



# SEMIOTICS

## THE FORUM OF MEDIA COMMUNICATORS

### SCHOOL OF MEDIA AND COMMUNICATION

#### BABU BANARASI DAS UNIVERSITY

#### ABOUT THE FORUM

*The School of Media and Communication 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 school'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 Ekibrah, Founders Day, Akhil Jyoti, Gaurav Ekam, Khaba India and all academic, cultural events are covered under Semiotics. Additionally, they engage in advertising and print media activities too.*

#### VISION & MISSION

*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 in faster 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 FORUM

*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.*