

Mass Media
Department Activities

2014

1. The following are the different workshops, performances and extension services conducted by the department.

- On the 10th and 11th April 2014 the department conducted a **photography workshop** for North Eastern Police Academy, Govt of India for their 40th Batch trainees.
- On the 12th of June 2014, the department collaborated with the office of the Deputy Commissioner, Govt of Meghalaya on a **street play performance**. On behalf of the District Disaster Management Authority (DDMA), the department went to different streets of Shillong to convey earthquake awareness messages.
- On the 7th of June 2014, the department conducted a **recruitment examination** in the department for the post of Assistant Public Relations Officer (APRO) on behalf of the DIPR, Govt. of Meghalaya.
- On the 18th and 19th June 2014 the department organised a **Sound Design Workshop** and **Julius Basaiawmoit** was the resource person.
- On 9th of July 2014, the department provided **technical support to a photography workshop** organized by Seven Set Higher Secondary School in Collaboration with NEEDS and Encyclopaedia Britannica India.
- On the 14th of July 2014, the department was invited to be **an expert for the personal interview** for the post of (APRO) conducted by DIPR, Govt of Meghalaya.
- On the 20th August 2014 the department in collaboration with Sony Corporation –India organised a **Sony DSLT workshop** for the students. **Santosh Kumar** was the resource person.
- On the 31st Oct 2014 a Bike Rally and a **Street play performance** to different parts of Shillong, was organised with the focus on the theme **“Role of Women in our Society today”**
- On the 8th November 2014 a **Post-dramatic theatre performance**, the first of its kind was organised at the basketball court of the college. It was titled **Kalika- Through the Looking Glass**. The event was a huge success and received good reviews from the local press.

2. The following are the different Talks organised by the department.

- On the 25th October 2014 **Rachel O Reilly** who is a Business Development Director-Wildlife Works, San Francisco – USA, delivered a talk to the students on the **Role of Women in Green Entrepreneurship and Marketing**.
- On the 9th September 2014 Dr **Daisy Hasan** a Research Associate of University of Leicester, UK delivered a talk to the students on **Representations of North East India in the digital age**

3. The following is the award and recognition received by the department this year

In recognition of the department 's contribution through its street plays on disaster management, the office of the Deputy Commissioner awarded the department with a Citation and a certificate. It was signed by I Majaw, MCS, Additional Deputy Commissioner and CEO DDMA and S. Goyal, IAS, Deputy Commissioner and Chairman DDMA, East Khasi Hills District.

4. Media Club Activities

- On the 19th August the media club organised a **Photo Talk** to celebrate world Photography Day. The resource persons were O. Khuswaha, Langkumar War, S. Negi and A. Hussein. Fr John was the moderator of the talk.
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2015

1. The following are the different workshops, performances, film screenings and extension services conducted by the department.

- On the 18th and 19th of May 2015 the department conducted a **photography workshop** for North Eastern Police Academy, Govt of India for their 41st Batch Trainees.
- On the 4th of September 2015 the department's faculty member deliver a one day **lecture on Media Education** at Lady Keane College. The participants were the 2nd and third years Students of the college belonging to the education department.
- On the 10th and 11th September 2015, the department's faculty went to Assam Don Bosco University to conduct a **Radio Presentational Skill Workshop** for the Second Semester Post Graduate Students of the Mass Communication
- On the 8th August 2015 the Mass Media Dept in collaboration with DBBISFFI organised a **Film Screening as part of the Don Bosco Bicentenary International Short film festival of India.**
- On the 22nd June 2015 the department along Thma U Rangli Juki (TUR), an activist organisation of Meghalaya and Shillong Press Club organised an **Interactive session on "Free Speech and The Right to Know: The Media in a time of Conflict"**. Sukumar Muralidharan an eminent Journalist, was the resource person.
- On the 20th of August 2015 the department organised a Radio Presentation Skills and Krishna Das Gupta was the resource person.
- On the 8th and 9th Dec 2015 the department organised a **workshop on Mixing and Layering and Post Production Audio**. The resource person was Luni Yoomi Dhar.
- On the 31st August 2015 the department organised a **Film Screening**. The name of the film was **Every time you tell a story** by Amit Mahanti an Independent film maker who also came for a Q/A sessions on the film.

2 The following are the different Talks organised by the department.

- On the 5th August 2015 the department organised a Talk on the topic **The Power of the Narrative Structure**. The guest speaker was **Dr Sankar Baruah** a Documentary film Maker base in the USA
- On the 31st August 2015 the department organised a talk on the topic **Every picture tells a story**. The guest speaker was Zubeni Lotha a Photographer based in Delhi

3 Completed major project- Shillong International Photo Festival, 2015

The department in collaboration with Department of Information and Public Relation, Govt of Meghalaya hosted The Shillong International Photo festival. This festival saw the exhibition of the Photographs of 26 photographers from London, Delhi, Kolkatta, Assam, Manipur, Mumbai and Shillong. Raghu Rai who is an acclaimed photographer and a padma shri awardee came to grace the occasion as a State guest. Along with the exhibition, there five workshops, two Panel Discussions, 17 Photo talks, one photo walk, three portfolio Reviews and one instagrammer meet during the day and In the evening there were cultural performances, poetry readings, musical performances. The department also hosted the first departmental reunion where 150 past students from all over the country flew down to participate. **The detailed prog of SIPF is attached herewith.**

SHILLONG INTERNATIONAL PHOTO FESTIVAL 2015 PROGRAMME

	9am-10am	10am-11am	11am-12pm	12pm-1pm	1pm-2pm	2pm-3pm	3pm-3:30pm	3:30pm-4pm	4pm-4:30pm	4:30pm-5pm	5pm-5:30pm	5:30pm-6pm	6pm-7pm		
14 th & 15 th Nov	Day 1: Workshop on Performance Photography by Manuel Vason Big Studio			Lunch Break	Continuation workshop on Performance Photography by Manuel Vason Big Studio		Tea Break	Continuation workshop on Performance Photography by Manuel Vason Big Studio							
16 th Nov	Day 2: Workshop on Performance Photography by Manuel Vason Big Studio				Continuation workshop on Performance Photography by Manuel Vason Big Studio					Opening Ceremony					
17 th Nov	Workshop on Photojournalism by Ragha Rai Auditorium				Workshop on Visual Story Telling by Prashant Panjara Big Studio			Continuation workshop on Visual Story Telling by Prashant Panjara Big Studio							
	Panel Discussion Session I - Sunil Datta & Rathika Ramasamy Hall 49				Photo Talk by Rashmigan, Anand, Aranya, Elizer and Suman Datta Auditorium			Photo Talk by Vikramjit Sakati Auditorium		Photo Talk by Arunee Masrani Auditorium		Photostalk by Ragha Rai Auditorium		Cultural/ Musical Programme Outer Stage	
18 th Nov	Workshop on Wildlife Photography by Rathika Ramasamy Auditorium				Panel Discussion Session I In the light of many technologies of manipulation today, is professionalism and ethics in photography dead Auditorium			Photo Talk by Prashant Panjara Auditorium		Photo Talk by Manuel Vason Auditorium		Cultural and Musical Performances and Foetry Reading Outer stage		Alumni Meet - Auditorium /Followed by Alumni Dinner	
	Portfolio Review Session II Prashant Panjara - Hall 49		Workshop on Landscape & Travel Photography by Sunil Datta - Educat Center			Photo Walk: Sunil Datta, Romy Sen and Adish Tarnai									
19 th Nov	Instagrammers Meet Educat Center			Lunch Break	Panel Discussion Session II Photography as a documentation of Culture - How India is portrayed in representation? Auditorium		Tea Break	Photo Talk by Romy Sen Auditorium		Closing Ceremony					
					Photo Talk by Langkapur War and Sunil Datta Auditorium			Photo Talk by Saby, Adish, Gavit and Pykono Auditorium							

MUST ATTEND SESSIONS



4 Media Club Activities

- 19th August 2015 the media club of the department organised an **inter college debate** on the motion "with the latest technology anyone can become a professional photographer". The debate had 8 participating teams and Students from different colleges of Shillong attended the program.

2016

1. The following are the different workshops, performances, film screenings and extension services conducted this year by the department.

- **Onaatah** is a Khasi award winning film directed by Pradip Kurbah. Before it is to be released in Meghalaya, the Director of the film and the department organised a **pre- release screening** of the film on the 28th April 2016 and made it open to the public. School students were also invited for this special screening. Merlvin Mukhim, Sweety Pala and Pradip Kurbah- cast and crew of the film were also present for a Q/A session and discussion of the film and autograph signing.
 - On the 23rd May 2016 the **department screened the film “Songs to Live By”** directed by Tarun Bhartiya an Independent and award winning filmmaker of the state. The director also came for discussion session on the film.
 - On the 9th of June 2016 the department organised a **Field trip** for third year students to Red FM Radio Station. The production crew of the Radio Station was there to guide and teach the students the various stages of production and highlight on the different roles and function of the crew.
 - On the 6th June 2016 the department organised a **workshop on Scripting for Documentary films** on the basis of the film ‘where the cloud ends’. Wanphrang Diengdoh an Independent filmmaker of the state and an alumnus of the department who also directed the film came as the resource person.
 - On the 28th June 2016 a **work shop on Indian Art Movement** was organised and Benedict S. Hynniewta an independent and renowned artist of the State was invited as resource person.
 - On the 21st June 2016 a **workshop on Radio Program Production**. Mr Pratul Joshi a Producer of AIR, Shillong was invited as resource person.
 - On the 10th July 2016 Dominic Sangma- Independent and award winning filmmaker of the state was invited to conduct a **workshop on film making on the basis of the garo film ‘Ranuchak’**
 - On the 23rd July 2016, **Screenings of 4 music videos of the band “Summersalt”** was organised for the students of the department and those of music department as well. All the five members of the band Summer were present including and Kamki Diengdoh, an alumnus of the department who directed the videos. The screenings was followed by an lively interaction with the band members and music video director on these music videos.
 - On the 10th -11th Sept 2016 a **theatre performance by the students** was held at Khliehriat a place which is located in Jaintia Hills, entitled **‘Heaven of freedom?’**
 - On the 17th Sept 2016 the department invited Manmeet Kaur- a hip hop artist who is based in Mumbai to organise a **Workkshop on Hip Hop: Poetry and Rap** the workshop was entitled **“Re-verse”**
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2018

1 The following are the different workshops, performances and extension services conducted this year by the department.

- On the 7th July 2018 the department organised a training program on **how to script for a documentary film**. The film "Because we do not Choose" was also screened and the Director Wanphrang Diengdoh came as resource person.
- On the 24th July 2018 a **campus shoot** was organised. The shoot was for the program Campus Buzz- which is a live video recording of a talent show aired on NE Live. The Crew members of NE live, a satellite TV channel came to demonstrate to students how a live shoot is carried out.
- On the 25th -27th July 2018 a Sound Workshop on **"Radio Broadcast- mixing and sound designing"**. Yuni Yoomi Shylla came as resource person.
- On the 18TH Aug 2018 the department invited Amman Wison from Nikon School of photography to conduct a Nikon workshop on **Portraiture photography**.
- On 7th Sept 2018 a **theatrical performance** entitled **"Pralaya"** was organised by the department. This stage performance was scripted on the idea of 'the politics of forgetting and how some identities are erased from memories'. It was opened to the public and it received good reviews from the press.
- The art of story telling is slowly dying. On the 24th Nov 2018 the department organised a **Storytelling workshop** to train the students on this art. **Minket Lepcha**, a famous storyteller from Darjeeling was invited as the resource person.
- On the 4th-5th Dec 2018 the department in collaboration with **The Sasakawa Peace Foundation, Japan** organised a hosted a **Documentary Film Workshop** cum film screenings. This workshop is supported by the **Yamagata (Japan) International Documentary Mass Media**. The resource persons were Yui Nakamura, Ms Asako Fujioka, Mr Katsuyoshi Kusakabe, Haobam Paban Kumar, Maulee Senapati and Mukul Haloi. The participants of the workshop were Students of the department and invited film makers of the region. A total of 7 films were screened at the workshop followed by an interaction on the films.

2 The following are the different Talks organised by the department this year.

- On the 28th July 2018 Dr Daisy Hassan, University of Westminster and Pradyot Deb Barman who is an activist, writer and editor of TNT- an online magazine published from Shillong, was invited as resource persons for an **Interactive talk and training on media Entrepreneurship and Marketing**
 - On the 17th Sept 2018 to celebrate the department's 24th anniversary the department organised a video **Skype talk** with Edwin Thomas Deputy News Editor, CNN IBN on the topic **"New Media and challenges to journalism practices"**
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The following are the different workshops, conferences, performances and extension services conducted this year by the department.

- On the 19th and 20th July 2019 –**The Northeast India AV Archive Summit** commenced with an inauguration program and a presentation by Prof. Nathaniel N. Majaw, **Project Director of The North East Archive**. Ms. Yui Nakamura, Senior Programme Officer, **Sasakawa Peace Foundation, Japan** was also present and addressed the gathering about the role of her foundation in the setting up of the archive and spoke about SPF's work in the northeast of India. The **Head of the Department of Cultural and Creative Studies, NEHU**, Prof. Desmond Kharmawphlang address on the importance of documenting oral cultures and archives.
- Dr. David R Syiemlieh, **Former Chairman of Union Public Service Commission, New Delhi**, delivered the key-note address for the Round Table Discussion on 'Archives and a Sense of History' on the second day. Prof. Andrew May, Historian, at University of Melbourne also joined the discussion through video conferencing. The two day summit ended with the declaration of The North East India Archive Charter.



Seminar with different Stake holders with regards to the importance of Archiving 2019

- On 27th July 2019 a **Film Screening** was conducted by the department and the resource person was with Ms **Lipika Singh Daria** an Indian filmmaker and film director based in Bhubaneswar, Odisha. She has won four National Film Awards.



- Film screening with the students of the Mass Media Department in the studio premises.



- Group photo with Ms **Lipika Singh Daria** (in the centre).

On the 27th & 28th September a theatre installation '*A Journey Undefined*' was put up by the 1 semester students of mass media department.



Journey Undefined, A theatre Installation by the 1st semester students 2019



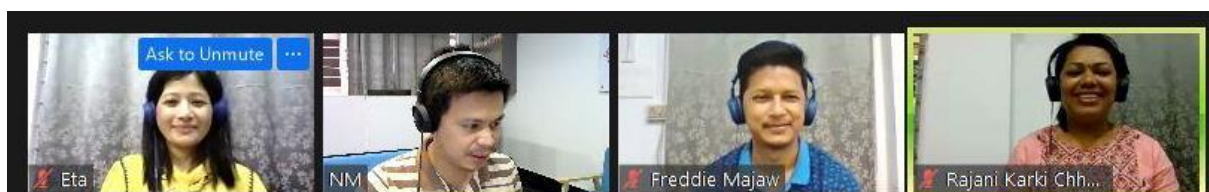
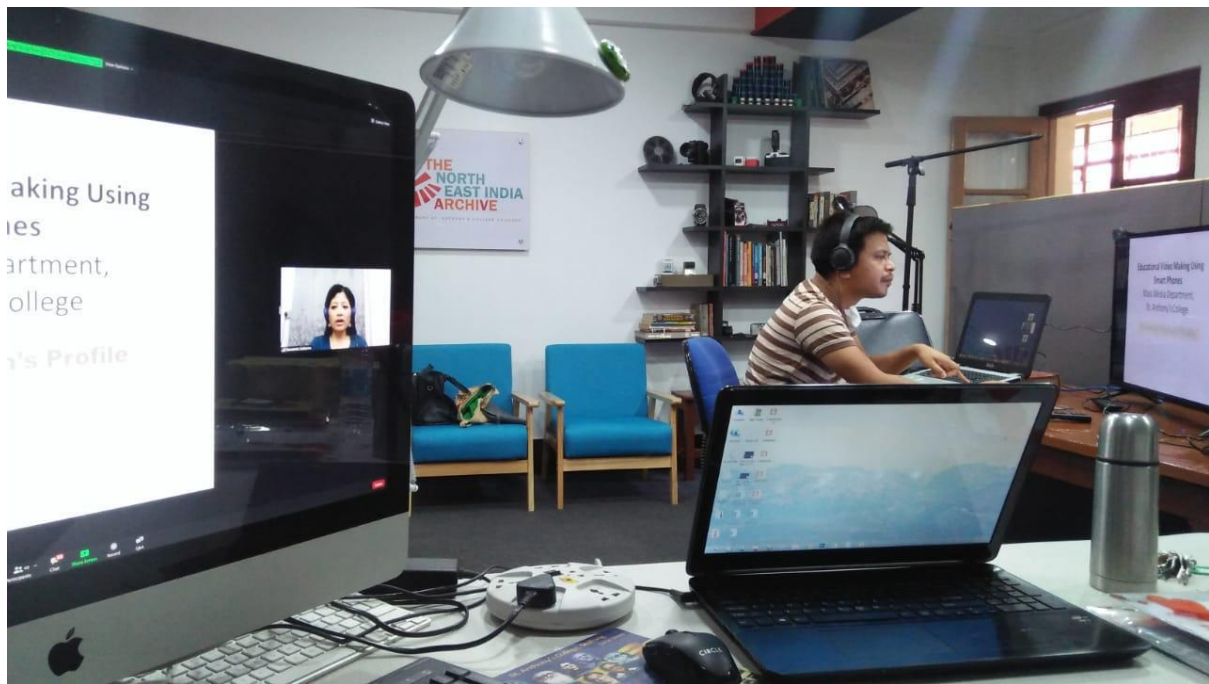
2020

The following are the different workshops, conferences, and extension services conducted this year by the department.

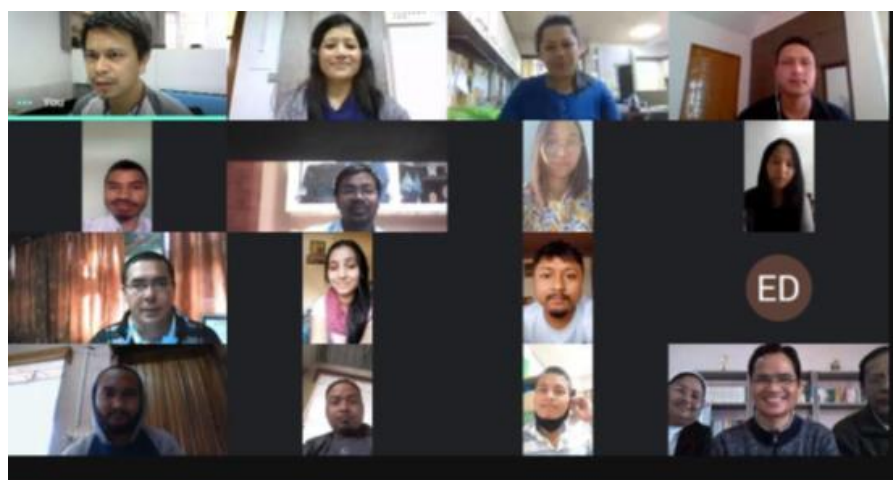
- A five day **Basic Photography Course** was organised by the Meghalaya Police in collaboration with the Department of Mass Media from the 24th -28th of Feb 2020. This programme was the initiative of Shri.F.G.Kharshiing, IPS, Dy.IPS (CID), Meghalaya, Shillong. The aim of the course was to impart knowledge to the police personnel on the technical and creative skills of taking photographs relating to crime scene.



- On the 11th-14th August 2020 an Online Workshop on Educational Video Making Using Smartphone' was conducted by the department for school and college teachers. This workshop aimed to introduce teachers/educators to specific techniques of adapting educational classroom text into engaging video contents. The 4 days of the workshop was designed to offer a hand-on training to the three key stages of video production- i.e. scripting, shooting and editing. The workshop was conducted over zoom platform and was attended by 66 participants from all across the country.



- On the 5th August 2020 a podcast venture "**SOUNDSCAPE**" by the final Semester Media Technologies student was launched online. The podcast is a joint venture of the 6th semester students. 12 episodes were uploaded and produced by students from their homes during the lockdown period. Each week a team of 2 students take up the role of podcast producer and work closely with the teacher in charge of the project. The podcast initiative was to help the students learn the emerging aspects of the audio industry.
- On the 21st of August 2020, the Department of Mass Media, St. Anthony's College, Shillong organized a one-day online orientation programme titled "**Introduction to Online Pedagogical Tool**" for the faculty members of the SAC extension campus Byndihati. The objective of this one-day programme was to help the educators/ teachers to adapt the different learning models in the online learning environment and integrate the freely available online tools and resources for effective online learning.



On 28th and 29th of November the **International Virtual Conference, on Identity: Myths, Memories, Communication and Cultural Narratives** organized by the Department of Mass Media, St. Anthony's College, Shillong, Meghalaya along with the Department of Journalism and Mass Communication, Central University of Karnataka, Kalaburagi, Karnataka; and the Department of Mass Media, SVKM Usha Pravin Gandhi College of Arts, Science & Commerce, Mumbai, Maharashtra. The theme of the conference was to highlight the need to understand the place of communication in culture, in identity and in myth.

28th & 29th November 2020

Invited Speaker

Dr. Buket Akgün is an Assistant Professor at the Department of English Language and Literature at Istanbul University, Istanbul, Turkey. She published on Shakespeare adaptations, witches in fiction, speculative fiction, rewriting, and literature and media. She conducted a project on the reception of English literature in comics, manga, and anime at the Faculty of Manga at Kyoto Seika University, Kyoto, Japan. Her current research focuses on historical, mythological, and literary reception in comics, anime, film and television series.





Dr. Buket Akgün
Assistant Professor, Department of English Language and Literature,
Istanbul University, Istanbul, Turkey

Topic : Identity, Legacy, and Memories in Scarlet Witch (2015-2017)

INTERNATIONAL VIRTUAL CONFERENCE

IDENTITY: MYTHS, MEMORIES, COMMUNICATION AND CULTURAL NARRATIVES

For More Information Contact : immcn20@gmail.com



Department of Journalism & Mass Communication,
Central University of Karnataka
Kalaburagi, Karnataka, India



Department of Mass Media,
SVKM's Usha Pravin Gandhi College
of Arts, Science and Commerce,
Mumbai, Maharashtra, India



Department of Mass Media,
St. Anthony's College,
Shillong, Meghalaya, India

Identity: Myths, Memories, Communication and Cultural Narratives

International
Virtual
Conference

28th & 29th
November 2020

Invited Speaker

Topic: Culture After COVID-19: Adapting,
Thriving and "Re-Making the Model"

Dr. Deirdre McLaughlin

Dr. Deirdre McLaughlin is a multi-award-winning London-based director and dramaturg, researcher and teacher. She has worked in the UK and USA since 2008, across a range of platforms and disciplines, but with a focus on developing new work and interdisciplinary practices. She has previously developed new work for Shakespeare's Globe, The National Theatre Studio, Unlimited, The Yard, The Place, Stratford Circus, Cambridge Junction, Dance City, Old Vic Workrooms, The Vaults and numerous international festivals. Deirdre is currently a regular visiting lecturer at The Royal Central School of Speech & Drama, University of London, where she coordinates units in festival producing, directing and dramaturgy, and contemporary performance practice. Deirdre's research interests include interdisciplinary performance practice, queer and feminist dramaturgies, and disability in performance. She is the co-editor of *Embodied Cognition, Acting and Performance* (Routledge) and has published widely across performance, actor training, and science journals, often about her own professional work as a performance maker. Deirdre regards her practice, research and teaching as intermingling forms of activism and is deeply committed to the role of social justice in the development of contemporary arts and performance practice.

USERS

Department of Journalism &
Mass Communication,
Central University of Karnataka
Kulabargur, Karnataka, India



Department of Mass Media,
SVKM's Usha Pravin Gaud College
of Arts, Science and Commerce,
Mumbai, Maharashtra, India



Department of Mass Media,
St. Anthony's College,
Shillong, Meghalaya, India

IDENTITY: MYTHS, MEMORIES, COMMUNICATION AND
CULTURAL NARRATIVES

INVITED
SPEAKER

DR. DOLLY KIKON



Senior Lecturer in the Anthropology and Development Studies Program at the University of Melbourne. She received PhD from the Department of Anthropology at Stanford University in 2013, & was a Post-Doctoral fellow at the Department of Social Anthropology at Stockholm University from 2013-2015. Prior to that she received her Bachelors in Law (LLB) from the Faculty of Law at University of Delhi in 2002, practised in the Supreme Court of India and the Gauhati High Court in Assam. Her legal advocacy work and research continue to focus on land ownership and resource management in Northeast India, including extra-constitutional regulations like the Armed Forces Special Powers Act (1958). She is also a Senior Research Associate (SRA) at the Australia India Institute and host the Melbourne Researchers in Focus Conversations series. She also serves on the Council of Advisors for The India Forum. Her research focuses on resource extraction, militarisation, development, human rights, migration, gender, and political economy.

TOPIC: IDENTITY THROUGH MEMORIES AND ORAL NARRATIVES

USERS

Department of Journalism &
Mass Communication,
Central University of Karnataka
Kulabargur, Karnataka, India



Department of Mass Media,
SVKM's Usha Pravin Gaud College
of Arts, Science and Commerce,
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Department of Mass Media,
St. Anthony's College,
Shillong, Meghalaya, India

28th & 29th November 2020

INTERNATIONAL VIRTUAL CONFERENCE

IDENTITY: MYTHS, MEMORIES, COMMUNICATION AND CULTURAL NARRATIVES

Invited Speaker



Dr. Jatin Srivastava

Associate Professor
E. W. Scripps School of Journalism,
Ohio University, USA.

Topic: *Entertainment Education,
New Media, and Indian Storytelling
Traditions*

Dr. Jatin Srivastava is Associate Professor at E.W. Scripps School of Journalism at Ohio University. He is the director of the Institute for International Journalism, Ohio University.

He is also a member of the Council for Research, Scholarship, and Creative activity at Ohio University. His recent research is rooted in theory-based exploration of the new media environment.

He is passionate about the role of information in democracies and how it may relate to how societies evolve and function. He is deeply involved with developing and teaching courses such as information literacy, introduction to mass communication and race, gender, and class in media, which are focused on increasing media literacy among students. He has also been involved with the International Communication Division at Association for Education in Journalism and Mass Communication since 2013 and has served as the Research Chair, Vice Head, and Head for the Division.

For More Information Contact: immccn20@gmail.com

Identity: Myths, Memories, Communication and Cultural Narratives

MR. SUDHANVA DESHPANDE

Sudhanva Deshpande is an actor, director and organiser with Jana Natya Manch, one of India's preeminent political theatre groups. The group was set up in 1978, and Sudhanva joined in 1987. He has over 4,000 performances to his credit as an actor. He works as Managing Editor at LeftWord Books, and is the author of *Halla Bol: The Death and Life of Safdar Hashmi*.



INVITED SPEAKER

Subthemes to be covered:

Identity through literature and the visual arts, Exploring identity and culture through theatre, Redefining the performing arts post Covid 19, Artists and conflict narratives, Role of arts and art spaces post Covid 19.

USERS

Department of Journalism &
Mass Communication,
Central University of Karnataka
Kulabargur, Karnataka, India



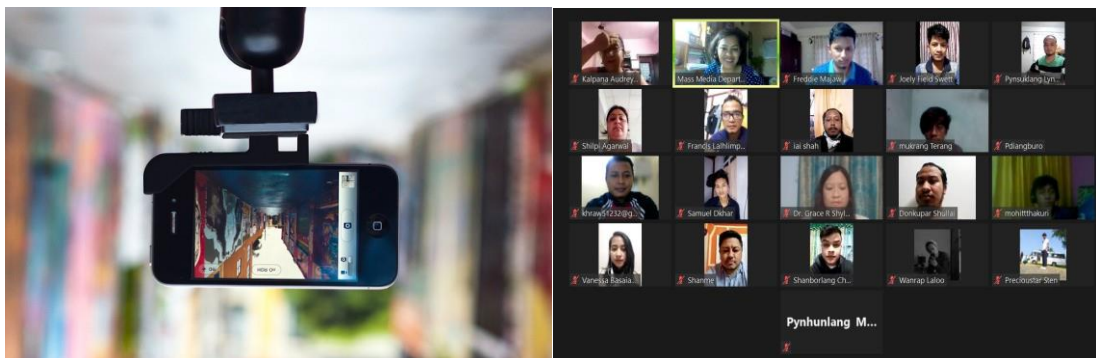
Department of Mass Media,
SVKM's Usha Pravin Gaud College
of Arts, Science and Commerce,
Mumbai, Maharashtra, India



Department of Mass Media,
St. Anthony's College,
Shillong, Meghalaya, India

The following are the different workshops, conferences, and extension services conducted this year by the department.

- A one month online short term course (7th June to 7th July 2021) on **Smartphone Videography for Beginners** was conducted by the department of Mass Media. The objective of the course was to equip the learners with the basics of videography. To provide a comprehensive understanding of the working of mobile phone cameras and knowledge and application of the different video settings. To be able to use their smartphones for shooting, editing and adding multiple video elements together (images, sound, interviews, music, archival footage) to convey a message and to tell a story.



- A 6 days Online Campaign (**12 July - July 17**) on COVID Vaccine Hesitancy in Meghalaya was carried out by the 6th Semester Media technologies students under the guidance of Professor Rajani K Chhetri. The Campaign to prevent COVID Vaccine Hesitancy in Meghalaya was titled as “HAVE FAITH, VACCINATE” followed by a slogan in local language: ***Pdiang ia Ka tika, Beh ia u Corona, meaning Accept the vaccine, Chase away Corona.*** The purpose of this campaign is to encourage public who are hesitant to get vaccinated for COVID, to challenge the orthodox, unscientific, dogmatic religious belief system contributing to vaccine hesitancy, to educate the public about the vaccines’ specifications and advantages to and address and prevent and stop the spread of rumours .

