



THE DEPARTMENT OF MASS MEDIA
S.K SOMAIYA COLLEGE
presents

EDITION 01
VIEW POINT



A Short glimpse of Creativity during Mediatheque 2016.



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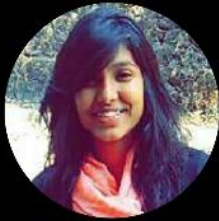
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WHAT IS BMM?



"According to me, BMM is a course that identifies and nurtures the creativity hidden inside each one of us. A course much deeper and insightful than just the pages of a textbook. A course that prepares you, gradually, to look beyond the obvious."

says **Rishika Chaterjee, SY-BMM**



"BMM is field of science and math , to apply in a creative way."

says **Harshal Walambe, FY-BMM**



"BMM according to me is an kind of edutainment platform for every student to show his/her talent as well as gain some or the other new knowledge. BMM helps to know yourself more on an creative level."

says **Charmi Thakkar, SY-BMM**

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GETTING TO KNOW..

SMAC

Somaiya Movie Appreciation Club (SMAC) is a platform, which brings the best of the movies from around the globe and are scrutinized to make sure students learn all the aspects of film making.



VIEWPOINT

Keeping in mind, the creative writing aspect of media, students are given freedom to write on a range of topics for the college tabloid which releases its issue every fortnight.



VIEWFINDER

Viewfinder is the photography club of the college which encourage the photographic talent of the students.



FIVE MINUTES TO FAME

Five minutes to fame is the recent inclusion in the Somaiya's Media Clubs, wherein budding film makers are given a platform to express their creativity through various aspects of cinema and compile their creativity.

GETTING TO KNOW..

MEDIATHEQUE

Mediatheque is an annual BMM fest of SK Somaiya college which includes various events and activities related to media. It encourages team work, sportsmanship and a sense of belonging among the students.



MEDIATHEQUE

NATYAANKUR

Natyankur is the drama group of the college. It gives an opportunity to all the wish-to-be actors to be under one roof and polish their acting skills.



READERS CLUB

The reader's club was formed in order to encourage the students to read, to expand their horizons and increase their knowledge which is open for all the students of Aided as well as Self-financed courses.



MEDIATHEQUE



Mediatheque which is the annual BMM Fest of S.K Somaiya college of arts, science and commerce was held on the 4th and 5th of January 2016. The opening ceremony of the festival begun with the campus prayer followed by a few words about the fest by principal, Dr. Sangita Kohli. It was the pioneering year of Mediatheque yet it managed to grab **Killer Jeans** as it's Title Sponsor. It had Prahar as its regional media Partner and Absolute India as its print Media Partner. The colleges that participated were put into a comical situation being Sitcoms as the theme of the contingents. Around 15 colleges all over Mumbai participated in huge numbers in the fest which hosted various Photography, Literary, Journalism, advertising, Performing arts and Film events. It had guests like Gaurav Gera, Vrinda Dawda, Amar Dowda, Cyrus Dastur, Parag Chaphekar, Anshuman Jha, Anjum Sharma who were the judges for various events. The entire building of the college was decorated beautifully by the Creatives Department which was an icing on the cake. The creativity grabbed a lot of eyeballs towards the festival. The colleges which had participated were very happy and satisfied by the hospitality that they received from the volunteers. All in all it was a great success, the hardwork put in by everyone truly payed off. The students who worked together towards making a name for the festival were successful in creating a legacy which will be carried forward by the coming batches.

MEDIATHEQUE



HIGHLIGHTS

2016

MEDIATHEQUE



READERS CLUB

The Readers Club at present has around 50 members from all the streams. Professor Rajesh Dhotre is the convener for this club. The college Reader's Club was formed on 26th July 2014 in order to encourage the students to read to expand their horizons and increase their knowledge. The club is comprised of 29 members (3 professors and 26 students).

The first meeting of the Readers Club of the academic year 2015-16 and the prize distribution ceremony of Book Review Competition held on 27th February 2015 was held on 10th July 2015. Prize distribution was presided by Prof. Richa Chaudhary who inspired students to read and expand their knowledge. Pournima Amberkar from BBI won the first prize for the Book Review Competition. A poem 'Night of the Scorpion' by Nissim Ezekiel was read and discussed in the meeting.

Students from the Aided as well as from the Self-finance sections participated in large number in all the competitions. Dr. B K Samal, ex HOD of Department of English from Kirti M. Doongursee College, Dadar, Mumbai was invited as the Chief Guest and Judge of the event. Dr. Sujata Khadilkar, (HOD of Department of Economics of our college), Mr. Sagar Karande (Department of Mass Media) and the undersigned also judged in various events. The winners were awarded with the prizes (books). Dr. Samal encouraged the participants, audience and the club in his prize distribution speech.

INVESTIGATIVE JOURNALISM with CHARLES LAVERY

SK Somaiya college gives students a big platform to gain knowledge and widen their horizons by enabling them to attend various seminars and interaction sessions in their own campus. We bring you the best speakers, scholars and achievers from around the world to interact with the students and share some knowledge.

One such great personality, **Charles Lavery**, visited the students on 3rd december, Thursday. Charles Lavery is an award winning investigative journalist from Scotland who has spent over two decades at the cutting edge of hard news gathering. He addressed the students and spoke on why India needs investigative journalism. He explained the importance of investigative journalism and its need in today's globalised world. He also shared some of his personal experience which took place during his early ages in investigative journalism. He also answered and cleared all of the student's doubts and queries with the help of his experience and knowledge. He explained of what it takes to be an investigative journalism and motivated the students to pursue their career as investigative journalists. His knowledge and teachings encouraged and motivated students and left a great impact on their minds.hard news gathering.



*Charles Lavery while explaining investigative journalism.
picture courtesy: Manthan Gor, FYBMM, 2016*

VOICE OF STUDENTS

by Zishan Amiri, TYBMM, 2016

Heroes in England, zeroes at home.

Mumbai : Two back-to-back World Cup wins, white-wash of the England team in England. It was domination all throughout. Such accolades are anyway jaw-dropping, but their one ability makes them stand out from the rest. They are 'specially able' lads, who are just dominating Blind Cricket. As a player aptly said, 'raising the flag high and above all.'

Yet, with so much quality, they are still considered to be 'not worthy enough' to be considered in the eyes of the richest Cricket Board of the World, Board of Control for Cricket in India (BCCI).

Yes, these lads are just being denied recognition right since they won the World Cup till date.

The player then explained how difficult it becomes to manage things without getting paid for playing for the nation. "All Blind Cricket playing nations are recognised by their respective Boards, but only we are not. I don't expect lakhs and crores of rupees for playing for India, all I expect is a decent, respectful life, and proper cricket equipment. A player takes a catch in the IPL, he gets lakhs of rupees and match fee separately. And we? We don't get anything. Just nothing. Forget about money, we are not even known faces."

Not mincing words, the senior player of the team Jafar Iqbal is just ready to give an open challenge to the BCCI, letting all his frustrations flow, "I openly challenge BCCI, show interest, invest in us and sit back for a year. Forget about a year, give us just 6-8 months and we will make it worth it and we will prove ourselves and if we don't, we will just simply stop complaining. Unless people won't see us playing, how will the interest grow? How will the game grow?"

Mahantesh still has high hopes and still expects that one morning there will come a phone call from BCCI and all their problems will be solved.