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Media Manthan 2013
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ST. ALOYSIUS COLLEGE (AUTONOMOUS)
DEPARTMENT OF MASS COMMUNICATION



presents

MEDIA 13 MANTHAN

TWO DAY NATIONAL LEVEL MEDIA FIESTA

21 AND 22 JANUARY 2013

'CELEBRATING 100 YEARS OF INDIAN CINEMA'





About the College

St. Aloysius College (Autonomous) is one of the oldest colleges of the country, with a 132 year history. In recognition of the college's quality education and all-round service rendered by it, the University Grants Committee (New Delhi) has accorded it with Centre with Potential for Excellence, status, besides NAAC granting it 'A' grading.

The motto of the college is **LUCET ET ARDET**, which means 'It shines and it Burns'. Through its mission, the college strives to transform students into men and women for others and to be responsible citizens, to care for others, for the nation, and the earth.

It is situated on a 37-acre (150,000 m²) campus atop Light House Hill, overlooking the Arabian Sea. It is managed and run by the Mangalore Jesuits Educational Society (MJES).



Master of Communication and Media Studies (MCMS) is a Two Year Post Graduate programme offered by St. Aloysius College. With specializations in Print and New Media, Broadcast Communication and Corporate Communication, MCMS strives to prepare today's youth to be tomorrow's effective responsible media professionals.

The Department ensures that the students have practical training and are ready to face the demanding responsibilities of the professional scene. This is made possible by making the students bring out various productions across all specializations. This includes Campus Eye (A news bulletin telecast on a Local TV Channel), Tvesha (A monthly journal highlighting aspects related to media), Saptahik Varta (A weekly journal incorporating the latest events in the college), and Mediator (A daily newsletter comprising of top news from around the globe). Apart from this, regular productions of documentaries, photography, radio programmes etc. are all part of the curriculum.

Media Manthan is the flagship annual event of the Department of Mass communication (MCMS). The national level media seminar offers various competitions, workshops and panel discussions. Students from over 15 colleges across the nation take part in this fiesta which brings together the best resource personnel from the industry.

The focus of this year's Media Manthan is 'Celebrating 100 Years of Indian Cinema'. Media Manthan 2012 is just behind us; its theme 'Media and Environment' was a big success. Media Manthan 2011 on the other hand, had focused on the theme 'Media and Manipulation'

- Participation in Media Manthan 2013 (MM2013) is open to all UG and PG students of all streams/disciplines.
- A maximum of 15 students may participate from each college for the competitions (excluding participants of workshops). However, other students may come to witness the event. Staff members are also welcome. Refreshments on both the days shall be provided only to the staff members and the registered competitions team. Only one team per college.
- There shall be a minimal registration fee of Rs. **500** for the entire team.
- The team has to submit a letter of authorization from the Principal of their institution during the time of registration.
- All students are to necessarily carry their ID card, which should be produced as and when asked to do so.
- Participants are solely responsible to ensure that the timings of their events or workshops do not clash. The organizers shall not be held responsible in the case of a participant being unable to attend the event due to a time clash.
- Students taking part in competitions can also take part in the workshops, but it is their sole responsibility to ensure that the timings do not clash.
- Participants are expected to be on time for their respective events, failing which the event shall continue without the participant. No extra time will be allotted in such cases.

Please Note:

The participants are advised to check the MM 2013 website as well as the Facebook page regularly for updates on events, schedule, rules and regulations.
<http://mediamanthan13.weebly.com> <http://facebook.com/MediaManthan2013>

- Exceeding time limit in the events shall lead to negative marking.
- Participants are expected to follow established norms of decency and morality in their behavior within the campus and during the event. No form of vulgarity will be entertained in the course of the event and will lead to disqualification.
- Participants are advised to carry their own laptops, which may be helpful for certain events.
- Every competition shall have TWO prizes - First and Second.
- There will be an overall championship, which shall be determined based on points acquired during individual event participation. This shall also include points acquired from participating in the workshop. For more details on the point ranking system, you may refer to the MM2013 website.
- Outstation participants are expected to notify the organizers well in advance in case they require accommodation or transportation. These shall be made available on request. Costs shall have to be borne by the participants.
- There shall be a preliminary round in case there is an excess in the number of entries for any event.
- The organizers reserve the right to reschedule events in case there is an inevitable necessity to do so.
- Decision of the judges and organizers shall be final and binding in all cases.

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Competitions

8x10 Tasveer (Photography)

Bol Bachchan (RJ Hunt)

Taare Zameen Par (Quiz)

Pehchaan Kaun (Mock Press)

Kahaani (Trailer Making)

Golmaal (Movie Spoof)

Viraam (Ad Making)

Makhdi Ki Jaal (Web Designing)

Peepli Live (Video Bulletin)

Chitragupt (Film Review)

8x10 Tasveer

The hunt for the best photograph...

- Maximum of three participants per college. This is a solo event.
- Topic shall be given during registration.
- Any digital camera can be used.
- Photos to be shot only during the allotted time frame.
- Hard copy is to be submitted by 12pm on the second day.
- The photo should be of 8x10 size and should include a caption.
- No editing or manipulation of the photo.



MEDIA 13 MANTHAN

Bol Bachchan

Top Jocks set to rock the show...

- One team comprising of TWO participants per college.
- The RJs shall be hosting a show called 'Bolly Matinee'.
- The two RJs will have to co-ordinate with each other. Two mics shall be provided on stage.
- Songs required, if any, have to be handed over in a pen drive to the organizers beforehand.
- Further rules shall be mentioned during the event.
- Time: 3min + 2min

Taare Zameen Par

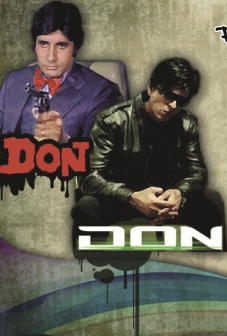
Put your knowledge of Cinema to the test...

- One team comprising of TWO participants per college.
- There shall be a written qualifier round before the on-stage finals.
- Details of the rounds shall be updated on the website THREE days prior to the event.
- Quizmaster's decision shall be final in all regards.

Pehchaan Kaun

Step into the shoes of the stars...

- ONE participant per college. (Solo event)
- The personality will be from the Indian Film Industry. (All eras)
- The list of personalities shall be put up a week in advance.
- There will be a written preliminary elimination round testing the participants knowledge of the list of personalities put up on the website.
- For the finals, the time allotted is as follows:
 - 3 Min - Address the Press
 - 3 Min - Questions (Jury)
 - 2 Min - Audience Questions



Kahaani

A glimpse of what is to come...

- One team comprising of TWO participants per college.
- A film will be given to the participants during the time of registration. A trailer has to be made using clippings from the movie.
- Duration of the trailer shall not exceed THREE minutes.
- The video trailer will have to be submitted in a pen drive by 9.30am on Day 2.
- The videos have to be in any one of these formats:

.avi/.mpg/.mkv/

.wmv/.vob/.mp4

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Golmaal

It's time to act crazy...

- One team comprising of minimum FIVE and maximum TEN participants per college.
- The participants are expected to make and act out a movie spoof (parody) with the theme being 'Indian Cinema'.
- Plagiarism of existing spoofs may lead to negative marking. Kindly refrain from using ideas from the web.
- Participants will have to bring their own props and costumes if needed.
- Time allotted is 6 minutes (including 2 minutes for stage setup). Exceeding time limit will lead to negative marking.



Viraam

Break into the AD Arena...

- One team comprising of **THREE** participants per college.
- The event is divided into **THREE** rounds:
1) Print AD 2) Radio AD 3) Video AD
- The topics shall be given at the time of registration.
- The ads can be produced at any time during the course of Media Manthan 2013, but will have to be presented during the mentioned time slot.
- More details of this event shall be put up on the website.

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Makhdi Ki Jaal

Ready to be caught in the web of cinema?

- ONE participant per college. (Solo Event)
- Topic will be put up on the Media Manthan 2013 website THREE days prior to the event.
- Systems shall be provided for this event. The participants cannot use laptops.
- Time Allotted: 2 Hours
- There shall be no presentation of the website. Judges will evaluate the websites personally.
- The participants may bring content on pen drives. But this shall include only: pictures, videos, audio, font and text.
- No pre-formatted content will be allowed. This includes css, html files, scripts etc.

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DO NOT CROSS

DO NOT CROSS

DO NOT CROSS

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Peepi Live

Document the undocumented...

- ONE entry per college.
- The team is expected to make a video feature (report) of the events on the first day of Media Manthan 2013.
- The video can be in any of these languages - English / Hindi / Kannada.
- Duration of the video should be minimum FOUR minutes and maximum TEN minutes.
- The video should be submitted ONLY on a CD/DVD by 9.30am on Day 2.
- The videos have to be in any one of these formats:

.avi/.mpg/.mkv/.dat

.wmv/.vob/.mp4



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Chitragupt

Bring out the critic in you...

- This is a SOLO event. Maximum of TWO participants per college.
- A Hindi film will be screened for which the participants will have to write a review.
- The review shall be maximum 350 words, in either English, Hindi or Kannada only.
- The review shall have to be submitted as a hard copy (preferably printed) by 9.30am on Day 2. A soft copy shall also have to be submitted.
(.doc format)
- Any traces of plagiarism shall lead to disqualification.

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WORKSHOPS

- *Participation in the Media Manthan Workshops is FREE for the students of colleges registered for Media Manthan 2013.*
- *A college can delegate upto THREE students per workshop.*
- *Workshops are open to non-students and the general public as well, at a nominal fee of Rs. 150 per workshop.*
- *If a participant of a workshop is taking part in any other competition/event at Media Manthan, it is the sole responsibility of the participant to ensure that the timings do not clash.*
- *Non-attendance to the workshop after having registered will lead to deduction of points in the Overall Standing at Media Manthan 2013. Thus, it is advisable that the college sends a seperate team for workshops and competitions.*
- *On the spot registrations to the workshops are subject to slot availability.*

For more details:

WEB : MediaManthan13.weebly.com

MAIL : sacmediamanthan@gmail.com

FCBK : [fb.com/MediaManthan2013](https://www.facebook.com/MediaManthan2013)

Contact us at:

Laxmi Shenoy : + 91-9986967371

Kiran Shenoy : +91-9741155551

Sudeep Shenoy : +91-9964380217

'ACTING & ANCHORING'



Pradeep Krishna

Interested in glamour and fame that the silver screen has to offer? Ever wanted to make a mark on TV and never found the right mentor?

Well, fret no more as Media Manthan '13 presents a workshop by renowned media personality Pradeep Krishna to help you fine tune your skills in Anchoring and Acting.

Duration : 90 Minutes

Date : Jan 21, 2013

Pradeep Krishna, a.k.a Badekkilo Pradeep is a heartthrob among ladies for his looks. But looks aren't his only forte. He started his career as a reporter, and then moved on to RJing with stints at Worldspace and BIG FM. Later he joined the TV arena and currently has over 6 years of experience, having worked with TV9, Aaj Tak, Headlines Today and Suvarna TV. He has also acted in TV serials, and is a well recognized voice-over artist too, with his voice playing at the Bangalore Metro.

'RADIO JOCKEYING'



RJ Vishwas

Mesmerized by the charm of the Radio Jocks? Ever desired to take up a career in the Radio Industry? Think you have a captivating voice?

If so, what are you waiting for! Make sure you attend this workshop by RJ Vishwas as he takes you through finer nuances of Radio Jockeying.

Duration : 90 Minutes

Date : Jan 21, 2013

Vishwas Kamath, popularly known as RJ Vishwas, is a name that is familiar to anyone who listens to radio in Mangalore. He first stepped into the media field two decades ago, as a child artiste and in 1995, he won the national award for the Best Child Artiste. Ever since Mangalore got its first FM station in 2007, RJ Vishwas is one among the most popular and loved RJs in Mangalore, primarily for his wit and quick thinking. Having worked with Radio Mirchi, he is currently working at 92.7 BIG FM.

'FILM DIRECTION AND TECHNIQUES'



Rajendra Talak

Looking at the huge number of films produced in the Bollywood Industry alone, it is but apparent that film making as a profession has a huge scope. But without certain skill sets, getting into this line would be difficult.

*National Award winning Director **Rajendra Talak** will take you through the basics and techniques of film direction and technique in this workshop.*

Duration : 120 Minutes

Date : Jan 22, 2013

Rajendra Talak is a veteran film director from Goa. He has to his credit, four full length movies that have premiered at the International Film Festival of India, and subsequently released in theatres. His movies 'Aleesha' and 'Antamad' have picked up National Awards, and 'O Maria' has completed a silver jubilee run at two major multiplexes in Goa. His other movie 'Savali' deals with the current generation's obsession for instant fame.

'WEB DESIGNING'



Prathamesh Pai

Designing a website requires not just knowledge of programming languages and software, but a lot of skill as well.

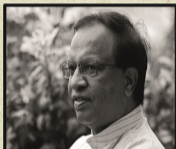
Make sure you attend this workshop on Web Designing by Prathamesh Pai, wherein he shares some of his skills with you all.

Duration : 90 Minutes

Date : Jan 22, 2013

Prathamesh Pai is a web developer and designer from Manipal. An alumnus of MIT, he has worked with a British organization, JWCS for three and a half years. Having started his career in 2001, he founded Transducent Web Solutions in 2004, which is the first company to adopt W3C Web Standards in India. He has worked on several international projects. He is also serving as a visiting faculty member at the Manipal Institute of Communication since 2005.

'PHOTOGRAPHY'



Mukunda A.N.

All of us are photographers in one way or the other for sure. But what are the qualities essential for making the photographs you click worthwhile?

Learn this, and a lot more at the hands-on Photography Workshop by Mukunda A.N. which focuses on Portrait Photography.

Duration : 150 Minutes

Date : Jan 22, 2013

A.N. Mukunda, a retired KPTCL employee has had a keen interest in photography right from his college days in 1975. Although he has done many kinds of photography, over the years he has specialized in the Portrait form. In the past two and a half decades, Mukunda's portraits of writers, musicians, politicians etc. have been regularly appearing in prominent Kannada and English periodicals and magazines. Mukunda, in his photos gives emphasis on the face, and on natural lighting.

Apart from competitions and workshops, Media Manthan 2013 shall feature the following:

- Panel Discussion on the topic 'Indian Cultural Diversity and Indian Cinema. This panel discussion will be graced by noted resource persons **Manu Chakravarty, Phaniraj, Samvartha Sahil, Avinash Kamath and Vivek Nambiar.**
- Film Screenings of various award winning movies like
'Kanasemba Kudureyaneri' by Girish Kasarvalli,
'O Maria' by Rajendra Talak,
'Jo Jo Laali' by Sandeep Malani,
'Oriyardori Asal' by Vijaykumar Kodialbail,
'Ksheeranjali' by Sitesh Govind.
- 'Commerce of the Scientific Art' - An interactive talk session with **Vinayak Pujar** on the challenges faced by smaller cinema industries.
- 'Indian Cinema through the Ages' - An interactive talk session with **Vivek Nambiar.**

Please Note:

The above mentioned programmes are tentative and subject to change. The schedule and details of the above mentioned programmes shall be updated on the Media Manthan website after confirmation by the respective directors.

Apart from competitions and workshops, Media Manthan 2013 shall also feature the following:

- *'Memoirs'* - A Photo Exhibition by Students, Amateurs and Professionals.
- *'Helicam'* - Helicopter Camera demonstration by **Lathish**.
- *'Musical Melodies'* - A melodious tribute to the 100 Years of Indian Cinema by noted singer **Dr. Nithin Acharya**, Winner of *'TV9 Voice of Bangalore'*.
- Variety entertainment by the students of MCMS of St. Aloysius College.
- A dance performance by India's Got Talent finalist, **Jishnu** from **Ocean Kids**.
- A performance by *'7up Dance for Me'* dance competition winners, **Boyzone**.
- And much more... (*Details will be updated on the web*)

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