

# Teaching to use the Media not to impress but to Impact people: the Department of Mass Media

## Activities conducted during the year by the department of BMM

- Very recently we organised a UGC Sponsored one day National Seminar on 'Role of Mass Media in Nation Building'. For this seminar we received 38 research papers out of which 36 papers given by professors and students of Mumbai, Rajasthan & Chennai were published. The number of papers presented during the session was 15 and number of participants was more than 100 including teachers and students of various college sand our college. We also received telephonic feedback of teachers from five (5) different colleges mentioning that the seminar was well organised, interesting, informative, and educative and the speakers were good.
- Induction of SYBMM and TYBMM was conducted to give information about career options after their TYBMM in advertising and Journalism.
- FYBMM lectures commenced from 1st July followed by orientation. PPT was prepared for the same briefing them about the college, the general discipline of the college, extracurricular activities, information about the film society, future prospects after completing BMM.
- The inauguration function of 'Moving Pixels Film Society' was organised on 7th August 2015 by BMM Department on Chief Guest for the function was Mrs. Bela Negi, film editor, director & owner of 'Nitric Films' and alumni of FTII, Pune. Lighting of the Lamp was done by Chief Guest Mrs Bela Negi, Chairman Lion Sharad Ruia, Principal N.N. Pandey, Vice-principal Dr. S.V. Chandratre and Co-ordinator of BMM Department Mrs. Deepali Manjrekar it was followed by screening of Movies made by BMM Students.
- The launch of BMM department Tabloid SCOOP BULLETIN was carried out on 12th September at 1:45p.m in the college auditorium. The Chief Guest for the function was Secretary of Governing Council Mr. Kanahaiyalal G. Saraf. This was followed by the second Screening of Moving Pixels Film Society.
- On 18th January the Third Screening of Moving Pixel Film society was conducted wherein social ads made by our students were screened.
- Three PTA meetings were conducted during the year for Sem. I, II, IV, V and VI.
- Viva was conducted by external examiner for Sem V
  - TYBMM (Advertising) Mr. Surhid Pawar - Ad Design Subject
  - TYBMM (Journalism) Neil Joshi - Newspaper and Magazine Making
- Students of TYBMM went for Industrial visit from 9th to 16th of Dec. to Manali.
- FYBMM students went for Industrial Visit from 31st January to 5th February to Delhi and Agra and visited various media institutions like *Delhi Dordarshan, Dainik Jagran Printing Press and Office, DEN News channel* and also visited India Gate and Tajmahal. During this visit students gained practical exposure to the working of different media houses.
- We are practicing group messaging scheme to be in touch with students and keep them updated about the departmental activities.

### Students' Activities:

- Students of FYBMM were assigned to make a project on 'voice over' were they had to give 'voice over' to a short film or a cartoon and prepare news bites.
- On 24th February SYBMM students showcase a advertisement made by them for radio and television, the duration of the ads were 40 seconds. Students were allowed to select a product of their choice. It was a good effort made by students. Some students realised the special skills they have for Voice over dubbing, cinematography and editing.
- 15th February, a drama presentation was conducted by Prof. Shruti Soni for the FYBMM students. It was conducted for the FY's to enact on the drama in the form

To empower our students – the future journalists and media personnel with the tools of creativity, enhancing their flair for writing and critical thinking, and arming them with humanitarian values that give them the right sense of social responsibility is what we aim for at the department of Mass Media.



Inaugurating the Moving Pixels Film Society



Dr. N. N. Pandey Welcoming Lion Sharad Ruia, Chairman of Governing Council



of a skit to understand *The Merchant of Venice*, by William Shakespeare. Also the purpose to conduct session was to allot marks to the FY's for their literature subject as internal assessment. Students were allotted different Scenes & Acts from the Drama.

- Students completed internship in various media organizations during their course Eg- Balaji Telefilms, Red chillies, Local press. Co. and Little Lamb Films.
- Students of FYBMM and SYBMM Participated in a 5 day paid internship at Surat and Mumbai under the guidance of Prof. Rubina Khan. The show was of Swarlap Music Company, a Music Concert and a photography workshop. With this internship they had a great learning experience. The Following students are also appointed as freelancers for the upcoming media projects:

- ☐ Harsh Kothari- SYBMM
- ☐ Sanchita Jhunjhunwala - FYBMM
- ☐ Khush Mashru – FYBMM
- ☐ Vikrant Pathare – FYBMM

- Students also worked with *Artivist Foundation* as a trainee on 10th October. They worked as a still photographer and cameraman to document the *Artivist Film Festival Workshop* conducted by *Artivist Foundation* in Mumbai. They were sincere, hardworking and diligent in his work. This was mentioned in the mail sent by *Artivist Foundation*. Students are:-

- ☐ Khush Mashru- FYBMM
- ☐ Manthan Shah- FYBMM

- Students helped the victims of Damunagar, Kandivali. They dedicated their 12 to 16 hours of volunteering in providing relief materials. 15 to 20 students worked day and night for 5 days in the relief camp under the guidance of Prof. Devendra Pai.
- Active participation and winning of prizes by our students in Inter-collegiate, University level festivals and events.
- Students actively participated in Food Festival organised by BBI department.
- Students actively participated in Business fair organised by BMS department.
- Students actively participated in the seminar. Two students from FYBMM and two students from TYBMM presented their research paper in the UGC sponsored National seminar.

#### Topics of paper presentation:

- Role of Mass Media in Law and Justice –Sanchita Jhunjhunwala & Mansi Singh-FYBMM
- Education getting commercialized in India – Pooja Patel-TYBMM
- How can Society contribute to involve transgender in our Societal System- Vandana Tiwari - TYBMM

#### Achievements of the Faculty:

- **Prof. Deepali Manjrekar** - Attended a workshop organized by Mumbai University in K.E.S College on syllabus restructuring, Paper Pattern, Internal or Marking System.
- Prof. Deepali Manjrekar and Prof. Mamta Shukla actively participated in at Dalmia Lions Utsav on 22nd and 23rd of December.
- 29th June, Ms Deepali Manjrekar were invited for revaluation of papers of FYBMM & SYBMM at Saraf College.
- Co-authored a book of 'Principles and Practices of Direct Marketing' with Prof. Subhasini Naikar for TYBMM Sem VI students of Mumbai University. Also registered for Phd at Pacific Academy of Higher Education and Research University, Udaipur.
- Prof. Deepali Manjrekar, Prof. Mamta Shukla, Prof. Shubhashini Naikar and Prof. Devendra Pai presented a research paper at the UGC sponsored National seminar on 'Role of Mass Media in Nation Building'.
- Prof. Deepai Manjrekar is appointed as a paper setter and moderator for TYBMM sem VI Advertising, Subject Principles and Practices of Direct Marketing.



**Ms. Bela Negi, editor, director & owner of Nitric films congratulating our budding directors**



**Snapshots of short films by our 'budding directors'.**



**Strengths of the department:**

- Qualified, Experienced & dedicated faculty.
- Our faculty have industry experience and practical knowledge of their field.
- Good coordination and team work among the Faculties.
- Teaching is curriculum-centric as well as student-centric.
- Emphasis on Project-based learning through group work & individual assignments.

**Academic Achievement- Results**

- Sem I (FYBMM)-52.70%
- Sem III (SYBMM)-58.82%
- Sem V (TYBMM)- 70.00%

**Moving Pixels Film Society**

Moving Pixels Film Society' is formed to inculcate and further the love of films in the students and instil in them the knack of critical appreciation. It also yearns to help students to overcome stage fear and make them ready to face competitive world. The video based on our National Anthem was greatly appreciated. Other videos on social issues put together by our budding director-producers were also screened. Following is a list of the screening:

- Promo of MOVING PIXELS – by Dhawal Veera of TYBMM
- Smoking kills –Dhawal Veera of TYBMM
- Documentary on Sir Dr A. P.J KALAM – by Dhawal Veera of TYBMM
- Street Kids – by Yamini Dhage of SYBMM
- Women Harassment –by Dhawal Veera of TYBMM
- Prostitution –by Yogesh Chavan of SYBMM
- Conservative Family –by Harsh Kothari of SYBMM
- Incredible INDIA –by the students of TYBMM

Ms. Bela Negi, the Chief Guest of the inaugural function of the event reviewed all the short films made by the students and appreciated the efforts of the students in making these short films. She made an earnest appeal to the students to give more importance to the message rather than merely the medium. To enthral the audience in innovative ways and highlight the message through the use of the available technology was emphasised.

**'SCOOP BULLETIN'**

BMM department Tabloid SCOOP BULLETIN was launched on 12th September. The Bulletin aims to tap the creativity of our students – budding journalists and advertising personell. It aims to showcase the application of the skills that they grasp in the course of the curriculum. The various articles written by students on social issues, events and happenings of the college and society was much appreciated by all.

Thus the department is in a perpetual quest to produce graduates who will eventually be prolific leaders in the world of mass media bringing about positive change in the society.



**Deepali Manjrekar**  
Coordinator

