

SNDT WOMEN'S UNIVERSITY



Post Graduate Media Students of
Department of Extension Education

PRESENTS



MEDIA MANTRA

Decoding Media Violence

January 4, 2020



**Online Ticketing
Partner**

Venue: J H Mini Auditorium,
SNDTWU, Juhu, Mumbai- 20
Time: 9.30 am



**Digital Media
Partner**

About SNDTWU

The year 1916 marked the beginning of a new era in the history of women's higher education in India, when Bharat Ratna Maharshi Dr. Dhondo Keshav Karve started the Indian Women's University in Hingne near Pune. In July 2016, SNDT Women's University completed 100 years of its existence. SNDTWU comprise of 39 University Departments, 13 Institutions including conducted colleges, for center, 196 affiliated colleges and an autonomous college besides six institutions recognised for Ph. D. Research. SNDT is a home to 1100 teaching and non-teaching staff members and more than 50,000 students spread across seven states and a union territory.

About Media Mantra

Media Mantra is a flagship event of media students of Department of Extension Education, SNDT Women's University. It is a forum to question, examine and debate contemporary trends in media in an academic environment- 'Media Mantra'. So far, 13 editions of Media Mantra have been held at SNDTWU, Juhu campus. It was started by the Post Graduate students of Media and Communication in the year 2000 and has continued all these year with diverse logos, themes, duration and speakers.

Media Mantra 2020

Media Mantra 2020 is themed around 'Decoding Media Violence'. Media is a very powerful tool when it comes to conveying a message or building an opinion in the minds of the masses. But the messages propagated in today's time is a question to media ethics and humanistic perspectives. The threat is the violence in media is reflecting in real-world violence, intolerance and aggression in day-to-day life.

3 ways of interpreting Media Violence-

- Violence as shown by Media.
- Violence by Media people to get TRP.
- Violence caused because of false media reports, misinformation, paid news, fake news etc.
- Any other way that you view Media Violence.....

Event time: 9.30 am to 5.30pm.

What is unique about Media Mantra 2020?

We are happy to announce this edition with the theme of 'Decoding Media Violence' to be held on January 4, 2020.

The objective is to provide space to voice your concerns about media violence which seem to have increased multi-fold and multi-forms.

'Audiences' share what they think, feel and believe about 'Subjectivity-Objectivity', 'Masculinity' and 'Media Violence' in/by Media.

Be ready to take away enormous insights about the media profession, violence and current concerns of young people with reference to media violence.

Participation Details

- YOU can be of any age, education, gender or religion... VOICE by contesting in any of the three contests.
- This event is open for all with prior registration.
- The one day event will be a blend of contests and a workshop.
- Contestant need to register in ADVANCE
- Contestants need to register for individual contests by paying Registration fees for respective contest.
- Those interested in attending Media Mantra 2020 need to pay fees of Rs. 150/-.
- Contests IF want to attend Media Mantra 2020 they need to pay Rs. 50/- extra separately towards fees for Media Mantra 2020.
- Those interested in participating in ALL 3 contests can pay total of Rs. 250/- to be at Media Mantra 2020.

Click the Moment (Photography)

Here's a chance to showcase your zest for photography by presenting some of the unseen reality of our times.

Theme: Media Violence

Pre-requisite: Mail us a picture reflecting your interpretation of the theme before December 30, 2019, 5.00PM. on mediamantraofficial@gmail.com

RULES:•

- Email a digital still photograph (without any post-production)
- Two prizes will be awarded- One Critics' Choice and One Viewer's Choice•
- The most liked picture on Facebook page of 'Media Mantra 2020' will be awarded a Viewer's Choice Award. Critics' Award will be given by the organizers.

Decoding Media Violence

Registration fees: 50 Rs/-

Time: 10.30 am

Contact: 8286822493 (Vibhuti Sanchala)

Spotlight on Violence



Workshop on 'Understanding Violence' by One Future Collective.

Website: onefuturecollective.org

Speaker: Nishma Jethwa

Time: 11.30 am

Contact Details: 9082396010 (Priyanka Bhatt)

Lights Camera Violence (Live Reporting)

All the aspiring reporters, cover the event with an eye for reality on the borders of being subjective and objective.

Theme: Subjectivity- Objectivity

Participation: 2 participants per college.

Rules:

- The topic will be given at the time of registration.
- 2 participants per team.
- The video should not exceed more than 3-4 minutes.
- Video/Enactment is also accepted.

Registration fees: 50 Rs/-

Time: 2.00 pm

Contact Details: 8850080050 (Anshul Singh)

Express to Impress

(Open Mic)

It's great when you express what you feel deep inside, speak up to elicit the audience's mind.

Theme- 'Masculinity'

Rules:

- Poetry, rap, write-ups and music are allowed.
- Time: 2-5 mins
- Solo performance.
- Original pieces.
- Note: NO instruments will be provided.

Terms and conditions*

- Obscenity will not be acceptable.
- All participants must abide by the terms and conditions of the event.
- The decisions by the judges will be final.

(*Organizers reserve the right to make changes)

Registration fees: 100 Rs/-

Time: 3.00 pm

Contact Details: 8422989710 (Rabia Khan)

Register NOW!



Thecollegefever.com
(online ticketing partner)

LINK:

[https://www.thecollegefever.com
/events/media-mantra-2020](https://www.thecollegefever.com/events/media-mantra-2020)



mediamantra2020



Media Mantra2020

Decoding Media Violence



8976389132 (Ruta Trapasiya)