal & professional success.
15. Have you ever demonstrated leadership? Share the situation
16. Why are you the best person for this job
17. What would you do if there was a communication breakdown at work?
18. Is it more important to be a good listener or a good communicator?
19. How have you handled working under someone you felt was not good at communicating?
20. Describe a time when you had to be careful talking about sensitive information, How did you do it?
21. Do you prefer written or verbal communication?

# Core Designing Team



**Abhishek Mishra**  
Batch 20-22



**Shweta Shekhar**  
Batch 20-22

# Designing Team



**Amrita**  
Batch 21-23



**Raunak**  
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**Ayush Sood**  
Batch 21-23



**Nupur**  
Batch 21-23



Thank You

*Hope you enjoyed reading*

