

India's only Interactive Fortnightly Newsletter

Journalism@DME

Official Newsletter of DME Media School



GURU GOBIND SINGH
INDRAPRASTHA UNIVERSITY



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Alumni Meet cling to bonding with DME Alumni Network in place

Dr Sumedha Dhasmana

DME Alumni Network conducted its Alumni Meet-MILAN 2022 successfully on December 3 at Amphitheatre, Delhi Metropolitan Education. This meet was organized with the objective to build strong bonding with alumni and to announce that DME Alumni Cell is now a registered body under Government of Uttar Pradesh as DME Alumni Network.

The event marked moments of great happiness and nostalgia as Delhi Metropolitan Education welcomed its alumni from Law, Media and Management departments. It started with lamp lighting ceremony which was followed

by soulful Ganesh Vandana rendition. The event also marked performances like Bhangra, Haryanvi Folk Dance, Gujrati Folk Dance, Rap, Gidda, Western Group Dance, Music, Beat Box, Fashion Show, Alumni Speak, Games and DJ.

Mr Aman Sahni, Vice Chairman, DME remarked that "As our alumni base increases, it becomes a symbiotic relationship where the Institute and the Alumni grow together". He also warmly welcomed the dignitaries, alumni and other members. He also encouraged everyone to face the challenges of the real world and evolve.

Justice Bhanwar Singh, Director General, DME has been an inspiration for everyone associated with the institution. He addressed the alumni and wished that they do well in their respective fields while contributing for the growth of society.

Dr Ravi Kant Swami, Director, DME emphasised on how alumni add to the beautiful feeling of nostalgia. He said,

"These events give us an opportunity to interact and build a life-long bond."

Dr Ambrish Saxena, Dean, DME Media School explained, "Alumni are the torchbearers and brand ambassadors of any institution. I feel proud to say that today we have a strong connection of our alumni present in every field." Dr Rashmi Khorana Nagpal, Dean, DME Law School, thanked everyone for joining their alma mater and motivated everyone to believe in themselves.

The cultural event was mesmerizing and the audience was in awe of the warm evening that was filled with memories to cherish forever. The cultural programme was followed by dinner and recollections of time spent and promises to meet again.

Alumni Conveners: Ms Pooja Tripathi, Assistant Professor, Management School; Dr Manmeet Kaur, Associate Professor, Media School; Mr Gunjan Agrahari, Assistant Professor, Law School.



DME Media School welcomes esteemed buddies in WEB 2022

Aditya Goswami

DME Media School second year students organised an eventful day on December 3 in Nelson Mandela Auditorium to welcome esteemed buddies (WEB) of the fresh batch of 2022. Dr Amrish Saxena, Dean, DME, Media School and Dr Susmita Bala Head DME Media School graced the occasion.

Dr Saxena in his opening remarks said "It is such a meritorious moment for all of us and the meticulous planning of the 2021 batch in organising this event is laudable". Dr Bala welcomed the new batch and expressed hope that these students will add feathers to the cap of DME Media School.

WEB was hosted by second year students to welcome their juniors. The event began with cultural programmes like singing, dancing followed by a game called cookie eater game hosted by Arpayan Chatterjee, a second year student. Arpayan hosted the game by mimicking Bollywood actor Mr Nawazuddin Siddiqui. Another game called Daring Devils was hosted by Jai Sirohi, a second year student followed by an interesting game on musical chair pattern.

The much-awaited round of Mr and Ms BAJMC was hosted by Avtansh Dubey and Shagun Sharma, second year students. After the first round a fabulous rap battle was performed by Pranay Joshi and Aaryan Sharma, second year students.

Following the last round of the talent show, the title of Mr and Ms BAJMC was awarded to Adimanyu Rai and Gauri Dhyani respectively.

Dr Sumedha Dhasmana, Assistant Professor and Programme Leader of Batch 2022 in her concluding remarks said "First year students have massive potential and DME provides them ample opportunities to harness their talent".



So What? - A film by DME students wins Special Festival Mention at Inter-University Film Festival of Amity Greater Noida

Vishal Sahai

DME Media School's English comedy short film SoWhat got a Special Festival Mention by the Jury and the Organising Team at the Short Film Festival, Amity School of Communication, Amity University, Greater Noida Campus.

This film has received a lot of appreciation from other film festivals as well. Films are often focused on realistic stories of individuals. Films are considered to be mirror of the society. They highlight the experiences of the people within the community while they also try to spread awareness about the issues society and individuals are facing.

On the other hand, the genre which films like So What? chose to portray the beauty and diversity of our culture was comedy. The plot of the movie revolves around how the bond between parents and children is to keep up with the changing time. This film tries to motivate people to be more accepting and understanding.

This film has been made by media students of DME Media School. It has been conceptualised and written by Mr Madhav Sharma, Assistant Professor, DME Media School and directed by Mr Kunal Chugh, a student of V semester of BA (JMC). The film was made under the guidance of Mr Sharma, and it has received much praise for its unique concept.

The students have used their skills and knowledge to create meaningful story which has the potential to make an effective change in the society.

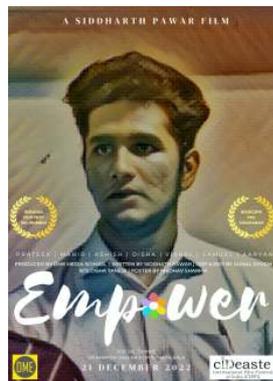
Referring to So What? And his other film Empower, Mr Sharma talked about the important aspects of film appreciation which according to him were film history, screenplay, cinematography, editing, as well as film and literature. "Screenplay plays a crucial role in film appreciation as it includes not only the dialogue spoken by the characters but also a shot-by-shot outline of the film's action, which is important for every student to learn and apply practically by making short films" Mr Sharma stated.

SoWhat? got a lot of appreciation at the film festival. Students of DME Media School are full of enthusiasm for creating meaningful films and have the passion to add quality work in the field of cinema.



BIOSCOPE 2022 film festival at IMS Ghaziabad EMPOWER by students of DME Media School receives accolades from viewers

Garima Jain



2022 witnessed a lot of changes in Indian cinema: audiences returned to theatres, Bollywood seemed stuck with bad stories, and the Kannada film industry gave everyone a run for their money. Keeping all the filmmaking experiences in mind, the students of DME Media School came up with the idea of making a film with a refreshed concept around the LGBTQI+ community.

Siddharth Pawar, a student of BA (JMC) V semester wrote and directed the film "Empower" under the mentorship of Mr Madhav Sharma, Assistant Professor, DME Media School. Empower is a humble attempt to make you aware of the potential of LGBTQI+ people, and it actually tries to empower the audience by aiming to provide a more enriched experience and it also attempts to sensitise the society in a subtle way.

The film got selected for the IMS-Ghaziabad film festival BIOSCOPE 2022, and was screened during the fest in their campus auditorium on December 9. The team of Empower attended the festival, learned new things about filmmaking from the experts, and also got the opportunity to watch films of other students from different colleges.

The appreciation that the students have been getting is a testament of their hard work and dedication. It is also a reminder of the importance of creating meaningful work of art that can help spread awareness and appreciation of the LGBTQI+ community.



VIPS INITIO 2K22 Tournament

DME basketball team impresses with its performance

Surbhi Arora

DME Basketball Team participated in Initio 2k22 held at Vivekananda Institute of Professional Studies (VIPS) on December 1-2, 2022. Basketball team got into the quarter-finals of the tournament.

Nine students participated from DME. The team was led by Parth Dev Sharma (Captain) and the team members included Akash Malayil, Rishabh Kumar Rai, Vineet Singh, Gaurang Bhatti, Sahil Chhetri, Medhansh Mittal, Saksham Rana, Aaryan Sharma. All the team members played with great enthusiasm and confidence. It was their teamwork that led them to reach the top 8.



THE GALAXY OF WINNERS

Kabbadi (Women)
Paridhi Bansal - BALLB
Mrinal Rawat - BA (JMC)
Cheshtha Bhardwaj - BBALLB
Avishi Kamboj - BALLB
Mansi Pundir - BBA
Shrishti Thakur - BA (JMC)
Vanshika Mathur - BBA
DevnaSahrawat - BA (JMC)

1500M Race (Women)
Shrishti Thakur - BA (JMC)

Shot Put (Women)
Mrinal Rawat - BA (JMC)

Table Tennis (Men)
Arpan Sarkar - BBA
Rathik Kumar - BBA
Vedansh Chaturvedi - BBA



Inter-IP Sports Fest

Sportswomen make DME proud with exemplary performance - Six bronze medals in women and men categories

Surbhi Arora

The DME Sports Society took part in several sporting activities during the Inter-IP Sports Fest held from December 8 to 16. As many as 143 students of DME took part in various events.

DME Sports Society took part in basketball, football, cricket, badminton, table tennis, athletics, kabaddi, volleyball and tug of war competitions.

Students of DME participated in 17th Inter-Collegiate Tournament of the Guru Gobind Singh Indraprastha University in 2022–2023 with outstanding passion and sportsmanship. Six (6) bronze medals were won by DME in both the individual and team competitions.



Putting their heart and soul preparing for CIFFI- An insight in the making of a great film festival

Priya Yadav

Four months of preparations - more than three thousand films from 112 countries - 7 teams comprising more than 30 members for preview, documentation and scheduling - hours and hours of screening for shortlisting - meetings for seeking guidance from the teachers concerned on a regular basis —handling the final jury for the selection of award winning films - grilling and scolding by the Dean and the Head, messages of consolation and motivation in between — and then the countdown - this whole journey from the humid August to mild cold in the beginning of December - it was a 360 degree experience for all the students who love films and who were delighted to be a part of CIFFI, the most unique 7-day international film festival.

Every year, CIFFI provides a great opportunity for budding and independent filmmakers to showcase their moviemaking skills and talents. The preparation process for the fourth edition of the film festival was long, exhaustive and rigorous. Students were involved in a lot of backhand preparations with all timelines set while making sure they worked out as realistic and achievable. Students worked day and night to prepare the venues, screenings, and technical aspects that should be in place to accommodate the expected crowd. With all collaborations intact, students of DME Media School were looking forward to making it an enriching experience for all.

So, students decided to kickstart the most awaited film festival with a bang. While planning for the curtain raiser for December 12, they worked out many innovative ideas having gone through the churning process. They also geared up to take challenges for the entire week of the film festival.

CIFFI is an International Film Festival organised by Delhi Metropolitan Education in association with Deakin University, Melbourne, Australia. DME is a premier educational institute located in Noida and affiliated to Guru Gobind Singh Indraprastha University, New Delhi. This year, Nottingham University China Campus also collaborated with CIFFI.



Innovative ideas integrate when fertile minds create an event

- The curtain raiser of CIFFI

Priya Yadav

Curtain on the fourth edition of Cineaste International Film Festival of India (CIFFI) 2022 was raised on December 12 to give the audience a whiff of the week-long festival starting from 15 December 2022.

CIFFI is a global platform open to all college students and independent filmmakers to showcase their films and gain recognition for that. The festival provides an incredible opportunity to interact with filmmakers across geographical boundaries.

CIFFI 22 was organised by educational institutions of 3 countries.

DME Media School of Delhi Metropolitan Education, Noida, Delhi NCR, India, in association with School of Communications and Creative Arts, Deakin University, Melbourne, Australia, and in collaboration with School of International Communications, University of Nottingham, China.

Nandini Srivastav, third-year student and host for the day, joined the event from Studio 62 welcomed everyone and briefed the audience about the week-long film festival.

Prof. Dr Ambrish Saxena, Festival Director elaborated about the journey of this cinematic rejuvenation. "The voyage of this festival started in July 2021 and today it has reached this destination with the painstaking efforts of our organizing team of students and faculty members. This year CIFI is in the physical space though a few online and hybrid sessions will be conducted. We have received 3,365 films from 112 countries. Also, we have collaborated with China's Nottingham University which is again a proud moment for us."

Dr Vikrant Kishore, Festival Director CIFI, "It is great to see Cineaste International Film Festival of India (CIFFI) enter its fourth edition in 2022! The space that CIFI has built internationally in the last four years is incredible. This year, be ready for a livelier, thought-provoking, and an exciting film festival, where people from more than 100 countries will connect to celebrate CIFI."

Reiterating the thoughts, Dr Susmita Bala, Chief Associate Director, CIFI said, "I am very excited for the festival. The hard work of our students is visible in every aspect of this event."

M.S. Divyashree, third-year student and Co-host for the day, interacted with the various teams involved in organising the film festival. She first approached the previewing team of second and third-year students to shed light on their work. Its member, Tanishka Tiwari said, "The procedure was not just about watching and shortlisting films for the Jury, but also involved cataloging over 3000 entries." Other member of the team, Nupoor talked about the inspirational creativity of filmmakers and their criteria for shortlisting the entries through a rigorous process.

Tanya Chawla, a third-year from the social media team said, "We kept posting reels with trending music and updated the page regularly to promote CIFI across different platforms." Whereas, Kunal Chugh and Kaalidas, member of the technical team stated, "We have our systems

ready for the upcoming week-long festival. It is going to be a challenge to screen over 3000 movies in physical space but we are geared up for it."

Krishna Goswami, second-year student stated that "this year we will see 16 screening sessions, 2 master classes and 3 workshops." From the documentation and scheduling team, Aaryan Kutthi, third-year student said that arranging the film slots of 3365 films is a difficult task but we are working on this and giving our best". Aashanya, Second-year student, said, "We have planned lot of performances which are culturally very vibrant from all the corners of India..". Nandini Shrivastav concluded the Curtain Raiser with her best wishes to the team and a vote of thanks to all.



Debaters discuss human rights in conflict zones in competition organised by Abhivyakti in DME

Anjali Panwar

Abhivyakti, Literary and Debating Society of DME organised a debate competition on the topic "Incendiary Media V. Human Rights in Conflict Zone" on December 9 in Studio 62. The theme of the debate was Human Rights.

Ms Varsha Chandra, Additional Law Officer, Law Commission of India, judged the competition. She was welcomed by Dr Ambrish Saxena, Professor and Dean, DME Media School.

The participation was allowed as a team or as individuals. There were 16 teams and 14 speakers. It also involved 9 individual speakers.

During the event, the participants were asked about solution to existing issues and a unanimous point came out that the media should stop manipulation and instead contribute towards creating

In the end, Ms Varsha Chandragave insights in the topic and suggested the participants do their search work from books and authenticated sources. She recommended some of the guidelines to the budding lawyers about the format, how to be with female colleagues and maintain a healthy work-life.

The student representatives of Abhivyakti society - Sambika Sharma, Radhika Singhal and Shashwat Bhardwaj were seen working hard for making the debate competition a success.

The event was conducted successfully with large participation of students under supervision of the faculty conveners - Ms Rekha Goswami and Ms Anjali Panwar.



Events and Communication Cell of DME organises Author Talk

Anjali Panwar

Events and Communication Cell of Delhi Metropolitan Education organised an Author Talk in Institute's Library on December 13. The objective of this talk was to sensitize on governance and cultural diversity of India.

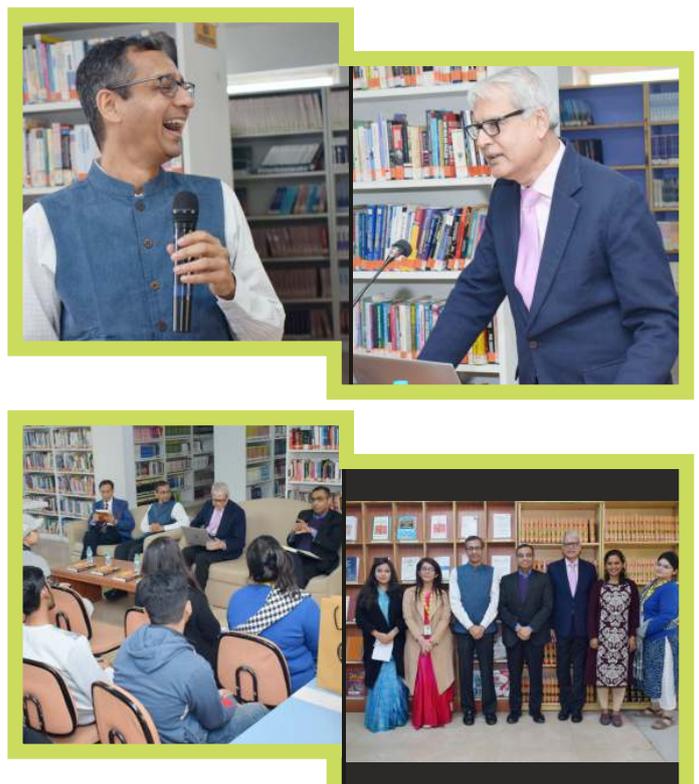
The guests of this event were Mr Arun Ganesh, former CEO and recipient of Lifetime Achievement Award at Asia Insurance Industry Awards 2020 Singapore and Mr Srinath Sridharan, Strategic Counsel to the Boards, CEOs, and investors and a media columnist. This talk was moderated by Mr Mohit Gupta, Co-founder of City Book Leaders, on "Time for Bharat".

Justice Bhanwar Singh, Director General, Delhi Metropolitan Education was also present on the occasion. More than 40 students of Law, Management and Media department actively participated in this talk.

Mr Arun Ganesh and Mr Srinath Sridharan are editors of the book 'Time for Bharat', which is an integrated world view to transform Bharat into a human powerhouse such that it becomes a beacon to the world through robust governance. The guests patiently answered all queries of students from all three departments of DME.

Talking about governance, Mr Ganesh explained, "Life is uncertain and far beyond boundaries. Good governance makes one realize that moving beyond boundaries is also important sometimes. In ancient India every person was taught about the concept of 'Aham Brahmaasmi', which means that I am the one who is empowered. It is therefore important to believe in self and be proud of the rich cultural diversity of India"

Supporting this idea, Mr Sridharan highlighted that "Presently we are living in a competitive world. In fact, we are competing within ourselves because of a very large population. Despite of the presence of lots of resources we are lacking in governance."



Inauguration of 3rd edition of KidzCINEMA

KidzCINEMA 2022 takes a leap with 1100 films from 90 countries



Dr Susmita Bala

The 3rd edition of KidzCINEMA, an online international children's film festival, opened on December 2 amidst galaxy of film scholars and filmmakers from across the globe. This film festival was founded with the support of UNESCO, CIFEJ, and other like minded organisations in 2020.

With the support of partners like CIFEJ, RV University and Delhi Metropolitan Education (DME), KidzCINEMA has become successful in bringing content that is engaging, thought-provoking and entertaining for children. The festival's theme was Better Future for Kids. Films that were accepted in this festival had six categories - animation short, animation long, live action short, live action long, kids-made film, and youth-made.

Mr Praveen Nagda, Festival Director of KidzCINEMA, welcomed the guests in the inaugural function. He informed that the third edition of the festival received over 1100 films from all over the world with a cumulative of 3700+ films in three years. This year, the film festival witnessed participation from 90 countries.

Mr Ashish Kulkarni, Founder of Punnaryug Artvision Pvt. Ltd. & Chairman of FICCI-AVGC-XR Forum congratulated the festival team and said, "It's been quite a journey. All the efforts, put in by the entire team to bring out excellent cinema year after year, are highly commendable."

Prof. Ujjwal Anu Chowdhury, Strategic Advisor, Daffodil International University (Dhaka) and Adamas University (Kolkata) said, "KidzCINEMA Film Festival can act as a revolution or as the final chapter of children's cinema movement across the country. Some initiatives towards training the young children for making the cinema will have a sustained impact."

Prof. (Dr) Ambrish Saxena, Dean of DME Media School, and Festival Director - CIFI said, "KidzCINEMA is doing an excellent job by promoting children's films. This will contribute significantly to creative and sensitive minds of kids."

Dr Saxena pointed out that DME and CIFI have partnered with KidzCINEMA since we believe in creating a healthy film environment together.

"Curiosity and innocence of the children have to be preserved," added Festival Jury, Mr. Ramesh Tekwani. Another Jury, Marion Creely based in Dublin, Ireland said, "Festival is indeed a diverse one and has been able to capture great stories from the all over the world." Albuquerque, New Mexico-based Jury member Shander Bawden, talked about the association with KidzCINEMA and her work on the preservation of children's films. Fahmidul Shantonu from Bangladesh expressed his best wishes while sharing some of his experience working with children.



Festival Jury

KidzCINEMA Jury included Alexandre Jurvena (Brazil), Azadeh Shakourirad (Iran), Arun Kumar Narasimhan (India), FahmidulShantonu (Bangladesh), Gabriele Brennen (France), Monarose Pereira (India), Marion Creely (Ireland), Dr. Madhu Chopra (India), Mohammad Shahmohammadi (Iran), Prakash Bal Joshi (India), Ramesh Tekwani (India), Soutana Koumutsi (Greece), Shander Bawden (New Mexico), Tehzeeb Khurana (India), TS Nagabharana (India), and Vinod Ganatra (India).

The festival also had a Young Jury comprising cinema lovers, in the age group of 13 to 20 years residing in various parts of India. The Young Jury included Ihita Jain, Kyra Narain, Mannat Kohli, Pauravi Joshi, Piyushi Kuldeep Tanksale, and Os Mishra Marathe.



Global film scholars and filmmakers lock horns while searching 'lost child' in films

Dr Manasvi Maheshwari

KidzCINEMA like previous years offered discourses revolving around films made for children and/or made by children and/or films made for adults but on child related subjects. In one of the panel discussions during the festival, film scholars and filmmakers from different countries gathered to discuss “Cinema of the children, for the children: Where the child has lost?” on December 9.

Mr Praveen Nagda, Festival Director, KidzCINEMA welcomed the guests and the participants while introducing the panelists for the panel discussion. He said that the festival has created many forums for stimulating the intellect and generating ideas towards the growth of children's cinema in India.

The panel discussion was moderated by Dr Ambrish Saxena, Professor and Dean, DME Media School and Festival Director – CIFI, Delhi Metropolitan Education, Noida. The other panelist included Dr Vikrant Kishore (Nottingham University China Campus), Dr Wajiha Raza Rizvi (Beaconhouse National University, Pakistan), Dr Kapil Tripathi (Vigyan Prasar), Dr Piyush Roy (R V University) and Aaryan Menghji, a child artist.

Dr Ambrish Saxena congratulated Mr Nagda for his work for the cause of children's cinema. Initiating the panel, he said, “In India, as far as mainstream cinema is concerned, there is a slowdown in the number of full-length films being made for children. And mostly such films are low-budget.”

Dr Vikrant Kishore, Associated Professor, School of International Communications, University of Nottingham China Campus, appreciated the efforts of Hollywood cinema in creating content for children. He said, “Disney has been successful in

creating content specifically for children. Nowadays, the films are diverted to OTT platforms which are playing a crucial role in creating a huge space and for films for children.”

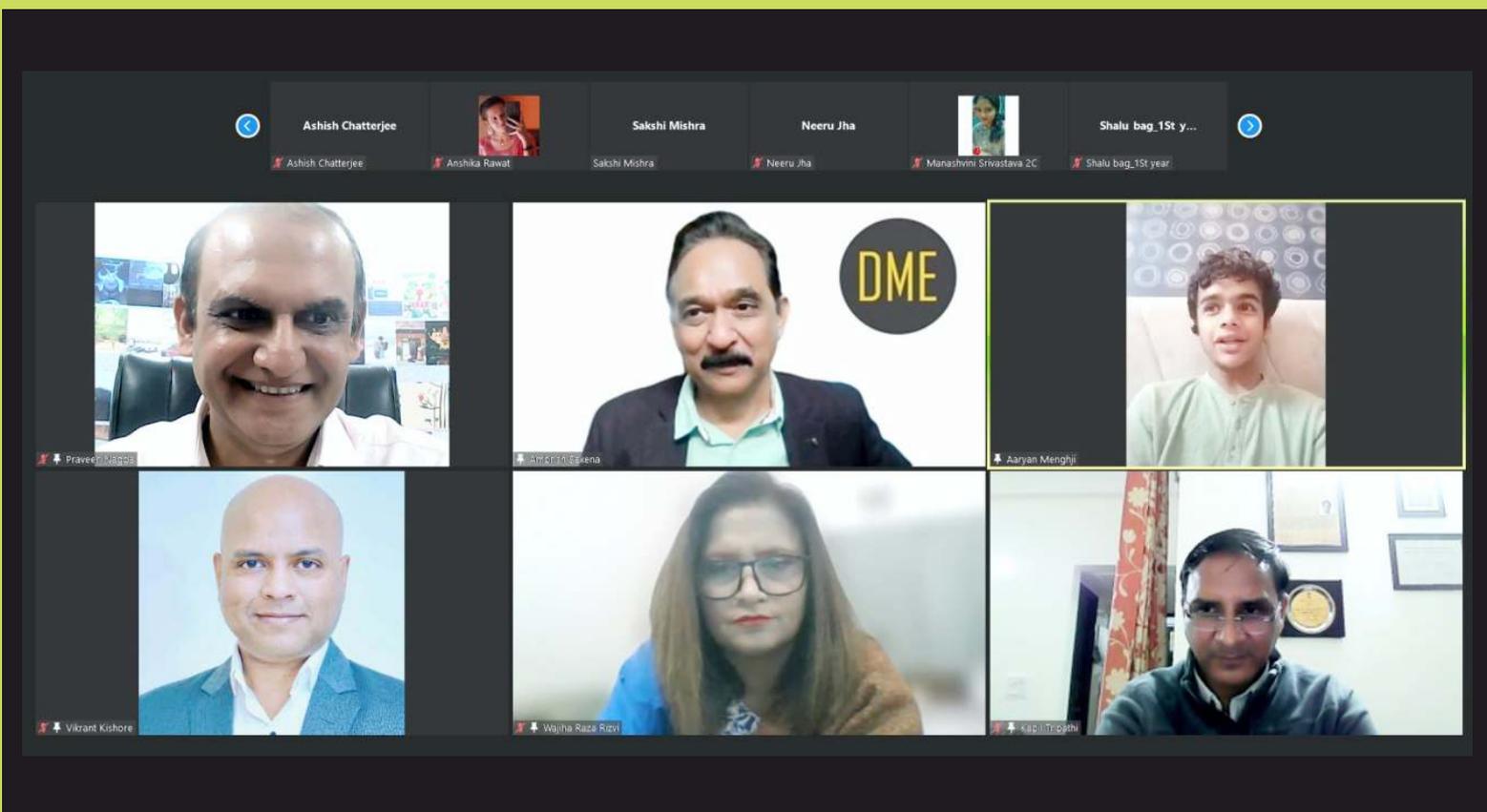
Dr Wajiha Raza Rizvi, Associate Professor, Beaconhouse National University, Pakistan spoke about initiatives of various entities and individuals for the cause of children's cinema. She highlighted that funding remains a key concern.

Dr Piyush Roy, Dean, School of Liberal Arts, & Sciences, RV University, Bangalore, highlighted the role of children in Indian cinema while analysing the content around them from a historical basis. He also talked about the contribution of key celebrities to children's cinema.

Mr Kapil Tripathi, Scientist F, Vigyan Prasar, Department of Science and Technology, Government of India, talked about his initiatives in Vigyan Prasar on creating a scientific temperament among people. He informed that Vigyan Prasar has been instrumental in promoting films for children.

Aaryan Menghji, a well-known child actor quoted, “Today's industry has a mindset that only big stars can help them make huge profits. Besides, parents need to be more receptive to watching children's films, and the conventional mindsets needs to change.”

Project Investigator said “India Science Channel, Science Communicator, Coordinator-Activity Kits & Toys Programme talked about his initiatives in Vigyan Prasar on creating a scientific temperament among the Indian society”.



Award Ceremony at KidzCINEMA

Films from Poland, Belarus, France, China, New Zealand and India receive Golden GAJA Awards

Bhavin Sharma

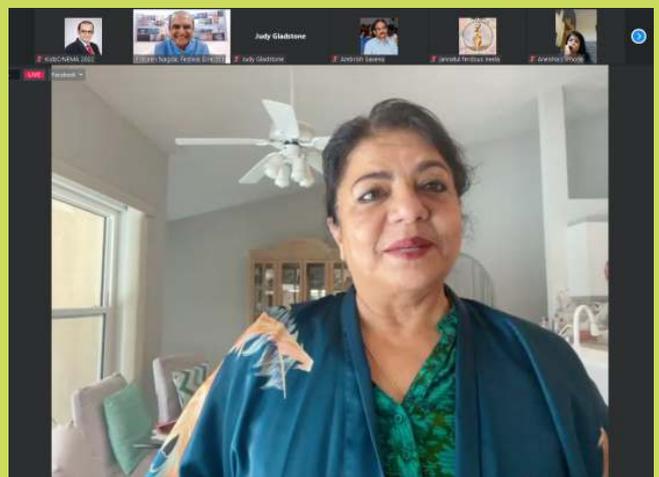
Filmmakers and award winners including child actors from diverse countries defied vastly different time zones to assemble at one single platform — the valedictory and Award ceremony of KidzCINEMA2022 on December 11 in an online mode. KidzCINEMA, an international children's film festival, has emerged on the horizon with the support of UNESCO and CIFEJ during the pandemic and is now well-recognised all over the world.

The ceremony began with Mr Praveen Nagda, Festival Director, KidzCINEMA addressing the audience virtually, followed by awards and announcements. Films from Poland, Belarus, China, India, New Zealand, Sweden, Japan, Germany, Spain, Chile, France, Bangladesh, the United States, United Kingdom and Italy were the winners in seven different award categories.

Six films received the top Award of GAJA Gold in their respective categories. It was shared by Giggle Wiggle—Hot Summer Day from Poland, and Didi from Belarus for Animation (Shorts). Besides French film Leave the Light On in Live Action (Short), The Perfect Summer from China in Live Action (Long), Indian film Power of Unity in Kidz Made Film (Youth), and My Superpower from New Zealand in Kidz Made Films (Juniors) categories respectively took away GAJA Gold Awards in this edition.

Since the second edition, KidzCINEMA has a unique concept of a special Young Jury Award for Animation and Live Action Short films made by adults for children. In the Young Jury Special Awards Swedish film Bookstore in the Animation (Short) category and the Japanese film Kid Heart for Live Action (Short) category was chosen for the Gold Awards. On this occasion, Dr Ambrish Saxena, Dean, DME Media School, said, "We all acknowledge that in KidzCINEMA, many quality films have received accolades. Children are always at the forefront in children's cinema. Even young kids are making encouraging and interesting films." Dr Madhu Chopra, Festival Jury, expressed her gratitude for being a part of this festival and judging some of the most fantastic films.

Another Festival Jury Ramesh Tekwani said, "We should learn a few lessons from children about pure ethics. The way they think, the values that they carry, there is a lot of takeaway for all of us." Ms Judy Gladstone, Festival Director of Ageless International Film Festival and Mr Fahmidul Shantonu, Festival Jury from Bangladesh, also expressed their views on this occasion.



Pioneering effort by Nottingham University China campus - Mobile Studies Congress brings global scholars at one platform

Dr Susmita Bala

Mobile has grown as an essential instrument of communication and has emerged as a significant area of research in the domain of media studies. Having realised the potential of mobile in social and economic development, the Institute for Mobile Studies, School of International Communications, University of Nottingham China campus organised a Mobile Studies Congress from December 9 to 11, 2022.

Three more universities of China collaborated in this unique venture. It was conducted in virtual, hybrid, and in-person modes. Scholars from different parts of the world including India participated in multiple sessions of the congress.

Dr Ambrish Saxena, Professor and Dean, DME Media School, participated in Session 18 of the congress as discussant on December 10.

The topics covered in the congress through paper presentations and discussions included Mobile advertising/marketing, Mobile and Artificial Intelligence (AI), Mobile Augmented Reality (AR), Mobile art, Mobile audio storytelling, Mobile blogging/vlogging, Mobile Cinematic Virtual Reality (VR), Mobile comics, Mobile communities, Mobile documentaries, Mobile ecotourism, Mobile experience design, Mobile/smartphone filmmaking, Mobile government, Mobile health, Mobile health communication, Mobile immersive storytelling and Mobile journalism.

This congress pledged continued efforts in leveraging mobile media, mobility, mobile creativity and mobile communication to stay innovative through its panels, symposia, smartphone film festivals, industry showcases, competitions, journal editor forums, and workshops.

The poster for the Mobile Studies Congress 2022 features a blue background with a circular graphic of binary code. At the top, it lists the organizing institutions: MOBILE STUDIES INTERNATIONAL, ULTRA960, and MOBILE STUDIES INTERNATIONAL. Below this, it lists co-organising institutions: University of Nottingham, 浙江大学 (Zhejiang University), SWINBURNE, and 中国传媒大学 (China University of Media and Communication). The main text reads "Go Mobile, Stay Innovative Mobile Studies Congress 2022 9-11 December". It is hosted by the Institute for Mobile Studies, School of International Communications, University of Nottingham Ningbo China. It is in collaboration with DiVoMiner International, School of Communication, Soochow University, China; School of Journalism and Communication, Chongqing University, China; and School of Culture and Communication, Zhejiang Wanli University, China. The Keynote Speakers section includes: Dr. Hu Zhengrong (Professor/Dean, School of Journalism and Communication, Chinese Academy of Social Sciences, China); Dr. Wei Lu (Professor/Dean, College of Media and International Culture, Zhejiang University, China); Dr. Max Schleeer (Associate Professor, Swinburne University of Technology, Australia); Dr. Diana Boesio (Associate Professor, Swinburne University of Technology, Australia); Mr. Ramon R. Tuazon (Secretary-General, Asian Media Information and Communication Centre (AMIC), Philippines); and Dr. Angus Choong (Creator of DiVoMiner, Founder and Chief Consultant of uMax Data Technology (Hong Kong/Macao/Singapore)). At the bottom, there are two QR codes: "Scan and view the agenda" and "Scan and attend the congress".

Session on creative innovations in mobile filmmaking in Nottingham Congress

AI tools in smart phones can convert a creative idea into a mesmerising experience, says Dr Ambrish Saxena

Saima Pervez

Session 18 of the Mobile Studies Congress discussed the creative aspects of mobile filmmaking with many promising scholars making impressive presentations on December 10. The session titled as "Smartphone Filmmaking: Creative Innovation" was chaired by Dr Vikrant Kishore, Associate Professor, University of Nottingham Ningbo China while Dr Ambrish Saxena, Professor and Dean, DME Media School, Delhi Metropolitan Education, Noida, India contributed as discussant.

Dr. Dafydd Sils-Jones, Associate Professor, Auckland University of Technology, New Zealand made the first presentation of the session on "Esgair Fraith: Vertical Video and Evolutionary Literary Adaptation". He elaborated on his creativity models and explained the relationship between action and space where one may dominate the other. He also elucidated the relationship of reciprocity, indifference and conflict.

The second presentation, which was a pre-recorded video, was made by Dr Dean, L., Dr. Whyke, T.W. and Dr Zhu, Z.Y. University of Nottingham Ningbo on "Cinematic Filmmaking with Mobile Phones: Does Size Really Matter?". Dr Dean underlined the distinction between mobile filmmaking and the films made with the use of high-end industry grade cameras. He shared his experience of training the students in mobile filmmaking while emphasising in removing the misconceptions attached to filmmaking with mobiles.

Dr Dean emphasised the need of acquiring skills by the students, particularly understanding the basics of aspect ratio, depth of field and lighting. He narrated the outcome of the workshop in which he worked on two groups of students – one equipped with professional cameras and accessories and the other used the mobile phone for making their films.

The third presentation was made by Shuai Li, a PhD candidate in Swinburne University of Technology of Australia on "Mobile Storytelling & AI". He shared the results of his research on TickTalk while underlining the importance of music and trending sound, appropriate hashtag and maximising the first moments. He also differentiated between AI based storytelling and conventional way of storytelling.

The last presentation was made by DrK.S. Kusuma, Associate Professor, Jamia Millia Islamia University, India on "Artificial intelligence powered mobile phone camera cultures: A study on the use of creating phonefootage with beauty filters for short video platforms". He talked about the AI applications available in smart phones which has made mobile filmmaking an enjoyable and easy task.

Sharing the result of her research, Dr Kusuma pointed out the issues of gender, racism, caste and class distinctions in mobile filmmaking where beauty enhancement tools can create a pretty girl. He said that AI filters have pushed the real versus reel conflict to the next level. Picking up examples of makeup, apparel and ornaments, he said that the unrealistic depiction of women with the help of AI is resulting in trolling and misogyny.

Summing up the session, Dr Ambrish Saxena stressed on creative ideas adding that mobile filmmaking can work only through creative innovations. He agreed that the tools and techniques along with requisite training were required for making good films. He said that the quality of mobile cameras and AI tools have ushered us in an era where you can create wonders with the help of a smart phone.

Dr Ambrish Saxena explains short film distribution business models in an exclusive session

Dr Manasvi Maheshwari



Dr Ambrish Saxena, Professor and Dean, DME Media School, Delhi Metropolitan Education discussed various models of short film distribution prevalent in different parts of the globe in an early morning session organised online by Nottingham University China Campus on December 14, 2022. This session was conducted as part of the International Short Film Conference -NSFF 2022 – an event conceived for building the bridge for talents' development.



NSFF 2022 was ideated by Dr Filippo Gilardi, Associate Professor in Creative Industries and Transmedia, Head of School of International Communications, Faculty of Humanities and Social Sciences and Director of the Institute of Asia and Pacific Studies (IAPS), University of Nottingham Ningbo China. Dr Vikrant Kishore, Associate Professor, School of International Communications, also contributed to this conference.

Discussing digital distribution of the content, Dr Saxena elaborated on 3 types of digital platforms - Subscription Video on Demand (SVOD) service, Transaction Video on Demand (TVOD) service, Ad Supported & Free Video on Demand (AVOD & FVOD) service for distribution of content.

The most prominent platforms under SVOD category are Netflix, Amazon Prime, Disney Hotstar and similar OTT Apps. They accept content both on exclusive and non-exclusive basis, explained Dr Saxena.



According to Dr Saxena, a short film maker needs to know the technical requirements before approaching a company for selling his/her short film. Quality Check (QC) is an important step in this process. Revenue sharing is again a complex area. In the case of non-exclusive content, revenue is mostly shared between a filmmaker and a OTT platform on 60:40 ratio while exclusive content can be sold on a lumpsum amount.

Dr Saxena also took questions to give clarity on the distribution models of short films. The session was thoroughly enjoyed by film scholars, budding filmmakers and students of the University of Nottingham.

Concluding series on understanding media by MESC and GMEC

News Writing in the digital era is a blend of skill and creativity, explains Dr Amrish Saxena



Dr Manasvi Maheshwari

Dr Amrish Saxena, Professor and Dean, Media School, Delhi Metropolitan Education and Secretary, Global Media Education Council (GMEC) explained news writing tools and techniques for various media platforms in the concluding episode of the 30-session series on media produced for and uploaded on Vidyadaan portal.

Dr Saxena addressed the media aspirants in a webinar on the topic 'News on Multi-media Platforms' as part of the series conducted by the Media and Entertainment Skills Council (MESC) in collaboration with the Global Media Education Council (GMEC) on December 6, 2022.

Dr Saxena explained the difference between information and news. He also highlighted various elements of news and news value. He elaborated with examples 5Ws and 1H of news writing, inverted pyramid style of news writing and pyramid style of writing. Dr Saxena elucidated the difference between types of news writing on different platforms. He gave examples of a newspaper report and a website report. He also shared samples from Twitter posts of news organisations.

The session was interesting and intriguing for aspiring media students who aim to work in the media sector as reporters or journalists. It was hosted and moderated by Ms Pooja Arora from MESC and coordinated by Ms Manushree Maity from GMEC.

Understanding of media made easy by scholars through online sessions conducted by MESC in collaboration with GMEC



Manushree Maity

Media and Entertainment Skills Council (MESC) in collaboration with Global Media Education Council (GMEC) conducted an online programme for students on their Vidyadaan portal. Eminent media scholars contributed to this programme by making presentations on various aspects of media.

The 30-session programme on media-related topics continued from September to December 2022. All the sessions were streamed live on Vidyadaan portal and were subsequently made available on the YouTube channel. All these videos were promoted extensively across all possible networks by GMEC and MESC in the larger interest of students.

Each of these 30 webinars focused on a different aspect of media such as Journalism, advertising, public relations, event management, radio broadcasting, TV news, entertainment industry, film production, design and graphics, animation, media research, digital media, social media, and so on. GMEC shouldered the responsibility of arranging media scholars for taking these sessions.

Sessions

The concluding session of this online lecture series was taken by Dr Amrish Saxena, Professor, and Dean, DME Media School and Secretary of the Global Media Education Council on News on Multimedia Platforms on December 6. The eminent speakers were from India and various corners of the world such as China, Pakistan and Bangladesh.

The inaugural session was held on September 22 in which Prof. K. G Suresh, Vice Chancellor of Makhnallal Chaturvedi National University of Journalism & Communication & President of



Global Media Education Council (GMEC) spoke on the topic Media Literacy: Need of the hour.

Another important session was taken by Prof. Ujjwal K Chowdhury, Advisor to Daffodil International University Dhaka and Adamas University Kolkata and Vice President of Global Media Education Council (GMEC) on November 23. He talked at length about Media Convergence and its implications for Career and Skills.

One of the impressive sessions included a presentation on Advertising Industry in India: Career Prospects made by Dr Manasvi Maheshwari, Associate Professor in DME Media School, Delhi Metropolitan Education, Noida and an active member of GMEC on September 27.

Feedback

The 30-day online session was highly appreciated by the participants as intimated in the feedback process. Since the webinars were in online mode, several nationally acclaimed personalities could be brought in for imparting knowledge and skills. The sessions were planned meticulously and various aspects of development were explained by competent personalities and eminent media educators as well.

Dr Amrish Saxena, Professor and Dean, DME Media School, and GMEC Secretary led this entire lecture series for the Vidyadaan portal of MESC. Ms Pooja Arora representing MESC anchored the sessions while extracting vital information from the scholars through penetrating questions. Ms Manushree Maity took care of backend operations on behalf of GMEC while discharging the responsibility of moderation in a few sessions.

Learn the art of storytelling, use it as a tool, suggests author and entrepreneur Amrita Chowdhury



Aditya Goswami

DME Media School continues the legacy of inviting and interacting with illustrious personalities under its online programme Vibrant India Series (VIS). In the 62nd episode of this series, Ms Amrita Chowdhury, renowned author, co-founder, and CEO of Gaia, shared her life journey and interests with the audience.

Dr Susmita Bala, Head, DME Media School welcomed the guest and provided a short glimpse of the VIS. Ms Amrita began the session by explaining about the art of storytelling and said "Storytelling to some extent is a part and parcel of everything that we do; we write stories as authors; in every walk of life there is storytelling."

According to Ms Amrita, storytelling isn't limited to books and cinema, every person narrates a story at every level, a business person constantly tells a story to a company or client, and an engineer or tech person has his/her own story to tell. She discussed the next aspect of storytelling and said "Storytelling is an inherent part of whatever we do whichever sector we are in. Young students in the field of communication should use it as a tool."

Ms Amrita narrated her life story and said "Despite coming from a family of doctors, I could not stand sight of blood and I knew that medicine isn't my cup of tea. So, I took engineering as a profession." She added, "Most of my family members were avid readers, my mother was a poet, author, and psychology textbook writer. Being surrounded by writers and readers, I was fascinated to fabricate new stories and ideas."

During her first maternity leave, Ms Amrita enrolled herself in weekend courses in creative writing and went through nuts and bolts of crafting stories and how to expand ideas into a full fledged story. She published her first book during her second maternity leave.

Her address was followed by a brief Q&A session. Ms Amrita answered several questions of the student. Dr Ambrish Saxena Dean, DME Media School, moderated the question-and-answer round.

Several students including Aneesha Saran, Shalu Bag, Vinayak Chaturvedi, Navya Saxena, Akansha and Himanshi asked questions to Ms Amrita Chowdhury.



Parents Mentors Interaction held for BA (JMC) Batch 2020 and 2021

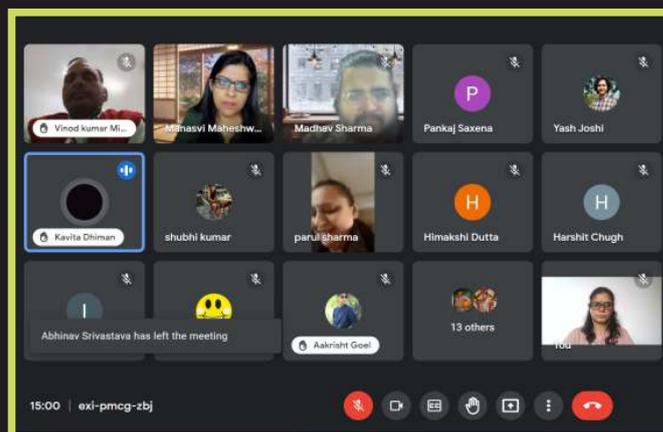
Yash Joshi

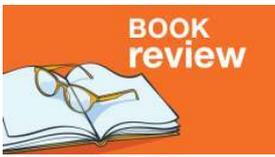
The Mentors and Programme Leaders of the respective batches conducted an online meeting with the parents of the students of the fifth and third semesters. The e-Parents Mentors Meet (e-PMM) of BA(JMC) was held on December 3, 2022.

Dr Manasvi Maheshwari, PL of Batch 2021 convened the meeting. She informed the parents about the upcoming internal examination and the annual international film festival CIFFI 2022. She also shared the students' attendance with their parents, explained the importance of regular attendance, and urged the parents to ensure their wards submit all assignments on time.

Ms Garima Jain and Mr Madhav Sharma, both Mentors of III semester were also present in the meeting. They addressed the queries of the parents related to attendance and exam preparations. Around 40 parents attended the meeting from Batch 2021.

Mr Pramod K Pandey, Mentor, Batch 2020 conducted the online meeting with the parents of students of the V semester. The mentor addressed the queries related to the Internship, Final Project and Placement of the passing out batch.



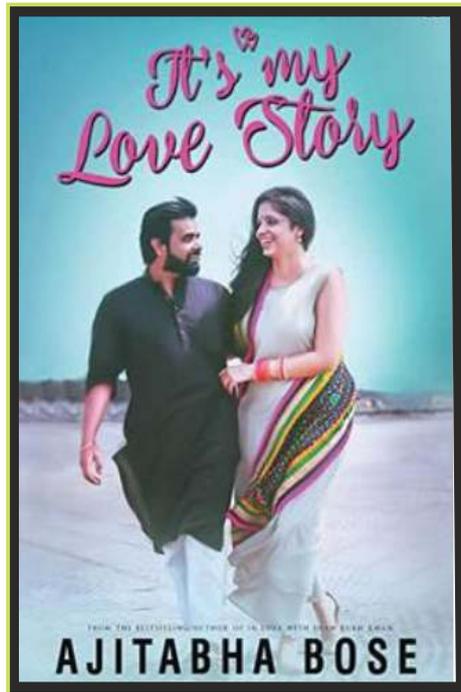


It's my love story 2018 - A love tale with oozing emotions

Aditya Goswami

The book, *It's My Love Story*, is a story about Aditya Mukherjee, who is from Jamshedpur and moves to Delhi for his graduation and takes admission at IIMC, Delhi, for a diploma course in mass communication. Eventually, his talent obliges Janvi to feel an attraction toward him, and soon they fall in love. It is the first-ever love story I have ever read in which words easily draw the images of every scenario in mind and make you live with the characters, and slowly you will feel every possible emotion. Seriously, Mr Bose should get huge applause for his beautiful work.

This is a story of ambitions, emotions, dreams fulfilled, unfulfilled, and even shattered, successes and failures, a crush turning into love, and a lot more. Ajitabha framed the story's narrative in a hazy manner, allowing each



character to shine. The emotions of all characters have been apprehended appropriately while gradually building up the characters. The story goes smoothly, gradually progressing towards the end without stretching or dragging, and keeps the reader hooked. There are many cute moments in the story, as well as some that may remind you of your college days and make you nostalgic.

A good story of young people's college life may relate to and appeal to teens instantly. If you are an enthusiastic reader of short stories and a fan of love stories, this book is for you.

Goodreads: 3.9/5

Amazon: 4.5/5



Kanrach unfolds Balochistan

Shashank Kumar

The documentary 'Kanrach' is a heart touching one, directed by Uzair Surhio. It is an eye opener for those who have no idea about the issues and problems which Balochistan is facing. Surhio has tried his best to bring out the major issues of Balochistan in front of everyone and shows the importance of water for the people living in Kanrach, one of the villages in Balochistan (province of Pakistan) neglected in development. Surhio has shown it from the eyes of its inhabitants and others. Water issue is the central issue out of many other issues in the village.

This documentary is an informative and compelling look into the lives of Kanrach's people. It also provides an opportunity to reflect on some of the issues that were encountered and how they were able to persevere and create positive change by making wells and pits. The interviews with residents and social workers provide insight into the lives of these great



Directors: Uzair Surhio
Language: Urdu
Country of Origin: Pakistan

individuals and the impact they had on society.

The cinematography of this documentary is excellent. The camera work is incredibly impressive, with beautiful shots of the landscape and interesting angles. The colours are vibrant and the lighting is perfect, allowing the audience to really appreciate the beauty of the environment. The documentary has some amazing aerial shots too, showing off the stunning views of the area. The sound design is also great, with natural sound effects. All in all, this documentary has some amazing cinematography and direction.

Overall, 'Kanrach' is an amazing documentary which shows the reality of Balochistan. It is a must watch documentary for every Pakistani who is concerned about the development of the country and it is a must watch documentary for everyone who wants to understand the real issues and problems faced by Balochistan.

Dr Iram Rizvi attends the Kalinga Fellowship programme

Dr Iram Rizvi, Assistant Professor at DME Media School attended the Kalinga Fellowship 2022-23 programme at KIIT & KISS Convention Centre Bhubaneswar. It was upgrading and refreshing knowledge.

The Fellowship, a 12- month programme, was facilitated by Bridge Institute, a non-partisan and non-profit organisation. The breakthrough event of the fellowship started on the morning of December 12 and concluded with a final presentation on the 16th evening. The focus of the fellowship was to bring together leaders from various streams belonging to corporate, government and non-government organisations to create zero tolerance for sexual assaults and trafficking of girls in Asia.

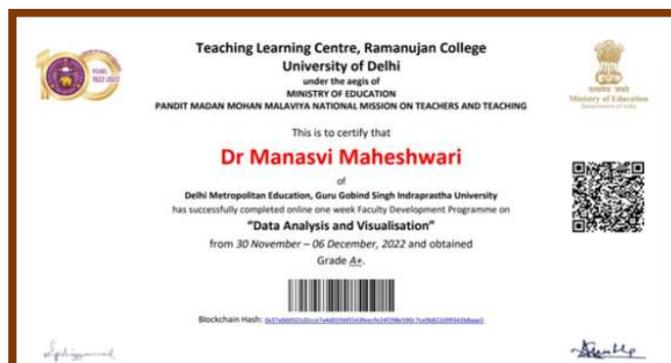
The Kalinga Fellowship provides scholars with a platform to understand the importance of strategy on the United Nations' Sustainable Development Goals (SDG) which are concentrated on gender equality and issues related to gender-based violence. The various streams discussed by participants during the five-day conference as per their areas of interest and expertise were the power of technology and data, purpose-led corporates, zero tolerance to child marriage, next-generation policing, the first responder, transforming education and reintegrating survivors.

Dr Iram Rizvi said, "The breakthrough session helped me to research on a much quicker scale and helped me to understand the validity of research and the challenges faced by the researchers while doing a field survey". The Fellowship programme will regularly organise sessions with participants and understand how the concepts taught during the breakthrough sessions are applied by the participants in real-life situations and at their workplace.



Dr Manasvi attends FDP at Ramanujan College

Dr Manasvi Maheshwari, Associate Professor, DME Media School attended a one-week Faculty Development Programme on Data Analysis and Visualisation from November 30 – December 6, 2022. The online FDP was organised by the Training Learning Centre, Ramanujan College, University of Delhi. The one-week FDP covered a wide range of topics such as Qualitative Research Tools, Quantitative Research Approaches, Data Analysis using Excel etc.



Gurveen Kaur
BA JMC 21-24



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