



MEDIA MEET: STATUS UPDATED!!!

The year long awaited Media Meet 2012 commenced on August 24th at the Christ University auditorium with a theme "Let's Network-emerging new media" that is hard to miss the eye. A diverse panel of dignitaries gracing the event included Vice Chancellor Col. Fr Thomas C Mathew, Dean of Social Sciences and Humanities department Prof. John Joseph Kennedy, Intel Strategic Manager Mr. Sunil Acharya and the HOD of the Media Studies department Prof. Naresh Rao. The inauguration began with the lighting of the lamp by the esteemed dignitaries after which they took their place amongst the audience to watch the rest of ceremony.

A welcome dance for this grand occasion was performed by the students of first and second year MS in Communication. Prof. Naresh Rao then delivered the welcome address highlighting the significance of new media and providing a brief on the various events that is in store for us over the next two days. Also the newly conferred title of 'Colonel' to Fr. Thomas C Mathew was celebrated who then shared his experience about the interdisciplinary prospects of building networks, the Indian Networking systems, knowledge of which

Mr. Gopinath has been honored as the world's youngest certified Professional Web Developer through his project "coolhindustan.com" at the age 14.

is instrumental in bringing societal changes.

Sponsor representative from Intel, Sunil Acharya who has been associated with the company for 20 years and currently designated as their Strategic Manager highlighted the opportunities that Intel has been providing the student community for decades. "Intel connects to more than



50,000 students and 300 colleges every year" stated Mr. Acharya. Further Prof. Kennedy, while appreciating the vibrancy and dynamism of the media studies department also reminded us about the dangers associated with social media and its wise usage.

The arrival of the Chief Guest Mr. Suhas Gopinath was welcomed by the Core Committee member, Amogh Ravindra. Mr. Gopinath has been honored as the world's youngest certified professional web developer through his project "coolhindustan.com" at the age 14. He is also the chairperson and C.E.O of Globals Inc, a multinational IT consulting company focusing on Web e-commerce and web mobile solutions. His experience on how he started off his career from a humble beginning and scaled the height of success was a source of inspiration to all.

Mr. Sunil Acharya and Chief Guest Mr. Suhas Gopinath's presence was acknowledged with mementos. The theme song presented by the students of MS in Communication brought down the curtains on the inauguration and thus began the two day journey of Media Meet 2012 amidst a cheers and a round of applause.

-Tapati, Lidwina & Aishwarya

NEW MEDIA: ANALYSED AND DELIVERED

To kick start the events of Media Meet 2012, the Paper Presentations were held at the main auditorium of Christ University. Going by the theme of this year's Media Meet, the participants presented their papers on the various facets of New Media. The programme commenced with the Keynote speaker Dr. Fr. Kurian Thomas, engaging the audience with some enlightening words on the reason why people are increasingly being drawn to Social Networking. His views on social networking being used by individuals to



Courtesy: Sharath Babu

create a 'Social hyper reality' of themselves was quite insightful.

The nine participants, which included faculty and students of the media department of various institutions were given 10 minutes to present their research and a further five minutes for discussion with the audience and the judge Fr. Kurian Thomas.

Manjula K, a Research Scholar from Maharani Ammani college, Bangalore, was the first to present her paper which looked at 'The reach and access of New Media in the development of urban women'. An innovation to democratize media through new media' was a case study presented by

Noor Jahan Khan, a faculty of the Department of Communication and Media, Jain University, Bangalore. She drew attention to CGnet Swara, an experiment to democratize media, started in Chhattisgarh, which serves as a platform for tribal natives who have limited access to communication, to make their voices heard. The last three participants were students, and



Courtesy: Sharan Ranjith

Christ University was represented by Deena P of 2nd MCN and Sezel S Lalwani of 3rd JPeng. Both their research papers focused on New Media in Education but explored distinctive aspects of the same. The final paper was presented by Amrutha Anand of The Manipal institute of Communication on Ethics in Photo Journalism in the context of New Media.

The presentations threw light on the benefits as well as perils of New Media, posing a tough call for the judges and proving that when it comes to New Media, and there is more to it than meets the eye.

-Bayden Austin

The 'E'- Crusade

Dot Com - a mock website designing competition was the concluding event of day one of Media Meet, 2012. Echoing the Media Meet philosophy of "Go Green" the different websites centred on the theme of 'environment-conservation'. The judges for the event were eminent figures from the IT industry, Mr. Naveen Iysola and Samrat Mandal.

As per the rules each team had to



Courtesy: Joel D'souza

design a semi-functional website with a couple of active links. They were given ten minutes to demonstrate their respective websites and explain the premise. An additional five minutes were allotted for feedbacks.

Addressing the growing concern of plastic-waste was Rcube Corporation, the team one NGO. Members of the team Shashanka, Laxmi Narayn Agrwal and Sujay Krishana from Christ University gave a comprehensive overview of their NGO. The website offered various products and services. The softwares used to construct the website were HTML, CSS, n+1, JavaScript, Photoshop and Corel Draw.

The subsequent team from St. Aloysius College defined their NGO, Environmental Concern Group, as a budding organisation, working towards sensitising the youngsters, to the perils of unregulated industrialisations. The members used Coral Draw Photoshop and Dreamweaver to design their website

Identifying themselves as the Cleaning Knights the next team from Commits Institute of Journalism and Mass Communication married cricket



Courtesy: Joel D'souza

and environment-conservation into a novel concept of stadium cleanups post cricket matches. The website was hosted on "simplesite.com".

Abhijit B.A, Vivian A and Abdul Kareem MA of the following team from Christ University stressed the need to solicit youth participation in preserving the national animal of India. Their website offered different products. The tools employed by them were HTML, CSS and Java Script.

The event culminated with a stirring speech by Mr. Naveen Iysola. Optimistic about the emerging trends in the IT industry, he advised the audience to pursue their dreams and strive for excellence.

-Neha Gupta

DIGITAL ANIMATION & GAMING



Courtesy : Sharan Ranjit

A Workshop on 'Digital Animation and Gaming' was conducted in the Media Lab, Christ University during the second session on the first day of Media Meet 2012. Headed by Mr. Avinish Pathak, the attendees were taken through the basics of 3-D Animation and Gaming, and their applications. Having completed his engineering from PES Mandya, Mr. Avinash Pathak has amassed eight years of experience in the

field of Animation and today he is part of 'Technicolour' an animation and multimedia company formerly known as 'Paprikas'.

The core of Animation is art and an animator needs to be familiar with the facets of an actor in order to portray his ideas on screen.

It was an interactive session between the speaker and

the students regarding their knowledge and ideas about the basics of animation. Various clips and videos related to special effects in movies like Harry Potter, Kung Fu Panda and Madagascar were shown and the techniques were explained. According to Mr. Pathak, the core of Animation is art and an animator needs to be familiar with the facets of an actor in order to portray his ideas on screen.

When asked about how the session was, Riddhi, a participant of the workshop said it was very interactive and informative. She also added, "I had no idea about the basics in animation but Mr. Pathak explained every topic with so many examples, that I am fully furnished with adequate information". The event thus lived upto the expectations and was well appreciated, becoming a huge success.

-Sulochna & Harinee

ADOBE CONNECTED

On 24th August 2012, Adobe conducted a workshop called, 'Adobe Connected' as part of Media Meet 2012. The workshop was conducted by Mr. Supreeth Nagaraju-Sales Head for Adobe South Asia and Sri Lanka and Mr. Vyshak Venugopal- Sr. Consultant for Adobe Systems.

They delved into the

various aspects of communication and how technology has enabled a truly unique digital experience. Mr. Supreeth further emphasized the need for collaboration between faculty and students. He compared the different means of digital communication devices now available like smartphones, tablets etc.

Mr. Venugopal focused

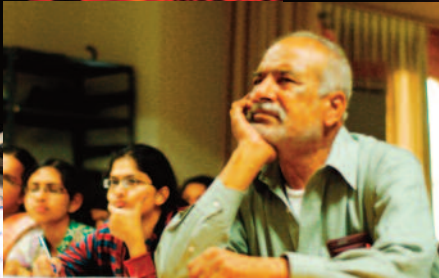
on the wider aspect of collaboration by taking the example of Facebook. He said that collaboration enables one to express their creativity to an individual or organisation successfully. Talking about Adobe Connect, he stressed on the features of its accessibility, security, compliance and extensibility. Not only does it provide group video conferencing, voice calls and file sharing, it also accounts to better system performance management.

Apart from that, the demonstration on making PDF portfolios and projects on Adobe Acrobat by Mr. Vyshak to make presentations more interactive, struck the right chord with the audience as the audience reverberated with a loud ovation. The workshop ended with the audience left wanting more along with a deeper understanding of the process involved.

-Joel D'souza



Courtesy : Sharan Ranjit





'IN-TEL'LING A WORKSHOP



Courtesy: Sharan Ranjith

Day two of Media meet witnessed the Intel workshop where Usha Sampath, current Manager of the Enterprise

Application Development in Intel IT preceded over the session. This workshop mainly focused on "Innovation" and how Intel relentlessly innovates throughout the corporation in areas of circuitry, processor, software's and other possible aspects. Concepts included "Breakthrough innovation" and "Reapplied innovation" were the highlights.

To keep the session interactive students were engaged in quick and

spontaneous exercises. Ms. Sampath also emphasized on the relevance of a product in the market and how it can be only maintained through regular innovations, new ideas and constant updation. Videos were played for a better understanding of technology and various recently launched Intel products. The session was concluded by a mention about how an organization should take up a leader's role to nurture innovation, bring ideas to reality by thinking something different, out of the box and continue the culture of innovation.

-Susmita Das

"CLIQUE"

The department of Media Studies conducted a photography workshop as part of their annual fest Media Meet. Mr. Chenthil, a contemporary wedding photographer based in Bangalore was the resources person. Photography is a representation of the subconscious of a photographer, the way he perceives a given space or subject.

The key to good photography is honing the eye. Perspective affords individuality to a picture. However, as a professional one needs to exercise restraint in interacting with the subjects; capture the moment and not become a



Courtesy: Sharath Babu

PR AND NEW MEDIA

Day two witnessed an informative workshop lead by Mr. Ramesh Muniyappa who currently is the Head PR - Jindal Steel Works . In this interactive session he explained public relations with references from his own life. The workshop was based on question and answers with his efforts in trying to keep the workshop industry based rather than theory based.

Disaster management communication, press release, converting a bad situation into a positive one, importance of journalist, breaking the myth about public relations industry were just a few topics that he touched upon. The building blocks of public relations were discussed at length, one of which is perception. He says "love your self and then other" moving on to explain concepts like "Aat-masakshi" to help the students understand the field.

Important tools of media, credibility, print, audio visual and new media – how all these tools have been used in real life situations to save the image, face of a company, individual or political party. The workshop imparted a real image of the public relations industry and acted like an eye opener to many students.

Neha Srivastava



Courtesy: Joel D'souza

part of it.

He recommended various guidelines to approaching the discipline. Research is imperative, acquaint yourself with the ambience, be clear about your agenda, construct a rigid workflow and identify the demography you can work with. Marketing is very important. Building a body of work, interacting and networking takes you long way.

The workshop concluded with a thriving interactive session. A range of issues concerning photography were discussed. The workshop was an enriching experience and augmented the knowledge of all those in attendance.

Neha Gupta

'Battle of nerves'

Day one of media meet 2012 saw a strong participation for the quiz competition- "Tech-A-Mukka" by 19 talented teams. The preliminary round consisted of written round which saw the teams fighting it out for a place in the final.

Day two of media meet saw the scintillating finale of Tech-A-Mukka take place in the main auditorium. Mr. Arul Mani the Vice President of Karnataka Quiz Association was invited to preside over this war of wits and to tickle the grey cells of

the participants.

The atmosphere was electrifying as the participants were asked a plethora of challenging, adrenaline pumping and mind boggling questions under the broad umbrella of science, technology and media. Despite the intense competition all the teams played fair and after five exhaustive and nerve wrecking rounds, team 4 emerged victorious. Team 2 bagged the second position and Team 5 came third.

Mr. Arul Mani praised all the participants and the quiz organizers for their efforts for making the event a great success. He also thanked the enthusiastic and cooperative audience. The afternoon was filled with lots of thrilled and excitement, with both the participants and audience, thoroughly enjoying the proceedings.

-Anjali Anand

Get Ready to be Mocked!

Day two of Media Meet 2012 was set ablaze with Mock Press, a mock rendition of a press conference. The only event painting a make believe journalistic environment wherein the judges were actively involved posing as journalists invited by the newsmakers disguised by the participants. This event was all about how well you can 'mock' a new media personality, the feeling of literally being in someone else's shoes!

Participants were judged on their convincing portrayal of the character, one's flair for dramatics, acting prowess and intensity with which they vehemently defend their stand.

The judges for this event were Mr. Arjun-Sashidran, radio presenter and producer with Fever 104 FM and Mr. ParthasarthyRavikumar, director of Client Services



Courtesy: Joel D'souza

with Pan Indian Ad Services. Participants tried different strategies to woo the audience and judges among which were Karan who played Bieber's imposter who stunned everyone with his beat boxing and Shouriya playing the role of Yahoo CEO, Merissa Mayor made his impression with his accent. On the whole, the event proved successful which energized everyone present for an eventful day with a great start to it.

-Aishwarya Athreya



Courtesy: Joel D'souza

PANEL DISCUSSION

The second session of Media Meet 2012 held at the main auditorium on 25th August, witnessed a panel discussion focused on the concepts of views on new media, cyber online privacy and content generation. The panellists were given time to present their topics which were discussed and consequently the floor was open to questions from the audience.

The discussion was moderated by Prof. Anil Pinto, Assistant Professor for the department of English and Media Studies, Christ University, who gave a brief run through the evolution of media and how the present digital age is shaped. The panellists included stalwarts from various sections of the media industry namely - Dominic D'-Souza, an expert on cyber law and legal advisor for Zee Communications, S. Natrajan, electronics and power engineer from Intel South Asia, Angelo Mathews, Sr. Producer at Network 18, Ramesh Muniyappa, Manager - PR and Corporate communications for Jindal Steel

Works, Operations Head at Zomato, Rohin Thampy and James North who manages online content for Greenpeace.

Mr. Dominic D'Souza started off with a presentation on Indian cyber laws and online privacy which looked at cyber ethics, cyber crimes and staying protected from them. Mr. Natrajan from intel, proposed some enlightening information regarding the evolution of personal computing, from being all about productivity, which moved into portability with the introduction of wireless technology, and

hence 'ubiquity' by 2015 with the expanse in connectivity between almost all electronic media including embedded systems. Angelo Mathews and Rohin Thampy looked into the importance of Brand Packaging and how it effects the influence of marketing through new media. James North discussed the concept of 'Radical Transparency' in the present age.

Mr. Ramesh Muniyappa spoke about his views on PR tools in New Media and how it is effecting the privacy of the netizen, after which the floor was open for discussion. Prof. Anil Pinto concluded the discussion after a healthy debate between the panellists and the audience.

The Panel discussion was fruitful as it gave the audience an opportunity to address their concerns and doubts on the topics being covered and opened avenues for healthy interaction between all present, providing for a fitting end to the events of Media Meet 2012.

-Bayden Austin



Courtesy: Sharath Babu

A' la fin



Courtesy: Bayden Austin

Winner's List

Paper Presentation

Faculty:

- 1st Prize- Juby Thomas
- 2nd Prize- Archana Vasudev
- 3rd Prize- Manjula K

Students:

- 1st Prize- Sezel Lalwani
- 2nd Prize- Deena P
- 3rd Prize- Amrita Ananth

Dot Com

- 1st Prize- Christ University Shashanka, Lakshmi Narayan and Sujay
- 2nd Prize- Christ University Abhijith, Vivian and Abdul Kareem
- 3rd Prize- Commits Suhasini, Soumik Ghatak and Iban Shandor

Mock Press

- 1st Prize- Maitri,
- 2nd Prize- Karan Machado
- 3rd Prize- George Denzil

Quiz

- 1st Prize- St.Aloysius Arun Lucas, Prisca D'Costa and Sudeep Shenoy
- 2nd Prize- Christ University Rochelle D'Souza, Samah Mariam and Vijaya R
- 3rd Prize- Christ University Vijaya Shekhar, Sharath and Deepak

Media Meet 2012 came to an end with a perfect valedictory on the 25th. The presence of the Pro Vice Chancellor of Christ University Fr. Abraham, Vice President of Intel Mr. Sudhir Shetty and The Head of Media Studies Department Professor Naresh Rao graced the occasion. The words of these esteemed dignitaries were inspirational and motivating.

The winners of Media Meet 2012 were then facilitated with prizes and mementos as a token of appreciation for their participation and, in a way, an encouragement for their future endeavours.

The culturals consisted of a mime highlighting the consequences of extreme usage of social networking sites. The performance took the audience through the transition of time in the field of communication and concentrated mainly on the present day scenario with social networking.

Also a dance sparking a trend emphasizing the transition from the age old days to where we stand today and a perfectly synchronized media meet song and a medley.

The curtains closed for Media Meet-2012 doing perfect justice to the phrase, "All is well, that ends well".

Harinee S

THANK YOU

Our journey would not have been complete if not for the support of our sponsor 'Intel' to whom we express our heartfelt gratitude and sincere thanks. You have been a major contributor in our success story. We would also like to thank our Media partner 'Radio One' for their continuous support throughout the event.



Courtesy : Vinay Kumar K



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THE NEW ERA BEGINS

