



SEMOTICS

DEPARTMENT OF MASS COMMUNICATION

BABU BANARASI DAS UNIVERSITY

ABOUT THE FORUM

The Department of Mass Communication (DOMC) provides media students with comprehensive learning opportunities through practical experiments. Under the guidance of faculty members, students learn how to create media products, allowing them to develop the skills necessary for the global mass media industry. The department's tag line suggests that it is not limited to existing media practices, enabling students to innovate and transform unprecedented thoughts into new media products. Importantly, the activities under this umbrella are initiated by the students, giving them the opportunity to independently develop their media skills. The Journalism and Mass Communication program incorporates various media practices to provide students with practical knowledge according to their professional interests. Students learn to capture photographs with a professional eye, create films based on innovative ideas, and screen these films at important events. Podcasting is another popular practice, allowing students to master oral communication skills. Students also produce radio capsules and learn TV pre- and post-production techniques. Various university events such as **Utkarsh, Founders Day, Akhil Jyot, Ganesh Utsav, and Khelo India** are covered under Semiotics. Additionally, they engage in advertising and print media activities too.

VISION & MISION

It is very true that the mass media industry is one of the fastest-changing fields. In a short span of time, new ideas and required supporting mechanisms are needed in the mass media industry. Students are therefore expected to stay updated and connected to contemporary media practices. We strongly believe that SEMIOTICS has been developed considering the current needs of the hour. This is to provide media students with holistic learning that keeps them abreast of the industry's current needs.

OBJECTIVE

The main goal of this innovative platform is to provide future media professionals with hands-on experience and develop their soft skills. The industry expects professionals to work well in teams, and learning about semiotics helps to foster teamwork. These skills are valuable across different careers and work environments. It's not always possible for students to stay connected with the industry, so semiotics helps fulfill this need. Another important aspect of this initiative is that students can learn theory in the classroom and then apply it in practice, allowing them to experiment and learn from their experiences.

FUNCTIONING OF THE DEPARTMENT

The Semiotics forum functions with the initiation of ideas brought by the encouraged students. Students and faculty members work together on those ideas and concepts to turn them up into the programme. Brainstorming and group meetings to discuss ideas are held at the initial stage. The event and programme plan are then reviewed with the Head of the Department. Upon approval, the program is finally ready to go.

AWARD WINNING FILMS BY BBDU'S MASS COMMUNICATION DEPARTMENT SHAPING THE FUTURE OF CINEMA

The Department not only produces impactful films, but these films are also recognized at the national level. Since 2019, various films such as "Change: Reforming Forest," "Change: Reforming Farms," "Rogue Water," "Scitoon Man," "Safity," and "Life In Another World" have gained popularity at national film festivals under the domain of Vigyan Prasar.

Participating in national and international film festivals is a crucial practice for the department as it offers students invaluable experiences. These festivals provide the best platforms for students to showcase their cinematic creations, gaining exposure and recognition on a wider scale. Additionally, attending these festivals provides students with unparalleled opportunities for networking, connecting with industry professionals, and opening doors for potential collaborations and internships. The festival environment is a great way for students to learn, as it exposes them to various cinematic styles, industry trends, and cutting-edge technologies.

CHANGE: REFORMING FARMS

In India, agriculture is the mainstay of the economy, and farmers are essential for the nation's prosperity. This documentary film highlights modern agricultural standards, the impact of plant biotechnology, and the use of plant tissue culture in banana cultivation to increase farmers' income. It showcases the contribution of Padma Shri Awardee farmer Shri Ram Saran Verma and the role of CSIR-National Botanical Research Institute in promoting modern agricultural reforms. The film aims to raise awareness about the reality of Indian agriculture and promote scientific temper among the masses.



CHANGE: REFORMING FOREST

This film revolves around the importance of forest in human life. Film also showcases the revolutionary actions that can lead the forest conversation. It showcases the contribution of National Botanical Research Institute, Lucknow.

ROUGE WATER

The film aims to raise awareness about water quality and challenge the belief that RO water is the best drinking water. By conducting various experiments and consulting with experts, the film presents its findings and educates viewers on how to choose the best drinking water. This film was screened in various film festivals like India International Science Film Festival 2019 at Satyajit Ray Film Television Institute in Kolkata and 9th National Science Film Festival of India 2019 took place at Chandigarh University, Punjab.

BAANJH

The film follows a young woman facing infertility and the societal stigma surrounding it. After seeking medical advice, she is diagnosed with PCOS and successfully gives birth to a daughter following treatment. The movie sheds light on the challenges many women in India face due to limited awareness and inadequate medical support hindering their journey to motherhood. It was screened at the 9th National Science Film Festival of India 2019 at Chandigarh University, Punjab.

SAFITY

The film highlights how AI can revolutionize vehicle safety by emphasizing the importance of safety devices like Drive Buddy, which uses AI to monitor drivers and road conditions,

ultimately preventing accidents caused by distractions and drowsiness. This short film was screened during the 10th National Science Film Festival of India held online from November 24th to 27th, 2020.

LIFE IN ANOTHER WORLD

The film is about a boy named Karthik who has total color blindness. On his 21st birthday, he receives a pair of special glasses called Enchroma glasses, which enable him to differentiate between different colors and change his perspective on the world. This film was screened during 10th National Science Film Festival of India which took place online from 24th to 27th November 2020.

SCIENTOON MAN

The film tells the story of Pradeep K. Srivastava, an ordinary but extraordinary person who coined the term 'Scientoon.' Srivastava's scientoons are science-based cartoons that provide information about new research, subjects, and data in an interesting and easily understandable manner. This new form of scientific communication has gained recognition worldwide for its effectiveness.



SHAPING FUTURE FILMMAKERS

Cinema, celebrated for its storytelling and entertainment, also holds immense educational potential. By integrating films into education, teachers can engage students, stimulate critical thinking, and create impactful learning experiences.

At the Department of Mass Communication, the SEMIOTICS initiative is pioneering this approach. Since 2019, students have been honing their film making skills, creating films that address key issues like pollution, mental health, science, and bullying etc. These hands-on exercises not only develop technical expertise but also foster a deep social consciousness, preparing students to become future filmmakers and agents of change.

BUZZING ALARM

The 9th National Science Film Festival of India 2019 took place at Chandigarh University, Punjab from January 27th to 31st. A short film called "Buzzing Alarm" produced by the Department of Mass Communication, BBD University, was screened. The film depicts a world where numerous plant and animal species are on the brink of extinction.



APARTMENT 1301

This horror genre film revolves around a haunted apartment where a young girl was murdered. Now, anyone who enters this apartment is trapped inside and becomes a victim of the vengeful spirit seeking revenge on those people.

INVISIBLE TO INVINCIBLE

The film is about a 7-year-old boy whose parents are in the habit of quarreling all the time. As he is an only child, he doesn't have anyone around to share his emotions with. Time flies, he grows up, but his parents' behavior never changes. They shout at each other every time, creating a negative effect on him, making him very shy. His life takes a complete U-turn when his friend helps him battle these situations. As a result, after 10 years, he turns out to be a successful writer.

SAPNEY: KUCH TERE KUCH MERE

The narrative unfolds around the life of an 11-year-old boy who finds himself shouldering the responsibility of supporting his financially struggling family. His daily routine involves the delivery of

newspapers in the morning and laboring at a local dhaba throughout the day, showcasing his unwavering commitment to providing for his loved ones.

SAPNEY

The narrative revolves around the deep bond between two young boys and takes a poignant turn when one of them unexpectedly falls into a state of depression. Living alone in an apartment, his mental health deteriorates. The film skillfully illustrates how his friend emerges as a beacon of hope, offering support and aiding him in overcoming depression.

THE WARNING BELL

The movie starts by showing the harmful effects of pollution on the environment. It also highlights eutrophication as the primary cause of unhealthy water bodies, especially in urban areas. The film goes on to inform about the eco-green project, which can effectively control pollution without harming anyone's livelihood.



ACADEME

BBDU DOMC INITIATIVE

DISCUSSIONS WITH A DIFFERENCE

Academe is a remarkable initiative by the Department of Mass Communication, designed to bridge the gap between students and industry experts through a series of enlightening sessions. These sessions offer students a unique opportunity to gain deep insights into the current state of the industry, focusing on its challenges and opportunities.

The initiative has featured distinguished speakers, including:

- **Dr. Nimish Kapoor**, Scientist at Vigyan Prasar
- **Mr. Amit Vardhan** from Prism Advertising, Dubai
- **Prof. (Dr.) S.P. Singh**, Vice Chancellor of Royal Global University
- **Mr. Arvind Pandey**, a notable Writer & Director
- **Ms. Palak Jain**, a renowned TV Actress
- **Mr. Deepak Parvatiyar**, a respected Journalist
- **Mr. Ankit Srivastava**, Public Relation Officer, Lucknow Metro

These industry experts have shared their valuable knowledge and experiences, enriching the students' understanding and preparing them for their future.



BBD MEDIA NEWS: CRAFTING TOMORROW'S NEWSMAKERS

As a key component of their academic journey, students in the Department of Mass Communication actively create a variety of news programs, including news bulletins, special segments, interviews, and Vox Populi. These activities extend beyond the classroom and studio, allowing students to hone their journalistic skills in real-world settings.



In these sessions, students use professional equipment that simulates real-world journalistic environments. They also stay updated with the latest trends in journalism, including Mojo (Mobile Journalism). Mojo involves using mobile devices like smartphones and tablets to capture, edit, and share news content. By embracing these modern approaches, students gain practical experience and stay current with the evolving landscape of journalism.

BBD BEYOND BOOKS: LEARNING MEETS CONVERSATION

In a bold departure from traditional education, the Department of Mass Communication presents "BBD Beyond Books," a podcast that transcends conventional boundaries. This dynamic show features engaging conversations with esteemed faculty and vibrant students, offering listeners valuable insights, personal stories, and explorations of diverse topics. "Beyond Books" takes learning beyond textbooks, diving into industry trends and personal journeys in a casual and exciting format. Whether you're seeking fresh perspectives or simply curious about the world of media, this podcast promises to make education exhilarating and enjoyable.



KHELO INDIA UNIVERSITY GAMES 2023: A TRIUMPH OF SPORTS AND MEDIA

The Khelo India Programme, launched in 2018, aims to uplift India's sports culture by promoting both "Sports for Excellence" and "Sports for All." This year, BBD University had the honor of hosting the Khelo India University Games 2023, transforming the campus into a vibrant 'Khel Gaon' (Sports Village) to welcome athletes from across the nation.



Key venues like the **Dr. Akhilesh Das Gupta Stadium, BBD University Main Ground,** and **BBD Badminton Academy** witnessed thrilling competitions from **May 26 to June 3, 2023.**

The **Department of Mass Communication** at BBD University played a pivotal role in capturing the essence of the event. From the grand opening ceremony to the final moments, the dedicated team documented the games through **photographs, videos, and comprehensive news reports**, ensuring that every highlight was preserved and shared. Their efforts not only showcased the event but also underscored the university's commitment to promoting sports and media excellence.



LIFE AT DEPARTMENT OF MASS COMMUNICATION BBD UNIVERSITY

HELPING HANDS

The Helping Hands initiative, led by the Department of Mass Communication, aims to support underprivileged communities through education and awareness programs. Volunteers visit local primary schools to provide tutoring, distribute educational materials, and engage in interactive learning. The initiative also raises awareness of critical issues such as health, women's empowerment, and environmental conservation. By offering essential services and fostering relationships, Helping Hands is committed to making a positive impact on society and bridging the gap between the privileged and the underprivileged.



BIOSCOPE

The Bioscope event, organized by the Department, is a vibrant cultural celebration that showcases the creative talents of students. This event is a melting pot of various artistic and cultural activities, offering a platform for students to express themselves and engage with the community.



INDUSTRIAL VISIT

The Department of Mass Communication organizes industrial visits to provide students with practical exposure and insights into the media industry. These visits help bridge the gap between academic learning and real-world application. Students visit All India Radio to understand the workings of one of India's largest public broadcasters. They gain firsthand experience of radio programming, production techniques, and the overall functioning of a radio station. Visits to community radio stations offer students a glimpse into grassroots-level broadcasting. They learn about the role of community radio in empowering local voices and addressing community-specific issues.

MOCK PRESS CONFERENCE

The department organizes mock press conferences to give students practical experience in media interactions. In these simulations, students practice public speaking and crisis management. The film mock press conference focuses on film promotion, with students role-playing as filmmakers and journalists to simulate press interactions about a film release. Both events help students develop essential skills for real-world media scenarios.



CAMERA HANDLING WORKSHOP

The Mass Communication Department organizes workshop in collaboration with Canon and Fuji Films. The workshop aims to provide students with practical training in camera handling and photography. Participants will receive hands-on experience with Canon cameras, learning about settings, techniques, and equipment maintenance. The emphasis is on real-world application of skills to enhance technical proficiency and confidence in using professional-grade cameras.

SCRIPT WRITING WORKSHOP

The Film Script Writing Workshop, conducted by the Department of Mass Communication, provides students with a comprehensive introduction to crafting compelling scripts for film. Participants learn the fundamentals of storytelling, character development, and dialogue creation. Through guided exercises and feedback sessions, students gain practical experience in writing scripts that capture audiences and convey impactful narratives. The workshop fosters creativity and technical skills, preparing students for careers in film and screenwriting



PHOTOGRAPHY EXHIBITION

The Photography Exhibition is a celebration of creativity, offering students the opportunity to present their unique perspectives and make an impact through the art of photography. This event provides students with a platform to display their photography skills, capturing moments and stories through their lenses.



HINDI DIWAS

On Hindi Diwas, the Department of Mass Communication organizes various activities to promote the importance of the Hindi language. These activities include Essay Writing, where students express their thoughts on Hindi's role in society, and Debate Competitions, where participants engage in discussions on relevant topics related to the language and culture. Additionally, a Poster Making competition is held, allowing students to visually represent the significance of Hindi. These events encourage students to appreciate and celebrate the richness of the Hindi language and its cultural heritage.
