

LIGHTS! CAMERA! MEDIA! 2.0

The Mass Media Fest, Lights! Camera! Media! 2.0 was organized by the Mass Media Department of the Bishop's School, Camp, spearheaded by Ms. Vinaya Patil, and marked a remarkable celebration of creativity and diversity in media.



The event commenced with a warm introduction to our distinguished panel of judges, Ms Harini Calamur, Mrs Tanvi Saxena Parekh, Dr.Satarupa Roy and Ms Prisha Thadhani, who were esteemed professionals in the field of mass media. Their presence added immense value to the fest by providing insights and expertise to the participants. A highlight of the fest was a thought-provoking panel discussion on the representation of minorities in the media.

The fest also featured an original news channel, the Bishop's News Network (BNN) that covered various school events leading up to the Mass Media Fest. This provided the attendees with a glimpse into the school's events and the gusto at each of them.

A skit about the paparazzi was performed, delivering a powerful message about our society's insatiable appetite for drama. The skit served as a reminder of the media's role in shaping public perceptions and encouraged responsible journalism.

An entertaining segment involved live comedic advertisements promoting fictional products such as "Daddy Darda Protein" and "Rajmola." These ads, created by students, captivated the audience with their wit and creativity.

Students showcased their filmmaking talent in a silent film competition. Our students' films, directed and screen-written, demonstrated their storytelling skills and creativity. The competition added a cinematic dimension to the fest.



The fest engaged the audience with an interactive quiz that tested their knowledge of mass media. This not only provided entertainment but also encouraged the audience to think critically about media and its influence on society.



Numerous stalls, organized by our students, offered a diverse range of products, from delicious food to small businesses. These stalls not only added to the fest's vibrant atmosphere but also showcased the entrepreneurial spirit of our students. The students had to create original advertisements for these businesses.

In a brief but heartfelt note of thanks, Ankita Nagpal expressed gratitude to all who contributed to the success of the fest. Her words echoed the collective appreciation for the hard work, creativity, and dedication that made the event a resounding success.

This event was a celebration of the media's power to inform, entertain, and inspire. It reinforced the significance of responsible journalism and the importance of diverse representation in the media industry, leaving a lasting impact on all those who attended.

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