

Chrysalis

The evolving of Department of Mass Communication

Prakash Jha interviewed live on Suno Sharda 90.8FM

Noted film director Prakash Jha visited Sharda in connection with the promotion of his film 'Jai Ganga Jal'. He interacted with Mass Comm. students and faculty and also visited radio station of Suno Sharda 90.8FM. Film actors like Rahul Bhatt, Veda and Manav Kaul also accompanied him. Prakash Jha was interviewed live on Suno Sharda. He said that his film reflects some new problems and issues emerging in our society. He has also acted in this film. Therefore, he described himself as a 'junior actor' and thanked his 'senior' actors like Madhuri Dixit for their help during shooting of the film. Prakash Jha also described himself as an 'eco-friendly' director.

The director and his team had a very interesting, open and interactive session with the students of Mass Communication where they answered the queries of the students related to *Ganga Jal* and the cinema world as a whole. They enlightened the students about the various aspects of movie making and



Media Mela 2016 preparation begins

The Department of Mass Communication is going to organise its 3rd annual cultural fest "Media Mela 2016" from April 7-8. This year's theme is Fiction. Apart from their curricular activities, students have started their preparations for the event. Promotional and Decoration Teams are putting their full efforts to make this event success. Events like Kite Flying, Ad Mad Show, Face Painting, Rangoli, Debate, Short Story Writing Competition, Poetry Recitation, Short Story Reading, Film Screening, Street Play, Mono Acting, RJ Hunt are some of the attractions of Media Mela. It will prove to be a golden opportunity for media aspirants to interact with industry professionals and learn the tricks of the trade better.

INSIDE THIS ISSUE

- Anti pollution campaign; Workshop by Faculty; IIC visit 2
- Screening of films; Masters student win the title 3
- Student shortlisted for musical show; Faculty members at Seminar 4
- Students interaction with industry expert; visit to book fair 5
- Students at chorus 2016 6



Department took initiative for Anti-Pollution Campaign

Department of Mass Communication, Sharda University, has taken the initiative to make the campus pollution-free. Following Odd-Even Formulae of the Delhi Government, our department organised cycle ride awareness program with an objective to promote fuel-free drive to decrease pollution level in the city.

Not only the Faculty members but students also actively participated in this drive. This anti-pollution campaign was conducted under the guidance of Prof. Harsh Ranjan, HoD, Mass Communication.



Cycle Ride Awareness Programme

Workshop conducted by Mass Comm Faculty

■ Dr. Sachin Batra, Associate Professor, Department of Mass Communication, conducted a workshop on “**HINDI COMPOSING**” organised by SOLC (School of Language & Culture). Around 25 teachers as well as students took part in the workshop.

The SOLC Dean, Prof P.K. Mitra, said that this type of sessions are very helpful for skill developments. According to Dr. Batra, this workshop develops the students’ skills for the job in content writing, advertising, web writing, translation, marketing, etc.



Dr. Sachin Batra conducting workshop

■ Mr. Shaheen Nazar, Adjunct Faculty, Department of Mass Communication, conducted a workshop on **Quark Express** under Faculty Development Programme. Before joining Sharda, Mr. Nazar has worked for more than 25 years in several newspapers. During this workshop he discussed about the important things involved in designing a layout for a newspaper or a magazine. This session was followed by a practical training which make the workshop more interesting.



Mr. Shaheen Nazar

Students attend Women Film Festival



Mass Communication students at IIC

B.A. and M.A. students of Mass communication on March 3 attended the 12th Asian Women Film Festival held at New Delhi’s India International Centre. It was organized by International Association of Women in Radio and Television (IAWRT).

The event started with the screening of two documentaries *Till Then The Road Carry Her*, a film challenging the dominant narratives of victimhood and exorcised iconography of Kashmiri women, and *Blood Leaves Its Trail*, a documentary portraying the life of women who lost their families. The screening was followed by a discussion with the women film makers. Students gained hands on experience of filmmaking.

Ms. Tanakpur screened in the Department

Students of the Mass Communication Department got a chance to interact with a Director Vinod Kapri and actress Hrishita Bhatt during the screening of *Ms. Tanakpur Haazir Ho* & *Can't Take This Shit Anymore*. *Miss Tanakpur Haazir Ho* is a political satire while *Can't Take This Shit Anymore* is a documentary of the plight of rural women who are forced to defecate in the open in the absence of toilets. This was a day-long session. After the screening of each art works, Mr. Kapri and Ms. Hrishita shared their experiences of completion of their work. Mr. Kapri talked about the challenges he and his team faced during the making of Miss Tanakpur. The major one being sanitation, the summer heat and power supply issues, which gave them a ground reality perspective on the life in rural India. All in all it was a fruitful event where the students got a chance to have hands on knowledge about the industry from two prominent figures.

Mass Communication faculty and students felt elated on seeing Manav Yadav, Assistant Director of the documentary film, as he is an alumnus of the Department. Vinod Kapri specially complimented his contribution in the making of the documentary which won international acclaim. He motivated the students to get ready with dedication and knowledge for the industry.



Hrishita Bhatt, Vinod Kapri & Sakshi Joshi at top left

Manav Yadav, Ex-student, Mass Comm. at left



MJMC Student wins 'Man of the Match' title



Alok Sharma of MJMC Second Semester was declared Man of the Match at the annual Sports Fest of Amity University. Alok took maximum number of wickets in the final match in which Sharda University's Cricket Team emerged winner. Sharda team won the winner's trophy by defeating 16 competing teams from various universities such as Delhi University, Jamia Milia, Manav Rachna, SRM and Amity.

Alok Sharma at extreme right

Mass Comm Student shortlisted for a Musical Show

Neha Sarkar, BAJMC Second Semester student has been shortlisted for the upcoming season of **Sa Re Ga Ma Pa**, the hugely popular musical talent hunt show of the Zee TV.

A total of eight reality shoots, one of singing and the rest based on interviews, have been shot which will be telecast separately. She was shortlisted after four rounds of auditions in Delhi, then shifted to Mumbai for further auditions.



Neha Sarkar performing at an event at Sharda

Faculty member attends academic event

Ms. Mukta Martolia, Assistant Professor, Deptt. Of Mass Communication, recently attended three-day International Conference on “*Research for Resurgence*”. It was organised by Bhartiya Shikshan Mandal, Nagpur, in collaboration with Visvesvaraya National Institute of Technology (VNIT) and many other Indian Universities

The main objectives of the conference were developing and promoting holistic approach in Research, imbibing all perspective Bhartiya Approach, emphasis on grass root innovations and its documentation, encouraging applicability and contribution of research, providing novel avenues for interdisciplinary research and exploring the wider and deeper meaning of life.

Many internationally acclaimed researchers presented their studies in very thought provoking way by share their experiences with proper facts. Speakers spoke about the need of socially-relevant research.



Ms. Mukta Martolia

Suno Sharda represented at CRS Sammelan

SUNO Sharda 90.8 FM producer and Mass Comm faculty Prabuddha Jain represented Sharda University’s Community Radio Station at this year’s Regional Community Radio Sammelan held in Bhopal from 8th Feb to 9th Feb. It was organized by the Ministry of Information and Broadcasting to get as many radio stations on board as possible. Mr. Jain took active part in the meet. In one of the group tasks, he represented the group and put forward the collective ideas. “It has indeed been a privilege and a learning opportunity. It was a platform to learn from the peers and share experiences. It also gave me a chance to meet various authorities who are at the forefront of Community Radio development in India,” said Mr. Jain.



Mr. Prabuddha Jain

Students interaction with Industry experts

● **Dr. B Diwakar** →

Professor, Cinematography, Jamia MCRC



Prof B. Diwakar shared his experience of film making with the students of Mass Communication. It was an interactive session. He said that the budding filmmakers are promising and full of original concepts. One should be passionate about cinema and Film institutes can only mould them to a certain extent. The students raised their curiosity and doubts about Cinematography.

● **Mr. Prateek Dwiwedi** →

Senior TV Journalist & News Anchor, IBN7



Senior journalist from IBN7 Prateek Trivedi talked about the grit and hard work required for on ground reporting. He was interacting with the students of Mass Communication on 12th February as part of the Friday Lecture series.

Prateek Trivedi is a veteran journalist who recently won the ENBA award in Reporting category for his Bihar Election coverage. Students were shown the ground reports he did from Bihar. He began his address with the qualities needed to be a successful anchor and reporter. He shared his experience of reporting in conflict zones, specially Kashmir, during floods of 2014.

Students visit Book Fair

The Mass Communication Department organised a trip to the 'World book fair' held at Pragati Maidan for the student of its department. The trip resulted in new discoveries and loads of fun for the students. There were interesting things like interaction of national and international publishers with the public. This was a big help as it guided them as to how to read and write and whom to approach for publications.

The books ranged from normal text books to novels. Books were available in every genre. Starting from books related to Indian culture, books for kids, books for youngsters, etc. This year, the book fair saw participation from several countries. China, UAE, Egypt and France, all of them were present to promote their culture and literature.



Students at World Book Fair, Pragati Maidan

There was a special round of quiz organised for students, a musical event was organised in one hall, food outlets and cuisines were available for the public for refreshments. All in all it was a successful trip which helped our students to open up to books which was evident as the students returned with a handfull of books.

Mass Comm Students at Chorus 2016



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