

VOLUME 3, YEAR 2023

RAMA DEVI WOMEN'S UNIVERSITY

NEWSLETTER

PSYCH BUZZ

DEPARTMENT OF PSYCHOLOGY

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Editor's Note

Mr. Sudam Sahoo & Ms. Rabeya Batul

We are immensely happy to present before you the third issue of PsychBuzz, newsletter published from the Department of Psychology, R.D.W.U., Bhubaneswar. This newsletter will provide our students with a medium of creative expression and present our readers with a rendition of departmental activities

FROM HOD'S DESK

*I offer my best wishes to every individual's contribution and I extend my support and motivation for all the forthcoming publications from this day onwards.
Hoping to keep this spirit alive!*

MR. SUDAM SAHOO

HOD, PSYCHOLOGY



PENNED DOWN

The Role of Music Psychology in Business Expansion - Anchal Nayak, UG 3rd Year

Music is a powerful tool in marketing that can evoke emotions, influence behavior, and create a connection with potential customers. The use of music in marketing campaigns can create a positive emotional connection with customers, leading to increased sales and business growth. In recent years, music psychology has emerged as a valuable tool in marketing and has proven to be a powerful means of increasing sales and expanding business.

Impact of Music on Marketing

Evoke Emotions: Music has a profound impact on emotions and can create a mood or atmosphere that is conducive to the marketing message. For instance, upbeat and energetic music can create excitement and enthusiasm, while slow and melodic music can create a relaxing and peaceful environment.

Influence Behavior: Music has the power to influence behavior and can encourage customers to make purchases or take other desired actions. For example, fast-paced music can stimulate the mind and encourage customers to make quick decisions, while slow music can encourage them to take their time and explore the product or service being offered.

Create a Connection: Music can create a connection with customers, leading to increased loyalty and repeat business. A catchy tune or jingle can help customers remember the brand and associate it with positive emotions.

Applying Music Psychology to Marketing

Targeted Marketing: Music psychology can be used to create targeted marketing campaigns that appeal to specific customer demographics. For instance, classical music may appeal to an older, more affluent audience, while pop music may appeal to a younger, more mainstream audience.

Emotional Connection: Music psychology can be used to create an emotional connection with customers that goes beyond the product or service being offered. By using music that evokes positive emotions, businesses can create a lasting connection with their customers.

Brand Identity: Music can be used to create a brand identity that is instantly recognizable and memorable. A well-crafted jingle or musical theme can help customers remember the brand and associate it with positive emotions.

Benefits of using Music Psychology in Business Expansion

Increased Sales: By using music to influence customer behavior, businesses can increase sales and revenue. For instance, a catchy jingle or theme song can create a lasting impression on customers and encourage them to make purchases.

Brand Recognition: Music can help businesses create a recognizable brand identity that sets them apart from the competition. A well-crafted musical theme can help customers remember the brand and associate it with positive emotions.

Customer Loyalty: By creating an emotional connection with customers, businesses can foster customer loyalty and repeat business. Customers who feel a connection with a brand are more likely to become repeat customers and recommend the brand to others.

PENNED DOWN

THE SKY HIGH DOOR

Yashashvi Jaiswal, U.G. 1st Year

Fire raining down the sky
Lands cold and frozen
My head sitting still amidst
Wanting to be the chosen.

My heart running away from heat
Disposed to be cool in breeze
Still hands are reaching up the sky
Knowing they would burn and cease.

My shiny eyes see clashing waves
I think they want clashes too
But why do I tend to forget
They already have been shedding through.

Walking high up the Lane
I see the mighty door
Later I hear some whispers around
Walking up wouldn't help anymore.

Ignoring it all, I stepped ahead
Oh wait, I hear them again
No worth will it bring to you
All you'll get is pain.

Silly me, being carried away
Sadly, turned around
Forgetting I can have my glowing sky

In spite of being on ice cold ground.

Someone please let me know
I can reach the sky- high door
All it will take is
Just a try once more.

THE SEARCH WITHIN

Sushree Subhrasweta Hota,
UG 2nd Year

A journey we embark upon
To find ourselves and duly act on
A quest for identity we pursue
With the experiences that runs through

We construct our identities
With every thought and action we take
Building up a unique persona
That's the true to us, nothing fake

Our past is etched within
Shaping the present and future therein
Memories that seek appeal to
Builds the person we become anew

Self-discovery is a process
An ever-evolving, ongoing quest
Unravelling the layers we possess
To find our true self at its best

The journey can be challenging
And the path not always clear
But with patience and persistence
Our true selves will soon appear

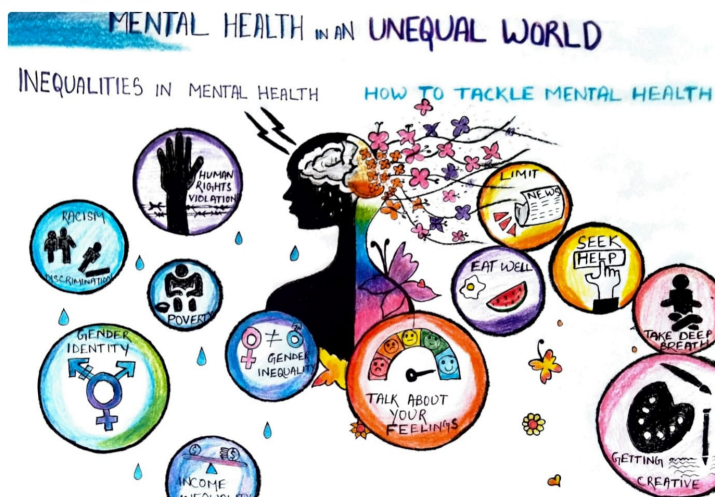
BRUSH STROKES



Lichi Prabha Mohapatra,
U.G. 2nd Year



Anchal Nayak, U.G. 3rd Year



Priyanka Panda, U.G. 1st Year



Satyapriya Patra, U.G. 2nd Year



Alaka Patnaik, U.G. 2nd Year

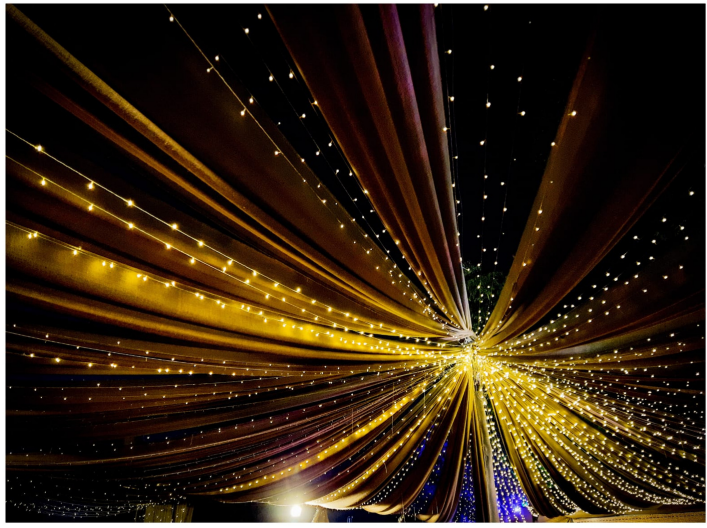


Laxmipriya Dakua,
U.G. 3rd Year



Laxmipriya Dakua, U.G. 3rd Year

SNAPSHOTS



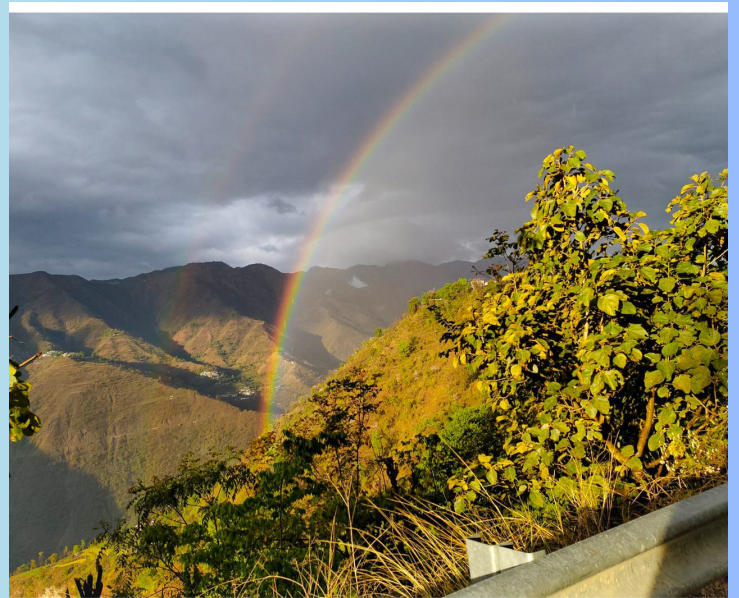
Barnali Sarangi, U.G. 1st Year



Sampanna Singh, U.G. 1st Year



Amanyabala Dash, U.G. 1st Year



Amrita Das, U.G. 1st Year

EVENTS



Freshers
P.G. 1st Year,
Class of 2022-2024.

Freshers
U.G. 1st Year,
Class of 2022-2025.



Farewell
P.G. Final Year,
Class of 2021-2023.

Farewell
U.G. Final Year,
Class of 2020-2023.



BIG WINS

Moona Queen,
Class of 2019-2022,
Best Arts Graduate,
Gold Medal B.A. Psychology.



Vanshika Das,
Class of 2019-2022,
Admitted in M.Sc Forensic
Psychology, NFSU, Gujarat,



राष्ट्रीय न्यायपरिषद् विश्वविद्यालय
National Forensic Sciences University
An Institution of National Importance under Ministry of Home, Government of India

Date: 8/8/2022

From:
Dean (Academics)
National Forensic Sciences University
Gandhinagar - 382007, Gujarat, India.

To,
Vanshika Das

Sub: Confirmation of admission at National Forensic Sciences University (NFSU), Gandhinagar

Dear Vanshika Das

Congratulations!

I am pleased to inform you that your admission to M.Sc. Forensic Psychology for the academic year 2022-2023 has been confirmed at Gandhinagar of NFSU.

Your academic session will commence from 16th August 2022 (Tuesday) at your allotted campus. You are requested to report to the campus and meet your program coordinator for further processing on the day of the commencement.

Kindly bring all of your original documents (as per the list in your counselling letter) for the enrolment procedure in the first week of your academic session.

If you have any queries, you can contact your program coordinator via email.

We hope this precious opportunity to study at NFSU will bring all your dreams come true and we wish you all the best in your academic journey at NFSU.

The orientation program for all the students is scheduled from 16th August 2022.

With best regards,

Prof. (Dr.) Purni Pokhariyal
Dean (Academics), NFSU

Srusti Sarjana Pattanaik,
U.G. 3rd Year,
Semi-Finalist,
National Level Pageant -
Miss Cosmos Queen, Pune.



STAR VOLUNTEER 2020-2021

Sanskriti Jena is currently pursuing her Bachelor's in Psychology from Rama Devi Women's University. She joined Bakul in 2018 with a goal to contribute to society and help others. She has always been passionate about social work. Apart from this, she loves to read books, draw digital art and play video games. Sanskriti is a kind-hearted person who loves animals and anime.

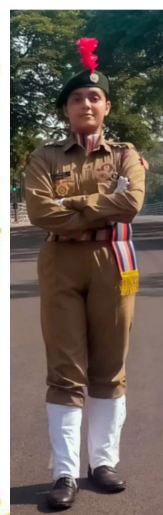


Srusti Sarjana Pattanaik,
U.G. 3rd Year,
First Prize in Essay Writing
competition on the occasion of
Vigilance Awareness Week.

Sanskriti Jena,
U.G. 3rd Year,
Star Volunteer Award,
Bakul Foundation.

INTERNSHIPS

Class of U.G. 2 nd Year – 2023		
Sl. No.	Names of Students enrolled in Internship	Name of the Organization:
1.	Akankhya Kanungo	J. P. Das Learning Clinic, Bhubaneswar.
2.	Alaka Patnaik	
3.	Amanyabala Dash	
4.	Charchita Priyadarshini	
5.	Satyapriya Patra	Duration of Internship: March 2023 – April 2023
6.	Sristi Sarangi	
7.	Sushree Pallabi Mishra	



Padmini Sethi, U.G. 2nd Year,
Annual NCC Republic Day
Camp, 2023.