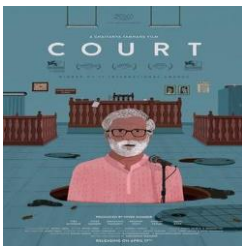


**Bunts Sangha's
S.M. Shetty College of Science, Commerce & Management Studies, Powai.**

DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS

MEDIA CLUB - The Studio Annual Report 2017-18

Filmy Friday – Screened a Spanish Film 'No' by Pablo Nerula, which highlighted the power of media and showcased how effective advertising campaign can influence public opinion. The next film to be screened was the highly acclaimed Marathi Movie 'COURT' by Chaitanya Tamhane. *The film is a critical take on the Indian judicial system and unfolds after a folk singer is taken into custody on charges of abetment of suicide.* IT was also India's official entry to the Oscars 2016



The STUDIO conducted a Adobe Photoshop Workshop by Alumni Bhrigu Diwedi. The students got to learn poster, banner, and certificate designing apart from inputs for AD Design project work a Sem VI paper of BMM



The Digital Marketing online test for google certification was also conducted successfully in June 2017.

Debutante Week a program for the new students was organized on on 14th & 15th July. The aim was to orient the students to the mass media industry by providing an interaction with experts from the industry. The guest speakers for the event were Mr. Ajay Takalkar- Creative Head Rediff Advertising, Mr. Harish Nambiar –Asst. Sr. Editor Economic Times & Dr. Harish Shetty – Psychiatrist.



New initiative for the year 2017-2018 was a platform for students to polish their public speaking skills. The Initiative called '**Youth Talk**' started with a panel discussion on 'Existence of God' followed by an open house question answer session from the audience. The discussion was moderated by faculty members.



Mock Press Conference a capsule Program for SYBMM students was organized to give them practical experience in organizing a Press Conference. The theme for the same was a discussion between the representatives of the media, the film industry and the censor board discussing the issues of 'Lipstick Under My Burkha'



A visit to the **Film City- Prahlad Kakkar School of Branding & Entrepreneurship** was organized by 'The Studio'. The students also participated in a workshop to on 'How to overcome fear'.



Talk on 'Career Opportunities in Radio Industry' By RJ Dilip of 92.7 BIG FM was organized for all students of the Degree College. RJ Dilip spoke at length about the various opportunities and requirements of the Radio Industry. Apart from guiding students on how to apply for these opening and how to prepare for them, Mr. Dilip also took an audition for RJ in which 7 students participated. He also extended an invitation to visit his FM Radio Station.



An expert guidance lecturer in Advertising in contemporary society was kept for the benefit of TYBMM students. STUDIO invited the department alumni to share their industry experiences with the current students. Abhisek Pandey a Crime reporter with ----& Monica Kolgaonkar a PR professional with AD Factor from the batch of 2015 shared their work experience with BMM students. Ms Trisha Hegde a post graduate from Essex University, UK from the batch of 2016 spoke to students about Post Graduation Courses and how to apply in foreign universities for further studies



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