

Bunts Sangha's
S.M. Shetty College of Science, Commerce & Management Studies, Powai.

DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS

MEDIA CLUB - The Studio Annual Report 2018-19

The Department of Mass Media and Communication Skills works towards providing an enriching learning experience to the students. The year began with Debutants week a program to introduce the first year students to the department, subjects and the industry. Mr. Vivek Padwal an advertising expert spoke to students about being creative and use of creativity in the field of advertising. Dr. Harish Shetty a renowned psychologist engaged the students in an interaction on life as a student, its challenges and how to overcome hurdles, a very important skill for the students. Department association, '**The STUDIO**' –invited Mr. Ramchandran PN the director of 'The Unbearable Lightness of Being' to discuss film making with students. Under **Filmy Friday** initiative a film fest was organized to showcase the talent of the degree college students. **Y-Talk** the platform for students to hone their public speaking skills, organized youth talk on topics 'Forced Nationalism' and 'The Kashmir Issue.

New Endeavours

STUDIO Samachar an online news portal of the students, by the students and for the students was launched by the department. It provides a platform to the students to apply theory to practical and report events online. The portal covers events of the college and also words of wisdom and experience from experts from the industry. It can be accessed on <https://studiosamachar.wordpress.com/>

Life Skills Session. A life skills workshop, revolving around students' mental health was held on the 17th of January, to help students have a better understanding of their own self as well as their environment. College Counselor Ms Natasha Mehta, conducted the team building session for the second year and third year mass media students

Spoken English Certificate Program.The department was conducted a spoken English workshop for the students of degree college. It was open to all departments. The thirty hour workshop was an intensive skill building exercise in spoke English.

Inter-class Annul Presentation. The department organized an inter-class presentation by the class representatives where they highlighted their class achievements both academic and co-curricular. The objective was to bring in a healthy competition between the students to participate and achieve more for their respective class and for the department.

Mentoring by Alumni. The department roped in its well settled alumni to mentor the current TY students on pursuing career and post-graduation after the final year. The TY students were divided into groups of ten and were put under the mentorship of one Alumni. The interaction happened on a monthly basis. Abhishek Pandey a crime reporter, Alban Amikat working with Disney, Monica Kolgaonkar working with Weber Shandwick, Naomi Mukherjee pursuing PG in media & Entertainment from Welinkars with , Shreya Poojari working with Rajshree entertainment, Trisha Hegde working with Plymouth University, Shrudhi Shyam pursuing PG, Anuksha an established theatre artist were some of the Alumni mentors.

Teaching learning enhancement

The department of mass media undertook many practical workshops for students to enhance their skills and to apply theory to practice. To name a few, workshop on **Photoshop & In-design, Script writing, Event Management, Reporting on LGBTQ in media, Studying Abroad** were organized for the benefit of the students.

For the benefit of the teachers and students the department organized an **Exam Ready Workshop** – An intercollegiate Syllabus revision workshop of Semester V in association with subject experts of Mass Media Department from the Mumbai University on 9th October.


During its annual program ‘Pathwise’- the department invited **Ms. ShilpaVerma - Associate Director Development and Production at Walt Disney India, Ms Ramya Ramamurthy** a Broadcast Journalist, Documentary Filmmaker and the Author of the book ‘**Re-Build,**’ to **talk to students about Opportunities in Media and Careers in Branding & Marketing**

Photography Workshop by renowned Wildlife Photographer **Mr. Suraj Das** was organized during **Kaarva** the intercollegiate department fest. Mr Das introduced nuances of wildlife photography to the students.

The department encourages teachers to undertake capsule activities with respect to their subjects. In lieu of that a **street play** was staged by the SYBMM students to raise awareness about gender discrimination and LGBT issues as part of their Public Relations subject. TYBMM students **developed and sold products** to college students as part of their Direct Marketing subject. A class **debate on politics in India** was conducted between TYBMM journalism and TYBMM Advertising as part of their contemporary Issues subject.

Students Acheivements: Vineet Paul 1st Prize at International Short Film Competition organized by **SIGNIS at Vatican, VedMahewar** was felicitated by **Vanrai Samaj for his role in the film ‘ Made in India’** by IRA Cinema, **Pranita Acherekar TYBMM** Sangeet Swarnabharat represented India at **Israel in Tel Aviv University, AusaafKherani- Youth Fest Zonals** round 3rd position and consolation Prize in finals for Western Instrumental Solo at 51st Youth Festival 2018, **Consolation Prize in Zonal Round-. ShriyaMalvankar, Prajakta**

**Pawar, Dhanshree Patil, Tejas Naidu, Rushikesh Mhamunkar, Pranita Achrekar - Marathi
Skit Zonal Round 3rd Position and Final Round 3rd Position,**



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