



NEWS LETTER

Oct - Dec 2018
Volume : 01

Ranked among the top 5 media institutions in the country



The School of Communication (SOC) was established in 1997. This year the India Today Survey 2018 lists the School of Communication (SOC) among the top 5 media institutions in the country. It has achieved 100% placement of graduates passing out every year

The School of Communication is also ISO 9001:2008 and ISO 14001:2004 certified.

Keeping up with the changing trends and needs in the media industry, from 2015, the course - B.A Journalism and Communication has been renamed as B.A Media and Communication.

Premiere institute for Mass Communication in India



Director's Message



Dr. Padma Rani
Director school of Communication

This is the inaugural issue of our Newsletter, which we reckon is a cherished pathway of keeping in touch with all those have been an integral part of our journey.

The vision of SOC is to be the best media and communication institution globally, whereupon one may recall the words of A.P.J. Abdul Kalam, "Excellence is a continuous process and not an accident". SOC has consistently being ranked among the top five communication colleges in the country. In order to keep our stakeholders informed of our activities, the newsletter is a small venture in that direction.

We are currently ushering this issue with a few sections, and as we move on we hope to add on more. As such, we have covered the activities of faculty, staff and students of SOC from October to December 2018. We hope you welcome this effort of ours. It goes without saying that you are invited to convey your views regarding the newsletter:

soc.newsletter.hub@gmail.com

Wishing you a Happy and Prosperous New Year - 2019.

Padma Rani





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Director and Professor
School of Communication



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Associate Professor & HOD Media Studies
School of Communication



A C Balaji
Assistant Professor - Selection Grade & HOD - Animation
School of Communication



K Padmakumar
Assistant Professor - Selection Grade & HOD – Corporate Communication
School of Communication



ARTIFEX – Ground Zero – Chapter-2 opens up

School of Communication augmented the opening of 'Ground Zero – Chapter-2', a two-day pre-event, which anticipates the grand opening of Artifex, a unique interactive consortium featuring seminars, workshops, demos, and the like, spearheaded by various experts from the animation Industry.

Team Artifex successfully piloted the pre-event Ground Zero on 27th and 28th October 2018 with various online, Console, PC & Mobile games as the prime showcase. Students from colleges in and around MAHE Manipal actively participated, played their favorite games, while some even availed the coveted 'Golden Ticket' which is a special invitation for the main event Artifex CH-2 planned to happen in Feb 2019.

Ground Zero is a fun-filled event leveraging different genres of games – Action, Sports, and Fighting. It is a 2-day gaming event inclusive of enthusiastic gamers participating from in and around MAHE. The main objective of the event was to publicize Artifex.

ARTIFEX is the first ever animation fest conducted by the Animation Department under School of Communication, MAHE. This fest focuses on the evolution of animation and pleasing aesthetics of several art forms, both traditional and modern. Last year Artifex was held successfully on 9th & 10th March 2018 with the objective of initiating numerous valued activities for the Animation Department, so as to create awareness on the animation courses in the Institute, especially concerning the B.Sc. Animation Program; thereby paving way for youngsters to think about the different creative paths that can be taken up in the field of animation. The title ARTIFEX originates from the Latin word- Artific, meaning practitioner of an art.



YELL Club's Pro.Verb – September 2018

The fourth edition of Pro.Verb heralded by YELL commenced on September 28 – 30, 2018.

Pro.Verb saw six rounds of debating. On 28th September, the event was inaugurated by Chief Guest Dr. Poornima Baliga, the Pro-Vice Chancellor (Health Sciences) along with the commencement of the first round of debating. On the second day, there were three rounds of debating which decided the teams qualifying for semi-finals. The third and the last day of Pro.Verb 2018 consisted of two major rounds – the Semi Finals and Finals. The competition saw The Manipal Journal (TMJ), Manipal The Talk Network (MTTN) and The Manipal Blog as its official media partners.

The team representing Manipal Institute of Technology consisted of Amandeep Singh and Shouvik Mukherjee who emerged as the winners of the tournament, while the PES University team consisting of Shardul Singh and Varun Kumar bagged the runners up. Rajarshi Mukherjee of MIT, Manipal, and Hrishikesh V of PES University were declared as best speaker and best adjudicator respectively. The closing ceremony concluded the tournament, whereupon the chief guest of the ceremony, Dr. Preetham Kumar, Deputy Registrar Academics (Technical) graced the ceremony with his presence, along with the Director of the School of Communication, Dr. Padma Rani.

Pro.Verb has seen tremendous growth over the past three years, and this year witnessed the partaking of 28 national teams competing against each other, along with 17 adjudicators. The core adjudicators included Akash Pattanayak, Sawal Choudhary, Sanutha Shetty, and Hriday Grandhi. Alongside, Pro.Verb has also established its presence in the debating circle with Gitaasha Sethi and Antara Ballal, students of School of Communication participating in the M.S. Ramaiah Memorial Parliamentary Debate 2018.

Late into 2014, a group of media students decided to establish a platform for young intellectuals to voice their opinions and hone their skills in oration. The result of this was the formation of Pro.Verb- the M V Kamath Memorial National Debate Tournament. Since, Pro.Verb is a national debating tournament conducted annually by School of Communication, Manipal Academy of Higher Education. It follows the British Parliamentary debating format and aims at constructing a forum for students from across India to engage in discussions as they simultaneously polish their oratory skills. It functions under the aegis of the Y.E.L.L. Club, School of Communication.



Kalamanch participation at BITS Goa Annual Fest – October 2018

Kalamanch, the theatre club of School of Communication (MAHE), recently participated in the BITS Goa Annual Fest- WAVES 2018 (dated 26-28 October). The team that participated consisted of 11 members including the core team of the club matched up with other interested participants. The club took turns to indulge in a protégé of events.

•**NUKKAD NATAK:** The team primarily participated in the street play competition, in the elimination round of which 11 other colleges from all over India partook. Kalamanch ultimately made it to the finals ending up as one of the best four teams to participate.

•**IRSHAD** (Hindi Poetry Slam): The literary club of the hosting institute (Abhivyakti) organized a hindi poetry competition in which one of the team's freshers' (Milind Purohit) participated and ended up as one of the finalists.

•**SOLONOTE:** As part of the series, an instrumental music competition was organized. One of team's core member (Gibin Biju) participated in the same and ultimately ended up as one of the finalists.

The fest was a three day-and-night program, and Kalamanch was fortunate to not only have participated but also have enjoyed every bit of the same. "This is what keeps up going friends. To win or to lose isn't a thing. We in our hearts carry the fire to learn and grow, and that is what Khare and Pranjal Hooda (representatives, Kalamanch) on their return.



#SabkaChawal food wastage campaign - at SOC, Manipal

SabkaChawal, a food wastage campaign, was launched by the first year Media and Communication Students of School of Communication (SOC) as a part of their 'Environmental Science' class activity.

The food wastage campaign was geared to create awareness against the wastage of vast amounts of food in all forms: right from groceries to the food on our plates. The campaign especially aimed at making a difference by way of minimizing the wastage of food in most often frequented common areas such as – food courts, canteens, households, lunch homes and restaurants. To this effect, the main event was flagged off by Prof. Rajiv V. Shah, Chairperson- Finance, TAPMI, Manipal, and was presided over by Dr. Padma Rani, Director, of School of Communication, Manipal.

The #Sabkachawal food wastage campaign explored various methods towards spreading awareness against the prevailing menace of food wastage, such as: info-taining documentaries, comical memes, intriguing and engaging posters and slogans, social media posts and updates regarding the campaign, informative interviews with people on Food Wastage, an appealing address by a prominent personality on Food Wastage Awareness, impactful Slam poetry sessions by students, and exciting Street plays.

Of approximately 1.3 billion tons of food, over a third of the food that is produced for human consumption is wasted each year. Over 870 million people, all across the world, suffer from food insecurity and hunger. On these lines of thought, SabkaChawal advocates a part in making a change to save something that's ours, because in the end, it is- Sab ka Chawal.



Article-19 Pre-event – Fiesta

Fiesta '18 was held on 22nd September, 2018. The event was based on the theme 'memes' considering their constant presence in today's generation of internet-savvy millennials. The event consisted of 10 games including a movie quiz, treasure hunt, dance battle and karaoke apart from 'Memecharades' and 'Memetionary'.

The individuals involved in the execution of the entire event were the core members associated with Article-19. The event faced a positive turnout of over 600 plus people with attendance of crowd from SOC as well as other MAHE colleges.

The promo video got around 1.2K views on Instagram.

Article-19 Pre-event – Ally March

The Ally March is a march carried out every year at School Of Communication as a display of support and solidarity for and with the LGBTQ+ community. This year, however, was celebratory — celebrating the Supreme Court's verdict on Section 377 this year— on 16th October 2018. Sana Shree, a transgender rights activist from Bengaluru joined the event to showcase her support.

The Ally March was executed prominently by core members of team Article-19. The event saw a commendable turnout of over 200 people including students from SOC as well as from other MAHE colleges. Students formed a majority of the population at the event.





Faculty & Staff Column



Bremen Visit – Dr. Padma Rani, Director - SOC

The India Study Centre, Hochschule Bremen City University of Applied Sciences, Bremen, Germany, invited Dr. Padma Rani, Director, School of Communication, between 26 November to 30 November 2018 to discuss the future international cooperation between the two universities. On 29th November Dr. Padma Rani participated in the International Day celebration at Bremen where a day long workshop was held, providing the opportunity to interact with faculty and students regarding future cooperation and collaboration. Hochschule Bremen has had a long standing collaboration with School of Communication, MAHE, Manipal.

Dr. Padma Rani at the Indian Social Sciences Congress

Dr. Padma Rani is the Chairperson for the committee on Communication and Journalism in the Indian Social Sciences Congress, i.e. between 27-30 December 2018 at KIIT University, Bhubaneswar, Odisha.



Dr. Shubha – Thailand Conference 2018

Dr. Shubha H S, HOD – Media Studies Dept., SOC, recently attended an Asian Round Table Conference in St John's University, Bangkok, i.e. between 8 – 11 Oct 2018 and presented a paper at the event. The conference was on the theme – 'Religious Communication', while her paper was titled 'Reinventing religious rituals in the Digital Age'.



Invite to ICTD X at IIM, Ahmedabad

Ms. Manjula Venkataraghavan, Asst. Prof. – Senior Scale, SOC, has been specially invited to participate in the Doctoral Consortium being organised by ICTD X at IIM, Ahmedabad.

The goal of the DC is to connect doctoral students to each other and to experts in their research areas, as well as to provide opportunities for learning about relevant emerging theoretical trends, methodologies, and tools in the field of ICTD. The DC is poised as an excellent opportunity for ICTD scholars to learn about the richly diverse ICTD community as they develop their dissertation research trajectories.



Dr. Unni Krishnan K - at the Clore Chevening Leadership Fellowship Programme

Dr. Unni Krishnan K, Associate Professor, SOC, and the Coordinator for the Centre for Creative and Cultural Studies, MAHE, recently availed a fellowship from the Ministry of Culture, Govt. of India. Dr. Unni Krishnan was selected and awarded with the prestigious Clore Chevening Leadership Fellowship Programme 2018/19 by the Foreign & Commonwealth Office (FCO) Chevening Secretariat and the British High Commission.

Chevening is the UK government's international awards programme aimed at developing global leaders since 1983. Funded by the Foreign and Commonwealth Office (FCO) and partner organizations, Chevening offers two types of award – Chevening Scholarships and Chevening Fellowships – the recipients of which are personally selected by British Embassies and High Commissions throughout the world. Chevening offers a unique opportunity for future leaders, influencers, and decision-makers from all over the world to develop professionally and academically, network extensively, experience UK culture, and build lasting positive relationships with the UK. Chevening Awards are prestigious and highly competitive with more than 130 countries participating in the award, drawing more than 60,000 applicants.

The Chevening Clore Leadership Fellowship is a partnership between the UK Foreign and Commonwealth Office and the Clore Leadership Programme, offering mid-career professionals in the arts and culture sector an exceptional opportunity to undertake an individually tailored leadership programme in the UK. The UK Foreign and Commonwealth Office funds up to six international fellows to become part of a cohort of approximately 25 fellows, from across the UK and internationally, on the Clore Leadership Programme. The Programme has been shaping exceptional cultural leaders for the last 13 years. Clore fellowship is considered to be one of the most highly reputed and competitive programmes amongst the Chevening fellowships



A. C. Balaji - Training for teachers

Blended learning & Flipped Classroom training was organised at School of Communication on 22-12-2018, for Madhava Kripa school teachers, 43 teachers participated in the workshop. The workshop was hands on learning by blending the online educational materials and application for interaction online with traditional place-based classroom methods.

The Workshop focused on delivering the content, often online, outside of the classroom. It moves activities, by flipping those that may have traditionally been considered homework, into the classroom

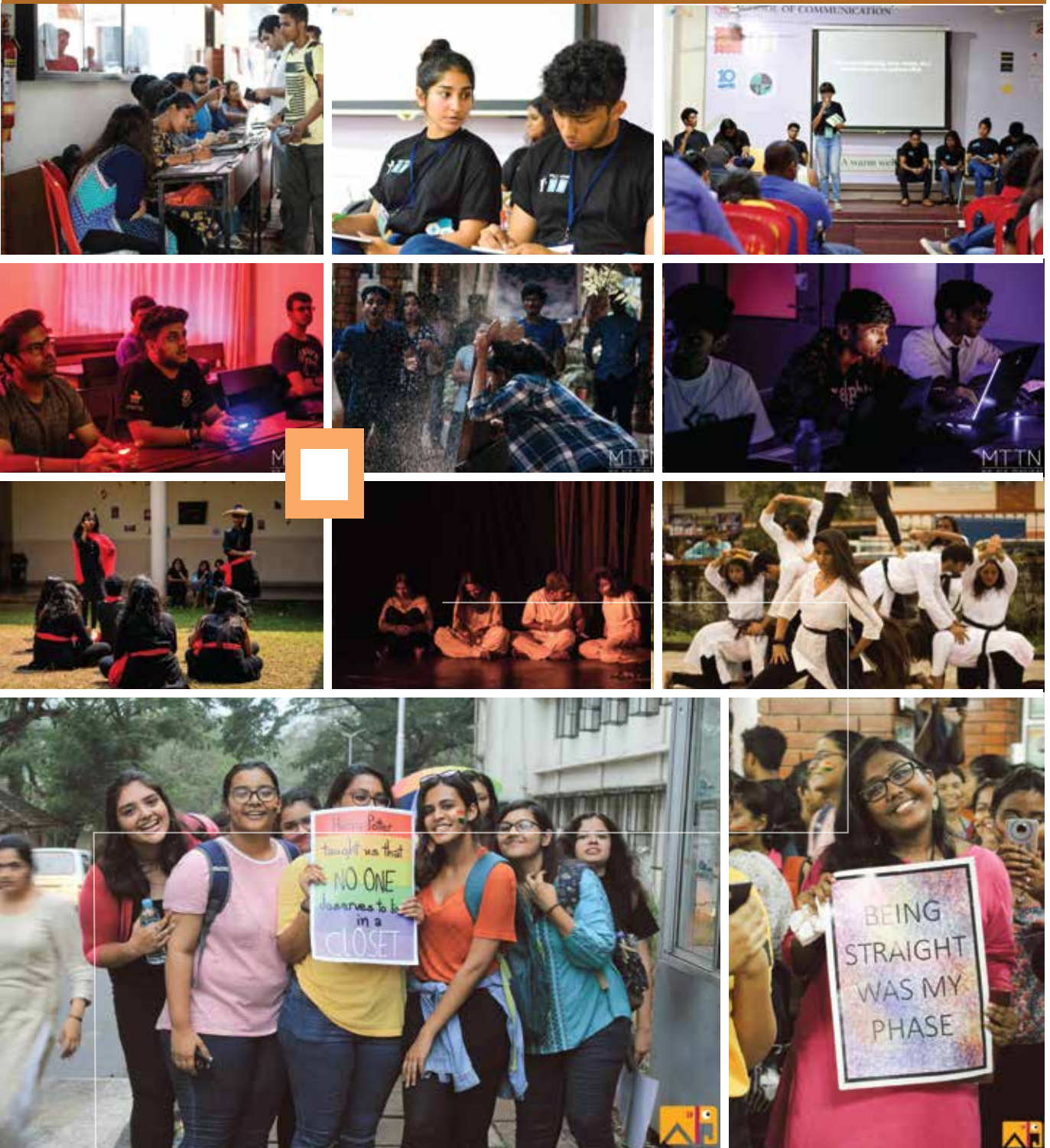


Student Activity Pin-Ups

VSO-SOC Student Activity Highlights

As part of the DAAN Utsav Week, VSO-SOC, conducted a number of activities between the period of 2nd – 8th October. Firstly, the traffic police were given snacks and refreshments for their commendable contribution to the community. Further on, the house-keeping staff in SOC were treated with a visit to the mall for a movie show followed by dinner. In a third instance, SOC students also contributed to the Blind Federation India, by collecting funds for the philanthropic cause.





#Sab ka Chawal

One man's trash is another man's food



National Integration Day

On the 30th of October 2018, given the occasion of National Integration Day, SOC celebrated Martyr's Day. As a highlight, Commodore Vishal Kumar addressed the gathering on the role of the Indian Navy in the security of the country.





Upcoming Events



Collaborative International Conference on Gandhi & Tagore – February 2019

A Collaborative International Conference on Gandhi & Tagore is being conjointly organised by MAHE (Tagore Centre, MAHE; Centre for Philosophical Arts & Sciences, MAHE) and Edinburgh Napier University. The event is deemed to take place between 22nd and 23rd February 2019. The broad theme of the conference is: 'Samaj and Freedom(s)- The relevance of Gandhi and Tagore's Ideas Today'.

Dr. Talat Ahmed, University of Edinburgh- School of History, Classics and Archaeology- United Kingdom, is currently established as one of the eminent key-note speakers for the occasion. He would be presenting his address on the topic: "A Samaj and Swaraj for the twenty-first century." Papers on the following broad themes are currently being explored in the conference: Liberty and Liberation in samaj; Freedom(s) as basic human rights; Creativity: the place of art and culture in samaj (society); Inter-cultural dialogue and transnationalism; The Idea of Samaj/Society; Environment and Sustainability; Education: holistic, creative and interdisciplinary; Rural reconstruction; Urban regeneration; the position of 'truth' today.

Updates on the Conference may be availed on the following conference link:

https://manipal.edu/soc/soc-news/soc-events-list/Collaborative_International_Conference_on_Gandhi_And_Tagore.html



ARTIFEX originated from the Latin Word - Artific; practitioner of an art

'ARTIFEX' is the first ever animation fest in the whole of MAHE. It was started by the Animation Department under School of Communication, MAHE.

The fest focuses on the evolution of animation and pleasing aesthetics of any art form; traditional or modern. It makes a way for the youngsters to think about the different creative paths that can be taken up and used in the field of animation and make it a career option.



Why come to Article-19 Freedom Your Right?

Article-19 is the oldest core communication fest in India. Embodying the namesake constitutional article, it celebrates the freedom of speech and expression. The three day fest has had several talks, workshops and fun cultural events in the past, with a host of eminent media personalities from across various fields

We've also had workshops by relevant personalities such as Terribly tiny tales and Sripath Sridhar. Article-19 also organizes a plethora of competitions with colleges from across the nation, ranging from street plays and short films to sketching and creative writing. The winners of these competitions are announced during the formal Express Awards event. Funfair on the final night brought the fest to lively close as we celebrate with music and dancing.



○ Editorial Team Faculty: Anupa Lewis & Praseed Nair. ○