



Masterclass with an ad guru. P4

DIWALI EDITION  
November, 2022

Ram Setu  
movie review. P4

IN BRIEF



COVID UPDATE  
IN INDIA  
CONFIRMED: 8,440  
DEATH: 117  
VACCINATED: 4,603,203

WEST BENGAL  
CONFIRMED: 784  
DEATH: 6  
VACCINATED: 359,796

Journalism tips from established reporters  
Megha Jha

On November 15, 2022, the department of Media Science and Journalism of Brainware University organized a webinar on the topic 'The Opportunities and Challenges in Print Media: A master session for budding reporters.' P2

Battle of words  
Anisha Sarkar

An inter-departmental debate competition was held on November 2, 2022 at Brainware University. The event began at 11am. The first round was held in the seminar room of UB 2 and the last round was held in the Moot Court of the same building. The event was held in harmony with the observance of the Vigilance Awareness Week. P4

Weather Forecast

SUNNY  
Kolkata, West bengal  
FRIDAY SUNNY  
Temperature -23°C  
Precipitation - 2%  
Humidity - 78%  
Wind - 5 km/h

# WARMLY WELCOMING FRESHERS



Sheuli Mondal

Throughout my school life, I've had a special connection with the stage and the microphone. That's why when I got the chance to host the Fresher's 2022 event, it didn't take me long to say 'yes'. For the very first time in my university life, I was about to host an offline event! The thought was both exciting and tinged with apprehension. The departments of Media Science and Journalism, Animation and Multimedia, Cyber Security and Mathematics came together to celebrate the beginning of the new journey of the new students. On October 20, the fascinating atmosphere of the Auditorium made it clear that the day was going to be fabulous. As we started our programme with the blessings of our chief guest, Assistant Registrar Anandita Das and other faculty members of the respective departments, the juniors couldn't wait for the programme to begin. The unscripted tussle between Kaif and me was something the audience enjoyed in between the cultural activities. The welcome song by Vianca Dhar was absolutely perfect to set the ambience. As the day proceeded, we got to witness lots of talent hubs from all the departments. Juniors, along with their seniors, were enjoying a lot as they danced to the tunes of music being played. As the volunteers were distributing gifts, the freshers couldn't hide their happiness. All these scenes were much more spellbinding from the stage. Besides fun-filled activities, even the serious events like recitation by Anannya Chakrabarty, along with Aiyshah Maity's dance, touched the hearts of the youngsters. As we had lots of events, it took us much longer

than the given time (does it matter when we enjoyed it so much)? The programme ended with a fabulous performance by the University band. Of course, the audience wanted it to go for a longer period of time but then we had to finish somewhere!

As a host and part of the event management team, I feel the event was fun filled, enjoyed but still conducted with discipline. I couldn't help being impressed by Anannya's recitation and Arghya's flute playing. I need to mention the contributions of my co-hosts Abir da and Soumi di from the department of Animation and Multimedia and Anurag and Kaif from the Cyber Security department. It was fun working with them. I gained a brother, a sister, a friend and a person to fight with as well. As I still keep fighting with Kaif over silly matters!

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## কলেজের প্রথম দিন

বাপন দাস  
ফ্রেসার্স! ফ্রেসার্স! ফ্রেসার্স! স্কুলজীবন শেষ হওয়ার পর ছুটির দিনগুলো কাটােদের মধ্যে করে যে কলেজ যাওয়ার দিন চলে এসেছিল বুঝেই পারিনি। আসে যো স্বপ্নগুলো কলেজ যাইনি, কিন্তু কলেজের জীবনযাপন, পাড়াশালা এঙ্গনের সম্পর্কে কিছুটা হলেও ধারণা ছিলো তবুও। কলেজের আমার ডিপার্টমেন্ট এর সার, ম্যাসাজ ও বন্ধু দেব সাথে ১,২ বার অনলাইনে মিটিং এতে যা পরিয় হায়েলি ব্যাস সেটাই তার বেশ পরিচিত হইনি। আর কলেজের প্রথম দিন যাওয়ার ঠিক আগের দিন একটা আলোকচিত্রের কাল করলি। যেমন ধরো কোন

## Interview at Gandhi statue



অধিকার আছে উটার উপর। অনেক অসহ্য চাকরিপ্রার্থী চাকরি পেয়েছে, শিকা কর্তার অমকে আকর্ক করে। দুর্নীতি করে আমাদেরকে রক্তায় পরিণত। আমরা যোগ্য চাকরিপ্রার্থী আমরা ম্যাসের পেছ ২৯৩ কণ থেকে চাকরি নিজে তেবে কিবব ৩০০ দিনটা কম নয় আমরা মর্দখনি খেল লুইই চালিয়ে যাছি আমাদের অধিকার ফিরে পাওয়ার জন্য। কোন ভিকা নয় এটা এটা আমাদের পালন, এটা আমাদের অধিকার। এটা অধিকার যদিদিন না পাই ততদিন পর্যন্ত ধরনা চাষে আমরা আমাদের অধিকার নিয়ে তেবেই বাঁচি বিবর্তে চাই।

এখনো বসেছেন তো আপনাদের অনুবাহা কি হচ্ছে? - প্রত্যহ গ্রাম থেকে উঠে আসা হেলেনের যারা প্রতিদিন রনদায়ে আসতে তারা বিক্রি রতম সমসার মুখোমুখি হচ্ছে। বিশেষ করে মহিলাদের মহিলাদের বিভিন্ন শরীরিক সমস্যা থাকে কিন্তু তা সত্তেও তারা আসতে সমর্থ বাবা পেরিরা এমন কি নিজেদের বিক্রি পাওয়ার জন্য। কোন ভিকা নয় এটা এটা আমাদের পালন, এটা আমাদের অধিকার। এটা অধিকার যদিদিন না পাই ততদিন পর্যন্ত ধরনা চাষে আমরা আমাদের অধিকার নিয়ে তেবেই বাঁচি বিবর্তে চাই।



First semester students of Media Science and Journalism with their first copy of msj Chronicles





"মন চণ্ডো নিজ দিকেতনে" সোদপুর সুক্তি সংঘ ১০তম মা কালী ছবি : সোহা ঘোষ



অর্থাভাব কখনো কখনো সুস্থ মানুষকেও পঙ্গু করে দেয় | ছবি : বাপন দাস



Kali idol of Birbhun. Picture by Sangita Sinha



Glimpse of Festival of lights Horo Kali colony, Dum-Dum. Picture by Ankita Dutta



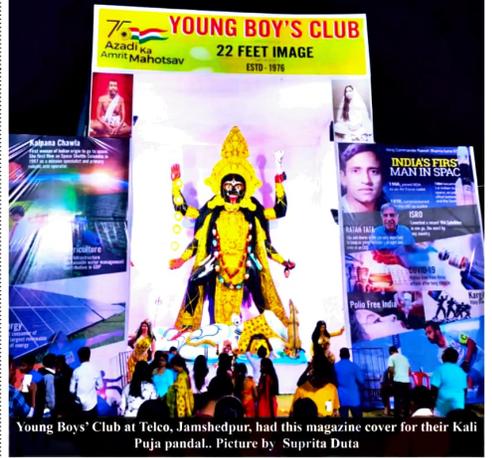
নকশা কাটা দেওয়াল জুড়ে ইতিহাসের পাতায় ছবি: দ্বীপ দত্ত



Barasat Kali puja pandals and idol. Picture by Shruti shaw



The Earth sings in flowers. Picture by Eshika Mitra



Young Boys' Club at Telco, Jamshedpur, had this magazine cover for their Kali Puja pandal. Picture by Suprita Duta



"মা গো এসো আবার ঘরে নতুন কোনো আপো নিয়ে" ছবি : সোহা রুহু



Ganpati Bappa Morya Mangal Murti Morya. Painting by Ankita Dutta



সাজছে তিলোত্তমা পূজোর রঙে, কাশের হাওয়া তে ভাসছে মন রেডিও তে বাজবে বীরেন্দ্র, হবে আবার মায়ের আপনন ছবি : কৃষ্ণেন্দু ঘোষ

# Unique experience of Zine Fest, 2022

Imon Das

It's true to say that the term "Zine" was completely new to me and when I heard that a Zine fest would be held in our Brainware University on November 16, I was introduced to the term "Zine".

The very first question that came to my mind was: why is the Zine fest being held on November 16? Was there any significance to this special day? I gradually came to know that every year on November 16, National Press Day is observed to commemorate the establishment of the Press Council of India. This year marks the 56th anniversary of the Press Council of India's foundation. It is frequently referred to as the voice of the powerless since the free press acts as a common channel of communication. And in commemorating this National Press Day, the university's Media Science and Journalism department organized the Zine fest.

The entire University was decorated with colourful posters, wonderful photographs by the pho-



Zine Fest celebration on Brainware University campus

to Journalists, some inspiring quotes, inspiring images and art works, countless zines, fest banners, wind chimes. There were two special things those were really spectacular and eye-catching. One was "The Headline Archive of India," collections of newspaper headlines and secondly, the wonderful zine that our department's seniors and also my beloved classmates had made.

What was extremely interesting was that every single zine had a bunch of social messages. That was real-

ly fabulous. Teachers as well as students from other departments also took part in the fest. And they bought several zines from the students of our BSc Media Science & Journalism batch. Students of our department and some of our classmates interviewed some faculties, as well as some students of other departments. Teachers of other departments also gave their valuable feedback on how much he/she enjoyed the fest and their overall experience. We took photographs with our faculty

members, our beloved friends, seniors and also our heartthrob rock performers. At the final stage of the cultural fest, we had a booming pop sensation. That was really too good. Our department's students, our classmates Ujjwal Kumar Mondal and Dwajpayan performed duets as well as solo. Another student of our class, Anirban Sarkar, also took a part in the musical session. He gave a soulful solo performance.

I hope this day will be successful for us in the years to come and Brainware will



Ujjwal Kumar Mondal performs



## Battle of words



Subham Chatterjee, winner of the debate

An inter-departmental debate competition was held on November 2, 2022 at Brainware University. The event began at 11am. The first round was held in the seminar room of UB 2 and the last round was held in the Moot Court of the same building. The event was held in harmony with the observance of the Vigilance Awareness Week. Each participant began by expressing their opinions on the subject they had chosen from the three given options:

1. The judiciary should apply judicial activism in such a manner so that there is no judicial overreach.  
2. Should capital punishment be abolished in India?  
3. Media Trials: A tool for justice? However, the majority of students chose the second and third options. Unsurprisingly, this debate led to a wide spectrum of contrasting views and the points presented by the students were accepted by the spectators with

cheers and claps. The competition was so interesting with the exchange of student's perspective by equally stating the merits and demerits of the given topics.

The event was judged by Kabita Chakraborty from Department of law, Librarian Bandana Basu, Dr Saileswar Ghosh and Biplab Chandra, Assistant Librarian. Students from Law, English and Media Science and Journalism departments participated in this event with great enthusiasm.

The competition's winners spoke about their experiences with this event. Subham Chatterjee from the law department, who won this competition, said "It was an amazing experience. It was indeed a pleasure for me to win the event as I was representing the entire department and the pressure was high

on me to go through this." The first runner-up from the English department, Taatparjyo Moitra, also recounted his story. "I was shocked and delighted. My expectations were quite low as there were so many talented speakers in the competition but seeing myself reach second place gave me an intense feeling of joy and a boost to my self-esteem. I look forward to future competitions so I can see myself improve."

The second runner-up, Aiyyushi Maity from the department of Media Science and Journalism, shared her experience stating, "The last time I participated in a debate was back when I went to school. It was truly refreshing to relive those moments. It was truly a pleasure to compete against my worthy opponents."

The event concluded with a thank note to the jury members

# Masterclass with the ad guru



Prahlah Kakkar lights the inaugural lamp

Priyantani Kashyapi

On November 5, 2022 the Heritage Institute of Technology organised a masterclass on advertising and branding: from ideas to execution.

The masterclass was conducted by the legendary adman and ad filmmaker as well as the founder of Genesis Film production, Prahlah Kakkar. Heritage invited students with their faculties from different institutions and universities and one of them was Brainware University, Barasat. The students from the department of Media Science and Journalism joined the event with their faculty members.

The masterclass was interactive with Kakkar presenting as well as sharing his knowledge and thoughts from experience. He started the class saying that dreams are the stories we should collect, we should all look to the

future because it is a dream and we can't live without dreams and hopes as the past comprises our nightmares. He presented a few ads which were made by him and as well as by the other directors. As he discussed each advertisement, he shared their remarkable history. The first ad he showed was the famous dairy milk ad by Piyush Pandey. He said Pandey used Hindi as a powerful idiom to connect with the country. Kakkar also dwelt on ads which were made by him. One short memory he shared

with us was that when they were working on the ad of Pepsi with Sachin Tendulkar, the children who were brought for the advertisement had no clue that they're going to work with Sachin Tendulkar. Half of the advertisement has everyone's face covered with Tendulkar's facemask so the children didn't doubt anything. Then the moment Sachin removed his mask, the children were delirious with happiness, the glow of their faces was natural, so they decided to put in that particular clip.

Other advertisements made by him hold a deep meaning within them as well. He pointed out each and every detail that goes into creating a masterpiece. At the end of the engrossing session, a few questions came from students and faculties side. Kakkar answered each question thoroughly and in an interactive way. He certainly made our students learn something which was unforgettable.



Brainware University students and teachers at the venue

# Wasted Potential of Ram Setu

Payal Dhauria

Ram Setu is an action-adventure film directed by Abhishek Sharma and as the name suggests, is about the actual Ram Setu and how its existence is going to get damaged when a business tycoon plans on building a shipping canal and an archaeologist named Aryan is given the responsibility to prove that the existence of Ram Setu is not man-made but a natural occurrence due to sedimentation instead.

This film revolves around Aryan and the passion he puts in his adventure to find information about the Setu and the travails and life-threatening dangers that comes during and afterwards, in order to not let him and his team reveal the findings to the public.

While the film had a simple and uncomplicated plot that successfully keeps itself on the line from getting disrespectful and offensive when it deals with such a historically valued monument, it also contained



some stunning visuals that looked fantastic during the parts with the on-location shooting. But it rather lacked when it comes to the special effects. At times it looked visually awkward, dodgy and even comical with its editing and delivery of the scenes.

The film contained some big names in the cast list with Akshay Kumar as Aryan. He made this action-adventure film

worthy with his natural fluency in the action sections, especially during the chase sequences, but on the other hand, Jacqueline Fernandez as Dr Sandra Rebello the environmentalist was unconvincing. Nushratt Bharuccha as Prof. Gayatri Kulkreshtha and Aryan's wife, tries her best to deliver her performance but her character ends up becoming unrelatable and awkward to

watch as the movie proceeds. The film had the potential to become a great action-adventure sequence of this year, with its somewhat interesting storyline along with its well-made background score, but due to the many small unrefined and unfilmed details, the flaws of this film strained the screen, thereby evoking a very mixed response from the critics and audience alike.

# Disney princesses as Gen Z feminists

Aiyyushi Maity

There is no point denying that we all, at some point in our lives, have been obsessed with Disney movies or Disney characters. It was the dream of every little girl to grow up and become a princess. Wear long floral gowns, stroll in the magical garden of the palace and wait for the phenomenal moment when Prince Charming comes in and scoops you off your feet. Disney movies have always portrayed the female protagonists as the "damsel in distress".

But things have changed. With the release of new princesses like Moana, Mulan and Princess Merida, Disney is now trying to change the stereotype. But what about the previous princesses like Cinderella, Snow White, Belle? Ever wondered what their story would have been if they were 21st Century feminists? Starting off with the most favourite princess of all time - Cinderella. First things first, I think Gen Z Cinderella would never let her stepmother and sisters treat her like that.



As a young woman of 21st Century, she would be well aware of her rights and privileges. She still might sneak out of her house to attend a party but instead of wearing a long gown she would choose something more comfortable like a short dress which she can hide underneath an oversized hoodie. Lastly, she would never ever get married to the prince. Because why would she? The man didn't even remember her face and had to go from door to door with one of her slippers. Cinderella does not need a man who cannot even treat her right. Next comes Snow White. The very first thing she would do will be to change her name be-

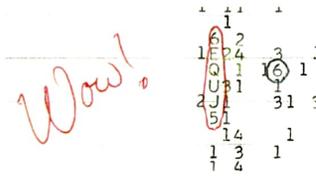
cause let's be very honest, it is kind of racist. She will waste no time to call her stepmother out on twitter. She would do everything in her power to cancel her step mother because she only cares about being "the fairest in the world". #All colors are beautiful would be her go-to hashtag. Snow White would also fall in the footsteps of Cinderella and dump her prince because who kisses someone without consent? Duh! I have a feeling that Rapunzel would definitely dye her hair multiple colours because her hair is too good not to experiment with. She also might just shave her hair off after being tired of the same look. I think that Rapunzel

should definitely marry the prince because that man genuinely put in efforts for her. He rode to her palace everyday through miles and miles of forest, climbed up the long tower to only catch a glimpse of her. She would still keep the frying pan ready just in case he starts to act up though. Jasmine is also very honest. Her clothes, her body language and her sassy way of talking proves my point. Nothing much will change if she shows up in 21st Century but I do think she would refuse Aladdin's advances. She would never get married to a thief. She would rule her father's kingdom alone and quite away until a worthy prince or princess comes by.

# Searching in the darkness: The Fermi Paradox

Taatparjyo Moitra

Enrico Fermi, an Italian-American physicist, and his friends were discussing the topic of aliens. Fermi would ask quite a simple question: "But, where is everybody?" The Fermi Paradox is a simple question which results in a complex and frightening answer.



signal from space again. August 15, 1977. Astronomer Jerry R. Ehman discovered that the Ohio State University radio telescope had recorded something surprising. Strong radio signals from near the Sagittarius constellation. Ehman wrote "WOW!" over the transcript of the signals, the signal is now called the "WOW Signal". No one knows exactly from where it originated. Mankind has yet to receive such a strong

Why have we not found evidence of extraterrestrial intelligent life? **Answer 1: A galaxy of us and dust** We are a planet, surrounded by darkness and silence. Our best efforts of communication have been screams in a void. When scientists look at the several failed attempts to find some life outside, they conclude that we might truly be alone. They concur that life is truly a rare

gift and we live isolated, floating through the empty space. If intelligent life exists, they are beyond the reaches of our most potent technology. To all intents and purposes, we are alone. **Answer 2: The great filter** The theory of The Great Filter wonders whether every intelligent species before us faced some challenge they couldn't overcome. A challenge so great that no species has yet survived it. Some

say the challenge every intelligent species faced is nuclear warfare. Most of them would go extinct due to the destructive power of nuclear weapons. Other conjecture is about resource depletion. All intelligent species run out of natural resources and went extinct. What about us? Resource shortage is an intensifying worry and nuclear warfare is becoming a greater threat in current political environment. Is there worse situation to come? A situation so disastrous that humanity will be another name on the list of species that went extinct? **Where does it leave us?** No answer can bring peace. Where are we in the universe? What happened to others? Is there anyone else? We have yet to find answers. Maybe our loneliness can be a reason to cherish our existence.