



Bunts Sangha's
S.M Shetty College of Science, Commerce & Management Studies, Powai, Mumbai
Affiliated to University of Mumbai
NAAC Accredited 'A' Grade
IMC RBNQ Certificate of Merit 2019
ISO 9001 : 2015 Certified



THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'

Student Enrichment Activity Approval Form 2021-22

Department: Mass Media & Communication Skills

Program: Y-Talk- Item numbers in films : Objectification of women or just creative license.

Objectives: To Discuss the objectification of women in the form of Item songs in Indian films over the years

Need: .To Discuss whether item song entail placing women in revealing clothes, loud music, pornographic dance forms, or dances that sexually and physically objectify women's bodies in order to appeal to male audiences, or is it simply an important source of advertisement , promotion and a marketing tactic

Content:The Studio of Mass Media and Communication Skills Department of Bunts Sangha's S.M Shetty College of Science, Commerce and Management Studies, Powai had organised does item song entail placing women in revealing clothes, loud music, pornographic dance forms, or dances that sexually and physically objectify women's bodies in order to appeal to male audiences, or is it simply an important source of advertisement , promotion and a marketing tactic.

Resource Person: Judge- Prof. Dr Tushar Sambhare

Date: 01st February 2021

Time: 12.30pm Onwards

Venue: Zoom

Cost/Budget: NA

Proposed by: Prof Neena Sharma

Verified by: Prof Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)

Dr. Sridhara Shetty
(Principal)



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NOTICE

Y - TALK

A platform for you to talk and be heard

What do you think, does item song entail placing women in revealing clothes, loud music, pornographic dance forms, or dances that sexually and physically objectify women's bodies in order to appeal to male audiences, or is it simply an important source of advertisement , promotion and a marketing tactic?

Let us know your views and thoughts by registering here : <https://forms.gle/27famSmgPbKWKZzQ7>

OPEN TO ALL DEPARTMENTS

Topic : Item numbers in films : Objectification of women or just creative license.

Date : 1st February 2022, Tuesday

Time : 12.30 p.m. IST

Save the Zoom details to Join us tomorrow!

<https://zoom.us/j/94424699525?pwd=OWsyaEowQjZkMkR3RVImSEcxNVJ5Zz09>

Meeting ID: 944 2469 9525

Passcode: 6zBL4u

For more updates follow our Instagram @bmm.smsheetty

Prof. Kalpana Rai Menon
(Head of Department)



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Purpose

To have Panelists and Audience discuss a social problem causing a topic and Debate about it.

Prof. Kalpana Rai Menon
(Head of Department)



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THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
'THE STUDIO'

Bunts Sangha's Teachers:

Prof. Kalpana Rai Menon
Prof. Neena Sharma
Prof. Mahesh Savale

Overall Incharges:

Hritika Prakash Shetty
Tanmay Gohil
Tejashree Nair
Pratham Gore
Shara Sheikh
Vijayalaxmi Poojary
Ishika Shetty
Saisaranyya Menon
Dolcee shah
Mandeera Ramgiri

Host: Pragati Tiwari

Moderator: Ishika Shetty

Report :

Media team :Nitya Shinde, Vaishnavi Moolya and Harman Kaur Badwal.

Prof. Kalpana Rai Menon
(Head of Department)



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THE DEPARTMENT OF MASS MEDIA & COMMUNICATION SKILLS
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Report

Ytalk

Written By- Saisaranya Menon

On February 1, 2022, the Studio Club of The Department of Mass Media and Communication Skills of Bunts Sangha's S.M Shetty College of Science, Commerce, and Management Studies organized the 'Y-Talk' via zoom application.

In the presence of faculty members, BAMMC Coordinator Prof. Kalpana Rai Menon, Prof. Neena Sharma and Prof. Mahesh Salave. The Y-Talk was hosted by Pragati Tiwari (Editor-in-Chief, Samachar Incharge) and was moderated by Ishika Shetty (Studio Connect Incharge) from SYBAMMC.

The topic of Y-talk session was 'Item number in films- Objectification of Women or just Creative License' and the event was judged by Dr Tushar Sambhare (Coordinator BSC IT)

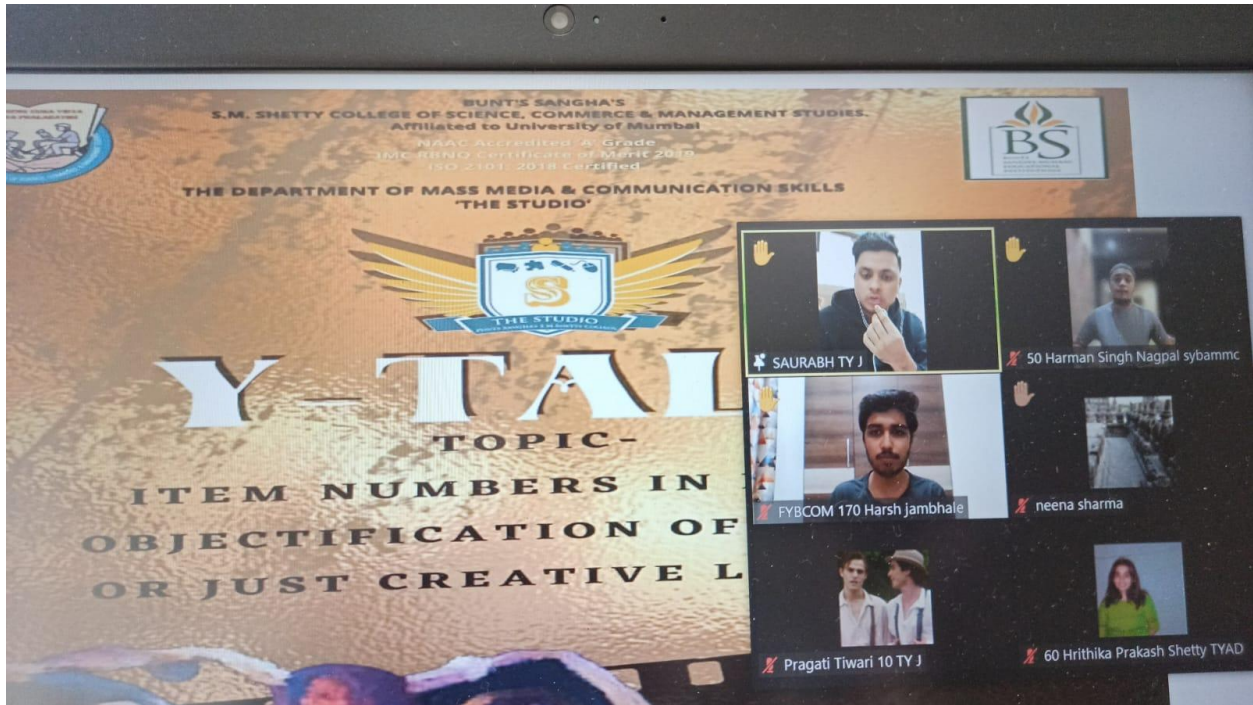
The panelist for the Y-Talk consisted of five students, Saurabh Sode (TYBAMMC-J), Saisaranya Menon (SYBAMMC), Harman Singh (SYBAMMC), Harsh Jambhere (FYBCOM), Jay Panchal (SYBAMMC), Hrishika Prakash Shetty (TYBAMMC-AD) and Pragati Tiwari (TYBAMMC- J). The alumnus Pankaj Devrai, Tanya Haldar and Hetan Mav were also part of the session.

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, conceptualising 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.

Prof Neena Sharma led the discussion providing her very insightful perspectives. The moderator and the audience tossed in some questions for the panelists which were rationally answered.

In the end, Judge Dr Tushar Jambhere spoke on the topic and it was concluded that speaking up about objectification, educating ourselves, learning and growing and not letting an item song corrupt our minds.

Mr Harman Singh (SYBAMMC) & Harsh Jambhale (FYBCOM), respectively, were awarded the Best speaker from Panel and from the audience. The session came to an end with a vote of thanks by Hrithika Prakash Shetty (Studio President).



Zoom Meeting

Remove Spotlight

Dr. Tushar Sambare

Unmute Start Video Security Participants 33 Chat Share Screen Record Breakout Rooms Reactions Apps End

Windows Taskbar: ENG IN 13:28 01-02-2022

Zoom Meeting

Participants (35)

Find a participant

- neena sharma (Host, me)
- 50 Harman Singh Nagpal s...
- F1 FYCOM 170 Harsh jambha...
- 1S 10 Shweta Gada SYBAMMC
- 11 shrutika dhavde
- 19 saisaranyya sybammc
- 2 Saad Ansari SYBAMMC
- 20 Vaishnavi Moolya SYBAMMC
- 22 Samiksha Naik SYBAMMC
- 2H 23 Harsh Padelkar SYBAMMC
- 2J 24 jay panchal sybammc

Invite Mute All

50 Harman Singh Nagpal sybammc

Windows Taskbar: ENG IN 13:12 01-02-2022

The screenshot shows a Zoom meeting in progress. The main content is a presentation slide with a golden, textured background. At the top, it reads: "BUNTS SANGHA'S S.M. SHETTY COLLEGE OF SCIENCE, COMMERCE & MANAGEMENT STUDIES. Affiliated to University of Mumbai. WPAQ Accredited A Grade. JMC BUNQ Certificate of Merit 2019. ISO 2101: 2018 Certified." Below this is the logo for "THE STUDIO" and the title "Y-TALKS" in large, stylized letters. Underneath the title, it says "TOPIC - ITEM NUMBERS IN FILMS: OBJECTIFICATION OF WOMEN OR JUST CREATIVE LICENSE." At the bottom of the slide, there is a film strip graphic with two frames showing a woman's face. A date and time stamp "01/02/202 12:30 PM" is visible in the bottom right corner of the slide. The Zoom interface is visible at the bottom, showing a "You are screen sharing" notification, a "Stop Share" button, and a toolbar with options like Mute, Stop Video, Security, Participants (39), Chat, New Share, Pause Share, Annotate, Remote Control, Apps, and More. On the right side, there is a gallery view of four participants: "50 Harman Singh Nagpal sybammc", "SAURABH TY J", "neena sharma", and "Pregati Tiwari 10 TY J".

Kalpana Rai Menon

Prof. Kalpana Rai Menon
(Head of Department)



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Report Date: 1st Feb, 2022.

Timing: 1.00 pm onwards

SCHEDULE

<u>Event</u>	<u>Timing</u>
Welcome and Introduction of Resource Persons	1.00 pm-1.05 pm
Discussion.	1.05 pm-2.05 pm
Q&A	2.05 pm-2.15 pm
Winners	2.15 pm-2.25 pm
Vote of Thanks by Studio	2.25 pm-2.30 pm

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Report

List of Participants

Name	Class
Shrutika Dhavde	FY
Scott Rodrigues	SY
Raksha Singh	SY
Shreyal Upadhyay	FY
Viresh panchal	SY
Shweta gada	SY
Samiksha naik	SY
Palak Srivastava	TY
Dolcee shah	SY
SAURABH SODE	TY
Pankaj Devarai	Alumni
Pragati Tiwrai	TY
Mandeera Ramgiri	SY
Tanishqa Shetty	SY
Nitya Shinde	TY
Megha paunikar	TY
Jay panchal	SY
Harman Singh Nagpal	SY
Ishika shetty	SY
Riya Soni	SY
Vrushti Upadhyay	SY
Saisaranyya Menon	SY
harsh jambhale	FY
Vaishnavi Moolya	SY

A handwritten signature in black ink on a light-colored rectangular background. The signature is written in a cursive style and reads "Kalpana Rai Menon". A horizontal line is drawn underneath the signature, starting from the left edge of the background and extending to the right, ending with a small dot.

Prof. Kalpana Rai Menon
(Head of Department)



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Winners

1st Prize: Harman Singh (Panelist)
2nd Prize: Harsh Jhambale (Audience)

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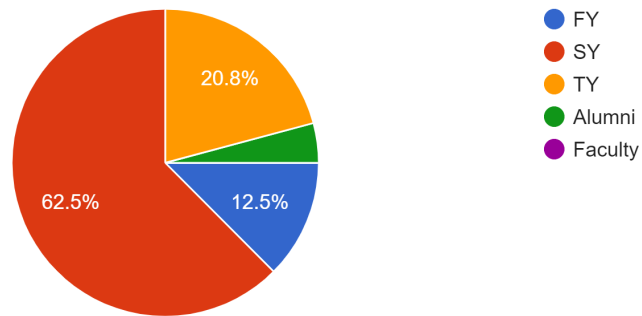


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FEEDBACK

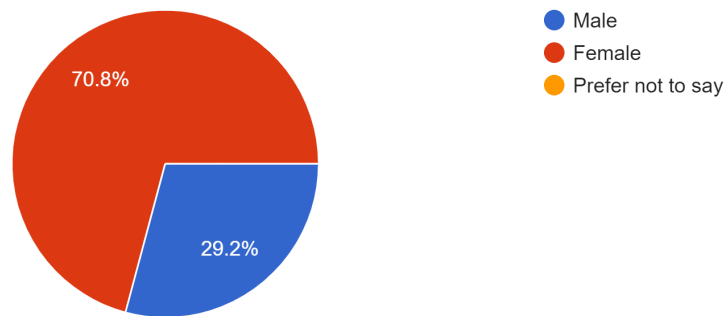
Class

24 responses

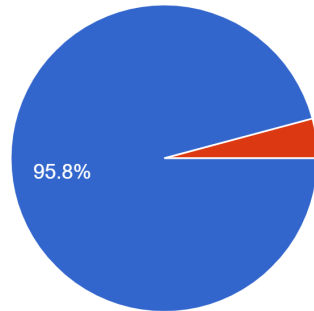


Gender

24 responses

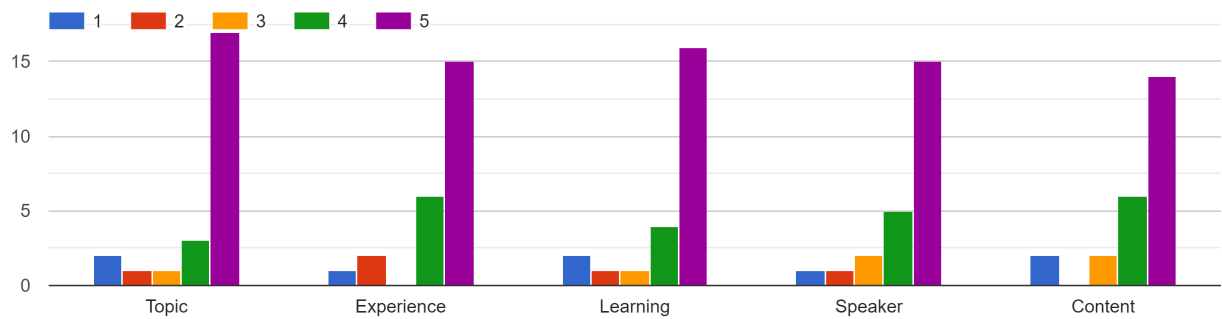


Department
24 responses

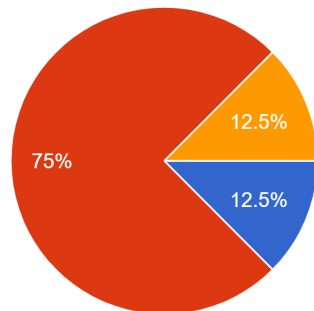


- BAMMC
- BCOM
- BBI
- BAF
- BSCIT
- BMS

Rate the following (1 being the lowest and 5 the highest)



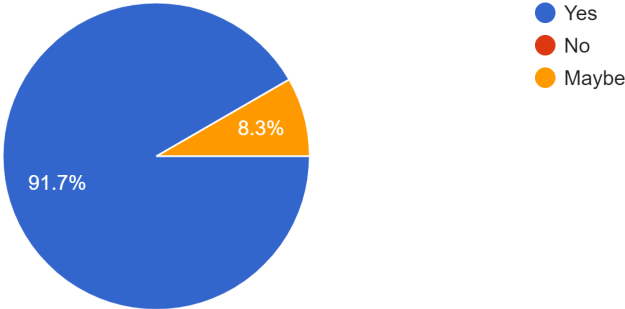
How did you get to know about this workshop?
24 responses



- Studio Instagram page
- Message posted on Class Group
- CL Group

Would you like to attend similar program in the future?

24 responses



A handwritten signature in black ink, which appears to read 'Kalpana', is written on a white rectangular background.

Prof. Kalpana Rai Menon
(Head of Department)