

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

DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS

The Studio - Report 2019-20

The media club of Department of Mass Media and Communication Skills - The STUDIO aims practical exposure to the students through various activities organized throughout the year.

The year began with a 'Graphic designing' workshop spanned from 14 July to 25th August 2019 for 6 consecutive Sundays. Visiting faculty Prof. Neil Maheshwari conducted the sessions which was open to all departments in the college.

'Debutants Week', an event which carries introductory knowledge about the department and the industry welcoming the first year students started on 16th July up to 20th July 2019. Guests from the industry and alumni were present - Mr. Abhishek Pandey, Correspondent Tiranga TV; Ms. Rasika Deshpande, Correspondent Times Of India; Mr. Shaun Williams, Media Consultant & acting coach; Mr. Omkar Jadhav, Director & Writer; Dr. Harish Shetty, Psychiatrist. The debutantes week ends with the announcement of Mr. and Ms. Debutants 2019-20.

Selected BMM students attended 'Screenxx', an event at Taj Land Ends on August 7. Mr. Akash Banerjee, Voot Business Head, Mrs. Rajashree, Ms. Malini Agarwal and few more digital marketers who gave an enriched insight and knowledge of niche content and marketing strategies, conducted the session. Mock press conference was arranged on 8th August by Studio of BMM department. Filmy Friday held on 23rd August, conducted by the Studio for all the departments which included 'Period - The End Sentence' directed by Rayka Zentabchi and 'Triple Talaq' by Kevin Kailash Muthaiah. The Studio organized Cyber Ethics and Youth Relationships Workshop, on 30th August. Mr. Clifford spoke to the students about Evolution and Media, Youth Relationships and its negative impact on families, consequences of porn addiction and its coverage in the media, etc. through a set of slides.

This year the Department initiated a new extension to The Studio, a platform for talent exchange called 'Studio Plus' on 20th September and conducted a Standup Comedy workshop. This initiative is run by the students, for the students. The BMM students visited St. Paul's Institute of Communication and Education on 24th September. The visit provided the students' hands on experience with audio and video recording process in the institute's studio. The Dean, Dr. Dominic D'silva the Director of Communication Research ADM Media Educator of the institutes addressed the students followed by Ms. Margaret Da'costa, the course director of advertising and Ms. Carol Andrade, the course director journalism.

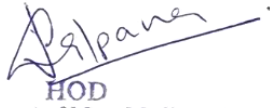
Studio Plus's second workshop was held on 23rd November. A thrilling dance workshop was conducted by BMM alumni of college, Mr. Jerry Nair, founder of Step Funk Dance Academy and Silver medalist in the Dance World Cup 2018 and finalist in the WOD Dance Qualifiers 2018. Y-Talk was held on 14th January 2020, by the BMM department with the topic 'Curbing Freedom of Speech'. The judges for the panel were Mr. Parth Satam and alumnus Mr. Arithra Banerjee from Fauji India.

A visit to the Doordarshan Studio at Worli, Mumbai was organized for students of BMM department on 23 January. The studio gave a live experience of a newsroom and newscast, pre, and post shoot processes to the students. A Certificate Course on Film Making was conducted by Mr. Ramachandra PN for students of all departments in the month of February.

Pathwise 2019-20 a session for the SY students to provide guidance towards selecting their elective for the third year was conducted in two days. The first session was conducted on 11th February on Creativity in Advertising by Mr. Mr. Ajay Takalkar. The second session was conducted on 15th February with three speakers from specialized backgrounds - Mrs. Daria Fatima Shaj formerly associated with print media

and production house TV 18 and Star TV, Mrs. Kalpana Ravi Bureau Chief at MediaNews4U and Mr. Vivek Hiralal Bhanushali – co-founder of Evogue- a digital and branding agency.

To bring some perspective and help students navigate during the time of the pandemic with respect to career and skill building, the Studio organized a webinar by Mr. Rajan Gaonkar on Career opportunities for students post Covid-19. The interactive session turned out to be very informative for the students.



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Department of Mass Media and
Communication Skills
Bunts Sangha's
S.M. Shetty College of Science,
Commerce & Management Studies
Powai, Mumbai - 76