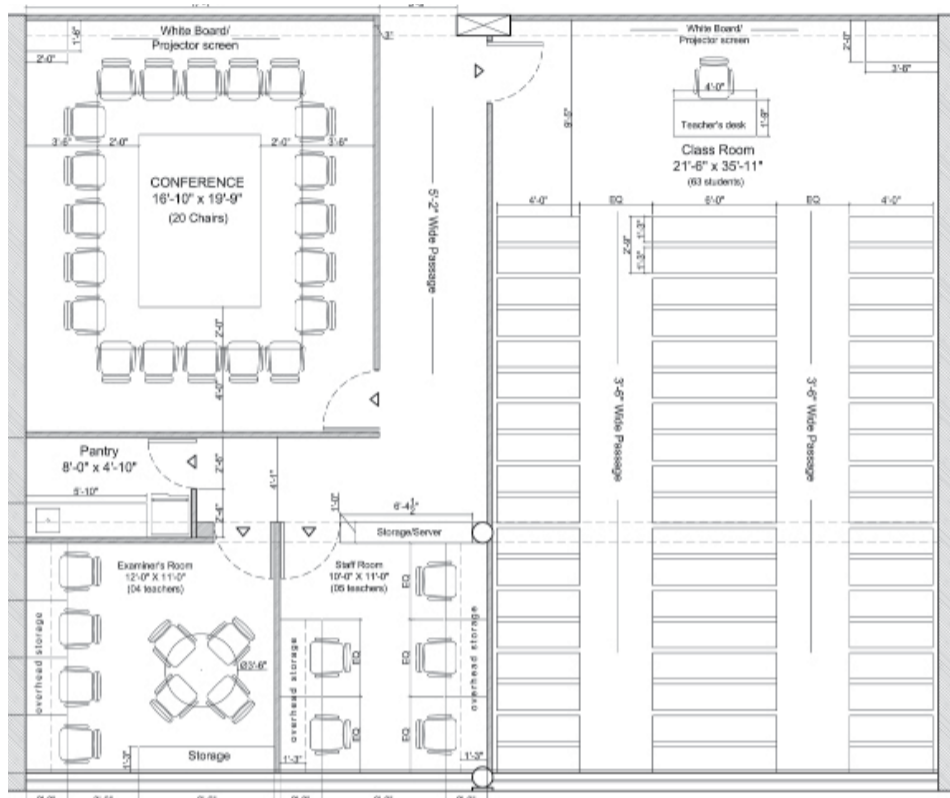




SCMC adds more space



The floor plan of the new facilities coming up on the sixth floor of the SCMC

SCMC Correspondent
From the next semester, commencing in July 2019, the Symbiosis Centre of Media and Communication will have one more classroom with the capacity to seat 72 students.

In addition, the college will have the facility of a conference room which will seat about 20 persons. The existing

examination section, currently in a makeshift cabin on the 7th floor, will have a permanent room. Additional space will be available for seating faculty members. A small pantry is also part of the additional facilities (see layout plan).

The new spaces are being created in the open area between the Faculty Room and Classroom 601 on the sixth floor, which

was earlier designated as the Activity Lounge. This open-to-air terrace, which was otherwise of little use during rains and hot summer months, has been recovered for creating the new additional spaces.

The terrace has yielded almost 1600 square feet of space for the new facilities. The classroom, measuring 21-and-a-half feet by about 36 feet will have state-of-art projection and sound systems. The conference room, measuring 17 feet by 17 feet, will also have projection and sound systems, besides video-conferencing facility.

“We were seriously short of space. Acquiring this space has given us an additional classroom which was direly needed. We will convert the open space on the 5th floor as an activity area” said SCMC Director Dr Sreeram Gopalkrishnan.

Some students, however, responded to the development with mixed feelings. “We look back with nostalgia at all the activities that used to happen in this open space . . . like practicing for singing, dancing and dramas. But a new classroom is a welcome idea,” said a Third Year student.

The campus still has open spaces, like the large open to air balcony on the fifth floor and the covered verandah on the sixth floor, besides the wide stair-cases which are sit-outs for students during non-class hours.

Alumni attend annual dinner

Staff Reporter



One of the winners of the AEP, Vidushi Jain, receiving her certificate from Batch of 2018 alumni Sujitha Sundaram (on left). PICTURE BY SOMALIKA CHABRA

The Symbiosis Centre of Media and Communication held its annual Alumni dinner meet on Saturday 22nd February at a local restaurant in Koregaon Park.

Speaking on the occasion, SCMC Director Dr Sreeram Gopalkrishnan said the college considered it imperative to maintain contact with its alumni so that the knowledge and experience of those who have passed out from the college can be shared with existing students.

He welcomed the alumni present on the occasion and extended his invitation to others to visit the campus whenever they are in the city.

Recorded messages from the HODs
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It's all about the millennials

Day 2: Film and Advertising professionals share insights on consumption habits of millennials



L-R: Sakshi Arora, Sanchari Chakreabarty, Baradwaj Rangan, Sukumar Menon, Jai Sharma and Kevin Lee during the Q & A round.

Kavisha Manvani
Anukram 2020, SCMC's annual media seminar's third edition concluded with its second day on 15th February. The two-day seminar kick started on 1st February with professionals giving insights into dynamic industry of Journalism and Public relations. Second day was devoted to Advertising and Audio-visual production specialisations.

Professionals shared their opinions on the theme of the seminar, 'Millennials are impossible to define but essential to understand for the media industry.'

The event started with Director

Dr. Sreeram Gopalkrishnan's address welcoming the guests and the audience. First speaker of the day was Mr. Baradwaj Rangan, a well-known name in the film expertise. Rangan is currently a critic with Film Companion. He enlightened the students with his take on the type of content that is remembered even after its release.

Next up was Ms. Sanchari Chakrabarty, Strategy Director at DDB Mudra. She spoke about the influence of advertising on millennials and its effect on their consumer patterns.

Third speaker, Mr Kevin Lee shared

some interesting perceptions about storytelling. Lee is the Editorial lead at Yuva and spoke about the comparison between non-fiction filmmaking and fiction filmmaking; a dilemma every millennial filmmaker goes through.

He was followed by Mr. Sukumar Menon, another renowned personality in the field of advertising. Mr. Menon is the founder and creative head of Black Swan Life, an advertising agency based in Mumbai. He addressed the most important millennial trait, "FOMO" i.e. fear of missing out and its effectiveness in the space of advertising.

Post lunch, the mood was lightened by a theatrical performance in the fields of advertising and audio-visual production by Raahi, theatre group of SCMC. Up next were Ms. Sakshi Arora from Digitas and Mr. Jai Sharma, director of the award winning short film, Gadhedo.

While Arora spoke about the change in advertising targeted at millennials, Sharma shared his insights about opportunities for DOP in small independent projects. The day ended with a Q&A panel discussion, moderated by Ms. Arshi Imtiyaz and Ms. Krysanne Martis.

SCMC publishes its first book

Anushka Mukherjee

In a first, the Symbiosis Centre for Media and Communication published and launched a book. "Media Through the Millennial Lens" is a collection of insights into the media of today, from students and experts of the industry alike. With a strong emphasis on creating content for the millennial generation, the book focuses on tips and tricks from four streams:



Journalism, Audio-Visual Production, Public Relations and Advertising. From drawing boundaries between journalistic ethics and clickbait to

tackling the millennial concept of FOMO, the articles in the book offer new ideas of navigating the dynamics of the media industry. The idea of evolution in technology and winning the millennial's trust is evident across the varied student and expert-led

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