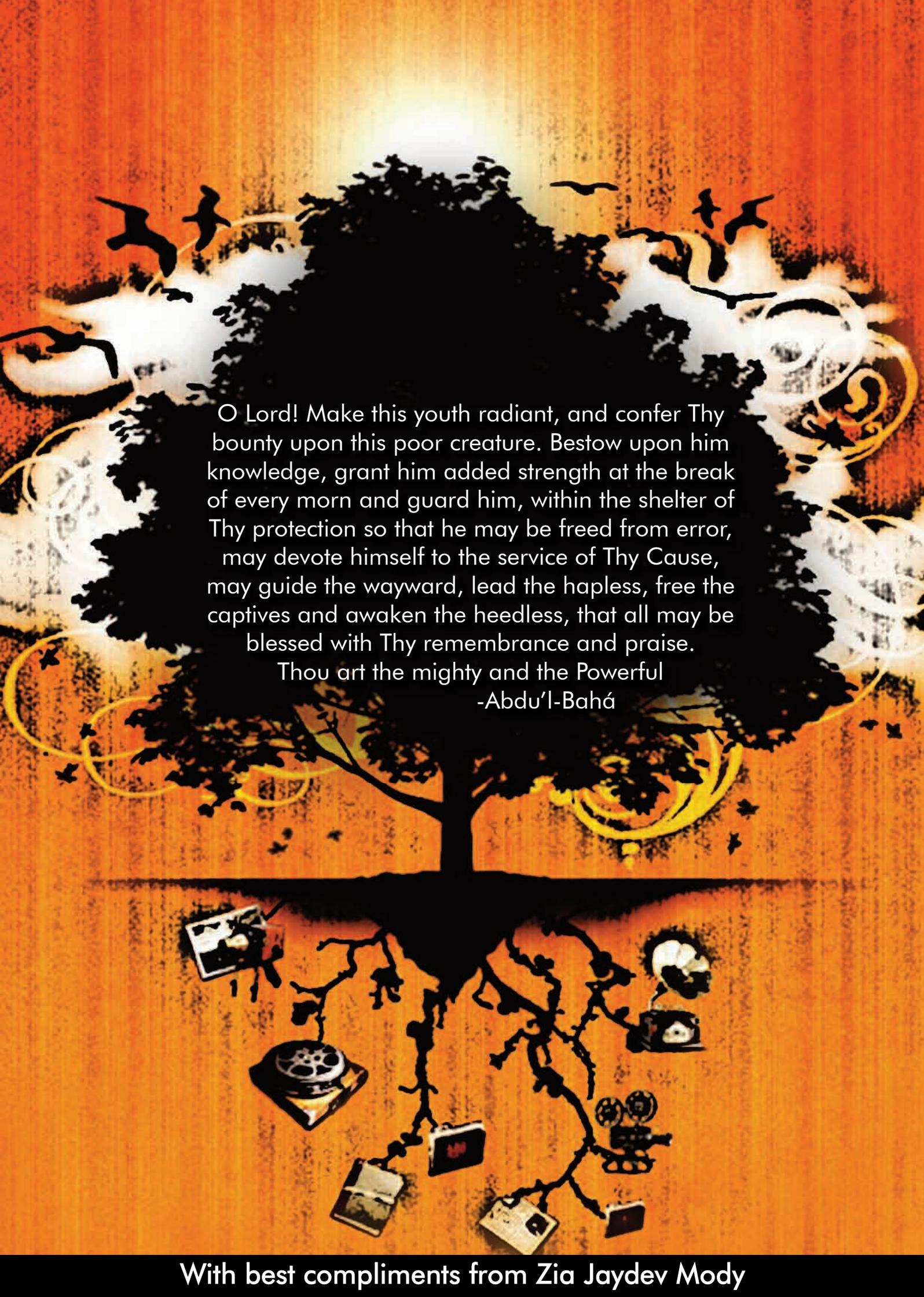


THE ECLECTIC EXPRESS





O Lord! Make this youth radiant, and confer Thy bounty upon this poor creature. Bestow upon him knowledge, grant him added strength at the break of every morn and guard him, within the shelter of Thy protection so that he may be freed from error, may devote himself to the service of Thy Cause, may guide the wayward, lead the hapless, free the captives and awaken the heedless, that all may be blessed with Thy remembrance and praise.

Thou art the mighty and the Powerful

-Abdu'l-Bahá

With best compliments from Zia Jaydev Mody

the masterminds

editorial

Change prolongs to be the most permanent thing in life. Using the time machine as a catalyst to go back to the wonder year of 1440 when Gutenberg invented the magical Printing Press, and taking a reverse cut to the media of the day, one cannot help, but wonder about the extent, intensity and level at which everything has changed. Since then, the 'media' has constantly evolved and continues to evolve at every single echelon.

With the theme of Eclectic Express 2010 being '**Changing Perspectives and Trends in Contemporary Media**', we have tried to attune the readers to the modern media genres and expound how the contemporary media has gracefully intertwined, replaced, and transformed the very concept and reach of media.

The fact that it is still evolving reflects in its diverse nature. With modern tools of journalism like sting operations, media trials and blogs, unconventional methods of advertising and marketing like 'viral marketing' and 'pixel advertising', newer digital technologies in the fields of film-making, photography, growing magnitude of Public Relations, the gates of the industry are growing wider and wider. We all know the distinction between the Urban India and the rural *Bharat*. If we cannot overlook acknowledging India's performance, its economic growth and the way it is prospering, then we very well cannot ignore the fact that *Bharat* is the place where most of its population lives. Media has been successful in reaching out to that *Bharat*. The then status symbol Doordarshan is now competing with commercial set-ups and channels under the brand names of huge conglomerates. *Bharat* is gradually trying to absorb the pace of India with the help of modern contemporary media.

The come-back of the radio in a reloaded avatar – FM and its widened approach of news, entertainment, advertising and social awareness makes it a part of the huge modern media network. The gradual change in the cliché concept of film censorship and certification indeed supplements the 'trial and error' theory of the creative field taking it beyond boundaries. The incident of 26/11 has fueled the question 'Is media really the Fourth Estate of our democracy?'. The attack that took away many innocent lives has taught the most important lesson to media houses - 'Self restraint'. The aftermath initiative by responsible media houses to come forward and work towards the inception of a self-regulated body to censor and monitor the content to be broadcast indicates how increasingly accountable and responsible media today is becoming.

We strongly believe that the modern contemporary media with its consistently advancing and developing nature will continue to cross the zenith.

- Chirag Thakkar
(On behalf of the Eclectic Express Team)

the team

Editorial

Chirag Thakkar
Aliya Ladhaboy

Design

Siddharth Vasani
Hitesh Jadhvani
Tanuj Parakh

Marketing

Sanat Mehra
Aditi Mody

Special Thanks

Ananya Bahl
Anjali Malhotra
Chandni Shah
Nicole Linhares
Nisha Vasudevan
Sanam Mirchandani

Cover Page - Siddharth Vasani

Back Cover - Niharika Rathore

Cover Model - Raina Mansukhani

Under the guidance of

Prof. Dr. S. Varalakshmi - Coordinator
Prof. Akila Bharat - Assistant Coordinator
Krutika Behrawala - TYBMM Journalism
Sapan Verma - TYBMM Journalism



the director's cut



Prof. N.W. Shivdasani
Director of Jai Hind College

One of the greatest challenges of working with an educational institution is to ensure that it evolves with the changing times so as to be a bench mark of quality and excellence. College education should not only focus on providing academic degrees but also an opportunity to a student to broaden his/her intellectual and social horizons.

The Mumbai University is truly unique in providing new avenues and new disciplines of study namely BMM/BMS/BBI along with the conventional courses to match the current global academic scenario. In these new courses, there is direction, motivation and challenge towards excellence and there is a practical approach for a brighter future. An ample flexibility in terms of faculty employment and a smaller class size of 60 students are the reasons for the success of these courses.

Jai Hind College introduced the BMM course only in 2002-03, whereas the University introduced it in 2000-01. Right from the word 'go' our students have taken us to the top. From the first batch itself, students have shown exemplary performances not only in academics but also in co-curricular activities winning most of the college festivals and top honours with sheer hard work and dedication. This year in the University results of TYBMM, the first three ranks have gone to Jai Hind students. They have made their alma mater and their parents very proud.

BMM introduces the world of media to the students. The storming of newer forms of media have made it necessary for the youth to be aware of the latest technology in use. Advertising, Public Relations, Marketing, Internet and advanced softwares are all changing the media today and relating one to everyone. The newer forms of media not only inform but have also become the tools for social change. Tracking all this in mind, the BMM department decided to give our students a better idea of the emerging media trends and their effect on the world. I am very positive that through this issue of 'The Eclectic Express', the knowledge of our students will be enhanced allowing them a better idea of the world they are stepping into.

Finally, I must say that the education is the objective of our existence and that is what our motto "I will and I can" has taught us. This has always kept us on the path of progress and growth.

Prof. N.W. Shivdasan
Director
Jai Hind College

from the principal's desk

Jai Hind College signifies growth and dynamism. From a small one room Arts College, it grew over the years, into a multi-faculty college as it is now. Bit by bit, it has been built into one of the best institutions of higher education in Mumbai. Excellence and quality enhancement is always the endeavour of its components. In particular, the Bachelor of Mass Media (BMM) is a course that reflects this strife for excellence. Being the premier course of the college, 'Jai hind BMM' is much sought after by prospective students. The inherent vibrancy that is the hallmark of Jai Hind is visible among all those who form the BMM group.

The Mass Media Department started its own festival, 'Detour' in 2008. It was a huge success. BMM not only excels in academics but also in cultural and co-curricular pursuits. In 2009, BMM secured the top three ranks in Journalism at the University Examination.

Besides winning the trophy at Polaris, it has won several events at other BMM festivals. Its students are film makers, writers, student journalists, who travel out of the state to places like Kashmir, Nilgiris, Assam etc. to cover social and unconventional issues.

The multi-faceted competence of the BMM department has found its representation in the annual magazine, 'The Eclectic Express' that is compiled by the students. The magazine is a quality one and carries different themes each year. The theme for 2009-10 is 'Changing trends and perspectives in Contemporary Media'. This is in the fitness of things as the post liberalization period saw an unprecedented surge and development in media and media-related aspects. The 'media sector' has witnessed evolution like never before. It is the fastest growing sector and scores over others because of the very scope inherent in its character. The various functions of the media are rapidly becoming more diverse.

So, besides the traditional reporting and analysis that was an important component of the print media, media has become the base of all advertising, hard-hitting visual analysis by the electronic media, a representative of e-democracy, e-papers, blogging, and an overall watchdog of society. Hence, the magazine that is being brought out is extremely relevant to the external and internal environment that prevails today. I wish the students and the teachers of the department all the success in their endeavour.

Dr. Kirti Narain
Principal
Jai Hind College



Dr. Kirti Narain
Principal of Jai Hind College

contro

Bathroom Advertising! The new mantra of advertising: 'If you sell better than I do, you win'.

15

Companies and firms are set up specifically to 'manage' sports

14

Start the new *Chipko Movement* - pick up your pens

9

Piracy is not just the case with India, but is a global problem.

7

Tune in to the agent of infotainment. Set into the right frequency.

6

From 5 yr old Bunty to 60 yr old Granny - Today's media serves all: 'Pandora's Box'

5

What's photography without people? Some call it portraits, I call it 'people photography'

3

Do media and technology really help the masses to stay informed?

2

Why are we so obsessed with movies which are so Punjabi in nature? Does India have a bankruptcy of cultures?

1



l room



17

Journalism seems at risk because of various commercial pressures...

19

The all the new world of out-of-the box careers. Check out the vacancies

20

Be it justice for Arushi or for Jessica, no editor has the right to prejudice the court against any person.

22

The Surreal Revolution in photography by Dave Hill and an attempt to recreate it

23

Be it the IIFA or the Filmfare, every filmmaker dreams of making it there.

24

The underworld, the elite, the gossipers, the journos, the khabris – the sources of media

25

Is reality TV really real? Do we lack creativity?

26

Youngsters judging the legendaries - at the MAMI film festival.

indian cinema and film-certification

- Nandini Sardesai

Cinema portrays 'life' within a larger 'canvas of life'. Reel life and real life go hand in hand. It's got all the elements including unrealistic fantasies and realities, which is what appeals to the audience. Movies heal the mind, touch the heart, make you laugh and cry. No one can segregate cinema from society in which it operates since both the society and cinema evolve simultaneously. For instance, when one sees a 1940s film, one can easily figure out the time in which it is based on from its fashion, cultural ethos, etc. and at the same time also identify the movie which is contemporary in the sense.

The Indian Constitution entitles the citizens of the country to exercise freedom of speech and expression. Thus, it becomes important to scrutinize the content before it is presented to the masses. When information, entertainment and education is portrayed through any form of media, whether audio-visual or print, a respective amount of moderation and review becomes an absolute necessity. India is a country with people belonging to various strata, levels of literacy, cultures and backgrounds.

Since cinema is a very diverse industry having a gigantic reach, it becomes necessary to have a control over what people watch. The genre of filmmaking is open to different subjects and modes of expressions. The content of some films can be sensitive, sometimes it could be misleading, and it could hurt the religious sentiments or glorify unethical activities and practices. Often film-makers even go overboard with repetitive songs and clichéd dialogues. Earlier, love making on the screen was considered a taboo by the Central Board of Film Certification

(CBFC), but over a period of time the board has broadened its outlook. For instance, nude back of the lead actress of the movie *Kurbaan* is a remarkable element of evolving and acceptable cinema. Although, the law may have lagged behind, the people have moved on and made desirable choices. The last that the Cinematograph Act (1959) was amended was in 1984. Regrettably, there have been no changes to it since then. The need of the hour is to change with the changing times. And most people tend to equate the members of the film certification board to that of the film censorship. We are not here to censor, call

for cuts and cuts. Our primary job is to grade films keeping in mind the content and the appropriate age groups that the film may be suitable for. It is very miserable to say that a lot of theatres do not take appropriate measures to abide by the rules set-up for Adult (A) and Under Adult (U/A) films. The Board has highly limited categories with just Universal (U), A, and U/A. These parameters definitely need a quick review and revision. Age group-specific categories and classification models like + 12 years, +15 years seem more full-proof and unambiguous.

on punjabi-isation of bollywood

The lives of Bollywood stars are almost heavenly for the masses. A large chunk of them form reference groups as

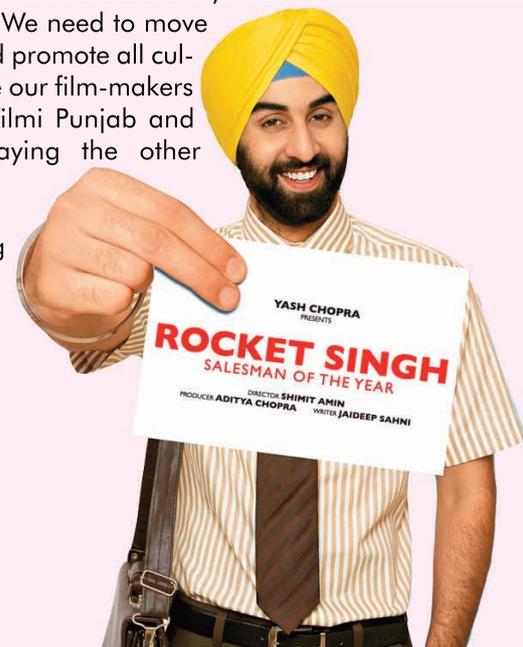
these film-stars serve as their role models. The glamour, the superficiality and burnish over the lives of Bollywood stars immensely influence the audience in some way or the other.

Over a period of time, the stereotypical trend that is in no mood of resigning is the Punjabi-isation of Bollywood movies. Our movies are very north Indian in their approach, genre, and expression. There will be a Sardarji, the head of the

family, the north Indian wedding set-up, the Punjabi jokes and punches, deliberate usage of the terminology full of 'tussis', 'assi', 'sarso-da-saag', 'ganne-de-khet'. Even if it's an NRI family somewhere in New York, it has to be Punjabi. What is this obsession of ours with the Punjabi culture? As if India has a bankruptcy of cultures. How often do we have a south Indian father or a Irani hero, or a Bengali wedding? We need to move on, try and test and promote all cultures. It's high time our film-makers move out of the filmi Punjab and make films portraying the other India.

(As told to Chirag Thakkar)

The untiring sociologist Dr Mrs. Nandini Sardesai, has been on the examining committee of the Central Board of Film Certification (CBFC) since past four years. She represents the Maharashtra women's commission on the Consumer Complaints Council of the 'Advertising Standards Councils of India' (ASCI). She was one of the Jury members at the International Film Festival, Goa in the short film category.



media and technology

- Sharinee Jagtiani and Krutika Behrawala
sharineej@hotmail.com &
krutika.b@hotmail.com

"Good evening. You are watching Express 24 X 7 with me, Varsha Bhatt. I am standing right in front of the melting Arctic Glacier. As you can see the droplets trickling down the glacier, you will realize how the world may soon submerge. There is not much time left..." Infinite satellite signals transmit these words and visuals through entangled cable wires which are swallowed by the dish antennae and tuned into by millions in their living rooms on their TV sets. Quite rightly, from the Arctic to the alluring Aravallis, TV cameras have cast their webs across hemispheres! TV has compressed the world into a Global Village making it a small place.

Television is a part of the ever evolving field of technology and media. The melting glaciers are accessible to people when in a crowded Andheri fast, with the beep of a Blackberry, on the laptop screens if stung by the infectious Twitter bug, or a casual forwarded SMS from a couple of friends! Media was indeed blessed with the technology's Midas touch that transformed it into a penetrative fourth arm of our democracy. In India, where the press is granted immense freedom, technology helps media accomplish its purpose of informing the masses. Chat forums, blogs, online discussions, SMS polls have facilitated cross section participation and interaction in matters regarding public policy.

Investigative journalism has been able to perform its job, due to the revelations in technology. The birth of the spy cameras and other hi-tech instruments helped the truth-diggers like Arun Shourie, Tarun Tejpal and Kumar Ketkar expose corruption and other illegal transactions at the higher levels.

Though investigation attained its ultimate purpose, the lure of TRPs and demands of the scandal starved audiences have made dirt digging the new mantra of media houses, under the veneer of the noble profession. This has influenced the psyche of the audience so much so that, today, visuals have their own way of working themselves up into their minds and deciding to stay for dinner if they're tasty enough! The public mindset has now grown to adhere to scandalous scoops, voyeuristic images or just some hollow gup-shup over their morning cuppas!

Media and technology are tightly intertwined and cannot be separated. The search for more news, missed-television shows, films etc. just requires one to hit the Google search button. The reach of the World Wide Web is colossal and people around the world access it for opinion-formation. Panelists, news anchors and experts are products of techno-savvy media who act as opinion leaders on various issues, be it political, financial, social, entertainment or any other sphere.

As media and technology play an integral role in informing the public, it is extremely essential to oversee and regulate the information sent out to the masses. After all, history is littered with instances of how technology has been misused by media or vested interests. Its only when media uses technology to its fullest extent for its quintessential purpose, can the country grow as a democracy!



By
Farhan
Syed

Q. Why doesn't anyone read The Business Times anymore?

A. Because they feel it's none of their business.

Q. What do you call a tiny black insect that is extremely helpful?

A. An assist-ant

Q. Why can't rodents ever do an MBA in India?

A. Because they're afraid of facing the CAT.



photography

Standing before a shot, transfixed in the silence, have you ever wondered - "Who actually invented the term photography?" The dispute has generated argument back and forth through centuries, from the very beginning. The term may have been coined by Antoine Hercules Romuald Florence in 1833, a Brazilian working in relative isolation, having had no apparent influence on the European scientific community. Would the question have been easier to answer if there had been a universally accepted definition of the word 'photograph'? Taken literally, the Greek words "photos" and "graphos" together mean "light drawing" - a term that has evolved today to include digital imaging.

Contemporary photography, to me, is as ubiquitous as it is elusive. It is a wild-ride of isolated self-expression, a journey of a million random moments trapped in time, captivating those in it, riveting those taking it. I do it in blacks-and-whites and in every variation of that defined scheme. I do it in colour sometimes, seeing the picture as it intuitively speaks to me - capturing a mood, experiencing an emotion, drawn to a distant expression and then - it's taken and it's over.

Photography is born from intuitive expression, reflective of many things seen and unseen. It is the purity and innocence of a non-invasive photograph that naturally appeals to me. It is the distance, the lack of awareness, capturing people as they are and not as they want to be seen that has always fascinated me. And yet I sometimes revel in defining and composing a photograph that is in sync with an objective. Intrusive photography is contemporary photography - each person speaking his own language within the multi-lingual and shifting paradigm of photography.

Photographing people is an inseparable expression of contemporary life as we see it and experience it. It not only



documents time but also rapidly evolves and flows between times to record an insignificant hour of an insignificant day. This fluidity is highly appealing. I see brilliance in the naturalness of people, as they 'do their own thing' - a mystery that I can't fully explain and for which I seek no explanation. I believe my photography reflects a basic passion for the beauty of the human form - simple fragments of palpable life, unexplained and non-intrusively captured and preserved on film or some digital memory. Some call it portrait photography; I prefer to simply call it 'people photography'. It's not meant to be profound yet it encompasses the scope of my art.



the world through my lens

- Vivek Raj Singh
jaykidd_5@yahoo.com



I have to admit, I am no great master of the trillion technicalities of photography. I know that light should be a certain way or the picture should look a certain way. But a photograph sometimes breaks the rule of light and is unconventionally beautiful. Sticking to the guidelines, running it by the book, maybe, is what some define as professional photography. But what is so amateurish about creativity? I would never want my awareness of the technique to dominate over my photography.

Yet, I have an insatiable appetite to learn more, experience more, as I am fascinated with the varying methods of the many masters. This genre has evolved so rapidly over the last century, with legendary photographers like Ansel Adams & Richard Avedon molding their own techniques and crafting their own styles for shooting. 'People photography' is as abstract and changing as the many different shades it captures, seen through the vision of amateurs and professionals alike.

In the contemporary world, every person with a camera wants to freeze another person in a moment in time, a moment which holds some amount of significance in our minds. For million reasons, we photograph people – far or close, random or significant. People bring life and colour to a photograph – it feeds natural inquisitiveness and boundless fascination that garners interest and a second look. It could be the eyes, the smiles, the grittiness, the innocence, but whatever it captures, at its very core it captures life, which today, in all its forms, colour and shades is fascinating. Is this not where art reflects life? Contemporary photography, unlike ever before, truly captures humanity in its many hues.

In fact, I believe, there are as many colourful people as there are colours to capture them. In many ways, to love colour is to love life itself. I'd go so far in saying that you really need to love and enjoy colour to fall in love with photography. Then be it a photograph singularly defined

by an independent hue or a palette of colours straight out of a rainbow. Take the colour away and it evokes a different feeling. Today, photographs and especially 'People photographs' can be altered. I don't refer to the manipulation of photographs but a more simple alteration that changes one's association. Monochrome generates a distinctive mood and a clarity that allows you to study the important bits of the photograph that would otherwise go unnoticed. Colour alters mood. Perhaps contemporary photography, in its everyday form, reflects the richness of this understanding. Perhaps because there is nothing new left, the world has been photographed. All that matters now is how differently we can capture it.

So as this contemporary art form expands to become more inclusive even as it evolves offering boundless technical opportunities to do amazing things today, some things about photography, I believe, will stay the same: a beautiful photograph will forever captivate humanity, reflect its spirit and reveal its own uniqueness through its many hues.



media - pandora's box

- Minnat Doshee
mdoshee@yahoo.co.in

The word 'media' makes me put on my thinking cap. This one word has a plethora of facets attached to it. If someone was asked an opinion about it in the earlier days, he would have blatantly replied television and radio. But today, media is no longer about these two pre-requisites. It is now a broad-brimmed array of everything from television to music, reality TV to news and what not. Media is beating along with every single heart beat of the human race; every addition to entertainment is a mere extension to the long branches of the multibillion dollar media industry. It is a platform where creativity meets management, where art meets commerce; it requires genuine skill. It is a genre for the gifted.

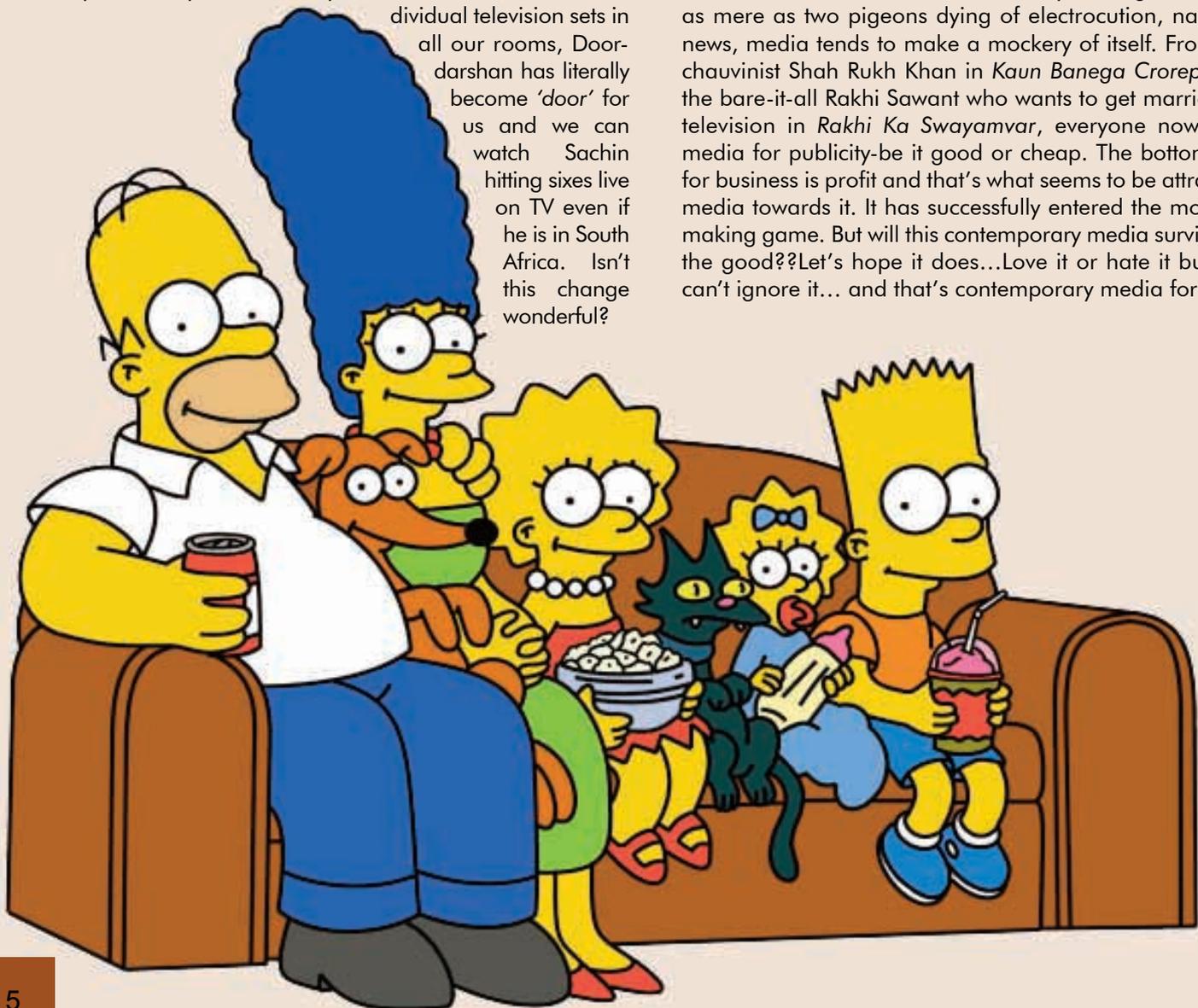
It makes sure it suffices needs of everyone from the 5 year old Bunty to the 65 year old Granny. Media has evolved to reach its zenith. Gone are the days when there was only one television set and the whole neighborhood would come together to watch it. Gone are the days when Door-darshan monopolized the TV Circuit. Gone are the days when that one radio set was at the mercy of so many men wanting to know if Kapil Dev hit a six or not. Change in any and every form is always welcome. Now, we have individual television sets in

all our rooms, Door-darshan has literally become 'door' for us and we can watch Sachin hitting sixes live on TV even if he is in South Africa. Isn't this change wonderful?

How far has media come since its black and white days? Just like a foot print in raw cement, professionalism has etched itself deeply in the world of media.

For the simple reason of spreading news and creating awareness amongst people, media is now used as a powerful tool to create awareness. At the same time, the remarkable skill and tactfulness cannot go unnoticed. Earlier the main aim was to share the news with the public. Now, what seems to be the main aim is to convince people into believing what they think is news. Previously media was very basic. Today, media has grown to be spectacular and dismal just the way appearances can be deceptive.

Nowadays media professionals strive for excellence in whatever they do. The change in the different dimensions of media has left the common man starry-eyed. Media has changed its definition from simplicity to enigmatic. Media in itself is controversial. It tends to over-hype things. During the recent terror attacks in Mumbai, one of the news channels claimed to have spoken to the terrorists! How absurd! What they seemed to have forgotten was that they were making everything, including the plan of action of our police force, accessible to the terrorists. By making something as mere as two pigeons dying of electrocution, national news, media tends to make a mockery of itself. From the chauvinist Shah Rukh Khan in *Kaun Banega Crorepati* to the bare-it-all Rakhi Sawant who wants to get married on television in *Rakhi Ka Swayamvar*, everyone now eyes media for publicity-be it good or cheap. The bottom-line for business is profit and that's what seems to be attracting media towards it. It has successfully entered the moolah-making game. But will this contemporary media survive for the good?? Let's hope it does... Love it or hate it but you can't ignore it... and that's contemporary media for you.



tune into this...

- Roohi Shaikh
roohi.shaikh_jp@yahoo.co.in

Gramophones came and went, black and white television came and went, Doordarshan came and went but radio came in 1897 and it continues to play a dominant role in our lives. Earlier, radio used to perform certain basic functions which could not be termed as entertainment, but rather a medium of spreading necessary information.

Today, it has evolved so much so that it provides a platform where information and entertainment merge in a sort of a continuum. For example, during the World Wars everyone would spend half of their day trying to tune their radios to get transmission. But today, we all are hooked on to our favourite radio stations 24 X 7, listening to our favourite RJs – we cannot deny its ever growing influence in our lives. Try to imagine a life without radio. What would you do

squashed in the overcrowded Mumbai locals travelling from Borivali to Churchgate?

What would you do when your satellite TV stops working or when you

are tired of surfing the net? Where would you get to listen to your favourite music? Or imagine yourself stuck in the peak hour traffic jam. How would you know which routes to avoid during a traffic jam? Thus, radio has transformed into an agent of 'infotainment'.

Moreover, radio has also adorned the role of responsibility. During the 26x7 floods in Mumbai in 2005, the RJs did their bit by passing on messages of people to their loved ones. They not only provided minute by minute news about the flooded areas and dis-oriented train schedules but also provided precautionary and safety measures to the listeners.

And they didn't just do this for a few hours. RJs who were stuck at their offices were on air the entire night trying to pass on messages and giving their listeners the latest developments. The RJs reacted in a similar manner during the 26/11 terrorist attacks in Mumbai. When people were spreading false rumours about the terrorists capturing a police van and shooting everyone at sight, the RJs were there to dispel these rumours and provide the listeners with the right in-

formation.

Radio has also become a very effective mode of advertising. Today, every company that wants to advertise its product extensively comes up with a radio campaign too. Companies pay the producers of a radio show almost as much as they pay the producers of a TV show for airing their advertisement during breaks. Most colleges also use radio as an important medium for the publicity of their festivals. Radio jingles are appealing and catchy and thus are tactfully used to influence the customers.

Radio Jockeying is also a very hot career these days. A lot of professionals are taking a yawning interest in RJing balancing their careers and passions. There are institutes that professionally teach jockeying and help the students with voice training. Production, jockeying, voice-overs, feature links, promotion, all of them generate millions of eye balls towards the radio industry. With the average time-span of a listener being 7 seconds, we have big private players competing with each other only to give us a ultra-large dosage of music and entertainment.

As times change and technology advances, the concept and the use of radio, too, evolves. But radio as a means of communication is definitely here to stay!



over a movie with luke...

-Chirag Thakkar & Chandni Shah
thakkarchirag8@gmail.com

Chirag Thakkar and Chandni Shah spend an evening with Luke Kenny at a special screening of his movie '13th floor' at Cha Bar, Mumbai.



Luke Kenny is well-known for his role in the movie 'Rock on' and 'Bombay Boys'. He writes a weekly column for the HT Café where he recommends music for readers.

He was brought to Mumbai when he was three and spent almost 23 years of his life in Thane and has tried and tested multiple careers. He started off with dancing, acting in small-time plays, went on to become a DJ, then the first male VJ

with channel V. As an iconic musician, dancer, actor, VJ, director and writer, he happens to be one of the most promising personalities of the industry. Still, there is no sign of stress or hurry on his face. You never know, while you are busy browsing through the new arrivals, the honey haired guy standing right next to you at a bookstore could be Luke. In 2005, he directed his first feature film called '13th floor' that was shot over six days

starring Sandhya Mridul and Purab Kohli. The film that had to be shot on a smallest budget, in a smallest place with the smallest amount of characters and had to be small in length and was picked up by five international film festivals.

A very simple person - he talks about his childhood, his experience of directing India's first digitally shot and released film, and of growing piracy.

Excerpts from the interview:

How do you spend your personal time?

Well, I am always occupied with something or the other round the clock. You name it and I will be in it. I am crazy about music and books. I am also an animal activist and endorse no injustice towards them. They, too, have a life and no one is entitled to intervene in their lives for one's fanatic fantasies. My association with PETA India (People for Ethical Treatment of Animals) has been for quite long now wherein we take care of stray animals. I'm just an ordinary person like any other who leads a very simple life by doing what satisfies my creativity.

How did you think of directing a movie?

(Laughs) I have been a hard core fan of movies right from my childhood. I would always see the actors on the Silver Screen and get fascinated by them. Most of us undergo something similar during our childhood. Each movie I saw provoked me to come up with something myself. That's when I created this film. The script and concept is of my friend Devki Singh and we came up with this digital film

called '13th floor', where Purab and Sandhya, two complete strangers get stuck in a lift because of a power-cut in the city. It's an 80 minute movie shot in the smallest place (within a lift and an office building), in a very small budget as it was a home production under the banner 'Kenny films Pvt. Ltd'. It got released in Fame Adlabs and was later picked up by five film festivals and Zee Studio.

Tell us more about the movie '13th floor'

Movies are a very significant medium that influence the society. The movie deals with homosexuality with a lot of care and breaks the stereotypical image of a girly gay which a lot of movies portray. Audiences are indeed changing and are opening up to small-time digitally-made movies too. For a full-fledged commercial movie, you need a big budget, follow those intense work-schedules and work as an integrated team. We had to compromise on the creative aspect though. I did not want to keep waiting for those big names, the big brands. So we went ahead with a DV camera. All of us were first timers. My friend Devki who wrote the script is a painter, the editor was an ad filmmaker and cameraman was still a photographer. The set in the movie

was an elevator. This makes it the smallest set in the Indian cinema. But I think both Purab (Kohli) and Sandhya (Mridul) have done a great job. The production work got over in six days.

What role does technology play in transforming the media?

Every form of media has evolved over the period of these few years and still is evolving. We have transcended from the stereotypical analog age to the digital age. It's all so easy, fast and brisk now. Back then, we never had internet or anything. India has always been way behind the west. Our eyes use to be glued to their music, culture, dance, everything. Indian audiences started demanding everything they had. Unfortunately, we sucked in everything... Not just the technology, but the lifestyle, gossips, tabloids, callousness towards the environment, etc. These are distracting us from endeavours that are worth and the worst part is

we don't even realize it.

Technology has its drawbacks too. The music industry worldwide suffers huge losses due to the menace – Piracy. What do you have to say about it as a musician?

Something has to be given to expect something in return. I am totally against piracy and plagiarism of any form. This is not just the case with India, but is a global problem. As I said, we are still behind the US; the movies that release there, say for instance, Twilight, take months to reach our theatres. People are going to get it any way. When access to anything and everything is so effortless, people are bound to take undue advantage of it. We need to have cheaper sources of music, movies, videos that people can afford. The content on the internet has to be monitored. If you charge a bomb for a music CD, people are definitely going to download candies from those free sites.



“We started off with a desire to write about the rich and successful. We were never interested in strugglers. The interesting fact about Page 3 parties is that people have become addicted to publicity, they are now obsessed with being written about. They even shrink out if they are not invited to a party. And if they are not covered it affects them psychologically; sometimes they even threaten and harass the media for it.”

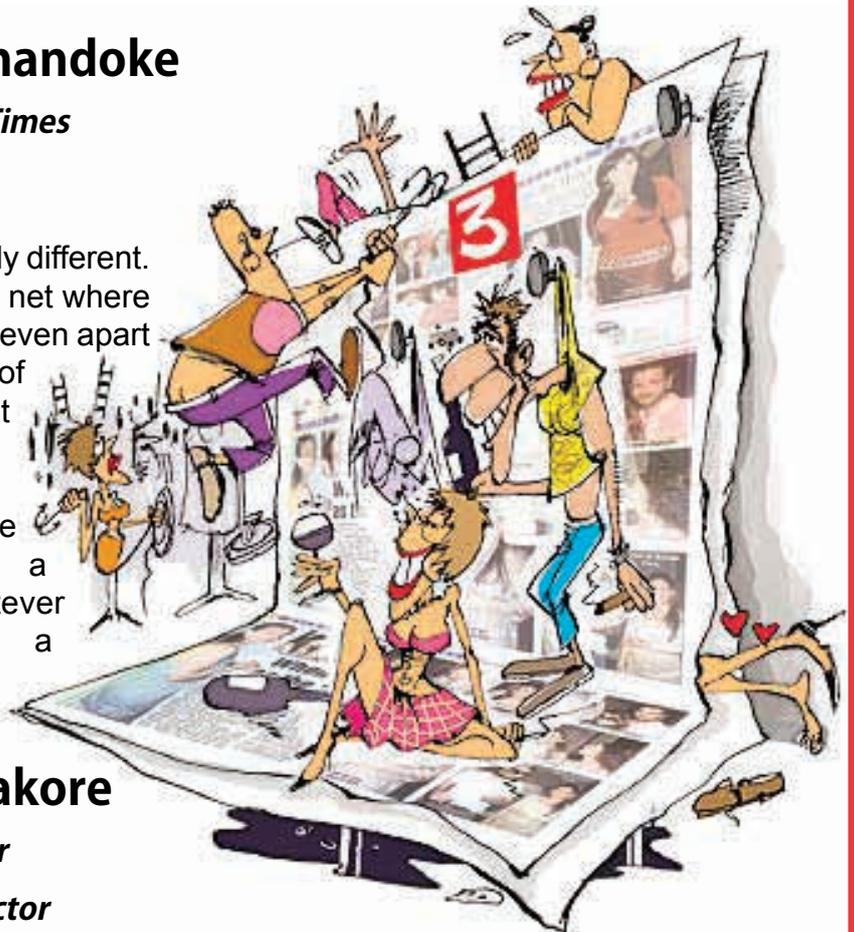
- Simi Chandoke
Bombay Times

“In our times, Page 3 culture was really different. And now it's terribly become a media net where you buy space. Today, a lot of people even apart from films and sports have got a lot of publicity. Sadly, the media doesn't cover the cause of any event, it just focuses on who came and what they



wore. Anyone who designs a bangle or whatever can become a Page 3 star.”

- Dolly Thakore
Theatre actor
Casting director



(As told to Hitesh Jadhvani)

love it, hate it but you just can't ignore it...

black on white for green

-Nikita Mor

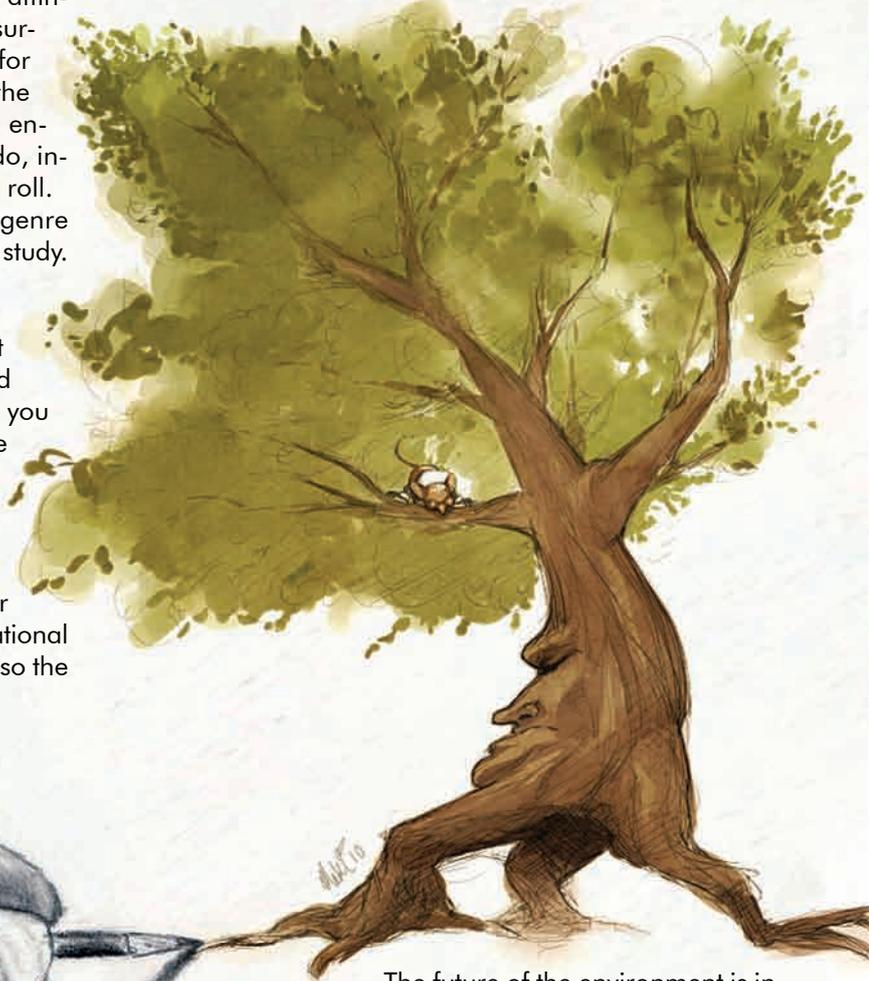
cheshire_nikki@hotmail.com

Attention! Tree huggers and twitchers alike! Do not for the slightest moment think that these words are not derogatory or diminishing, discouraging or disheartening, for their sole purpose is to demean you. These words are savage plots hatched by nature ravaging parasites and sour grouchy critics under the guise of playful jest. Patience, my fellow nature-lovers, for the time has come to strike back and unleash the activists within. Now, you can look down at the world, and laugh - for a change. My dear environmentalists, especially the ones who wield a potent pen, you have finally found your niche.

For all those little Mowglis out there who have a close affinity to nature and are sensitive to the issues of our surroundings, Environmental Journalism is the field for you. Previously sidelined, it has become a rage, as the world identifies the root cause of most problems as environmental rape. Now here's what you can really do, instead of just hugging trees or saving on toilet paper roll. 'Nature and Science Writing' comes under this genre where you focus on topics of scientific literature and study. You can also interpret environmental jargon for the masses, for once understood at the grass root levels; it can give tremendous impetus to conservation. Most of the times, the main problem is the ignorance and indifference of the public and as a media student, you have the freedom and power to enlighten. You have been entrusted with the power, the responsibility that none other than the mighty Buddha could bear. Be worthy of it. Environmental advocacy is all about convincing people to adopt the right viewpoint and encouraging them to bring about change for their own good. Various environmental magazines like National Geographic, Beauty Without Cruelty, Hornbill and also the world renowned channels like Animal Planet, Discovery, etc. are announcing increasing viewership.

The only way to improve the environment is through collective effort and the only way to unite the public together is - the media - the solution. So if the masses are not yet worried about climate change, global warming and the increasing extinction of species, it's because there are just not enough effective communicators out there. So get out there and join the others because you can be one.

You can get them to realize that it doesn't help to be a pessimistic slob who believes the world is going to end anyway because-Reality Check-If you go on like this, it probably will. Think of it this way.



The future of the environment is in your hands. Just one shattering film, one heart-wrenching article and you can drive the message home. This is media's ultimate goal and what we, as media students, strive to attain. We are at the brink of the environmental revolution. So make a difference if you're smart, for this is the futuristic journalism, my friends - Media with a vision. That tiny pen of yours can mould, craft and etch out the most unexpected words...Words that can destroy prejudice. Words that can expose lies behind truth. Words that can exert such tremendous influence that they can change people's lives. These very words are at your disposal.

By simply arranging them right, you can be the environmental revolution!

JAI HIND COLLEGE, MUMBAI
WELCOMES
**NATIONAL ASSESSMENT
AND ACCREDITATION COUNCIL
PEER TEAM**
RE-ACCREDITATION - 22, 23, 24 FEBRUARY, 2010



THIS IS A HIT!!!

BLAST, MAST



the year t

TI & MORE...



hat was...

yeh hai mumbai meri jaan

- Pooja Thanawala
poohsweety23@yahoo.co.in



Every moment, a futile struggle,
Every day, a battle won,
Every face, an untold story,
Every man...for himself.
Yeh hai Mumbai meri jaan!

The BEST buses, a typical flavour
Every cabbie, a Nostradamus, unknown
Every rickshaw, a musical trendsetter
The local train, a matchmaker's paradise...
Yeh hai Mumbai meri jaan!

Every youth a 'Satya' in waiting
Every knife, destined its blood
Every hoodlum, a Don in the making,
Every politician, a hoodlum in hiding...
Yeh hai Mumbai meri jaan!

Shoeshine boys and car cleaners
And those traffic light sales-'men'
If you don't want their wares
They are ready to sell their souls...
Yeh hai Mumbai meri jaan!

Every day, ends in despair
Every night, starts in fear
The city that never sleeps
Just lies dreading tomorrow...
Yeh hai Mumbai meri jaan!

The melting pot; the promised land,
The city that refuses to die
Lets you exist!
But does not let you live...
Yeh hai Mumbai meri jaan!



on the field

- Neha J. Bhatia
neha.b@live.com

Hitherto mocked as the 'toy department' due to its disassociation with the 'serious' topics discussed on news desk, sports journalism has evolved over the years as an independent and significant field of journalism. The 1950s and 1960s saw a rapid growth in sports coverage. Exclusive sports news and photographic agencies were also founded. For instance, photographer Tony Duffy founded All sport, a picture agency in South London shortly after the 1964 Tokyo Olympics. Owing to excellent photography coupled with shrewd marketing, All sport gradually transformed into a multimillion pound agency.

Sports journalism is known to have attracted some of the finest journalists of the world to the coverage of sports. The first London Olympic Games in 1908 attracted such widespread public interest, that many newspapers assigned their best-known writers to the event. The advent of the internet has also changed a great deal about sports journalism. Nowadays, news channels such as the BBC and CNN have exclusive time slots for sports news.

Newspapers like The Sydney Herald (Australia) and The Guardian (UK) have sections of the newspaper copy devoted entirely to sports. Some newspapers, such as the Khaleej Times (UAE), even carry a different supplement for sports news. Radio channels, too, carry sports broadcasts at regular intervals. News channels' websites, for example NDTV 24x7, have links which provide only sports news.

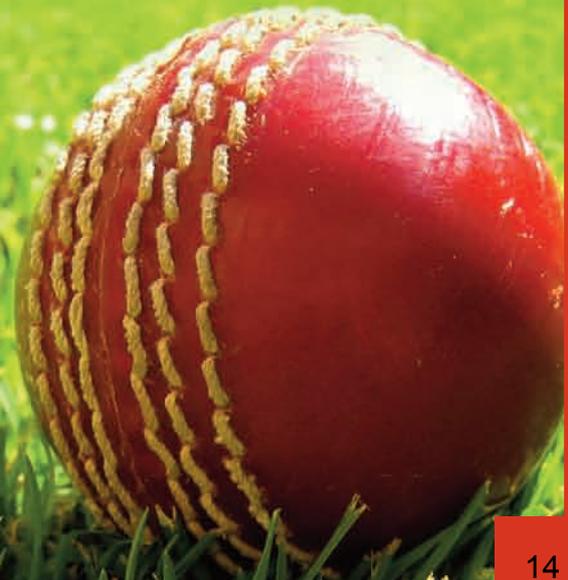
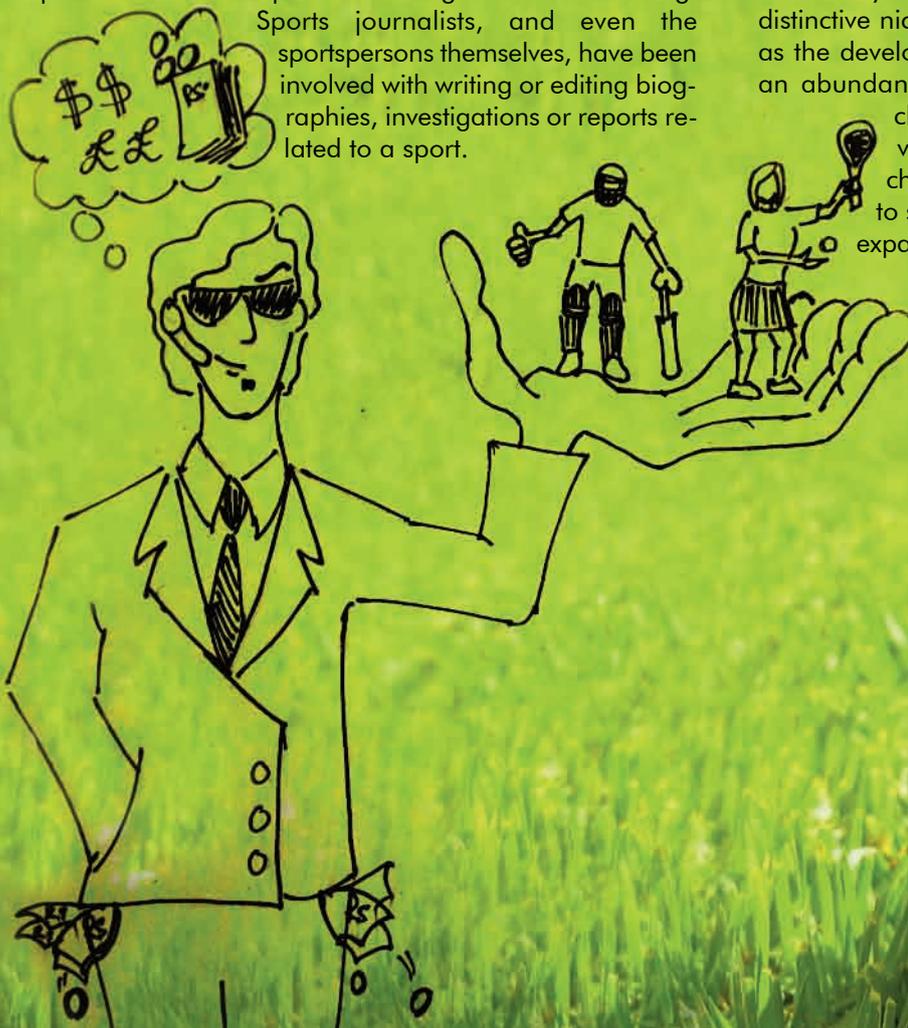
Sports has been accepted as a new genre in book-writing.

Sports journalists, and even the sportspersons themselves, have been involved with writing or editing biographies, investigations or reports related to a sport.

The advertising industry has also recognised sports as a profitable market. These days, companies and firms are set up specifically to 'manage' sports. The urge to manage sports-celebrity endorsements has led to the inception of companies like Gameplan Sports (India), Excel Sports Management (Los Angeles) and International Sports Management (Cheshire), which manage sports stars like cricketers Kumar Sangakkara, Michael Vaughan, Andrew Flintoff and NBA player Jason Kidd, to name a few. Most celebrity management companies, like The Collage Group (India) and the International Management Group or IMG (USA) have diversified into the sports industry. While Collage Sports Management represents cricketer Virender Sehwag, the IMG manages and produces world class sports events, such as the Indian Premier League (IPL), the FIFA Futbol Mundial and the English Premier League (EPL), to name a few.

The last twenty years have seen an increase in the number of TV channels that broadcast sporting events, with ESPN-Star occupying a large market share in the industry. Sports channels have grown in stature and financial worthiness since then. Advertising on ESPN is sold out for months in advance. Major companies such as Apple, FedEx and Ford continually buy advertisements to reach the 15-35 year old male audience. ESPN's ad revenue averages \$441.8 million with an ad rate of \$9,446 per 30 second slot.

Over the years, sports as a collective body has carved a distinctive niche for itself in the vast realm of media. And as the developments in technology allow fans to bask in an abundance of information and opinion about their cherished sports, the perpetrators of these developments -journalists, advertisers, and sports channels- continue to come up with innovations to survive the cut-throat competition in the ever-expanding sports-media market.



modern advertising

- Akshat Gupt
akky09@hotmail.com

'If you can't sell your soul to the devil, at least sell your product to the people.' Today we have reached a stage in life, where monopoly hardly exists in a market. Whether it is the private or public sector, people are just thriving to be the best and in order to do that, you got to beat the rest.

So, what makes me better than you? Well it's simple, if I can sell 'me' more than you to the masses, I win. In today's marketing world your product name is more important than the product itself since the brand image is looked at more than anything else regarding the product. So how do you sell a product? Well you market it to your best capabilities. Marketing is more about perception, making everyone feel that your product is the best, and making them perceiving it to be the best quality and most refined product.

Earlier forms of advertising were simple. Probably, a word of mouth or some collective selling of products. But today

it has taken a whole new stance.

From the routine newspapers, television and radio we have moved onto a whole new spectrum of advertising. We now bring advertising home, from the likes of the internet and also telecommunication. We receive messages about various products on our phones everyday. It's in our face, and this is the media propaganda theory. We are engulfed by advertisements. You can hate or love it but you definitely cannot miss it. Today every nook and corner is filled with advertisements, from public transport to posters in them and also small ads on their handles and seats. Every little detail is squeezed as if; every word of it will give the company a turnover of a fortune.

It's everywhere, and today with technology beaming the way it is, we receive ads through Bluetooth also. It's getting insane.

These are the new forms of advertising:-

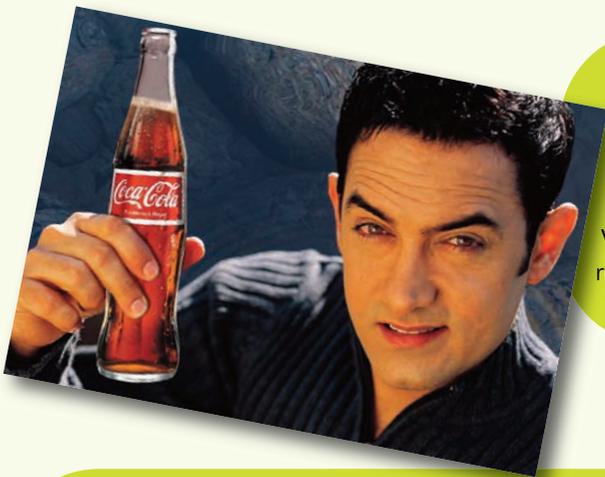
Bandwagon Advertising

Well, this is nothing but a propaganda advertising technique, which aims at convincing the user that everyone else is using the products or everyone in the customer base, is in favor of the brand, electronic or broadcast.



Pixel Advertising

Pixel advertising is a new type of Internet advertising in which the cost of an advertisement is calculated based on the number of pixels it occupies. This form of advertising originated in late 2005, when a British student Alex Tew came up with a website called The Million Dollar Homepage, where the advertisers could buy advertising space at the rate of \$1 USD per pixel with a space limit of one million pixels. In addition to the space options provided by the hosting websites, there is also the option of using Do-it-Yourself (DIY) pixel scripts, which ensures that people who do not understand the intricacies of the pixel ads, can incorporate the pixel ads in their website without any hassles. Some of the commonly used DIY pixel scripts are Million Pixel Script and the GPix Pixel Ad Script.

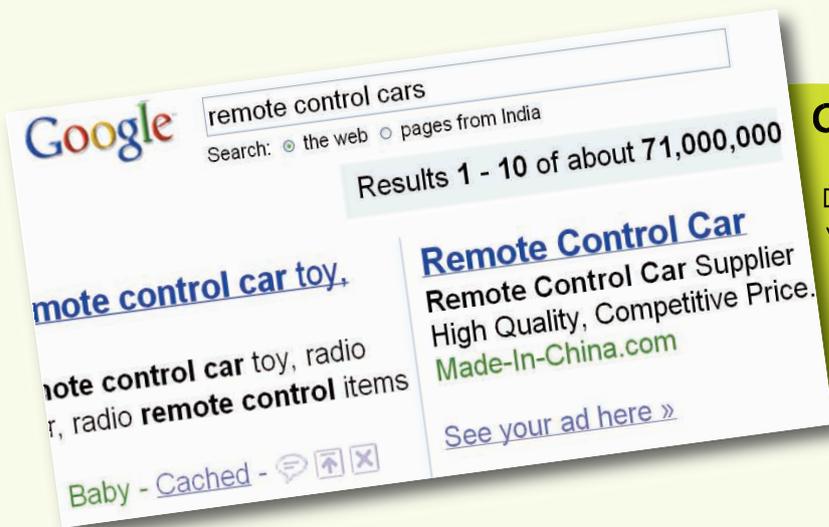
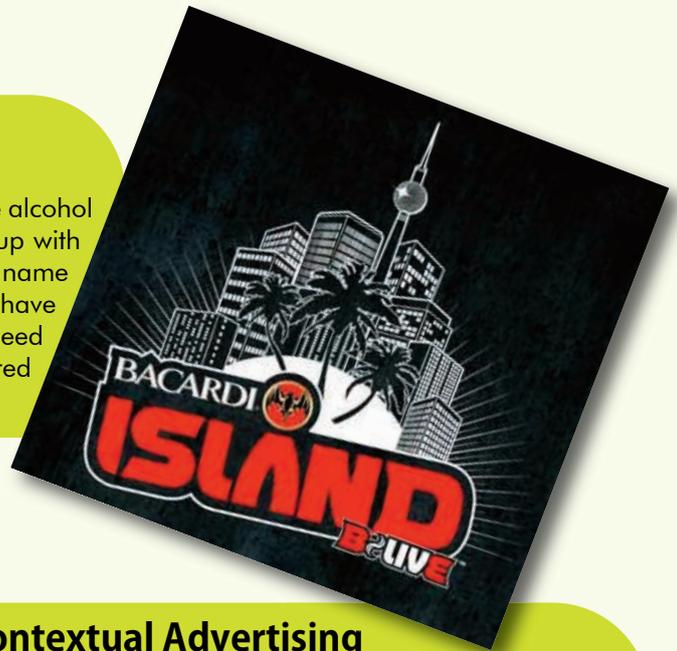


Testimonials and Endorsements

Ever wondered why Coke brought Aamir Khan on board to promote their product? Or did you know that Keanu Reeves had once been a part of an advertisement for cornflakes? Well, an endorsement from a celebrity or a public figure is reason enough for certain customers to try a particular product.

Surrogate Advertising

Several national laws have banned advertisements of products like alcohol or cigarettes. Owing to this, many umbrella brands have come up with an advertising technique which only promotes the umbrella brand name which, of course, also reminds the consumer of the products that have been banned from advertising. For example, Kingfisher doesn't need to advertise its beer when the general brand name, also conferred to the aircrafts, is being advertised publicly.



Contextual Advertising

Do you notice how Google generates ads that are relevant to your search? Or more recently, have you noticed the Google ads that show up next to your emails in the Google mail service? Well, if you are one of those people who still haven't noticed this, then you need to wake up and smell the coffee.

Bathroom Advertising

Truly out-of-the-box, isn't it? Yes, bathroom advertising is nothing but placement of advertisements in public restrooms! A research was carried out, in which a test group of people visiting a restroom were questioned whether they noticed the advertisements in there. Surprisingly a major percentage of the group were seen to have a high retention of the advertisements. This led to the conclusion that people visiting the restroom are a good target audience. Bathroom advertising is soon catching up as an effective advertising tool.



Interesting isn't it?

So they are going to get that product into your head whether you like it or not. And as a company, how do you get your product to sell in the best possible way? No, not by convincing the devil. It's rather by convincing me, the consumer.

...tv camera is Shiva's third eye!

in conversation with **rajdeep sardesai** and **sagarika ghose**

- Chirag Thakkar
thakkarchirag8@gmail.com



The two of the most renowned names in the field of Journalism are that of Rajdeep Sardesai and his wife Sagarika Ghose. The 'power couple' has been with CNN IBN since its inception. Rajdeep Sardesai, is the Editor-in-Chief of IBN18 Network, while Ghose is the Senior Editor with the channel.

Both of them have been in the print and broadcast media since two decades. Rajdeep has won numerous other awards for excellence in journalism, including the prestigious Padma Shree for Journalism in 2008. He is presently the President of the Editors Guild of India. Sagarika was awarded the Achiever of the Year Award in Media by the Federation of Indian Chambers of Commerce and Industry (FICCI). Ghose is the author of the novel 'The Gin Drinkers' and of the forthcoming 'Blind Faith', published by HarperCollins.

Q. What does it take to be in the field of journalism?

Sagarika: First and foremost, to be in journalism you require a passion to investigate the great adventure called India. You require an endlessly curious mind. You need a vocation to always see things from the point of view of the underdog. What you do not need is the desire to be a "star".

Q. Keeping in mind the recent attacks on the IBN Lokmat offices, do you feel that the Indian media is free enough to express itself?

Rajdeep: Yes, I feel that the Indian media is relatively free. In fact, it is too diverse for anyone to be able to control the media. While, there are political, corporate and various other pressures, by and large, it is still free.

Q. What role does media play in the aam aadmi's life?

Sagarika: A very great role. The media today is a massively democratizing instrument. Every issue of public concern is right there in the public domain - from the high-profile murder cases to Indo-Pak joint statements. Those who hate the media are often just uncomfortable with the fact that media shows you exactly what is going on in detail. I hear lecturers

in media schools often rail against the media. But put any of these so-called lecturers on TV and they would splutter and stammer and simply not be able to talk. Most people hate TV because it frightens them and they simply deal with TV. The camera never lies - it is Shiva's third eye!

Also with our citizen journalism programme, we are breaking new ground by bringing peoples' concerns to the public view.

Q. Do you think that the diplomatic resolutions adopted by us at global climate summits are of any use?

Rajdeep: Over time, there is some amount of general acknowledgement for the need to act on climate change. The world is trying to come together to form a general agreement. Although, it may not happen overnight, like it certainly did not happen at Copenhagen, it is bound to happen at some stage in the near future.

Q. How will India become a Superpower if all its politicians think only about their five year plans?

Rajdeep: The nation is definitely not dependent on our politicians. I think India is moving from state to market, from market to society. The civil society is moving faster than what our politicians feel or say. India is growing at 8 per cent and there are so many other forces like the Right to Information or the NGOs coming forth and doing so much of work. Instead of focusing only on what the State and politicians do, we should look at the social changes taking place in the Indian society. India has remarkably moved on to become a very mobile society today. Let us focus on the good changes, like the ones in agriculture, economy, science and technology, health and education, and the environment. There are some changes which cannot be seen only through politics.

Q. In an Interview with Outlook magazine, Bhupinder Singh Hooda (CM Of Haryana state) said that while he was canvassing for election, he was asked to pay for positive coverage by few of the regional newspapers. A lot of newspapers and news channels do sell their editorial spaces and bulletin time to these politicians. What do you have to say about paid-up journalism?

Rajdeep: I feel it is a big crisis for the Indian media to confront. Journalism seems a little risked because of various commercial pressures, which indeed, cannot be denied.

Journalists, as a tribe, tend to be cynical and self-righteous in equal measure. The cynicism leads us to believe that the glass is always half empty. Our self-righteous streak drives us into spasms of rage when we are accused of lowering ethical standards. What is required is a robust pragmatism that not only accepts the problem confronting the profession, but also sees it as an opportunity to restore falling credibility. If every editor in this country agreed to follow a strict code of conduct in dealing with 'paid news', if there was an insistence on disclosure norms, there is every possibility that the cancer can be checked.

Q. After the security lapses in the 26/11 coverage what lessons has the Indian media learnt?

Rajdeep: It has to be the important lesson of restraint. After what happened, we have all learnt to have a higher level of restraint on our coverage. There is a greater sense of responsibility and sensitivity in news coverage now. We are all actually moving towards a little more responsible and accountable media.

Q. Why is yellow or tabloid journalism becoming the chief ingredient of coverage carried out by most media houses?

Sagarika: Some yellow and tabloid elements have crept in, for sure - and I must say that the regional language channels do this more than the English language channels. We do need a content code and a regulatory authority. But we feel broadcasters must set up their own regulatory authority and not be dictated by the government of the day.

Q. What are your views on the changing perspective in contemporary media?

Sagarika: The biggest change I have seen is the growth of what is called "New Media", i.e. the exponential growth of blogs, social networking sites and the overall rise in Internet journalism and websites. Still, there is no substitute for good, hard, old fashioned journalism. The manner in which the British press recently uncovered the way British Members of Parliament were misusing their housing allowances, for example, could never have been done by an armchair blogger. For me, Internet activism has been best described as "Slacktivism" - feel good global activism. There's no substitute for actually being in the field and investigating a story from the ground.



not another boring desk job!

- Aliya Ladhbhoy
aliya_ladhbhoy@yahoo.co.in

A decade ago, when you met an old aunt at a wedding reception or a family function who asked you "What are you studying *beta*?" she expected a typical answer relating to Commerce, Science or Arts. If your answer was Science then it was implicit that you were studying Engineering or Medicine. In the case of Commerce, it would be Finance, Business or Economics. Arts would generally be understood as Psychology, Sociology or Literature. Today, we have moved away from the conventional career options and delved into a sea of interesting and diverse career options which were once unheard of.

A lot of people have discovered that their true calling is off the beaten track and that their childhood hobby is now a permanent job, like in case of an Image Consultant. An Image Consultant can also be termed as a fashion stylist, a wardrobe consultant or a makeup consultant. Just as their names speak for themselves, they advise their clients on what they should wear and what suits them. They put together various garments creating fabulous looks. They can revolutionize your wardrobe and can transfigure your physique and sky rocket your self-esteem. They, along with a network of hair stylists, makeup artists, nutritionists, dentists, personal trainers, cosmetic surgeons and voice coaches, are instrumental in creating a new 'You'.

Event Management is a relatively new trend where all your worries regarding your party are put to rest with one phone call and a meeting with an event manager. They

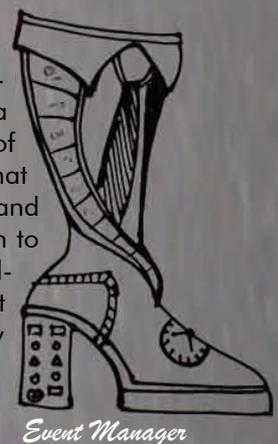
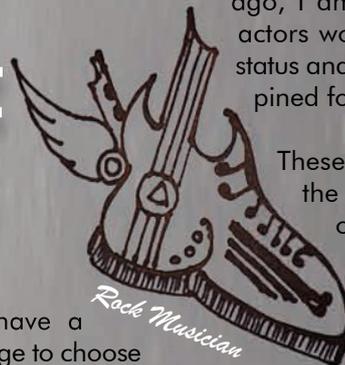
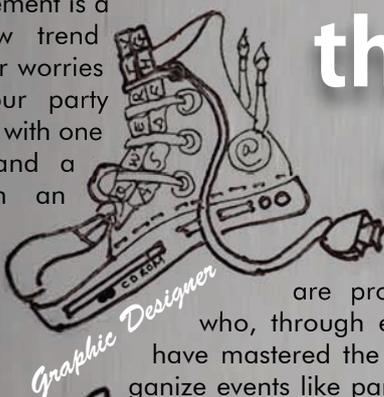
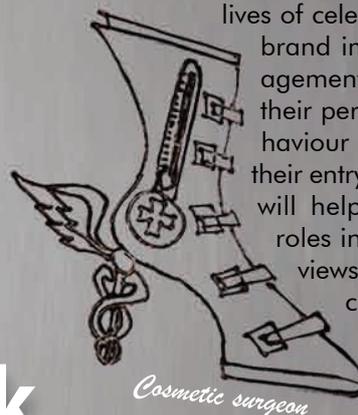
are professionals who, through experience have mastered the art to organize events like parties, weddings, anniversaries, etc. with utmost ease and complete fluency. They are trained to handle the toughest of incidents like a rude invitee or an artist not showing up and always have a backup plan. Their creativity is put to test when they come up with out-of-the-box themes for the party and awe inspiring decorations making the party a memorable one for years.

Graphic designers are gaining popularity and their importance is booming too. Everything from a chocolate wrapper to a cereal carton to brochures and promotional displays has the mark of a graphic designer. A graphic designer combines words, images and ideas to present the information to the audience in an attractive manner. He/She is a specialist in visual communication. One needs to know drawing, layout, typography, lettering, diagramming and photography to be a qualified graphic designer but success doesn't lie in the skills. It lies in the imagination. Only when a graphic designer exploits his/her imagination to the fullest can he/she come up with graphics which are instant eye catchers. A graphic designer has the option to work in a million places like in electronic media, audio visual media, publication houses, and the list is unlimited.

Profile Managing is a career option still in its nascent phase. Profile managers manage the professional lives of celebrities in order to build their brand image. Under celebrity management, the task lies in portraying their personality, dress code and behaviour in a manner which will seal their entry into the limelight and which will help them in pocketing meaty roles in movies or front page interviews in leading tabloids. The success of the celebrity now lies in the hands of his/her manager. If profile management was prevalent years ago, I am sure a lot more actors would have had the status and attention that they pined for.

These are just a few of the numerous career options that we have today. In the next few years

we will have a wider range to choose from as if the already present aren't confusing enough. I hope these new career options will satisfy the ever so ambitious students of today and provide a brighter future to the children of today and tomorrow. I hope that there will be greater positivity and parents will allow their children to pursue whichever field their children like in order to bring out the potential genius in every child.



pick the right shoe!

media – the advocate of justice

- Jeenal Bhagdev
jeenal_2710@yahoo.co.in

Media is regarded as one of the most important pillars of a democracy. It has wide ranging roles in a society. Media plays a vital role in molding public opinion. The media can be commended for starting a trend where it plays an active role in bringing the accused to book.

Freedom of media is freedom of the people as they need to be informed about the public matters. It is, thus, needless to emphasize, that a free and a healthy press is indispensable for the functioning of a democracy. In a democratic set up, it is the right of the people to be kept informed about the political, social, economic, and cultural scenario. This enables them to be a part of the burning topics and important issues of the day, form a broad opinion and also keep a check on the effectiveness of the Government.

To achieve this objective, people need a clear and truthful account of events, so that they may form their own opinion and express their viewpoints on various matters and select their future course of action.

We need to laud the media that recognized its role in the trials of prominent cases such as Jessica

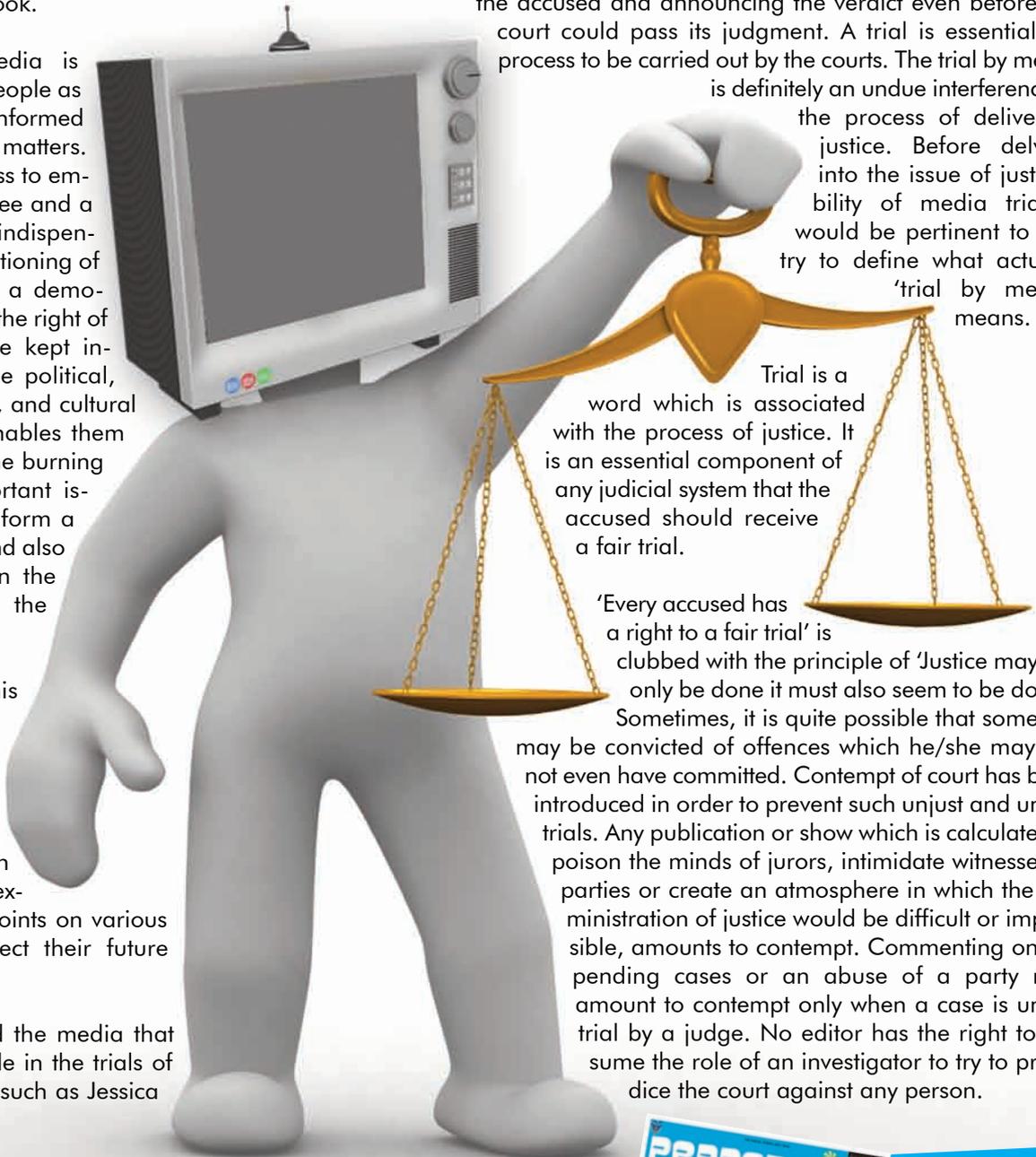
Lal's and Aarushi Talwar's. The concept of media trial is not a new concept. The role of media was debated in the Priyadarshini Mattoo case and likewise in many other high profile cases. There have been numerous instances in which media has been accused of conducting the trial of the accused and announcing the verdict even before the court could pass its judgment. A trial is essentially a process to be carried out by the courts. The trial by media

is definitely an undue interference in the process of delivering justice. Before delving into the issue of justifiability of media trial it would be pertinent to first try to define what actually 'trial by media' means.

Trial is a word which is associated with the process of justice. It is an essential component of any judicial system that the accused should receive a fair trial.

'Every accused has a right to a fair trial' is

clubbed with the principle of 'Justice may not only be done it must also seem to be done'. Sometimes, it is quite possible that someone may be convicted of offences which he/she may not even have committed. Contempt of court has been introduced in order to prevent such unjust and unfair trials. Any publication or show which is calculated to poison the minds of jurors, intimidate witnesses or parties or create an atmosphere in which the administration of justice would be difficult or impossible, amounts to contempt. Commenting on the pending cases or an abuse of a party may amount to contempt only when a case is under trial by a judge. No editor has the right to assume the role of an investigator to try to prejudice the court against any person.



now on BMM stands...

Feb 16, 2010: Principal Dr. Mrs. Kirti Narain released Peppermint, a newsletter edited, designed and marketed by TYBMM Journalism students.



go grab your copy today!!!

the requiem

- Sanat Mehra
snakepit991@gmail.com



Looking down upon the reigning sinews of brawn,
As they fade and wither like the dawn.
How far are we from that new day,
knowing that no ones here to stay.

As tears trickle from my eyes,
They extinguish those flaming ambitions into lies.
Though we still look upon you with eyes intent
heads in our hands and shoulders bent.

Looking upon those who fought each day with heart and mind,
surrendering to nothing else the fetters of time.



the surreal revolution

- Siddharth Vasani
siddharthvasani@gmail.com

Photography is not just about going out there and shooting. There's a lot more to it. With times, photography too has evolved over the decades and the new technology is just widening the horizon.

It began with clicking 'good' pictures with beautiful sceneries, to using lighting and props efficiently to composition and framing. Fashion photography essentially gave way to highly colourful and effects-laden pictures. And now this post production wonder has been taken to another level by Dave Hill. For those who are not photography enthusiasts, Dave Hill is a photographer from Los Angeles who has brought about a revolution in the world of photography with his highly creative skills.



About a year ago, I saw his portfolio for the first time and was spellbound. His images were surreal because he uses a special 8-light setup for his shoots, and then various post production processes which go on for weeks. He normally works on each photograph for a month, at least, to get that perfect touch.

When I saw his latest portfolio named 'Girl on an adventure', I couldn't resist myself from trying it myself. It wasn't 3D, but it looked something like that. His portfolio consists of a model in different adventurous situations. He has managed to display these situations in such an intriguing way that the viewer is simply awestruck and is bound to scan every minute detail.

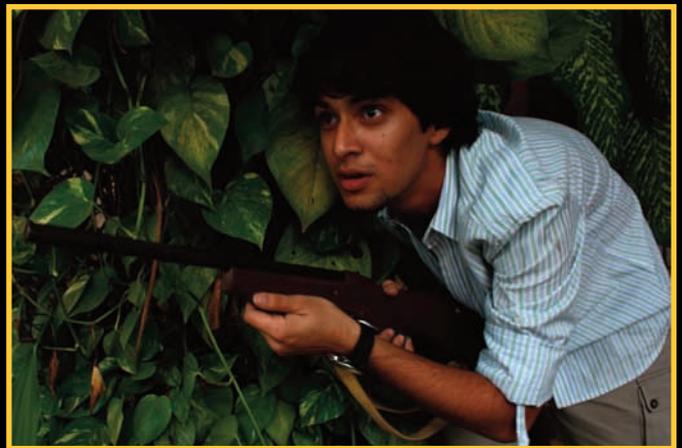
Many photographers around the world have tried to recreate his techniques and have come close. But, of course, no

one could compete with the magician's wand. Out of profound interest, I decided to fiddle with it.

After twenty six hours of non-stop research, I mustered all the courage and picked up my camera to give it a shot. Or to take a shot, if I may say so. I didn't know what to click so I acted all creative and came up with the most obvious idea of 'Boy on an adventure'.

I asked my friend to come over with all the junk he owned and started shooting. Of course, I didn't have proper lights or stands or even a model for that matter, but I could visualize what I wanted.

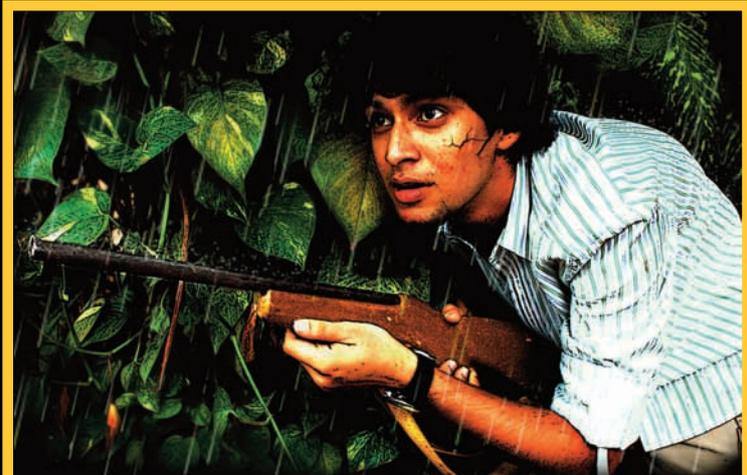
This was the picture I clicked.



Then came the biggest challenge. After a lot of trial and error, artificial colours, effect layers, flairs, drops, sketches and six hours of 'photoshopping', I finally came up with the masterpiece that told me that I just couldn't pull it off! I didn't show it to anyone for days until my friend spotted it and uploaded it on Facebook. The response was just overwhelming. I realized that I could not accomplish the 'Dave Hill look', but I did manage to create a nice composition with almost no resources.

I realized that each photographer or even each artist, for that matter, has his/ her own style. Something that he can master the art of. And how much ever others try, they cannot be the Jack of all trades. The idea is to explore your own technique and mesmerize the world.

Either that, or I should've spent a month on my picture.



game night for **bollywood**

Shruthi Rajendran -
shruthi.dillemma@gmail.com

Even though we have had a late start, India has always stood strong to the standards set by the West. We may not have a huge sign like the "Hollywood" on Beverly Hills or a great zip code which boasts the address of the young and famous of Hollywood. Then again we have an entire city where dreams come true, occasionally. Mumbai, the birthplace of Bollywood, is home to anyone who dares to find their way into the spotlight from all around India. Movie buffs argue that Bollywood films can rarely ever match up to those produced in the Hollywood. This argument can go either ways but one thing is for certain, we are in no form lagging when it comes to presenting awards.

Almost every filmmaker dreams of winning an IIFA or a Stardust or even a Screen award for his film. However the most anticipated awards of them all are the gargantuan Filmfare awards. Considered in the league of Oscars in India, the Filmfare Awards have always held a prestigious position in our Bollywood film fraternity. What actually happens is that most of the awards are sidelined and a few are publicized to generate better advertising revenues. Media houses today are competing to make sure that their favoured or sponsored award function gets all the publicity. But what about awards that actually honour the talents and appreciate the hard work?

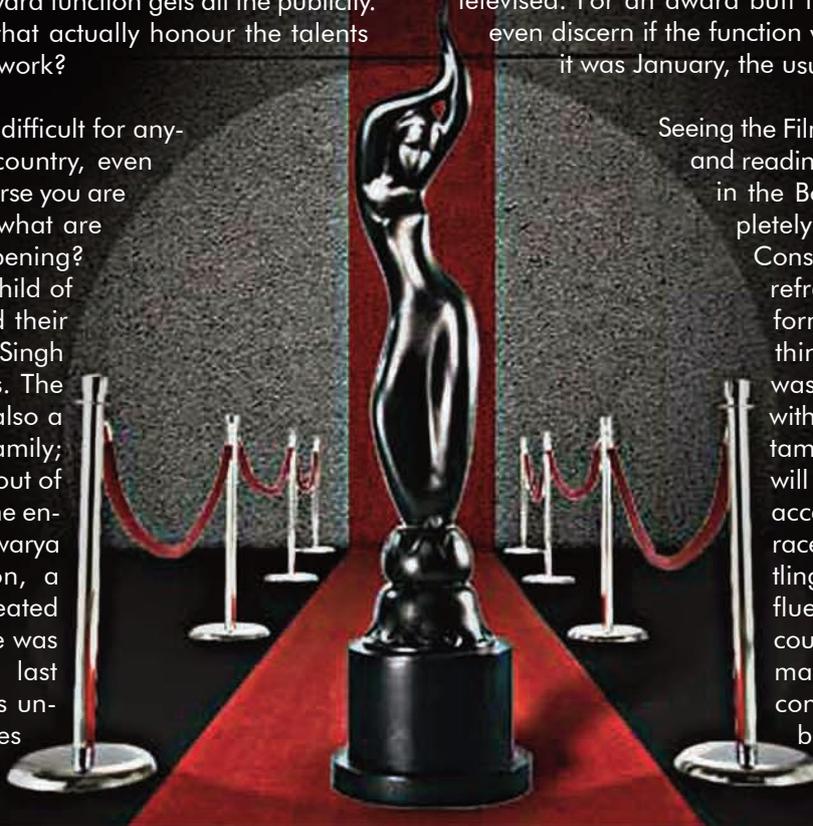
Without a Godfather it is difficult for anything to survive in our country, even film awards, unless of course you are a 'Shahrukh Khan'. But what are the chances of that happening? The IIFA being the brainchild of the Bachchan family and their adopted politician, Amar Singh gets the attention it does. The awards handed out are also a tribute to the Bachchan family; the award presenters go out of their way to incorporate the entire family. Now with Aishwarya joining the bandwagon, a special category was created just to honour her. As she was too busy planning her last minute wedding, she was unable to act in any movies and hence received an award for being blessed

with beauty! The Filmfare awards are, of course, presented by the Times Group and the entire company pools in its resources to publicize the awards. Times Now, a Times Group news channel actually has a dedicated segment during the weekends which showcases the Filmfare awards journey through the years. The award function like every year is held in March but the publicity, like any good publicity, starts in as early as January.

The way in which most of these awards functions are promoted is also tricky. The commercials will pan the camera on Shahid Kapoor's dance and simultaneously show Kareena's reactions. Different footages are so smartly juxtaposed that it makes up a spicy story for great viewership. But in reality, it is a gimmick of smart editing as the telecast and the commercial clips have no relation.

The Star Screen Awards are the first to be held in our long list of Awards functions. An Express Group initiative, they are known to honour the fraternity through the fraternity rather than merely being a popular award. However this year, the awards weren't mentioned anywhere and no newspaper carried the names of the winners until it was televised. For an award buff like me, it was difficult to even discern if the function was a recent one, though it was January, the usual time for the function.

Seeing the Filmfare hype on Times Now and reading the oh-so-subtle articles in the Bombay Times I am completely miffed with our media. Considering they fear flak and refrain from giving out informed opinion, the only thing they could manage was reporting entertainment with all claws out. Now if they tame that tiger too, nothing will be left in our media. Let's accept it's a commercial rat race, where everyone is battling for TRPs. Maybe the influence of the neighbouring countries is too much and we may be shifting towards a controlled press. Hope not, because when I last checked we were a Democracy!



sources of media

- Sanam Mirchandani

holy_tigress90@yahoo.com

Media today exists on a complex and a delicate network of breaking news, scandalous story discoveries, sting operations, out-of-the-box shows, unique format soaps – a mix of clutter breaking competition-oriented rat race for TRPs and readers. The Indian media circuit is setting and breaking the boundaries and limits.

Indian media is a phenomenon that is attaining puberty today. After its true birth, post-liberalization in 1991, she is now exploring and discovering titillating facts about her abilities – sometimes hideous and interesting, sometimes scandalous and rebellious, like a curious virgin. The scribes, staff reporters, freelancers and the common man are the sources of the media. The press agencies help to fill the pages and sell the broadsheet copies albeit with lack of credit.

Media is dependent, to a large extent, for its success on various factors – one of them being the sources. These sources could be anybody associated with media houses working on mutual benefit, an actress of the elite class wanting to divulge her share of venom on spicy gossip, a tip off agent revealing data about the underworld's goings-ons or it could be an anonymous hoax call by a person not wanting to be known giving information to the media. But all these would want to give the media what the masses want to hear. In media, people always crave for their part of identity and credit to be visible in the news- it is their claim to be noticed by people.

The staff reporters and freelancers shoulder a lot of responsibility, to deal with the other types of sources – tip offs, 'khabris' and providers of media who are happy to watch the show from the side as the news is played out.

These identity thrilled individuals provide media with its daily mouthful feed, and it is these sources that surrogatively run the media industry today. These sources often help in the cracking of cases before the judiciary; it is this investigative journalism that results in the media being guilty of the contempt of law. In case of a lawsuit against the media, it is not possible for media to defend itself as the information derived from these sources is not documented. Hence, it is the media that takes the place of a villain in public domain.

It is time that the media takes charge of the content that it lets out, because these sources sometimes work on 'first come first serve' basis, which means that the news is a saleable object to be given to the highest bidder. Unfortunately, the media falls prey to such sources. The media needs to look upon its habit of filling the pages with the help of these sources as it undermines the basic principle of news ethics which states that the news should be completely verified of its genuine nature before it is given to the public.

To the public, 'seeing is believing' contrasts with the fact that 'media is a business'. The media should not fall to the anti-side of the law that its credibility is questioned every time a news item comes to the fore. The Indian media is at a stage where practices followed today can play an important role in shaping its future. The sources are important in their role to provide the public with news that concern their lives. Yet the media needs to build confidence in itself, so that it does not tend to turn towards the sources thereby diluting its purpose as the Fourth Estate.



reality check

- Mahek Shringhey
spiritalive2@hotmail.com

Time never halts. Things change. And so came the downfall of *saas-bahu* sagas and clichéd lines. (which were quite a rage in the beginning of the millennium.) People got bored of the 'usual' and wanted something more exciting and real. Then, as though lightening struck their frontal cortex, people took to the concept of reality shows and thus began another era of frenzy over the truth and the advent of reality shows.

Watching others experience life as they go through testing times, with each issue amplified to a great extent, is the essence of reality shows these days. What a sadistic attempt at pacifying one's soul in the name of entertainment! Although I must admit they still get us hooked!

So yes, here we are, watching people audition and very often make a fool of themselves on national television simultaneously thinking it to be "oh-so-cool". Initially it was commendable for one to come on TV and sweep the grand prize away. They won because of pride, courage and sheer hard work. But today, no one gives a hoot. It is a well known fact that everybody and anybody who is on TV is there just for free footage.

Personally I feel that reality shows have lost their charm. There was a time when people wanted to do away with overtly dressed crying women and wanted fresh original entertainment. Reality has become a drab, no different than the former. Here we have contestants swearing at each other, conspiring and even getting physical just to win the booty. I wouldn't call it reality, it's more like misleading minds.

Most of them are a direct 'cut-copy-paste' of American shows. It's not like our folks had sleepless nights thinking of these ideas. They had it right in front of them, tried, tested and proven to be successful. All they had to do was lift it up and sync it in our scenario. 'MTV Roadies' is a youth-based popular reality television show on MTV India.

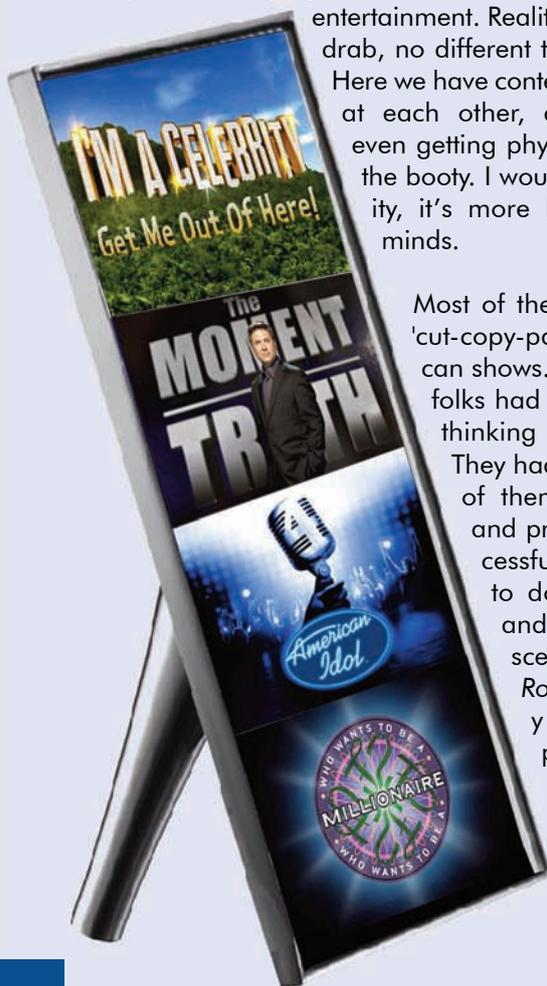
The concept of this show has been ripped off from the reality show 'Survivor'. 'Kaun banega Crorepati' and 'Indian Idol'... Need I even mention?! 'Iss jungle se mujhe bachao' and 'Sacch ka Saamna' have all been 'inspired' by their American and European counterparts.

Do we Indians really lack creativity and originality? Reality has become FAKE. You might call me a cynic, but this is how I see it. I cannot believe that some channels blatantly make their contestants advertise their sponsors. It needs only a half an hour walk, some sweat and drama to sell Red Bull. Everything just seems so staged! So what's real? We may say that these programmes give a break to many in their careers and a medium to channelize their abilities. True, there's no doubting that but how many times do they really deserve to win? Even the selection - elimination process is rigged.

And we say politics is a dirty game. In fact, an acquaintance of mine was a contestant on one of these beauty pageants. How did she end up there, might you ask? Well her sister worked for the channel and so she got in. Companies take it one step further by planning "If last year's winner was from city A, the next winner has to be from City B."

I'm not trying to bash reality TV. I'm just saying that reality TV has become an essential part of the daily viewer's list and the youth forms a large chunk of it. Keeping that in mind, we ought to be presented with more educational and progressive shows. Constructive programmes on global warming, politics, or even current affairs should be highlighted, not teenage girls strutting their stuff. We need to divert our attention to other important things, awareness being the primary need of the hour.

So friends, Indians and countrymen... Thank you for lending me your eyes and taking in a piece of my mind.



entourage of young critics

- Sapan Verma
sapan4u@gmail.com



To watch films regularly as a movie buff is one thing. But to watch four movies a day and 'judge' them is a totally different feeling and unfamiliar to most people.

The Mumbai Academy of Moving Images (MAMI) who organise the Mumbai International Film Festival decided to go youthful this time, by introducing a new set of student jury known as the Mumbai Young Critics (MYC). After the screening and elimination rounds, twenty students were selected

On acquiring a jury card, we had access to every single press conference and movie screening. Not just that, the directors of most of these films were also present at the venue. So meeting them, discussing their films and hearing their perspective was another unforgettable experience.

What followed after, was the test of our debating and convincing skills – the jury decision. The twenty of us had to nominate one film for the Mumbai Young Critics Jury Award. And that's



from colleges across Mumbai to be a part of this jury. Thanks to my luck, or the love for films, I was one of them.

We students, had one thing in common – passion for movies, which only grew stronger as

we interacted with one another. Some were masters of world cinema history, while some had tremendous knowledge about Indian regional films. To make us familiar with the concept of a jury panel and discussions, a three-day workshop was organised. It was conducted by Daniel Kothenschulte, a noted German film critic.

During the course of the week-long festival held from 29th October to 5th November, we had various interactive sessions and press conferences with several eminent personalities like Anurag Kashyap, Rituparno Ghosh, Amol Gupte, Amol Palekar, Saurabh Shukla, Riya Sen and Renuka Shahane. They were a great source of constant guidance throughout the festival.



when the real jury experience came in. It wasn't an easy task to debate and argue with the people you'd been so friendly with for the past ten days. We argued, fought, convinced, listened, understood, misunderstood, and finally came down to a common conclusion.

At the awards night, we walked the red carpet, which was graced by Bollywood biggies such as Amitabh Bachchan, Preity Zinta, Kunal Kohli, Imtiaz Ali and many more. We were given a special mention at the function and we also presented the award to the winning director.

I don't think one page article or a few pictures can put down the whole scene as it was. It had to be lived to be felt. We saw some films, which generally one would never get to see, met some people we never imagined we could even get an autograph of, made some like-minded friends who will always be remembered, and most importantly, got so much to learn that no lecture or internship could teach.

who said BMM was all about college projects?



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