

# LIVEWIRE

## 2013



MEDIA  
SOCIETY

LORETO  
COLLEGE

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## **Acknowledgement**

The role of media in creating a conscious citizenry is universally accepted. With this objective the Media Society of Loreto College aims to spread awareness in all spheres of socio-political life affecting the youth. To accomplish this purpose the society had brought out a newsletter titled '**Livewire**'. This edition of Livewire is the first electronic version of the journal.

We would like to thank our Principal, Sr. Christine Coutinho for allowing us to upgrade our journal to its e-version. Her encouragement has been motivated us to work harder.

Our staff-advisors have constantly guided us in this venture. We would like to acknowledge the contributions of Miss MarshaneilD'Rozario and Miss SayoniChoudhuri in this aspect as well.

We would like to thank Ishita Shah, AishwaryaJaiswal and DishaBhandari, the office-bearers of the Media Society in the year 2012, for floating the idea and helping us immensely to bring out the journal.

## **Principal's Note**

'Livewire' for the first time is going on-line! The fruit of reflections by students on relevant issues and an assortment of articles of interest are presented by the pupils of the Media Society in this journal.

I congratulate Abantika Devray, Sinjini Ray and Subhadrika Sen, President, Vice-President and Treasurer , respectively of the Media Society who under the guidance of the staff advisors Ms. Marshaneil D'Rozario and Ms. Sayoni Choudhuri have brought forth 'Livewire 2013'. I wish the Society success in motivating their members to ramify their ambit of reading, thinking and conversation so that spectrum of ideas generated reaches out for the growth of society.

Sr. Christine Coutinho

Principal

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### *A New Beginning....*

This issue of Livewire, like its previous versions, abounds in interesting articles and features. With the world grappling with its numerous changes every day, it is important that we, as students try to create conscious understanding of everything that is happening all around. So, here we are and this time, it is not the printed versions of the journal that waits for you, but a more advanced, attention-grabbing and colourful electronic version to amaze you.

To interest you, we have covered a variety of subjects ranging from the serious issues concerning women in society to the light-hearted and jocular themes of art, movies, lifestyle and well-being. So, without further ado, take a peek into what our budding journalists have in store for you!

## **A BAR ON OUR THINKING CAPS**

**The addiction caused by technologies these days, have started hindering with the mental ability of a person to logically think and understand things around them. *Aakriti Saraogi* from the Department of English interprets this theme in her own way.**

How many cell phone numbers do you remember of your friends and family? Do you often end up telling them that “wait, I will just check my phonebook in the cell and let you know.” Or is it even worse that you tend to forget your own number or address? Today in this “a button away” world our minds are always constantly running a marathon of ideas and thoughts. It is imperative to HALT and spare a minute. The whole concept of multi-channelling and multi-tasking is providing hindrance to cognitive thinking. One cannot and does not devote time to a particular task at one point of time for all of us our juggling with deadlines and matter that spills from our plates. Texting, mailing, making a call, whatsapping, doing all of this while sitting with a novel to read. How much of matter can we retain once we are done with reading the book in this manner? Are we even deriving maximum satisfaction value from that book? No. Every Tom, Dick, and Harry needs a cell phone or an iPod or an I-Pad today. From being luxury goods, they have come down to being necessities of this information savvy age.

During the past three four years, quantum leaps in wireless digital technology have brought us to the point where the high powered portable devices permit us to be in constant contact with people, to access vast storehouses of digitized information and entertainment, and to plug into the internet anytime, virtually. But all this access has not come without a psychological cost that is ultimately rooted in the way our brain functions—a chronic distraction. The deluge of multi-channel signals has produced an array of concentration related problems like lost productivity, cognitive overload and a wearying diminishment in our very ability to retain that which we consumed with so much voraciousness. It may be that our hyper connected world has made it quite simply difficult for us to think. We are driven to distraction by the very quality of this information technology that had been formulated to improve brain efficiency. Interruptions are good if it is short but like the ones where one stops a task to reply a text or out of curiosity checks the cell anyway takes away the interest from what one is doing presently and blurs the fact whether one was actually texting or working on an assignment since both lose prime focus.

The mechanics of cognitive overload are similar to the problem of insufficient RAM. In most models of working memory and attention, everything has to go through a central executive processor before being passed into long-term memory. Our built-in CPUs are found in the brain’s frontal lobe. These centres need time to “rehearse” or “scaffold” incoming information by building the neural circuits on which the data will eventually be stored. If it is not rehearsed enough or elaborated upon, the

Information never makes it to the long-term store. When someone is bombarded by data, the executive processor doesn’t have the time or the resources to encode everything and



starts to show signs of fatigue. That is what will begin happening to us if we don't do anything about it, or has it already begun the process of short-circuiting our concentration?

Definitely, a food for thought!

## Are Fiction Writers to be blamed for Adolescents to be Using Swear Words?

**Hearing youngsters use swears cuss words or abuses are very frequent but whom to blame for this unusual development in the society. *Ashmita Mukherjee* from the English Department tries to unravel the answers to this question.**

Allan Massie is a Scottish writer who has published nearly 30 books. He has quoted in The Telegraph, saying "To my mind it's unlikely that all these foul-mouthed adolescents have learned the habit from books, since many of them never open one." In his article, Massie has mentioned that a group of worthy academics from Brigham Young University has deemed the practice of swearing a consequent result of inept vocabulary of fiction writers. An adolescent or any other person for that matter, does not stumble upon a book that encloses within it immoral swear words and slurs which are unleashed into the person's world like Pandora's Box.

Basically such an issue is no news to anyone and cannot be rectified by correcting fiction writers. Professor Mary Coyne, says, "from a social learning standpoint, this is really important because adolescents are more likely to imitate media characters portrayed in positive, desirable ways." Thereby not necessarily making fiction characters the most preferred role models and decreasing the liability of youngsters being morally corrupted by cuss words sparsely scattered over a vast expanse of literary work. Motion pictures, television shows and music videos owe more to the corruption of the vocabulary of young people. Fiction writers or any writer for that matter aims to entertain and more importantly educate the mass. Any mention of cuss words in their work bears structural and thematic significance to the plot of the literary work. Such significance has been recently lost in a whitewashed version of Mark Twain's novel. Auburn University professor and Mark Twain scholar Alan Gribben defends his ethnic cleansing of his version of Huckleberry Finn; "This is not an effort to render Tom Sawyer and Huckleberry Finn colour-blind", as he told P.W, "Race matters in these books. It's a matter of how you express that in the 21st century." So the question arises that would the 21st century society rather devalue literary wealth of a genius of a work like Huckleberry Finn by making the text more politically correct than rectify the vulgarity and profanity of audio and visual entertainment media?

The entertainment industry is a major cause for cuss words being used by teenagers as it glorifies this action. Media personalities use swear words in a pretentious way by glamourizing it which eventually misleads youngsters into believing that saying cuss words is a thing of fashion. The ones to fall prey to it are not just adolescents and children but the fiction writers in question here as well. Every work of fiction caters to a vast sphere of audience, including the youngsters, so they are well aware of the repercussions of their work on young minds. A recent public forum debate arose between amateur writers, Steve Mosby and Luca Veste through Twitter, where Mosby said " 'you were offended by the swearing in my book but not the violence?!' defence only works if the swearing in your book is made up too." to which Veste had answered back saying, "All words were made up at some point. Certain words are deemed to be offensive, just as some forms of violence are."

People have grown up in a society in respect of all nations where swearing is a most needed tool to vent out one's feelings. The majority of population is unable to articulate their emotions into words without the use of slurs. A well stated statement constructed with accurate morally-sound words is difficult for most people to do so. One would feel verbally impaired if one cannot express their thoughts unhindered by the occasional outbursts of crude words. Yet eventually if the moral welfare of teens are to be kept in mind then the least adults can do is restrain from being too colourful with their words and the entertainment media making amends to become more morally appropriate.

Most adolescents know the pros and cons of using swear words. It is the adrenaline rush that makes them blurt out cuss words. More typically it is to gain social approval from peer groups for which they feel compelled to resort to perverted usage of words. People have evolved with time to be accustomed to such mild profanities and cannot be ceased due to the permanent effect of it on society as a whole. A book is not published with a statutory warning that it contains mild to explicit profanities. It is the responsibility of adults and the society as a whole to keep an eye on what an adolescent or even a child for that matter reads or watches. If a young person is found using cuss words it is the moral duty of the society to correct the person and advise him or her to refrain from using obscene and inappropriate words.

## Are We Multi-Tasking at Our Own Expense?

**Multitasking is a part of the regular routine of the people, especially the youth. But does multitasking efficiently accomplish all the tasks done in it? Let us find out the answers with *Ashmita Mukherjee* from the Department of English.**

Multi-tasking rings a bell with everyone as that is what people do every hour, every day without a second thought and almost quite mechanically. One does not stop to think that how well they are managing each task while "multi-tasking". Technically no one can perform "multiple tasks" as it is impossible for a person to attend to several tasks at the same time. In reality "multi-tasking" is switching from one pending work to another and back again until they are complete. It is a strenuous and exhausting method of completing tasks. In the course of it, most people end up making haphazard task completions. So what is one losing in the bargain? Multi-tasking reduces productivity. A student writing down notes while reading several reference works and checking their online mail accounts along with social networking website notifications and texting their contacts may sound to most as "a busy person multi-tasking", in reality the person is able to pay very little attention to either of the multiple tasks the student is doing, ultimately taking more time than required to complete each work while making several errors and corrections. So how does one solve so many pending works before they finally meet their deadlines without having to resort to multi-tasking?

- Performing one task at a time: An individual can attend to only one cognitive task at a time. It is not possible to divert one's attention from one task to another at the same time. Therefore one needs to pay attention to the only one work in hand at a time and be thorough with it.
- Choosing the task: There is a certain hierarchy of importance regarding each task. Therefore one needs to perform only that particular task that precedes all other pending work in regard to importance.
- Categorizing work according to its nature: Every task has its very own nature and character which may correspond with several other tasks. Then it is easier to categorize them under a common category in reference to its subject and content. Therefore it is better to select a certain category and work on it until every pending work under it is accomplished.
- Creating a time schedule: Certain types of work are a very regular beat of work while certain other types are occasional. The regular beat type of work may be tasks such as checking mails, surfing social networking websites, texting and other such petty work that may distract and interrupt an individual while he or she is trying to work on a significantly more important task. Therefore one can allot a certain time of the day for this type of trivial tasks and allot different timings of the day for different kinds of work.

Although it sounds doubtful and difficult to work according to the above points, work is ultimately influenced by our attitude and assumptions towards it. The first and foremost task to complete before embarking on a mission to complete all tasks by switching from one work

to another is to realize that the act of “multi-tasking” is a failure. It barely fetches good results and more than often with several errors. Therefore it is not a very effective approach to completing several tasks. The sooner a person accepts this and utilizes this alternative method, the more time he or she saves with more productive outputs. Another factor to be kept in mind while trying to juggle and perform multiple tasks is that to take breaks in between work. Taking intervals in between work is much needed as it helps to refresh one’s mind. During that interval if a person does not engage in any action that requires cognitive effort then the mind is permitted time to relax before it is rested enough to work again.

A recent study on multi-tasking made by Stanford University researchers, headed by education professor Roy Pea and Clifford Nass, a professor of communication who surveyed 3,461 girls, ages 8 to 12, found that "The results were upsetting, disturbing, scary," Nass said as reported by Stanford University. Stanford News reported, “The girls’ answers showed that multitasking and spending many hours watching videos and using online communication were statistically associated with a series of negative experiences: feeling less social success, not feeling normal, having more friends whom parents perceive as bad influences and sleeping less.” This therefore proves that multi-tasking is not only harmful to work performance but also to one’s health and social well-being. The belief of young people being more skilled at multi-tasking is proved wrong by this research.

It is a much assumed fact that multi-tasking makes a person good at being able to handle multiple problems and tasks whereas in reality it is not so. Human beings unlike a machine have limits. Therefore it is an obvious fact that people have the capability to concentrate on one work at a time and it is therefore practically advisable that one should not engage in performing several tasks by switching from one to another.

## **Evil with a Very Big ‘E’**

**Seeing the Trans -genders at different crossroads is not an uncommon sight. But *Atrayee Panja* from the English Department delves deep into their lives to dig out their roots and personalities in front of the society.**

The root of old English *yfel* according to the Old English Dictionary is usually referred to as “the root of up, over”. On this view the primary sense would be either “exceeding due measure” or “over stepping proper limits”. This can refer to a person as being beyond the “normal” human limits and/or an act that is what has been referred to as an evil “with a very Big E”.

Our rock bottom definition of evil is “harm to another human being”. But there are also forms of added charge: “beyond limits” or “beyond the line” meaning beyond the acceptable. Such philosophical outgrowths of our minds and morals have been voraciously used against the sexual minorities (very much human), preying on their deformities.

The inappropriate positioning of the transgender community in an orthodox society with hierarchies in gender and implied gender roles, constitute one of the greatest problems faced by them. The cross dressing of a male transgender in traditionally female clothing, the female transsexual’s demand to be referred to as “he “ and not “ she” cannot be accepted by our “normal “ society. Case studies often comes up with instances like : a female staff member in the student affairs is upset that a transsexual woman who also works in the department is using the woman’s restrooms in their building .She complained to the head of the department about being made uncomfortable by “that man in the bathroom”.

[[Case Studies on Campus Transgender issues, developed by GennyBeemyn, Director.](#)]

Now let’s gravitate our attention to the fact that the combination of “ natural” and “moral “ evil, of meaninglessness and victimhood of the world, has made our hijra community more vulnerable. The matters of normative standards of the relation between the two known biological sexes, gender identity and sexual orientation, are drowned in a complex morass for not falling under the binary functionalist convention of being male or female in the stereotypical Indian view.

The hijra community is a closed community and even they have a social hierarchy classified according to their professional engagement for their livelihood. At the tip of the pyramid are the hijras who engage in “toil badhai”- a traditional way of showering blessings on auspicious occasions such as the birth of a child or the fulfilment of the expectations of a male child. They pray, sing, dance and the “dholak”is played in a different way from the ordinary way of beating it.This is followed by hijras who engage in sex work as a means to earning their livelihoods. The dominant modus operandi includes standing at the streets and bus stands or going to established chaltiphirtidagars (moving sex sites where customers come and negotiate with the hijras standing in clusters and then either drive then away in their vehicle or go to

some other venue). Many hijras are a part of organised lobbies in various pubs, bars and discotheques in and around Delhi. The last in ranking are those who engage in laalbattimangna – this includes all hijras who engage in begging ( mostly at traffic signals as laalbatti means “red light” ) as a means of livelihood.

[[EPW article “trajectories of the transgender “on the livelihood of the hijra community”](#)]

As it is there is much struggle to break free from the society of binaries. Why do we compel the ones who identify themselves as cisgenders, cissexuals, transvesties, transgender, hijras and genderless, to live as defilements, profanations and iniquities of our society and as “evil” trespassers of our “gender limits”? Their life has become more strained due to the highly negative responses from the society of the “natural”. Is it yet not the time to interrogate how very “modern minded” we are to limit our understanding of our sexual minorities frequently being portrayed as the “evil” in our society of “proper” binaries? This difference and their deformities – together giving the impression of the “displeasing malformation” of the physical body- have been labelled as “evil” since the construction of the culture. It is not their fault that they are different. “Evil” is in the eye of the beholder, the one who applies or the one who imposes. “Evil”, as distinguished from evil, is evil aggravated or exacerbated.

## Social Media- The Good, Bad and the Ugly

***“In a world where social structure was everything, this was THE thing.”- The Social Network (2010). This very “THE thing” is beautifully investigated by Ratnottama Aditya Chaudhuri, from the Department of English, who puts in front of us the pros and cons of the social networking sites.***



[Picture courtesy:Internet]

Facebook, Twitter, Skype, MySpace, Google+, YouTube- the list of social networking sites accessible today is vast and still growing. These sites have become an integral part of our daily lives. Making status updates, uploading photos, sharing interesting articles and other such activities is what we do in the social media. But is it all really as simple and rosy as it appears on the exterior? What are the implications of this new trend of socializing on society itself? The most obvious use of social media today is for communicating with people. “People” can comprise of friends, acquaintances from the workplace, as well as family members. The best part is that one can even trace long-lost friends and re-connect with them with the help of these sites.

Geographical distance being a hindrance for communication between individuals is now an issue of the past. The Internet makes the world your neighbour. However, while on one hand social media is allowing us to strengthen our social ties, on the other hand it is introducing the major social issue of cyber-bullying. People, especially teens, tend to add names to their friend list without a second thought. We no longer ask ourselves questions such as “Have I ever met this individual?” or “Do I really know him/her?” or “How many times have I interacted with him/her in real life?” Before accepting someone’s friend request. The next step tends to be that of interacting with these new “friends” through text, and sometimes even video chatting. In fact, the concept of video-chatting with strangers is what sites such as Omegle are based on. Before you know it, these new “friends” start taking advantage of your naivety and bully you into doing things you won’t be proud of in retrospect. One thing leads to another, and one fine day you realize you are now a victim of sexual harassment. If a victim of cyber-bullying is not able to seek help from a trusted source, such as a parent, the consequences can be fatal, as it leads to mental disorders such as depression, low self-esteem,



etc. Statistics tell us that the number of cyber-bullying victims committing suicide is on the rise. An example of this was the recent, much-publicized death of Amanda Todd.

These sites can also be used for work purposes. People might not check their e-mail accounts regularly, but they check their social networking site accounts on an everyday basis. Taking advantage of this fact, people can use social media as a convenient and effective means of conducting project discussions and planning as a group on a real-time basis.

It can also be used for educational purposes. A significant example of this is the Khan Academy, which is a non-profit, educational website created by Mr. Salman Khan (alumni of MIT and Harvard Business School) in 2006 where lessons explaining concepts from a range of subjects (from mathematics to astronomy) are uploaded for students to view in video format. People also tend to post links to news articles or their opinions to world issues on networking sites such as Twitter. This is especially helpful to teens which form the majority of the user populace, because they indirectly find out a lot about current affairs.

At the same time though, these very sites can also distract one from work with the multitude of their additional apps, for example the many game apps on Facebook. A relatively recent use of the social media has been to present one's talents to the world. With sites such as YouTube, people are no longer dependent on the electronic or the print media to publicize themselves. With a click of a button, you can upload onto the Internet a video of yourself dancing, singing, acting, etc. If you are good enough, production houses will notice you and you may just land yourself a contract, as teen heart-throb Justin Bieber did.

But where social media is capable of making your future, it is equally capable of breaking it. Teens tend to be impulsive and irresponsible when it comes to the content from their daily life they choose to post on these social networking sites. Examples of such posts could be ones containing explicit language or explicit photos of themselves. Universities nowadays tend to go onto these networking sites before accepting an applicant, to check their social image. Companies too make it a point to check a potential employee's Facebook account before hiring them. Keeping such situations in mind, people have to carefully sieve through the information and content they choose to post on these sites.

People also use the social media for the very popular purpose of writing and sharing thoughts on their spheres of interest with like-minded people, irrespective of whether these people are strangers or not. Here I am referring to the medium of blogging and its various branches. You can start a blog based on a narrow theme (such as 'films') or on a variety of themes. Other bloggers with similar points of interest then find their way to your blog, and you can then engage in extensive conversations with your new blogger friends on topics which interest both of you. The down-side of this is that many people end up creating an alternate universe for themselves on these social networking sites. They may indulge in a false sense of security in the social image they create for themselves here.

Social media has also started hampering "real" social interaction. There have been so many instances where I have come across a group of friends sitting together and not talking to each other for the sole reason that each one is too busy updating their social networking account.

Social networking sites are a widely-used medium for holding political discussions on burning issues. In fact, these sites have decreased the distance between world leaders and the common man. Although this is a good thing as far as democracy is concerned, there have been times when this privilege has turned into a bane for the common man. We have seen plenty of situations in India recently where people have been arrested and had criminal cases filed against them for posting inflammatory comments regarding sensitive social or political issues. An instance would be the arrest of two girls in Palghar, Maharashtra, for posting on Facebook their displeasure over the shut-down following Bal Thackeray's death.

Journalism is an area which has been impacted greatly by the emergence of social networking sites. News reporting in its new form is more alive and kicking than ever before. With the audiences turning into reporters, news of new developments gets spread across the globe at lightning speed by primary sources or witnesses. However, there have been plenty of instances where rumours have been spread under the guise of news. In such situations, issues of credibility, reliability and authenticity come into question.

A last important area which the social media has impacted has been that of the commercial world. Corporations and brands are using social networking sites to reach a larger sphere of target consumers than that allowed by print media. Facebook, in fact, has a side bar devoted wholly to product advertisement referred to as "Sponsored". A major disadvantage of this is that these social networking sites can let-out their users' personal information such as likes and dislikes, spheres of interest, etc., to their sponsored advertisers based on which advertisements get placed strategically on your home screen when you log into your account on these sites. Although Facebook and other networking sites are given this right by the very users thanks to the seldom-read Policy Agreement at the time of creating the account, the issue arises that "how far is it ethical on the part of these sites to share their user's information with any and every commercial brand?"

Social media has given the world a lot. The ease with which it lets people communicate with each other from halfway across the world is a blessing we shall be indebted to forever. And the advantages people choose to take from this primary use are numerous. However, for every advantage there is an equal and opposite disadvantage. Social networking sites can harm you and scar you in more ways than one. The content boils down to the fact that it is really in an individual's hands what they chooses to make of the labyrinth of the social media.

## **The Rape that raged the country**

**Rape! Molestation! Sexual Assault! This seems to be making to the headlines every day. This very theme is explored intensely by *Garima Chopra*, from the English Department, which serves as an eye opener for the changing status of mankind in contemporary times.**

Simran's phone rang, quite unusually at this time of the day, "Oh! Grandma! How are you?" The voice at the other end responded with a rather fearful haste, "Simran, I just read the newspaper... it said... Oh first tell me do you board a bus every morning to the college? Listen child, if you do, please be alert and careful and make sure it is not desolated." Simran, taken aback with the sudden call and the unexpected panic in her grandma's voice, paused for a moment and without demanding any explanation, replied, "Yes granny, I will be careful. Don't worry."

Ruksaar's mother came dashing inside her room holding a thousand rupee note in her hand and announced, "Take this note Ruksaar and get yourself and your sister a pepper spray each as soon as possible. Definitely, before your school reopens."

Such are the instances which have presumably been recorded in every other Indian household after the December 16<sup>th</sup>, 2012 Delhi gang rape case. Transgressing boundaries of all kinds, be it of caste, class, religion or age but surely not of sex. Much has been said about, heard of and speculated upon the heinous act committed— an act nothing short of cannibalism, the only difference being that it was not just the body but also the soul of the victim those demons fed on. Nothing new happened that night inside that bus in Delhi. Crimes against women such as adultery, sexual assaults, and molestations, eve-teasing and so on have long been an inseparable aspect of our society. Then what was it that raised such a state of panic and gave way to the mass public demonstration of anger and protest? And what was it that led to the exposure of the fear which until now rested mostly in the mind of every guardian but had not yet found its way into words of confrontation with their wards? Certainly the extreme brutality and the incurable injuries made on the victim are the reasons, but not the only ones. The incident dragged us out of our typical mind-set and forced us to see and come to terms with the stark reality of the prevalence of this crime. Who would have imagined even in their worst nightmares that a woman 'accompanied by a male friend' would be raped inside a 'school bus' striding down 'not so odd routes' of a metropolitan city that too at the time of day which is too early to be regarded as late hours in the 21st century?!

The fact that one could be attacked even physically, leave alone verbally under the circumstances mentioned, was thrust upon every Indian's face with such a blow that it stirred each and every one inside out. The ripple effects of this were seen in the form of silent candle vigils held in various parts of the country and a rather violent dissent in front of India Gate on Rajpath road. Carried out in order to create awareness and as a quasi- solution to put an end to such acts, these vigils did manage to gain approval and enrolment of a fairly large number. But did these ventures succeed in their aim?

I would say, “NO, they didn’t.” As for every such protest march being carried out, there was a daughter, wife and mother being raped in a parallel world- the proof being that more than 16 cases reported and confirmed of rape, from practically every state of India within 10 days of the Delhi one. These were not just from cities but villages too.

Observing all this, one may be compelled to think that humanity is surely dying in our society, even before the doomsday date as claimed by the Mayans. Even I would have concluded so myself had the tiny sparks of hope not reached me when I overheard a young lad while in a metro speaking to his friend, “My new year resolution is not to pass comments on any girl. I feel really ashamed in not realising that in doing so, I was helping to create a society which could be a threat to my own sister or girlfriend.” Also, when I saw a humble middle-aged man, a stranger, asking a rather uncivilised young man to sit decently himself and let the lady beside him also sit comfortably, even before the lady herself could voice out her discomfort, while travelling in a shuttle car.

In conclusion, there is surely one positive change that has occurred in the light of all this negativity- more and more women are now starting to voice their complaints and demand for justice without feeling guilty or ashamed when their dignity and chastity is being attacked. Adding to this, the other development is that in contemporary society both men and women have joined hands. Today not only women but also men are becoming conscious of the situation and moving out to help the other sex.

## **INDIA SHAMEFUL**

**It is the time to wake up, rise and charge; fight back to claim the lost dignity of women. This very essence of fighting back and standing up for each other is what *Shruti Roy Chowdhury* of the Department of Political Science talks about in her brilliantly crafted article.**

Rape! That is what we see in the newspapers today. Every day, newspapers have at least one rape case on it. It scares me to travel in public transport now to any part of Kolkata, or India for that matter. There is always this fear within me.

The rapists see no age, no occupation and certainly no dress code. The only thing that they see is 'Gender'. The rape of a little girl aged 3; the Delhi rape case of 23 year old Nirbhaya; the Park Street, Kolkata rape case of a mother; the recent rape of the Rajabazar Science College (Kolkata) student at 10 in the morning – are just a few examples among the many rape cases that take place in India, every day, every minute. These are the few instances where the media had publicized the news while the rest just go unnoticed.

As a citizen of this nation, I grieve for all my unfortunate sisters who have been victims of such brutality and I am sure that every woman out there echo's the same feelings.

How can there be development when such brutality dominates society? The Criminal Justice system tells us that the only way out is capital punishment. However, as is very correctly pointed out by Nandita Das, "Death Sentence cannot prevent Rapes". I second that. What we need to change is the mind-set of the citizens of our country. Today 60% of India's population lives in villages, where the girl or the woman is always undermined by the men. They do not get education, proper health care benefits. Nothing!

A few candlelight marches, a few protests, two minutes of silence. That's all we do. Isn't it the time to take a stand? What is to be done, no one knows. What more do we have to see, no one knows. But it is time to challenge the odds against us and fight for rights. Women are not 'objects' that men can exploit. After all, don't all these men live on *Mother Earth*?

## A Bazaar with a Difference

For all you pet lovers out there, the paradise of pet lovers has been explored by *GargiSamanta* of the English Department, in her brilliantly composed piece of work.

The screeches and squawks, the shuffling of feet, and a powerful whiff of birds and beasts fill the air. No, this is definitely neither a zoo, nor a menagerie that we are talking about, but a pet bazaar. You will probably be thrown into surprise, but that is it. **Galiff Street** might not be your predictable bazaar, and yet to be sure, it is a one-of-its kind pet bazaar you've ever come across!



The market was previously located in Hathibagan, a well-known place in North Calcutta, before it was shifted to Galiff Street owing to lack of space. A haven for pet lovers and photographers, artsy or otherwise, activity begins here from four in the morning. At the very outset, you will be greeted by a mélange of cries of different animals and birds, followed by a visual feast of a splash of colours. In different cages of varying sizes, hundreds of little birds create music, attracting one with their bright colours and innumerable antics, whilst customers flock around bargaining over the price.

You don't even have to walk your way. It's more like you will be jostled and directed, so it is useless to protest. While you are being directed by the surge of the teeming millions, be watchful of the shops lined to your right. Guinea pigs resembling balls of fur, and white mice with little, mischievous eyes will greet you, and you can actually give them a stroke or two when the shop owner puts it out for you to see. This apart, you have rabbits and even hares of all imaginable sizes and colours, and little chicks which you are bound to be mistaken for little, brown balls of cotton scuttling about. It is surprising to note that on every Sunday, people from different areas and localities within and from the outskirts of Kolkata come to buy or sell these animals. If you ask them about the license, they will tell you that they can

if you  
more  
your



procure it, only  
can be a little  
indulgent with  
pocket.

Pigeons, if you have noticed, are quite a favourite with most people of Kolkata. So, from the average ones to the beautiful 'Masakkalis' straight out of 'Delhi 6', you can easily find them here and maybe, take back one home with you, as it perches daintily on top of your head!



One section of the bazaar is dedicated wholly to fishes of different sizes, shapes and colours, sold in big, transparent plastic bags hung in a row along the horizontal poles of the makeshift shops. The sight of different coloured fish swimming in these clear, plastic bags is indeed a sight to behold. These range from common aquarium fish to the more expensive, lesser known and rarer breeds. Fish food, aquariums and other accessories, including expensive filters, are available at varying costs. They even sell snails, if you want them.



The stock of fish changes every week, which means what you see this Sunday, may not be there in the next one. It's better to buy it if you want to! This part of the bazaar will keep you enthralled, apart from the fact that this is the most crowded section in the entire bazaar area.



It's not only birds and fishes,

about animals, a variety of plants

are also sold here, which include cactuses of different varieties, bonsai plants, orchids and innumerable season flowers. If you come across some eye-catching flower you've never come across before, do not be surprised, because there are very few nurseries where you will come across such a wide assortment of plants and flowers alike.



Various books

on how to maintain

pets and plants, written in local languages, are also sold here. Along with that, manure for trees, pet food, fish bowls, cages, and even aquariums of different sizes and shapes- anything and everything imaginable, or related to the animals, are found here.

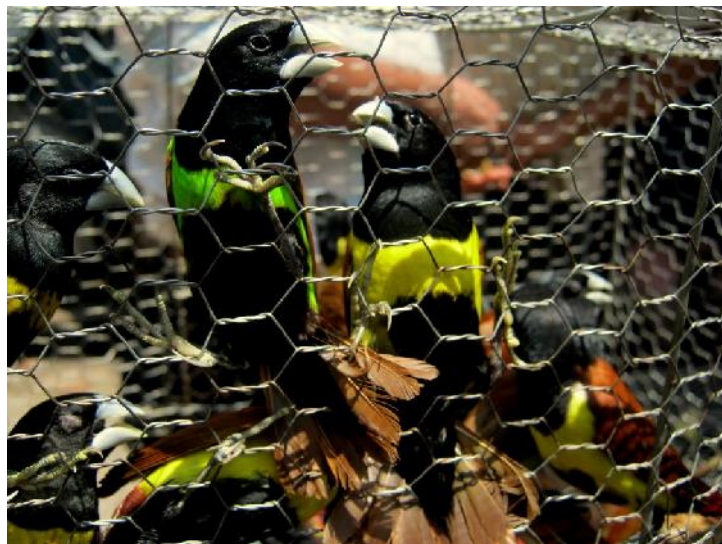




The biggest question that can be raised is whether or not whatever is carried out in the name of trade, is even remotely legalized. There had been many raids previously carried out, because most of the animals are not kept under healthy circumstances and are illegal. The colourful birds in the cages might especially attract your attention, but think again. There are so many of them stuffed together in one, single cage, where their movement is restricted due to lack of space. Some of these animals aren't properly vaccinated, and have high chances of carrying dangerous diseases, especially the small white mice and guinea pigs. Besides, from your own perspective, it might just rend your heart to see these animals locked up in such small cages where they are unable to even walk.



This might seem no less than a paradise, if you chance to behold it in its full glory, one lazy, Sunday morning. But think again. Would it not have been better had these animals been kept in a little healthier atmosphere, and treated with a little more love and care, rather than treated as mere objects to be sold? And as for those beautiful birds...their eyes will tell you, that there's nothing more they would have cherished other than being able to spread their wings and fly.



## AAMCHI PUNE!

**Ever been to Pune? If not, here's *Raveena Thapa* from the History Department, providing you with ample reasons to go there.**

What's not to love about Pune? It probably has the largest student population; with people from nearly every state, every country. Pune is known as a Student Hub and is one of the best places to earn a degree. There is an array of colleges to choose from: Symbiosis, Fergusson, Wadia, BMCC, Law College, FLAME, FAD, FTII and so on.

Apart from education, Pune is home to many local bands ranging from Dark Helm to WarTorn to name a few. The [NH7 Weekender](#) is a three-day [indie](#) music festival held in the city of [Pune](#). This festival brings together thousands of people every year. It is one of the largest music festivals in India. Many artists too have performed in Pune: David Guetta, T-Pain, Akon, Flo Rida, Karnivool, etc. There is never a dull moment in Pune.

All the youngsters in this city are very independent; nearly everyone owns a two wheeler. The distances are not that much thus making it easier to travel.

The night-life too is bustling. Be it High Spirits or Scream, the crowds are in great spirits, swinging to great music into the night.

Pune houses great eating joints too- ranging from the not-too-expensive street food or cafes to the 'proh-pah' formal sit down dinner restaurants.

Marathi is not a very difficult language to learn and one can easily pick it up.

All in all, I think Pune is a great place to live in and if not to stay, one should definitely go to visit one day, I promise you, you will not regret it!

## Man's Best Friend

**On a personal note, *Shruti Roy Chowdhury* of the Political Science Department expresses the opinions of all those who love and have dogs at their home.**

This is a very common saying in daily conversations. We do accept our pets to be our friends and family. However, there is one such pet who can be more than a friend. It is indefinitely The Dog.

The breed of the dog does not matter. What matters is it's loyalty towards you. What matters is it's love and affection towards you.

Having been blessed with four dogs, what I have learnt is that they can be more valuable than anything else in your life. Surely family is there. But, dogs are no less than family.

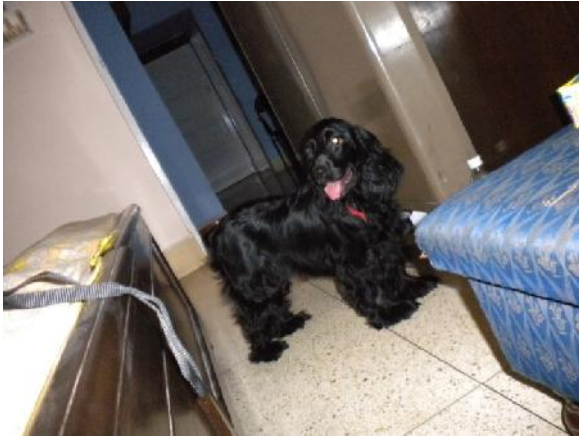
Different dogs have different nature like every other human being. The Golden Retriever is more of a calm natured dog while the German shepherd is not even close. Again, the Pug is a very friendly yet lazy dog whereas, the Cocker Spaniel tends to be friendly and frivolous.



It is on the master as to what kind of dog he wants to pet. Yes, 'Master' - The only person whom the dog listens to. Here is to point out that it not listens but loves the master to a great extent.

A dog's love, friendship, smile, playfulness is one of the best things a man can witness. A dog is to be taken care of as a child- as if it were your own baby. And yes, in return it will look after you like your mother.

Did You Know? One special quality of the dog is that they are very friendly to children. They look after children, take care of them and play with them as if the child was its own.



The dog is the absolute gracious creation of the Almighty. The importance of the dog in one's life can really be understood by the one who knows what it is to have a dog as a pet.

As for what I know the four dogs that I had Alsatian, Boxer, Pug and Cocker Spaniel – all have been dear to me. So much so that when two of the elder ones passed away, I did shed a tear drop. But what I have lost will never come back. The sweet memories that I had with them, has been absolutely wonderful.

Indeed the dog has been the best friend that a man can have. The Dog will always remain an integral part of the life of those who know their importance; to those who understand the silent smile; the angry bark and the lonely whine.

The Dog is indeed a man's best friend. For some, it is hard to realize it. But like I said before, every person is different. Thus we certainly cannot expect one and all to accept the Dog as his/her best friend.

## **THE TERRACE**

***Shruti Roy Chowdhury* of the Political Science Department explores the reasons behind the disappearing usage of the terrace in modern world.**

It seems just the other day that she was happy, giggling away along with her young companions. It was that day when every other household had little feet frolicking away, all over the terrace.

Since that day, it has been years. Never did she get the chance of smiling. Never did she get the chance of being happy. She was all alone.

Yes, a whole new generation is born. This generation understands only one thing. That is Technology. With the advent of technology, the birth of computers, video games, life surely has become very easy. However, in this tech – savvy world, we miss out on a lot of things.

Years back, children were into playing all sorts of outdoor games, like catch – n – catch, bat and ball, flying a kite and many more. Those were the years when She remained delighted and happy all the time.

However, today, when we peak into the neighbour’s house, we see the children sitting in front of the idiot box or glued to the computer games.

The crimson red of the sky, bright orange of the sun, fresh cool breeze blowing – were all a part of the ‘old generation’. She was of much importance then. Today’s generation hardly play in the open air. They are more concerned about the video games on computers or the various cartoons on television.

Why has the world become like this? People have become ignorant of their old companion. Why?

Surely those days will never come back to us. Again, this is because the games today are more of a professional nature. Years back, people enjoyed the games. They played for fun. Now, the children play for competition, for championship, for winning.

It is very important for the world to develop on the lines of changes. However, what we have lost is the livelihood. Surely nothing can be done about it, but what we can do is to balance our chores and visit once, the old and dear friend of ours.

We must remember that in all that has been happening as a result of development, the person who is most affected is our dear friend.

Dear friends, this is a humble request to one and all to remember our dear friend who was with us and will always be. She has always been a silent spectator. She is no one but Our Dear Friend, “The Terrace”.

## The Genius of Meghe Dhaka Tara

*Abantika Devray* from the Department of English takes us on an amazing critical appreciation of the Bengali classic movie *Meghe Dhaka Tara*.



[Picture courtesy: Internet]

Bouts of pain and suffering, suffering followed by periods of shock therapy, intended to cure a genius who seems to have taken refuge in disappointment and anger. This immense pain and suffering are inadvertently accompanied by a revival of spirit, and faint rebirth of hope. One might assume that KamaleswarMukhopadhyay's 'Meghe Dhaka Tara' is all of it, but in a measure extremely subtle and proportionate and not easily achievable by most.

It is almost a faithful remaking of the biopic named 'Jukti, Takko Aar Goppo' on veteran filmmaker, RiwikGhatak. Starring SaswataChatterjee as NilkanthaBagchi and AnanyaChatterjee as his wife, Durga, the film has been shot in black and white and was a pleasure to watch. The director himself is known to have done so to give the feel of the original, or rather the previous movie by the great Ghatak himself. And Mukhopadhyay seems to have accomplished this task, for this movie was indeed at par with the previous, if not better.

Mukhopadhyay seems to have struck the right chord. When the first scene captures the childhood of Bagchi, or rather Ghatak who had migrated from Bangladesh, one might be left to ponder on its relevance. And then, the scene suddenly shifts to Bagchi's rapport with his wife, when they have opted for mutual separation. The poignant words spoken by the enigmatic Nilkantha, "Jetenahidibo" (Will not let you go) are startling. It appears to one that SaswataChatterjee was indeed the most powerful choice for the role of Bagchi because he delivers it like no other. "Separation is essential" is what Durga tells him at the point of departure and from then on, begins the journey of Nilkantha, sometimes on his own and sometimes with the help of his wife and doctor, played by Abir Chatterjee.

The story is narrated in retrospect, as Bagchi's failures and successes are narrated by himself. The desire to shoot radical and realistic movies does not seem to have worked very well with him, as he is left to deal with the numerous disappointments. The National Award winning Ananya Chatterjee was actually a very good choice for the stoical Durga, who has been hardened by hardships. Equally brilliant is Abir Chatterjee as the doctor, who lends a sympathetic ear to the now innocuous yet extremely brilliant and intelligent filmmaker. The portrayal, one feels was very precise and is suitable to the doctor's personality who also

administers shock therapy to Bagchi. The only problem that was possibly prominent was the intense suffering experienced by him that one hopes there would not be so much of it. His life is tragic, but the tragedy and misfortune apportioned to him seem to exceed his faults. There are also comic instances, as Nilkantha sneaks alcohol into his cell, and incessantly smokes his *beedi*. When he is at last awarded the Padma Shree, it appears that his sufferings had paid him off in good stead, but then again, he is far too ill to realize its importance. Tanushree Shankar's dance troupe has been used dexterously, and in sincere imitation of its predecessor, 'Jukti, Takko Aar Goppo'.

It is thus a suitable response to Ghatak's own productions, most of which went unfathomable to the bulk of the crowd. One hopes that KamaleswarMukhopadhyay continues to make such amazing accounts in future.

## **She and Cinema**

***Aishwarya Adhikari* of the Department of Political Science brilliantly reconnoiters the changing essence of womanhood as portrayed by Indian Cinema.**

Cinema has always been a reflection of the ethos and ideology of any society. The mind-set, thinking, apprehensions or the prejudices of the characters were the same as those of the general public. Cinema particularly shapes public opinion, as does no other medium. Such power begets unique responsibility, requiring periodic reassessments with questions such as: How has Indian cinema treated the Indian woman? Has it been fair and realistic in portraying them? Has it been able to analyze her numerous problems?

All the answers stand negative and futile. Women have adorned the silver screen in decorative capacity, playing second fiddle to the male protagonists. The ideal woman, depicted to be the shy, dependable and fragile. For female characters, their journey throughout the film is explored in relation to the male character. This kind of straight-jacketing, limits the role of a woman to providing glamour, relief, respite and entertainment. Rarely do we find a fearless 'Nadia', the stunt queen, whose actions would put Tarzan, James Bond and Rambo to shame.

Earlier movies like Mother India, casting NargisDutt, were made, where the female character played a more challenging and substantial role. A quick glimpse into the 1970s and 80s, and we find controversial actors like Bindu, Helen or Aruna Irani engaging into smoking, drinking or pre -marital physical relationships onscreen, which almost brought down their otherwise popular image in the eyes of the audience and were usually considered to be morally degraded. Many eyebrows were raised when actor Sharmila Tagore, in 'An evening in Paris' was the first woman to wear a bikini, in the history of Indian cinema.

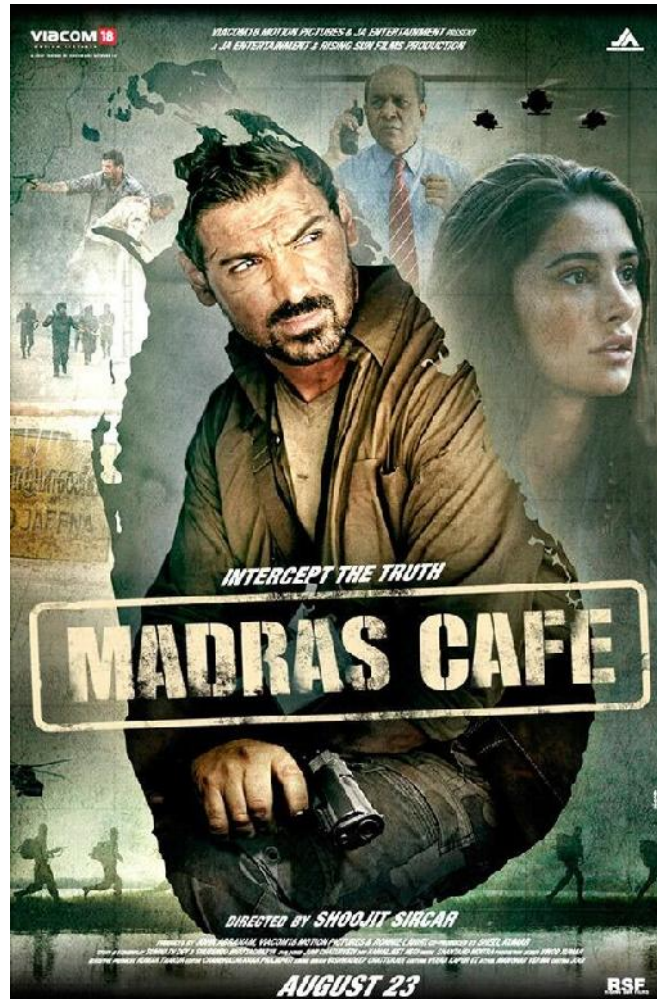
A dramatic change of conservative thoughts appeared when the actors like SeemaBiswas in the Bandit Queen (1994) decided to take up more challenging roles. Movies of the 21st century, like Astitva, Chandni Bar, Lajja, Page 3 and many others have been able to successfully portray women in a certain way.

To me modern characters need to be neither pure white, nor midnight black, but full, real and in Technicolor. There is an audience out there, a large proportion of it female, to appreciate such output. I am sure, you would agree to that!



## **Dark Times: A review of the Raw, Bold and Riveting Madras Café**

Speculated to be one of the most successful Bollywood movies of 2013, *Nikhat Zahraof* the English Department critically examines the theme and execution of Shoojit Sircar's next.



[Picture courtesy: Internet]

**Writers:** SomnathDey, Shubendu Bhattacharya, JuhiChaturvedi

**Director-** ShoojitSircar

**Cinematographer:** KamaljeetNegi

**Music:** ShantanuMoitra

**Editor:** ChandrashekharPrajapati

**Starring:** John Abraham, NargisFakhri, RashiKhanna, SiddharthBasu,  
PrakashBelawadi

**Producers: John Abraham, Viacom 18 Motion Pictures, Ronnie Lahiri**

***Madras Cafe- 7.5/10***

In a climate full of loud and crass remakes of South Indian and Hollywood films and sequels thereof that seem to have overwhelmed the present Bollywood scene, ShoojitSircar's *Madras Cafe* comes in like a breath of fresh air. A tense and emotional political thriller about one of the darkest periods of recent Indian history, it easily stands out as one of the best films of 2013.

The entire story is shown to us in the form of a flashback, narrated by an ex-soldier and Intelligence officer, Major Vikram Singh. He recounts the events of India's intervention in the Sri Lankan civil war and his entire role in it, and the subsequent conspiracy that led to the assassination of Rajiv Gandhi, though he remains nameless in the movie itself.

Though many events shown in the film might be known to the generation before ours, I am certain that it shocked audiences who were present then as much as did those of us who were not. Speaking as a member of the latter age, it was quite an eye-opener. This is the first time we got such a raw and unflinching look at a very important yet underrepresented part of our country's past. Of course the film is not to be taken as anything other than fiction, though the research gone into portraying these events as vividly and realistically as possible is evident.

As much as the film is about civil war, it is also about the politics that goes on behind it. While the first half of the movie sees Singh in the background of violence and ambushes in the troubled city of Jaffna, the second half sees him dealing with politicians and spies in the parliament and how that too is a kind of war for him, however not the kind he has been trained for. It thus gives us an interesting perspective by showing how both sides operate and the dubious roles assumed by those who people put their trust in. At the same time, it also shows us, in the figures of Singh and the journalist Jaya Sahni, those who are honest, dutiful and truly brave and patriotic.

One of the strongest points of the movie was the cinematography and set design. The scenes that were set in civil war-stricken Sri Lanka were in fact mostly shot in India where the entire look was recreated and they were completely believable. The stunning introduction of the state of the Sri Lankan people during their civil strife, the scenes of violence, the camera work during various procedures and chase sequences- all led to the remarkable look of the film. The film did not shy from showing the bloodshed that such events usually witness and kept an observant eye to it all, which I feel further enhanced the impact that such scenes made on the audience.

I was pleasantly surprised by John Abraham's work in *Madras Cafe*. Abraham plays Singh with utmost sincerity and restraint, quite dissimilar to the acting norm adopted by most Bollywood actors. This sort of acting style suited the role of a seasoned soldier, and even in later, more emotional scenes, Abraham was very compelling. Other cast members were also pretty strong, with a special mention to PrakashBelavadi and SiddharthBasu. The former

plays the role of the corrupt Intelligence head Bala, who still manages to evoke our pity and the latter stars as a bureaucrat RD, who too shows a lot of humanity. On a less positive note, the film did not have strong female performances. RashiKhanna, who plays Singh's wife, was merely adequate whereas NargisFakhri, who plays Sahni, sounds wooden, stilted and unbelievable throughout the film.

Also, while many have applauded Sircar's ambition and daring in making such a movie in India, what with all the political pressures, he has still not managed to completely free himself from the "Bollywood" influence. The film flounders when more crowd-pleasing scenes are shown, including an awkwardly placed and rather unnecessary romantic sequence between Singh and his wife, and quite a clichéd ending that I personally thought did not go with the feel of the rest of the movie. Still, it is indeed admirable the feat that Sircar and Abraham, a producer of the film, have achieved. *Madras Cafe* stands high above most popular Bollywood movies today and should be counted in the league of other India-centric movies like *Sarfarosh* and *A Wednesday*.

## The Age of Graffiti

**Graffiti art has become uniquely common these days on the roads and walls of the streets of Kolkata. Thus, *Subhadrika Sen* of the Department of Political Science embarks on a journey of finding out more about this new art form and presenting all its secrets to the readers.**

“Looking for walls measuring 3X6 feet, with monochromatic background. If found, please contact Mr.X at 900\*\*\*\*\*”. This strange advertisement caught my attention while I was out for an evening stroll one day. One look at the advertisement made me think the man probably wanted the space for putting up posters or pamphlets. Perhaps he was simply a madman advertising for walls. However further research made me realise that the wall spaces were actually wanted for graffiti designs. This upcoming form of art was slowly becoming so popular that one could find new graffiti coming up at every other corner of some street every week. What was more surprising was the fact that this wall art was not the work of an art maestro, but by ordinary people like you and I. In fact, a large number of these designers are college students.

It is marvellous to note how graffiti artists use a vibrant palette of colours to put together beautiful patterns, images, and fonts. From a simple word to an abstract concept, graffiti allows the artist to indulge in creativity and innovation. The visual appeal of this upcoming art form is such that it has already captured the heart of many and is in growing demand all over the city.



[Picture courtesy: Justin Rozario]

This particular graffiti has been truly successful in transforming a dull wall into a lively, attractive work of art. A variety of bold colours have been used to grab the viewer’s attention, and the artist succeeds even though the word itself is simple enough.



[Picture courtesy: Justin Rozario]

As obvious from the above picture, this graffiti draws attention away from the aesthetically unappealing background. The beauty of this art form is evident in its ability to completely negate its sordid surroundings. A few simple colours backed up by thought, meaning and creativity, transform the place entirely.



[Picture courtesy: Justin Rozario]

This particular graffiti compliments the rusty look of the original wall. At the same time, the bright colours used in the font make it a vibrant and fitting contrast to the background.

Many people consider graffiti to be a form of vandalism. On the other hand a large number of people are appreciative towards it. However graffiti as an art form is capable of making a dark alley a vibrant, cheerful place. It is a culture which is slowly spreading through an increasing number of artists, for others to recognise and appreciate.

As for the people or communities responsible for this wall art, it is rather difficult to identify them save a sign or a symbol which they leave behind after every graffiti. Their decision to remain as underground workers is because of the fact that they could possibly be charged a fine for their work. Only the graffiti world is intimate with the real identities of these artists. This new artistic style is time consuming and not as easy as it appears, but for someone passionate about art, it can be a very interesting, if not high-paying, job.

Graffiti in Kolkata is as of now mostly a freelance movement. But going by the heavy demand and popularity of this art, it could very well evolve into a full-fledged business on artistic terms in the near future.

## Lights . . . Camera . . . Cricket . . .

**Increasingly nowadays sportsperson are entering the field of advertisements. Learn more about this balancing act with *Subhadrika Sen* of the Political Science Department as she unmasks the pros and cons of this new trend.**

Lights . . . Camera . . . Cricket . . .?

Why not Action? Traditionally the answer would have been yes. But today a lot has changed. People are venturing into new avenues that do not adhere to the traditional setting. The idea here is about cricketers entering the field of advertisement and films, besides their regular profession.

The very first name that comes to mind is our very own Dada, Bengal's Sourav Ganguly. After retiring from the Indian cricket team, he was seen hosting the popular Bengali game show *Dadagiri* on Z Bangla. Henceforth he was engaged with many television advertisements before entering cricket again - first as a member of the Kolkata Knight Riders and then for the Pune Warriors in the Indian Premier League.

After talking about Sourav Ganguly it is impossible to forget Master Blaster Sachin Tendulkar, whose presence in the television front has also increased. He became a popular face with the Reynolds Racer Gel pens and Boost - a health drink. Though Sachin never really went into television serials or game shows proper he endorses a wide range of products and brands.

Shifting the focus from the senior players, if we were to observe younger players of the Indian cricket team, we notice that many of them are popular faces on the small screen. Be it the Indian Captain Mahendra Singh Dhoni or the handsome hunk Viraat Kohli. The camera conscious Kohli has become the face of the Fair and Handsome men's fairness creams. The vibrant youngster appeals to the youth, and this has won him around 10 endorsements per year each of which are worth Rs. 3 Crore.

Dhoni on the other hand is estimated to be earning around Rs. 210 crores solely through endorsing brands like Videocon, Big Bazaar, Boost and many others. As of now, he has around 20 endorsements to his name. Dhoni seems to be catching up with none other than the *Badshaah* himself – Shah Rukh Khan, who has 21 endorsements.

One such brand which usually features more or less all popular Indian cricketers is Pepsi. The advertisements have featured cricketers like Dhoni, Kohli, and Suresh Raina. At present Unmukt Chand has been made the official face of the brand to attract the youth.

While a lot has been said about the Indian cricketers, it is also interesting to observe international cricketers whose endorsements increase with the onset of the Indian Premier League season.

A valid question is why people tend to turn a blind eye towards tennis players or badminton players, who also sign endorsement campaigns. The answer would be the fact that they are

not as frequently visible in advertisements as are the members of the cricket teams. It seems to be a monopoly of this sport as compared to others when it comes to television advertisements.

Analysing the changes in recent trends, one observes that due to the media no profession is compartmentalised within its own sphere. Media has become the medium used to make every profession interdisciplinary. Earlier cricketers earned their bread through their profession, now they have an alternative means of earning, and that too quite handsomely to say the least. They are no longer restricted to cricket as a means of income.

One should however consider whether this venturing out from one's regular profession is harmful for the integrity of the profession or not? It is important for the sportsperson to understand his priorities. According to recent trends in the performance of Indian cricketers, these high-earning endorsements can be cited as the cause for the weak performances of the team. If one is busy with advertisements when does one get the time to practice?

It is indeed necessary for Indian cricketers to prioritize that cricket comes before advertisements, and balance their profession with their endorsements so as to give their audience a fair share of both.



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