

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 2021-22

The media club of the Department of Mass Media and Communication Skills - The STUDIO aims to provide students with practical experience through a variety of activities held throughout the year.

- **Research for Avishkar**

The Studio organised a webinar on conducting research for Avishkar , a Mumbai University annual Research convention. The purpose was to encourage students to undertake research and . 87 students of the department attended this webinar conducted by Assistant Professor Sujata Rizal.

- **Audio Editing Workshop**

Studio Plus hosted an Audio Editing Workshop on July 9, 2021, as part of the student skill sharing initiative. Chaitanya Lodha from TYBAMMC AD was the workshop's resource person. Chaitanya is a video and audio editor who oversaw the Studio Awaaz editing team from 2020 to 2021. The workshop used Adobe Audition software. He explained the principles of the software, significant components, and approaches, as well as providing basic ideas about how it is used to produce a podcast. The session was meant primarily for SYBAMMC students who had to produce Studio Awaaz episodes as projects.

- **Filmy Friday**

The department hosted its first Filmy Friday for the academic year 2021-22 on July 16, 2021, for all departments. Filmy Friday shows films of many genres that revolve on strong people and meaningful messages.

The film "Mum," directed by Akash Mihani, was screened on 16th June. The film screening was followed by a review writing competition. A second film, titled 'Ahalya,' was shown to the audience. The winners of the review writing competition were Shloka Shetty (TYBAF) in first place ,Saad Ansari (SYBAMMC) in second place, and Ketan Barot (SYBAMMC) in third place.

The second Filmy Friday on February 11, 2022, was a film festival where students' films were screened. Students from various departments participated in this event.

Films by Nitya Shinde and Hruthika Mayekar were announced as the winning films.

- **Studio Awaaz**

Studio Awaaz is the department's podcast produced and managed by students. 15 episodes were produced by SYAMMC students as part of their projects for the subject Electronic Media.

- **Studio Night x Alumni Meet**

Studio Night - Alumni Reunion was held online on August 28th, 2021. Alumni, teachers and current students got an opportunity to exchange views and experiences.

- **Alumni Guardian Angel Meet**

Alumni Guardian Angel Session was held on July 19, 2021. Ms Trisha Hegde was the Guardian Angel for this session. She is an International Higher Education Expert who is currently employed at Navitas Europe. She holds an MA in Advertising, Marketing, and Media from the University of Essex and has previously worked as a Student Support Officer at the University of Plymouth in the United Kingdom.

She spoke about fundamental activities that students overlook but could benefit them, such as writing blogs, talking to elders, establishing their LinkedIn page, making contacts, and so on. She also stressed upon taking initiative, being consistent, undertaking internships and demonstrating uniqueness.

- **Photography Contest**

On August 18, 2021, the Studio hosted a Photography Contest. The contest's theme was 'My Favorite Brand.' This competition was accessible to students from all departments. The participants were required to demonstrate their photographic abilities while marketing their favourite companies. The contest received 35 entries from students from various departments. Clarity, Concept, and Innovation were the criteria used to evaluate the images. Prof. Ranajit Tendolkar judged the event. Shaiza Khan of SYBAMMC won first place, Shara Sheikh of TYBAMMC came in second and Sakshi Patil of SYBAMMC took third place.

- **Y-Talk**

The Studio organized its first Y-Talk for the academic session 2021-22 on 7th September 2021. The topic for this session was "Online Education Causing Burnout For Students And Teachers."

Students discussed the major concerns of online learning, that not everyone can afford a smartphone/laptop/ computer and these gadgets are necessary for one to learn online. The panelists also gave some real solutions like understanding, self-discipline, respecting the efforts put in, and just giving it time.

Rathin Sawant from TYBMS was adjudged the best speaker followed by Mr Saad Ansari from SYBAAMC in second place and the third place was shared by Mr Aditya Tanna from FYBAMMC and Mr Abhishek Dubey from SYBAMMC.

On February 1, 2022, the Studio Club organized the second Y-Talk of the academic year. The topic of the Y-talk session was 'Item number in films- Objectification of Women or just Creative License' The event was judged by Dr Tushar Sambhare .Coordinator .BSC IT.

The panel discussion began with the panelists sharing their opinion on the topic. The popular opinion in the debate was those item songs are played in public and exposed to a lot of people, both young and old playing a huge role in corrupting their mind-sets, the lyrical content in item songs lean towards the objectification of women and these songs are engulfed with erotic representation and vulgar phrases, conceptualizing women in a very wrong way and therefore it should not be encouraged. Moreover, its effects on rural people, discussion on the aspect of body positivity, marketing, and the profit-making aspect were all covered. The debate was thought-provoking and the discussion was enlightening.

Mr Harman Singh (SYBAMMC) & Harsh Jambhale (FYBCOM) were awarded the Best speakers.

- **Filmmaking and Audio Editing Certificate Course**

The department conducted a 30 hours 'Filmmaking Workshop' in September 2021. Prof. Mangesh Karandikar, Director of the MET Institute, was the resource person for the workshop. The lectures were held on Zoom with practical examples and hands on experience.

20 students attended the workshop. The main goal of the workshop was for students to learn about the basics of filmmaking at home with the help of a mobile phone. The workshop focused on various aspects of filmmaking like camera angles, lighting, phone video editing, and audio editing.

- **Report Writing Session**

The Department organized a 'Report Writing Session' for first-year BAMMC students on 6th October. The resource persons for the same were Pragati Tiwari (Editor in chief: Studio Samachar) and Saisaranyya Menon (Content Writer: Studio Samachar).

The session explained the basics of how to write a report for a college, magazine, and news article. The students were taught how to cover events and write reports for the same. 133 students attended this workshop.

- **Linkedin Session**

On the 13th of October 2021, the department organized a webinar- “LinkedIn Seminar ” for the first year students of BAMMC.

The resource person for the seminar was Ishika Shetty (Studio Connect Incharge) from SYBAMMC. She explained in detail what LinkedIn is, emphasizing the benefits of being on it such as gaining exposure, finding job opportunities, building great networks, etc. Tanmay Gohil (Studio Secretary) demonstrated how to create an account on LinkedIn and build a good profile.

- **Blog Writing Competition**

On October 15, 2021, Studio Samachar hosted a blog writing competition.

Students were required to create a blog in which they expressed their thoughts on Alia Bhat's 'Kanyadaan' campaign. Participants could enter as a group or individually, and the winning blog was featured on the Studio Samachar WordPress site.

Dhanashree Dhamdhare of TYBAMMC was adjudged the first winner . Shreyal Upadhyay AND Vallery Dubey of FYBAMMC, Kumkum Gaikwad of SYBAMMC, and Kirti Singh and Disha Lodha of FYBMS were also acknowledged for their submissions.

- **Google Forms Workshop**

On the 23rd of November 2021, The Department of Mass Media and Communication Skills organized a seminar on how to make a Google form.

The resource person for the seminar was Prof. Sujata Rizal. She gave a detailed explanation of what a Google form is, highlighting the importance of creating a Google form to preserve information. She also intoned on the various features it contains while creating a Google form, etc. Prof. Sujata Rizal also demonstrated from the start how to create a Google form and use it to collect data for various purposes.

- **Pathwise on Journalism**

The Department conducted Pathwise - its annual career guidance session - on 10th and 12th March , 2022. Pathwise is meant for students of SYBAMMC to help them decide between streams of Journalism and Advertising in their third year of graduation

On 10th March Miss Divya Shah, alumni of S.M Shetty and now a writer for Instantbollywood enlightened the students about journalism as a profession. She spoke about how significant it is to participate in college activities as they give necessary skill sets which are required in the corporate world. She also answered students' queries about Post Graduate studies.

Divya suggested that students write for college magazines, participate in competitions, and intern at companies to hone their skills

On 12th March 2022 Pathwise session on Advertising was conducted by Mr Mohan Shetty, associate vice president at DENTSU M21.

He started by discussing careers in advertising. He also showed a few interesting and innovative ads which give a better idea about the theory and also emphasize the small little details that go into making an ad. Mr Shetty also briefed on the ideas, management, creativity, media, and corporate aspects of the ad industry.

- **KAARVA - 2022**

'Kaarva,' the Department's annual intercollegiate event, was held on April 2nd, 2022. The fest consisted of three separate events.

The first event was a photography competition with the theme 'Holi.' The second event was Reel Making and the challenge for the second event was to make the initial K (K for Kaarva) as the main highlight of the reel. The third event was P.P.T making, this event had 'Social Issue' as the theme. The fest was held online.

- **STUDIO CONNECT**

A new initiative, Studio Connect, was launched in 2021-22. This initiative was taken by the Department to provide BAMMC students with jobs and internships in good and reputed organisations. Studio Connect has helped students to build a good and attractive CV for the companies. Studio Studio Connect has successfully managed to provide more than 250 internships offers to the department's students.

- **STUDIO SAMACHAR**

Studio Samachar, the online newsletter of the department , introduced three new segments- Samachar Fortnightly, Samachar Reviews, SamacharSomvaar.

Samachar Review was meant to analyse news and events from a journalist's point of view.

Students got hands-on experience in creating, editing content and analysing news and current affairs.

Samachar Somvaar was to increase awareness about news, events in the past and present. Students have learnt to present information in capsules useful for general information for competitive exams

Samachar Fortnighly was to make people aware of recent happenings and different opinions of people on specific topics. Students got the experience of gathering opinions, feedback and presenting a video feature.

The Studio activities for the year were conducted successfully by the student members of Studio under the guidance of the department faculty



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