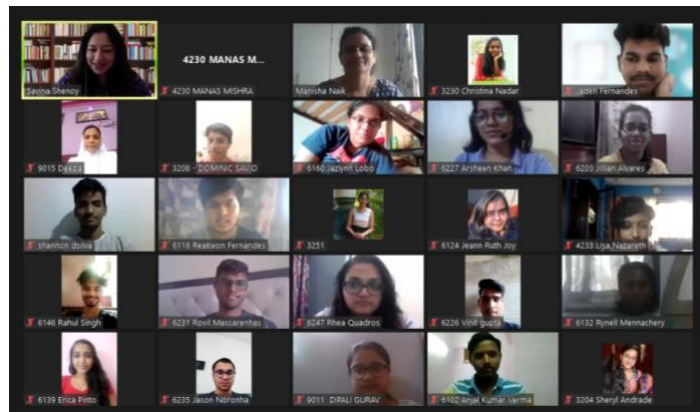


Department of BA Multimedia and Mass Communication (BAMMC)
2021-22

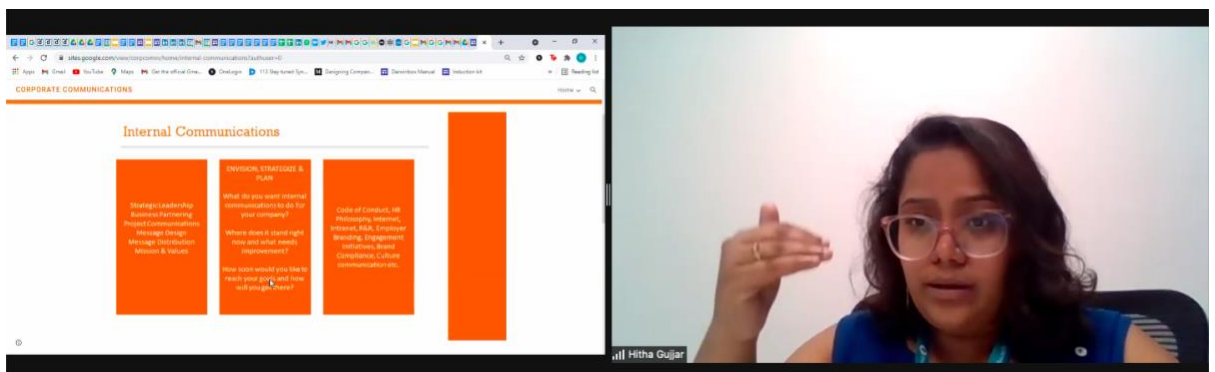
1. Advertising Appeal (Webinar)

A webinar on Advertising Appeal was conducted in association with the Departments of M.Com. and B.A.F. on 05 August 2021. The resource person, Ms Manisha Naik from Vivek College of Commerce, introduced the students to the effectiveness of advertising appeal and how the industry uses various appeals for selling.



2. Workshop on Corporate Communication (Workshop)

Ms Hitha B Gujjar, Internal Communications Lead, PhonePe conducted a workshop on Corporate Communication for the TY students of the department on 17 September 2021. She introduced the industry of Corporate Communication to the students, conducted activities where groups of students had to come up with strategies for different Crisis Communication situations for corporate bodies. She also introduced the skills required for the job. The workshop was followed by an interactive session where students enquired about the job opportunities and ways to build their portfolio to get into the industry.



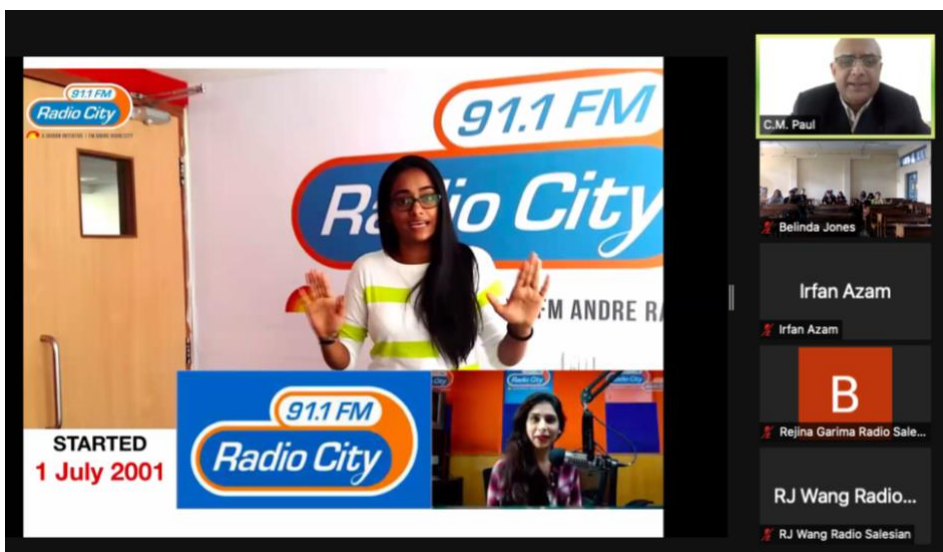
3. **Scriptwriting** (Guest Lecture)

A guest lecture on Scriptwriting with Ms Archana Kavi was conducted on 2 February 2022. The resource person has completed a scriptwriting course from the Vancouver Film School, she has also scripted three web series and is an industry professional. She brought her valuable experience to the students, introducing them to the practical aspects of scriptwriting for films and series. The session focussed on ideating for stories, improving upon a script and pitching the story idea to potential producers and directors. The lecture was followed by a Q&A session.



4. **Community Radio** (Guest Lecture)

In association with Salesian College (Siliguri), a guest lecture was conducted for the students of our department on the practical aspects of building a Community Radio. The speaker, Fr CM Paul SDB, introduced the students to the basic concepts of Community Radio and also the programming done at Radio Salesian, a Community Radio Station run by the Salesian College for their local community.



5. Documentary Filmmaking (Short Course)

The department offered a short course on Documentary Filmmaking. The short course introduced students to the various aspects of documentary filmmaking, enabling them to understand the types of documentary film, the production process. The students also created a documentary film as a part of their assignment. The 10-hour course was conducted in the months of January-February 2022 by Mr Siddesh Shetty. Mr Shetty holds a master's degree in Cinematography from FAMU, Prague, Czech Republic. His experience lies in direction and cinematography of fiction and non-fiction films.

