Warm Wishes from Head of The Institution

One of the most eventful times in human history is perhaps the turn of the new millennium, and with it came the challenges of the new generation, which are many and varied in number; so much so that only the most competent members can survive and hence prosper. These challenges can be won by wisdom and wisdom is knowledge, where, this knowledge can come through education. Inspired by this noble cause, Institute of Management Study {Affiliated to Maulana Abul Kalam Azad University of Technology (formerly known as WBUT)} began its curriculum from July 2006 and has been running successfully since then, imparting education in the field of management and computer science through various undergraduate and post graduate degrees. Besides the syllabus-based education, our institute encourages students to get involved in a variety of co-curricular activities that will help in their overall development as professionals in their areas of specialization. This year, we have decided to digitalize our efforts through publishing an online quarterly e-newspaper, named '*VOICES*' which will give our students an opportunity to share their opinions, feelings and knowledge.

This being our first online edition, I wish the team good luck and accomplishments in the coming years. I hope and believe that under the guidance of eminent faculty members, students across different streams and semesters will contribute their work and make VOICES a success!

-Dr. Tapash Ranjan Saha
Director

Martin Luther King was of the opinion that "the goal of true education is to teach one to think intensively and critically". We at Institute of Management Study believe that it is not just enough to prepare students for a specific industry based on a syllabus oriented curriculum, but also to nurture in them the ability to observe and think critically and at the same time share their thoughts with others who are either contemporary or otherwise. '*VOICES*' is such a platform which we wish to gift to our students where they can explore, exploit and experience knowledge that would give them wisdom and an opportunity to express themselves through articles, study papers, photography, etc. I congratulate the faculty members and the team of students who have decided to join hands in giving a shape to this first e journal that we are about to publish. I wish VOICES a grand success!!

-Dr. Aparajita Roy
Dean – Academic

The trend spread fast with less time

By Shantashree Malakar
M.Sc Media Science

The expanding nature of new media in all aspects of life is immense in all disciplinary such as in the education, political, social grouping where people are connected beyond the physical boundaries. Elaborate ideas about different topics are easily available in various forms of new media with the access of the internet where pictures, videos, weblinks, blogs, and enriching the huge mass. Creative and informative ideas are put before and two-way communication is created with users' feedback and thereby forming a large group of active participants across the world. The rapid feature of spreading information to distant places with a low span of time and the high response of users is much appreciated. Through this medium communication between people to people has become easier and well processed. This new media has become a platform for individuals or groups to express themselves with a different source of information, videos, images, and all. Mexico was the first country to use new media for a communication purpose in the year 1994. New media is an effective tool in the social movement where people can communicate, share, educate, organize everything in an ordered process.

In this modern world, each and every happening throughout the world is reached first via new media than with television and radio. Before certain news was not broadcasted on television and people were unaware of the facts but now it is not. Every small bit is shared and reaches a vast population through social networking Facebook Instagram allowing people to be tagged in some post and which appears mass feed. The most common social media are Facebook, Twitter, Instagram with billions of active users and helping the ongoing trend of keeping oneself updated. Sometimes a single word or a picture gives much impact in the social environment. Day to day huge users is connected with a single click or touch enabling direct communication, sharing thought and ideas in creative manner, awaking a whole world about the crimes and criminal. People stay connected to all versatile world film, music, political, social, and every cultural growth in an around the earth. With fractions of second everything is on our fingertips and inculcate ourselves. Young to old all are involved in this effective medium of sharing and absorbing.
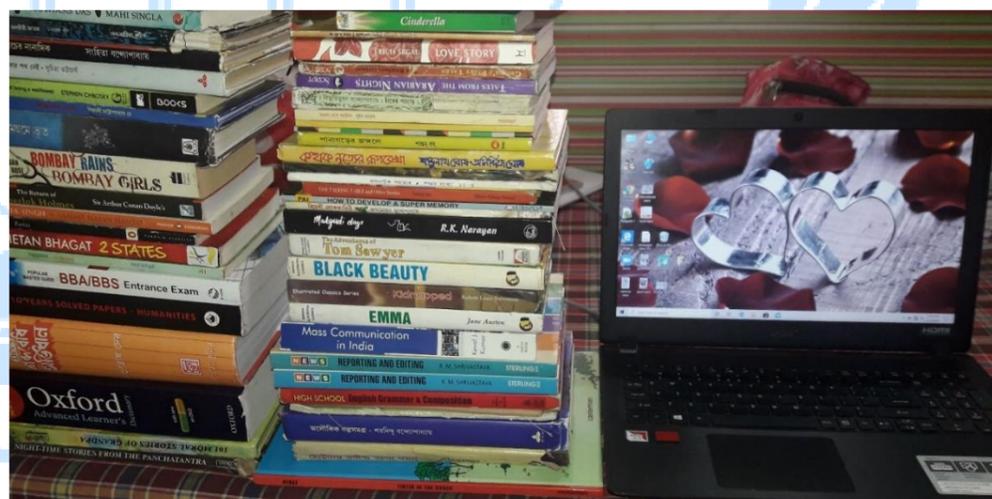
New media are nothing but trying to reshape the traditional form.

- Photo captured by Srisha Chowdhury, B. Sc Media Science

Advertising in the era of COVID-19

By Ankita Chakraborty
M.Sc Media Science

The novel coronavirus (COVID-19) has affected people worldwide, the pandemic has spared no one, from large scale business houses to the small next-door businesses, this event has sent shockwaves across the global economy. The pandemic has affected the lifestyle of consumers' all around they had to adapt to new ways of life.

In fact, it's unlikely that the consumers' lives will return to normal in the near future. As the lockdown continues, consumer spending is seeing a spike in essentials, health and hygiene products. Consumers are avoiding to step outside, online shopping of groceries and medicines have seen tremendous growth, e-tailing platforms are growing rapidly as they are getting orders more, they are facing problems with their supply chain issue which

▶ **From Pg. 1**

…era of COVID-19

they are trying to fix. As of now, consumers have adapted their media and shopping habits to manage their lives through the pandemic and those changes are likely becoming embedded as part of the 'new normal' that will emerge as the country recovers from the pandemic.

Advertising houses have faced the similar kind of whiplash as much of the economy has come to a halt, the future of the advertisers is uncertain of now as many companies are responding by trying to freeze all activities. The pandemic has caused all major advertising agencies a considerable drop in advertising spending. Ad spends are down 9% on average across Europe, with Germany and France falling by 7% and 12% respectively. Three of this year's quarters are expected to have a greater impact than that of the financial crisis in 2008. But stooping and cutting all activity can be persistent until and unless without dramatic downstream effects.

Photo captured by
-Arkokiran Guha, B. Sc Media Science

Adaptation will be the key to survival, the advertising and marketing agencies who can begin to strategically evolve their approach to changing consumer behavior now will be way ahead of the game when consumers find post pandemic balance. But there is a silver lining to this, the advertising space in seeing an explosive growth in digital content consumption especially on social media, OTT and gaming and significantly increased TV viewership, ironically coupled with advertising demand being subdued due to the current situation except for select categories like health and hygiene. Advertisers across the industries have responded differently to the situation, while advertisements for health and hygiene products continue across media, most non-essential categories have restricted communications to digital platforms.

In such dire situation, it's better to adapt and prioritize brand building as now a days there is an increase in TV and OTT viewership. Money earned for BTL can be redirected to deploy on media as consumer promos, offers, etc. advertisers need to ensure that messaging is appropriate and distinctive given the heightened sensitivity of consumers and focus on safety and care in most of the messages. Communications should come across as informative and helpful to the consumers and advertisers should be wary of being noticed as opportunistic and exploitative.

Journalism has transformed into sensationalism modern days, and stimulated the mass audience forcefully addicted into new interactive media prejudice

Rupak Bhattacharya
B. Sc Media Science

If we look back a few years ago before, media plays a very significant role & seen to be accountable in all major and lower sectors of socio-economic development more stagnate, However caste, creed & cultural diversity of media historians and philosophic approaches beliefs is busy to maintain communal libertinism, become more prominent in all sectors as a mediocre root communication.

We are on a period of modern-age transformation through up-to-date interactive communication however intellectual liberal & critics called next-gen mobilized peoples is far from the harsh reality, However when we look at so-called "reality & truth" it comes from diversified spiritualities instinct an invisible matter of science fiction noble, we can't find them & track them in earlier phase of commutative interaction solely for business persuasive speculated world.

Nevertheless communal responsibility agendas of media become more intense in native press was seen to be conserving a culture of digital content producing hypocrisy & hiding behind the woods in the name of "freedom of press" and their gatekeeping policies but they skilfully enjoyed well to gain their monetary value from their stakeholders, advertiser & from the audiences to grasp their market competition uphold from front in any consequences . However, if we see the bold libertarian philosophical approaches of press reality it's held away from 100 crore miles from the earth. Designer journalistic reports generate both false hopes and unwarranted fears between the audiences for sometimes. For instance, media houses gain their ROI simultaneously. When a news is reported in a sensational way, the results may create a national media nourishing turmoil. Modern media and communication technologies possess a previously unparalleled power to encode and circulate figurative illustrations. Throughout much of the world, though especially in industrialized countries, people routinely spend a considerable proportion of their leisure hours with the mass media, often more than they spend at work or school or in face to face communication.

However, after a century later, the media apparently is returning to the equivalent inadmissible, exploitative practices. The inner signifiers is currently been "showcase driven news coverage as a so-called media trial" – offering need to inconsequential news things, specific sorts of attractive design, feature sizes, photograph with video, sometime in journalism we are called video journalism upgrades, loud descriptions, irrelevant and scandalous photographs that draw attention in mass mobs like amusement while making lights of data. In the light of these, this paper arranges this talk inside the media surrounding and constructivist hypotheses and endeavours to pry separated the associating issues, the directions, the moral measurements, and the members in habitual pettiness of sentimentality.

Institute of Management Study Campus
Mukundapur, Kolkata, West Bengal

It is time to 'BLOOM'

Photo captured by
-Mitali Biswas, M. Sc Media Science

"Music is an outburst of the soul."

Photo captured by
-Ritika Mukherjee, B. Sc Media Science

"Never stop fighting until you arrive at your destined place"

Photo captured by
-Sanchari Mukherjee, B. Sc Media Science

Portrayal of disability in Bollywood

Shaiqa Jannat
M.Sc Media Science

Cinema is considered to be a powerful medium that reflects the happenings in a society. While it is caught up between the real and reel life, it still serves as an important medium of entertaining people, educating them and bringing a behavioural change in their practices and attitudes. Given the reach of the Bollywood industry in India and across the world, it has been particularly effective in changing people's perception and uprooting societal stereotypes. The ways in which individuals and groups are portrayed in popular media can have a profound effect on how they are viewed by society at large. Many of those representations are inaccurate, and some are offensive.

Disability is an important issue that is widely misunderstood even today in India. Research has consistently found substantial social marginalization of people with disabilities and a lack of sensitization and awareness in the general public. Unfortunately, the traditional concept of "disability and karma" where disability is often perceived as a punishment for misdeeds in the past lives or crimes committed by the parents, continues to be a common belief amongst not only the less educated, but also well-educated urban dwellers. Several other similar stereotypes and taboos abound in our society.

Given the lack of awareness and direct experience with disability, media representations such as film representations can provide powerful and memorable definitions for the public. In films that depict a character with a disability, the character rises to the occasion in order to exemplify people with that particular disability – showing to the audience how individuals with that disability behave, feel, communicate, exhibit symptoms and experience life. It, thus, becomes important that disability is presented responsibility. Disability has been widely regarded as a punishment in India for quite some time, and this has been the most popular representation of disability in our films as well.

In Dhanwaan (1981) the rich and arrogant atheist Rajesh Khanna is blinded and unable to buy a new pair of eyes for himself and eventually finds a benevolent donor only when he repents and turns to god. There have been much more powerful representations as well, where disability has been represented as equivalent, if not worse, than death. For instance, in Mehboob Ki Mehendi (1971), when the protagonist Pradeep Kumar comes to kill his nemesis Iftikar, he finds him on a wheelchair, and decides then that he is not worth stabbing since he is already disabled and allowing him to live would be a worse punishment than death.

Disability has often been used as comic relief in action movies or light entertainment films. In movies such as Tom, Dick and Harry (2006) and Pyare Mohan (2006), the lead characters have been people with different disabilities, and their interaction with each other and their limitations has been used as a source of entertainment for the audience.

People with intellectual disabilities, in particular, have been represented as comic supporting characters that add an amusing sideshow to the central story for a long time. While Hindi cinema has evolved on various aspects in recent years, for some strange reason, it continues to be irresponsible in its projection of mental illness.

Gulzar's Koshish (1972) is often seen as a landmark in the portrayal of disability in Indian cinema. The movie opens with sign language alphabet in its credits, and at several points, the film takes what may be called an educational stance to its audience by incorporating how a deaf person may communicate and participate economically, among others.

While some movies have portrayed disability in a bad light and others have overdone it, there are some that have played an important role in furthering the efforts of the disability community in generating awareness about the true abilities and limitations of the disabled. Sai Paranjpe's Sparsh (1980) is one such movie. The film is about the life of Anirudh (Nasseruddin Shah), a blind school principal. His expectations, strengths and limitations all are well-represented in the movie. The movie portrays Shah as a very independent man, capable of not only managing a school and the staff, but also managing his own personal life-cooking, cleaning etc. By conveying the message that the disabled do not want pity and unnecessary help, the movie conveys the frustration that many people with disability often have to go through when the society constantly questions their abilities.

From a pitiable to an independent and self-reliant person with disability, Bollywood has come a long way in depicting disabilities. While disability has often been represented as dependence and punishment, several recent films have dealt with the issue very sensitively, and have had significant impact on the disability movement in the country. Observing the current trends, one can be hopeful of the appropriate and effective utilization of the powerful medium of films.

Ramoji film city: An experience

Joheb Chowdhury
M.Sc Media Science

To write about films, the first thought which comes to my mind is an action scene. Mostly in the series of Krrish, our superhero Krrish has defeated the villain with his flying power and with the help of automatic created ultramodern weapons which have been uses to create high fictional power. Again, on another side those who are romantic by nature, they would love to watch the epic scene of DDLJ, where Simran begs him to let her go, saying she cannot live without Raj. and Baldev, strict and conservative father of Simran, who eventually do not like Raj, realizing at the last scene that nobody loves his daughter more than Raj does,

let's her go, and she runs and catches the train as it departs or the raining scene of Shree 420 where Nargis and Raj Kapoor sing the song "Pyar Hua Ikraar Hua" at the roadside in a highly rainy night.

The adventurous people always memorize the scene of the movie "Life of Pi" where a simple boy spends lots of days with the most dangerous creature the royal Bengal tiger or the most mesmerizing scene from

the famous Bengali movie " Bombaiyer Bombete " where Tej Bahadur chase the notorious villain in a moving train. Apart from this those who love periodical movie they must have lived the nostalgic scenario where Anarkali dancing in 'Sheesh Mahal' and Jodha, Akbar's dual sword fight.

Many such parts of Indian cinema, not only Bollywood movie but also all kinds of Indian cinema are milestones of the Bhartiya film industry. And those are possible only because of the great effort and contribution of experts and technicians. Their researches and development although the creativity behind the scene, makes a scene so much remarkable and memorable year after year. This shows different ages,

different places of the world and so many different things without a world tour. As per need, they create artificial locations for any particular scene. In 1996 Telugu film producer Ramoji Rao has built the film City in Hyderabad, which is spread in the area of 1666 acres. Which is the world's biggest film City named "Ramoji Film City". Surprisingly most of the regional language films are shot here. For example, one of the most expensive and super hit movies 'Bahubali' is also shooted here.

I am grateful to have received the opportunity to work in this Film City. During my work, I visited the entire Film City and I noticed that according to requirement readymade locations are available. For shooting in London there has been a replica of London city, for America, there have been American cities for Japan there have been Japanese cities and also show airport rail railway station bus depot villages hills rivers streams forest all are situated here. All the elements which make a cinema more reliable and beautiful are present here. Apart from that for editing, sound mixing, and compositing all the essential modern digital instruments are present which helps to make a great film.

From my working experience, I get known that, if anyone wants to look around the city, they have to get a ticket to enter the Film City and there is a bus service facility for traveling the entire city. The most significant set is Bahubali set where traveller get Bahubali theme park, for biryani lovers also get Biryani named Bahubali biryani. Another significant set is the railway station of the movie Chennai express. There have been hospital sets are also available. Apart from this, in this city eco-tourism park, adventure park, and Eureka place are situated.

Important key points of Media Science

Vardhan Subba
B. Sc Media Science

Important Days & Dates
+ Indian Newspaper Day- 29 January
+ World Radio Day- 13 February
+ World Press Freedom Day- 3 May
+ World Communications Day- 24 May
+ Social Media Day- 30 June
+ World Photography Day- 19 August
+ World News Day- 28 September
+ World Television Day – 21 November
+ National Journalism Day- 17 November

Important Press Laws & Year
+ First Press Regulations Act, 1799
+ Gagging Act, 1857
+ Press & Registration of Books Act, 1867
+ Vernacular Press Act, 1878
+ Indian Press Act, 1910
+ Official Secret Act, 1923
+ Delivery of Books and Newspaper Act, 1954
+ The Young Person (harmful publication) Act, 1956
+ Press Council of India Act, 1978
+ Right to Information Act, 2005

First Publication of India
+ First Indian Newspaper- Hicky's Bengal Gazette (English)
+ First Indian Language Newspaper- Digdarshan & Samachar Darpan (Bengali)
+ First E-newspaper in India- The Hindu
+ First Hindi language newspaper- Udant Martand
+ First magazines in India- the Oriental Magazine or Calcutta Amusement
+ First Marathi newspaper in India- Darpan

Print media and its impact

Saahil Paul
B. Sc Media Science

Print media is the printed version of telling the news, primarily through newspapers and magazines. Before the invention and widespread use of printing presses, printed materials had to be written by hand. It was a painstaking process that made mass distribution impossible.

Positive impact of print media:

Advertisement: The ancient Babylonians got it right where the print media was concerned; it is indeed an effective tool for mass communication. That's why companies often spend in millions each year to advertise their products and services across various forms of print media. To put it in perspective, Vogue magazine, which is often touted as one of the most fashionable magazines of the world, had clocked impressive ad revenue of $500 million in 2013 alone.

The fact remains that showcasing ads on these magazines and other forms of print media ensures that your targeted demographic sees the ad and gets the message. And the best part is that as an advertiser, client would have to pay only once and the recipients can view the ad again and again, at no extra cost.

Mass communication: One of the effective ways to communicate with the masses was through the print media. That's why the US government ran several ads on various print media to entice young men and women to enlist with the army during the Second World War. Print media remains to date one of the most effective ways to communicate with the general population.

Entertainment and news: While we do get both instant variations of both news and entertainment through the various television programs, the fact remains that the print media such as newspapers still holds out a special allure to many.

This is why, despite being in the digital age, most newspapers reported in an incremental increase in total number of subscribers.

Negative impact of print media:

Negative body image: One of the things that print media had been accused of in the recent past is of stereotyping of what it considers to be the perfect body image. As a result, most of the pictures posted in the print media reflect the same, thin unreasonable waistlines and this is having an impact on the younger generation. As a result, several have opted to starve themselves to achieve that body image, resulting in both severe health complications and fatalities.

Psychological effect and fake news: The print media needs to understand that it plays an influential role in today's society. But sadly, some of the companies often rile their audiences while paying little attention to fact and even go to the extent of distorting the truth so that they can make a quick sale. Many a riot had started with less and the costs of such manufactured news are just rising.

Hidden agenda: Many a news story planted in the print media has often led to governments being dismissed, presidents impeached and in one case, a king to abdicate. It is clear from the outset that the particular news firm had an agenda, but that should not have prevented the firm from exercising their journalistic ethics and objectivity when preparing the news.

Photo Gallery
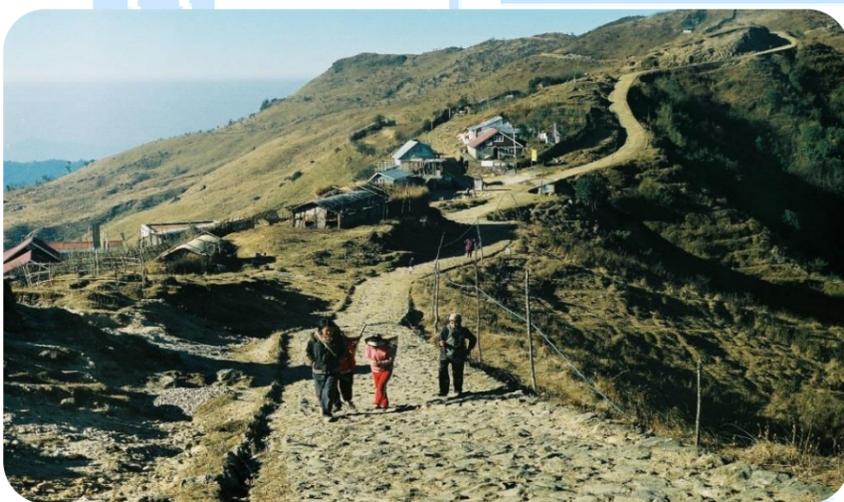
Life at Tumbling, West Bengal

-Photo captured by Suman Kar, M. Sc Media Science

Nature will always give you a sense of belonging

-Photo captured by Shaiqa Jannat, M. Sc Media Science

Review of Veronica Decides to Die

Abhishek Roy
B. Sc Media Science

This was the first Paulo Coelho's book I ever study, and like all his books it is easy to understand. Coelho doesn't overcloud or embellish his words unnecessarily. Instead, the summery of the book is firmly upon Veronika and her feelings, which in this case, are quite complex. To begin a story with a suicide attempt is a sure-fire way of gaining readers' attention, as Coelho well knows. But it is Veronika's progress as a lost young woman trying to find her niche in the world that drew my attention. Coelho's efforts to document these psychological transitions are admirable. I often found myself thinking that if I were in her place, that's exactly how I would feel/ think/ act.

'Veronika Decides to Die' is not such a long book. From this 200-page book, one can feel grateful to be alive. I would like to request to read those one who has ever thought of suicide.

I believe it has the power to draw many people away from that dark thought. Existence is a gift. Whether one thinks it is holy or not is entirely up to them, but life really is a blessing, a miracle, a cosmic phenomenon.