

“CONGLOMERATES THE CHURCH OF GOOGLE
ISMS THE CONVERGENCE OF MEDIA”
GATEKEEPERS OF MEDIA **CATCHPHRASE** PARI

WE'RE ALL NERO'S WE'RE ALL WRONG SO ITS ALL RIGHT
SINGLE NARRATIVE

GUESTS EDUCATION IS A SYSTEM OF IMPOSED IGNORANCE

GOLDEN ARROW EVERYBODY LOVES

OF CONSUMERISM A GOOD DROUGHT

IN NATURE'S ECONOMY THE CURRENCY IS NOT MONEY, IT IS LIFE
ECHO-CHAMBERS CHECK THE SOURCE
DICHOTOMY

YOU ARE NOT ATLAS CARRYING THE WORLD ON YOUR SHOULDER
IT IS GOOD TO REMEMBER THAT THE PLANET IS CARRYING YOU
HEGEMONY

MEDIA OWNERSHIP PATTERNS TRANSACTION

MEDIUM IS THE MESSAGE

PROPAGANDA EDUCATION IS A SYSTEM OF IMPOSED IGNORANCE

IMPERIAL



FOREWORD

This Mass Media department magazine, compiled and designed by the FYBMM'20 editorial team is a colourful easy-read work of joy. It showcases a few engagement and assignments our undergraduate students undertook through the years 2018-2019.

The painting of the library and wash areas walls in The Ram Mandir municipal school started off as a Sunday-fun day project. It ended in deep friendships, students realising the magic that team work can achieve. And in the process, they had provided primary school children in the community school a cheerful space. The reflections of a group of SYBMM students, spending a few weeks in a remote village school in Tanjore, Tamil Nadu to have an immersive experience in the local culture and education; to a field visit to experience the biodiversity of Sanjay Gandhi National Park, Borivali, Mumbai; was to give the students the lived experience of observing in the real what they learn in class. The PUKAR certificate program is an extension activity going beyond the curriculum. It is grass root social research program that teaches students to use research as a tool to understand the diversity of issues in the society. Thereby bringing in the understanding of layered solutions.

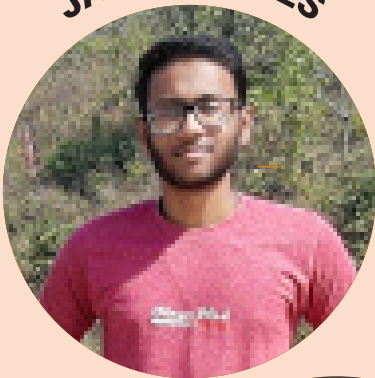
The student writings, workshops and the year abroad program presents the vibrance in the educational engagements that we as a department facilitate for our students.

These are a few examples of the engagements that our students take up through their undergraduate years with us in practicing the principle of Magis – the Jesuit philosophy of seeking more (more for the purpose of social good) in everything one does.

All of these engagements have been possible only because of the enthusiasm and initiatives of the students.

**Ms. Perrie
Subramaniam,
Head of Department –
Mass Media.**

JAKSO JAMES



BRITNEY DHARMAI



THE EDITORIAL TEAM

PULAKITA MAYEKAR



PANKHURI JOSHI



Campus News

FEST WINNERS

The BMM Department of St. Xavier's College Mumbai is known for its robust spirit and enthusiastic participation in various college fests throughout Mumbai. The academic year 2018-19 was no exception.

AAMOD 2019 FIRST RUNNER UP



Led a team of 30 participants to victory in the annual festival of the Marathi Vagmay Mandal of St. Xavier's College.

Team :
Neeva Phatarphekar - CL
Calvin D'cunha - ACL



KSHITIJ 2018 FIRST RUNNER UP



Led a Contingent of 130 students to victory in SVKM Mithibai College's Annual Festival

Team :
Neeva Phatarphekar - CL
Tanya Eapen - ACL
Kelley John - ACL
Aastha Kasliwal - ACL



CO-CURRICULUM ACTIVITIES

A glimpse of the key curriculum and extension programs conducted for the students through the year 2018-19.

DATA SCIENCES CONFERENCE- CONFLUENCE

One day conference on “Statistics in Business and Media – Comprehending the Data Storm” was held on 19th January 2019. This was a collaborative seminar between the Statistics, BMS and the BMM departments. Industry leaders Mr. Abhishek Mathur -VP(Investment Advisory-ICICI Securities, Mr.Balakrishna Parab, Chair Professor of IMC (Banking and Finance)JBIMS, Mr.Derrick Gray-Chief-Measurement Science, Broadcast Audience Research Council India, Ms.Nivedita Ravishankar-Analyst-Dentsu India were the key speakers.



Mr.Derrick Gray explains the consumer research process and analysis through a sample case from BARC's current work.

SUMMARY OF SPEECHES

Session 1:

Mr. Abhishek Mathur is senior vice president and head- investment advisory and service at ICICI securities. He's an engineer from IIT BHU and is a management graduate from FMS Delhi. He's also a chartered financial analyst and has a keen interest in personal finance. His session was titled Digitization

of Capital Markets and the Number Game. During the session, he covered various topics spanning digitalization, data analysis and its impact on capital markets. He also extensively discussed the change in investor's behaviour in today's world of data and how and where investors likely to invest.

Session 2:

Mr Balkrishna Parab is a chair professor of Indian Merchant's Chamber of Banking and Finance at Jamnalal Bajaj Institute of Management Studies in the University of Mumbai. He has been a visiting faculty to many esteemed institutions including IIT Bombay. His talk focused on the use and abuse of statistics in the field of management and specifically in the context of risk analysis.

Mr. Ashwin Srivastava is an Indian venture capitalist who founded Idein Ventures in 2015. He has been an entrepreneur since 2010. He completed his Bachelor of Technology and Master of Technology from Indian Institute of Technology Bombay. He holds a degree in Mechanical Engineering. In college, he dabbled in theatre, took part in robotics competitions, was a member of hostel council, and manager of The Entrepreneurship Cell, IIT Bombay. Mr. Srivastava discussed about the use of statistics in managerial coaching and profiling. He also talked about BlockChain and Artificial Intelligence when asked related questions in the question-answer session post the talk.

Session 3:

Mr. Derrick Gray is the Chief of Measurement Science at Broadcast Audience Research Council India with more than 15 years of global audience measurement experience to India. He is a doctoral candidate in Management Information Systems at Athabasca University and holds a Master of Science in Statistics from the University of Toronto. Derrick was accredited as a Professional Statistician by the Statistical Society of Canada. In the talk, he discussed a

lot of topics concerning audience measurement- basics of Statistics, its application in audience measurement, broadcasting and advertising. He also extensively talked about next-gen advertising and how data will drive it. Media research is a specialized discipline. Research in this field is a unique blend of the social and formal sciences combining quantitative and qualitative research methods. Employees, therefore, need to apply appropriate tools to understand data such as descriptive and inferential statistics plus machine learning methods. An understanding of human behaviour and variable data is a major advantage. Many organisations employ individuals from this field, including audience measurement organisations, media broadcasters and advertising agencies amongst others. The talk, in brief, reviewed media research within the context of the Indian television industry. An introduction of statistics and variance was provided followed by concrete examples of how statistics and machine learning support the various areas of research in the field.

Session 4:

Ms. Nivedita Ravishankar, a media professional rounded up the speaker lineup of the Confluence seminar. She has had more than 10 years of experience in the media and advertising industry. Her experience spans across research, media planning and digital marketing strategies. With an academic background encompassing economics, statistics, data analytics, market research and sociology, she is able to mine insights and thereby, build comprehensive consumer-led strategies for brands.

She is among the few media planners who have built strategies for, planned and executed campaigns across traditional media and digital media, as well as building full-fledged digital strategies spanning branding to performance across digital platforms. Her talk focused on the concept of data-led creativity and how data is driving the advertising and creative industries of today. The talk explored how and why certain campaigns are hits while some are misses. For this, she started the talk by showing the recent Gillette ad regarding toxic masculinity and built her talk around that, along with ample discussion and questions. Ms. Ravishankar talked about how data, marketing and creativity will come together to pave the way for great brand stories and effective communication. The talk emphasized the need

for brand-consumer communication which is not a one-way road, especially given how increasingly connected the world is today. She talked about how important it is to properly and precisely understand and effectively communicate in the language of the consumer.



Ms. Nivedita conducting her session

INDIAN EXPRESS TALK

Mr.Nandagopal Rajan, Editor-New Media (14 December 2018)

The 3rd edition of the annual lecture hosted by the department with Indian Express on campus. Mr.Nandagopal Rajan held an interactive session on how the print media is riding the digital wave to stay relevant in the ever-changing dimensions of the news industry.

E-WASTE COLLECTION IN SCHOOLS

(November 2018)

Students from the department held interactive

sessions in multiple schools in Mumbai to create awareness on e-waste disposal. Arya Vidya Mandir, Kawalemath Banganga BMC school and St. Xavier's High School students were sensitized on the importance of proper e-waste disposal and were assisted in implementing a sustainable e-waste collection and disposal process chain with linkages to e-waste collectors; for their respective school.

CMCA YUVA PROGRAM – CITIZENSHIP EDUCATION PROGRAM FOR COLLEGES (28 & 29 August 2018)

CMCA is a not-for-profit organisation which conducts workshops for students to engage them in discussions on citizenship and democracy. This was done through multiple workshops where students read articles, watched movies and did role-play followed by discussions and reflections on the role they play in society.

RTI-WORKSHOP *Mr. Shailesh Gandhi and Anil Galgai* (2 February 2019)



Mr. Shailesh Gandhi in a session with BMM students

The 3rd consecutive year of the RTI workshop aimed at training media students in the RTI process to practice active citizenship was facilitated. Every

student filed an RTI and shared the response with the facilitators. Student inputs and experiences help to further strengthen the constant work aimed to keep the RTI Act effective.

CONTEMPORARY ISSUES IMMERSION PROGRAM

(31 August and 1 September 2018)

A Contemporary Issues Immersion Program was conducted for BMM students in Boscowadi, Uttan. Held over two days, this program attempted to develop students' self-awareness as well as awareness of the society they are in, thereby helping them grow as individuals. While the first session, by Ms. Shweta Naik, (visiting faculty in psychology, practising counsellor) focused on them and their understanding of themselves, the second session, by Prof. Sudhakar Raj Solomon, (HoD, Political Science,



Students in a session with Ms. Shweta Naik



Discussion on geopolitics with Prof. Sudhakar

Wilson College) acted as a primer in contemporary geopolitics.

FOOD CULTURE

As a part of the academic module Culture Studies, students were asked to form groups based on their places of origin, read on their cultures and prepare food that they thought were key to their cultures. This activity proved to be fun and engaging in a fundamental way for students to understand their own culture, the role that food plays in any culture and how it differs across cultures.

COVERDALE

*The Mercedes Benz Trainers Coach
FYBMM students*



BMM students in a one-on-one feedback session

A two-day residential workshop was conducted in Boscowadi, Uttan on 15th and 16th December 2018 by the Coverdale group on “Leadership through Self Management”. The three trainers - Mr. Jóerg Zimmermanns, Ms. Anita Gaur and Ms. Sushmita Miryam - conducted various group activities which cultivated students’ critical thinking skills, group dynamic skills and their ability to self reflect.

RESEARCH STUDY ON THE WATERCOURSES (NULLAHS) OF MUMBAI (27 November 2018 - 1 February 2019)

22 Students of the department studied the urban habitat and the use of spaces by communities along the Nullahs in 6 municipal ward areas, K-West, K-East, H-West, H-East, E and B. PUDDI is an organisation started by concerned citizens under the leadership of the late Daryll D'Monte (ex Editor of Times of India newspaper). This project was undertaken under the guidance of the urban architect Mr. P.K Das. Students physically surveyed the 6 wards, drew visual maps, recorded the local land use purposes with photographs over a 3 month period. This report gathered by the students is a supporting document for PUDDI's report and proposal to the Maharashtra Government on the nullah-water front project of Mumbai.

CREATIVE MUSINGS



Michael had an old feud with adventure. Their last meeting had ended up with him behind bars. Unfortunately, he was forced to confront this old enemy, once again. The prison bars, the suffocating air, the bare walls, the silent scream of his own thoughts, the scars that were painted on his body by the jailor's rod, and the wrongful stamp of being "guilty as charged" that branded his face – they left him no choice. The anonymous letter promised him an escape, from the clutch of this coffin into a new world. It laid out a comprehensive plan involving five prisoners, who would be able to walk among regular civilians disguised to fit in the crowd, no longer in orange overalls.

There had been regular talks about an escape plan among the prisoners, but Michael never indulged in their discussions. They tried to persuade him, but he "wanted no more risks or complications." Until the letter came his way. The detailed planning convinced him to take the risk. The execution would start immediately post lunch. One of the inmates would pretend to have a mental fit and injure three of the others. A fifth prisoner, already in the medical ward, would steal the key to a restricted room which is an exit used to transfer patients into an ambulance in case of emergency. Michael was one of the people who were going to be injured.

Everything went as per planning. Michael was hit on the head with a wooden stick. He sustained a gruesome injury and his face was covered in blood. The immense pain was worth the freedom that he would soon experience. The other two were hit on their back and abdomen respectively, their injuries were equally bad. The next thing, there was a warden in the compound and they were all

carried into the medical ward. Michael felt dizzy and his head seemed to get heavier by the minute. Blood ran down his uniform and all over the stretcher. The red spots covered the orange uniform and the next second everything in front of him was hazy and then pitch black. He passed out.

Three hours later, he woke up to more uniforms, frantically talking about the escape of four prisoners. They had escaped, leaving him in the dark. It was a reunion with betrayal, he was framed yet again. One adventure had brought him to prison and the next left him in the trap of these walls for 5 more years.

Adventure had walked away with a smug face of victory, once again.

ADVENTURE: 2 MICHAEL: 0

MUSKAN MULCHANDANI

SALVATION LAY WITHIN

AARON REBELLO

A writer expresses himself through his words. Every sentence, every ounce of his grammatical excellence reflects his personality.

Quite often songwriters and authors are asked this question concerning the mind with which they've written masterpieces. The lay mind is baffled at the thought of such critical thinking and accurate interpretation or the extremities of a person's imagination.

Through a lot of inexperience and experience I can adduce that we men and women of abstract thinking are foolish; we're fools because we defy logic, we dare to look beyond the horizon, we step outside the plane and gauge the spectrum with our little gears yet ginormous levers. Our boundaries scale the mountains, dive deeper than oceans. We're soldiers of freedom because our work is a covenant of liberty and freedom. Fact doesn't satisfy us, neither does it fulfill our hunger; our longing is for the unknown, undiscovered and the uncharted.

Our greatest tool (not weapon) is our emotion; also can be understood as the drive that comes from within when we're pushed to the limit. In music, all of my work is inspired by a catalyst. Taylor Swift, Adele:

some of their record breaking songs have been inspired by a heartbreaking life event.

I believe when we (artists, and in some cases laymen) are overwhelmed and thunderstruck, we seek for a channel to vent. Slipping into a trance, a bubble, a room, a cocoon; organizing our thoughts. When this bubble pops and we emerge from this cocoon; we walk out with a beautiful, precious, tender work of wonder. Being born of raw feelings and strong conviction, it is pure.

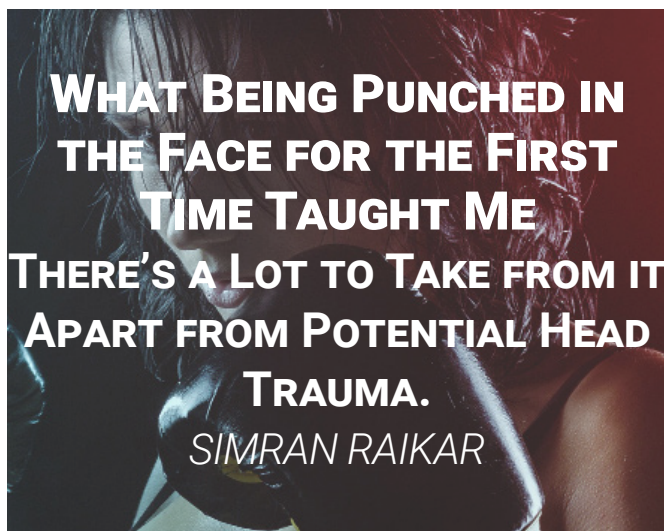
If there was a straight answer to how we're enabled to create such art then maybe art wouldn't be as prized to the world as it is today.

I feel this shows how delicate yet beautiful and precious human feelings are. Let's begin by looking at each other's hearts and understanding how precious they are.

Of course if you want good music that's incentive enough to break hearts but before you do that remember you're an artist with a bubble in your own world.

Empathy is the word here.

Love one another as you love yourself, the world will be a better place.



“Just promise me you won’t kill me,” I said to my friend as he tied back his hair.

“You really think I’d hurt you?” feigned disbelief flashed in his eyes. He continued, “Come on, wear your gloves now.”

Unconvinced that he wasn’t going to beat me like I owed him money, I pulled on my gloves and slid in my mouth guard, the bite of the plastic still foreign to me.

“Sparring is only scary the first time you do it, I’m not scared of it anymore.” I looked at him incredulously and rolled my eyes, what did he have to be scared of? He was an imposing six feet two inches tall, he had done this countless times before and he was about to spar with a bantam girl standing over half a foot shorter than him. My sparring partner and I both belonged on the opposite ends of the weight class spectrum. The odds were clearly not in my favour.

“Keep your chin tucked in, your hands up and don’t lead with your head, you’ll be fine. I’m not going to put in all my power.” I nervously nodded and we tapped gloves. While my eyes portrayed my obvious fright, his were calm and calculating. I was scared, not only to get hurt, but also of (accidentally) hurting my opponent.

After a few poorly attempted attacks on my end, he decided that he didn’t want to be my punching bag anymore. His blows rained down on me and I retreated to a corner. I held up my hands, closed my eyes and took my punishment. Occasionally I would lash out and throw a wild punch, but it would never do much. “GET OUT OF THE CORNER!” he ordered as his punches turned sporadic, giving me an opportunity to escape my self-inflicted problem. This isn’t half as bad as I expected, I thought to myself as I realised that nothing had really hurt me so far. I swivelled out of the corner and made the mistake of dropping my guard and leading with my head.

Nothing could prepare me for what happened next.

Pain shot across my face and my vision blurred. My nose hurt in ways I’d never known possible and unwillingly, tears slid down my face as my head rang. That’s when I learnt that there was a lot I could learn about life from being punched in the face. There were a lot of valuable life lessons there and it would be rather tragic if all I got out of it was head trauma.

In a society where women are constantly expected to be to be docile and feminine, boxing teaches me to bring out my stigmatised aggression. Boxing doesn’t allow the quintessential idea that females are the caregivers and have to abide by the societal norms set for them. Boxing appreciates a person for who they are and what they are capable of as a human. My doubt and unwillingness to forcefully pursue my opponent backfired in a visceral, powerful way. Boxing teaches you to hit or get hit.

Being punched in the face taught me to always protect myself. If nothing can teach me to keep my guard up the entire time, getting punched in the face will change that. Most people I come across do not have my best interest in their mind. The second I drop my guard, they will strike. I need to be aware enough to understand when someone sees something like a fight and I don't. Psychology has proven that healthy competition is encouraged between boys but frowned upon in girls, but boxing changes that. Boxing rouses a spirit of competitiveness in you in a world where competition gets you ahead. The one who returns fire with more fire will have everlasting victories.

My first punch to the face was also a wake-up call. I was not going to be treated like a special snowflake just because it was my first time or because I was physically smaller or inexperienced. Over the years I have had sparring partners that have out skilled me but instead of expecting them to take it easy on me, I used their experience to gain some of my own. I was there to learn and the only way to do that was to take the path everyone else took; get thrown in the ring and fight it out. As I trained and got stronger, their leash on their power loosened with it.

I learnt my strengths and weaknesses, I learnt what works for me. It's unrealistic to expect myself to be good at everything, I learnt how to be unapologetic about what I was good at and what I am lacking in. I might be fast but I might not have the power that I wish to have yet and only when I acknowledge that will I be able to improve and work on it. One of boxing's greatest ever, Mike Tyson once admitted in an interview with Charlie Rose, "I fight for perfection." When questioned if he achieves it, he confessed, "Nah! No one does, but we aim for it." This teaches me that it's okay to not excel immediately and to strive for perfection but not expect it.

"You've got a good chin, you know?" he remarked and all I could do was nod before I saw an opportunity and lunged for him with a jab.

Being punched in the face taught me to always protect myself. If nothing can teach me to keep my guard up the entire time, getting punched in the face will change that.

Confidence is a powerful weapon but it needs to be honed by the hours of work, sweat and blood it takes. Boxing, like all aspects of life, needs discipline and dedication that cultivates into confidence. Mike Tyson's manager, Cus D'Amato, once said, "To see a man beaten not by a better opponent but by himself is a tragedy." My preconceived notion of how the round was going to end for me had already decided how it would actually end for me, long before I even stepped into the ring. Believing in myself not only improves my chances but also unnerves my opponent.

Taking a punch to the face showed me that it's never wise to act impulsively on your initial feelings. The first thing I felt was shock. How did I just get punched in the face? This was followed by seething anger and the burgeoning urge to attack my opponent and to cause him harm for the ringing inside my head. Fortunately, the blurred vision that was clearing too slowly for my liking prevented me from throwing a rogue punch and to think. I had to think and analyse what I had to do before rushing into anything that would backfire. This lesson is so priceless in all situations because our first reactions aren't always the best or most rational ones to surmount our problems. Taking a moment to scrutinize the issue is more likely to result in a more fruitful result. Engaging the subconscious mind in addition to the conscious one that isn't fuelled and misled by emotions.

But most importantly, being punched in the face doesn't seem as terrifying to me anymore because I've been through it before and now I know what to do. Everything that did happen in the ring didn't change the fact that I had survived being punched in the face and the adrenaline made me feel like a demigod. I found myself grinning because I was finding out what I was made of and I liked what I found. Just stepping into the ring for the first time is equal parts brave and foolish and I have respect for anyone who has it in them to simply enter the ring, no matter what the outcome is.

I could parry, defend or counter but for now, there was only one thing to do. I continued.

Panic and worry flooded my friend's features as he realised what had just happened. I wiped my face on my sleeve and was relieved to see that my nose wasn't bleeding.

"Are you alright? You can sit down if you want." He mumbled through his mouth guard.

I shook my head and held up my hand. My blood

felt like ichor and even though I had experienced no sort of victory, I felt unstoppable. The round wasn't done yet and neither was I.

शहर में आजकल

प्रसी पारेख

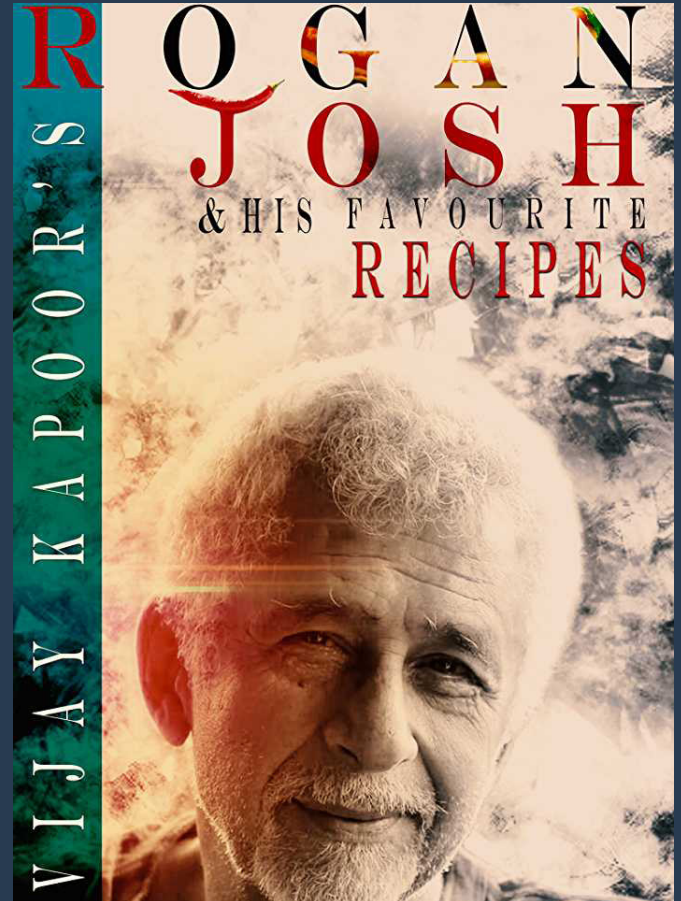
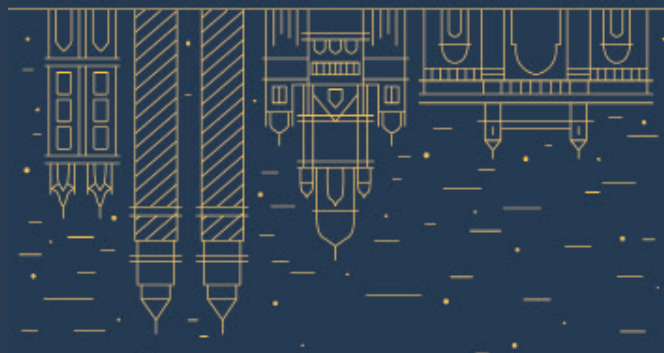
शहर में आजकल
एक फकीर घूमता फरिता है
खाली झोला, भारी आँखें लेकर
शेर सुनाता फरिता है।

शहर में आजकल
एक शेर घूमता फरिता है
छीना गया है घर उसका,
ऊँची इमारतों में अपना
जंगल ढूँढ़ता फरिता है।

शहर में आजकल
एक कर्मचारी घूमता फरिता है
नौ से छे बस दखावे के लिए
घुमाता है उंगलियाँ लैपटॉप पर
पर मन ही मन शहर के शोर को समिट कर
उसकी धुन बनाता फरिता है।

शहर में आजकल,
एक खुदा घूमता फरिता है
देखता है अपनी दुनिया
डूबते हुए, मरते हुए, कटते हुए
पर पत्थर दलि
कुछ भी नहीं कर पाता है।

आज अचानक इस खुदा को,
फकीर को, शेर को, सबको
मैंने एक ही कमरे में देखा है,
धूल - मट्टी हटा कर ढंग से
आज मैंने 'आइने' में देखा है।



Directed by Sanjeev Vig, 'Rogan Josh' is a 17 minute film that arouses a trove of emotions in viewers as the script meanders its way to the end; a story of genuine, raw sentiment, accompanied by an imminent twist at its very peak. Bestowed with the title of the 'Best Short Film' at the 64th Filmfare Awards, 2019, the Naseeruddin Shah-led suspense has redefined and paved the way for short films in the industry.

Peppered with subtle foreshadows, the film mimics a typical dinner-night at home; a night reserved to celebrate Vijay Kapoor's (Naseeruddin Shah) 65th birthday amidst family and a few close friends. Flourishing on pregnant silences and frequent flinches, a nostalgic theme graces the film right from the start. Despite being a celebration, a definite dullness- that you sense, but cannot quite decipher- the narrative; a feeling that dramatic disclosure at the end.

Commencing with shots of a blurred calendar, a cooker harbouring a Kashmiri cuisine, and an age-old Victoria clock, the first few minutes of the film features Kapoor, a celebrated chef at Taj, garnishing his signature dish, 'Rogan Josh' for his soon-to-be arriving guests. When

his wife, playful banter between the two dominates the air. It's in this conversation that a few fine clues-hinting at the suspense-are enclosed.

It is incredible how during the first few scenes, an extremely significant detail is casually tucked away into the background, so much so, that the audience completely overlooks it; a detail that could potentially give away the ending. It's the dexterity with which it was captured that explains it.

Soon, everyone settles down around the dining table; Vijay, his wife Fehroza (Avantika Akerkar), their son Varun (Nikhil Pandey), Vijay's best friend Zakhir (Shishir Sharma), and his young girlfriend Preeti (Shriswara). The group immediately dives into casual chatter. The atmosphere enveloping the five keeps shifting from light to disagreeable, and back. Amidst the tension, though, there are moments of humour too, moments that flow effortlessly, as if the actors have truly known each other's characters. That's exactly what I like about the film; the writing is simple, and the dialogues are delivered exceptionally well. The camera-work, too, is remarkable; it's free-hand, which makes you feel like you're part of the scene. A sense of intimacy embraces the audience, and to translate this feeling to each of us isn't elementary, but it's achieved.

Though I loved the script, it seemed just a little

forced to me, as if the writers were in a rush to give away every little detail in a short amount of time, not because the viewer wants to know, but because they have to say it before the much-awaited ending. Adding to that, forced conversation doesn't quite fit the background of a casual dinner. It sort of deprives the film of a realistic aspect.

As time progresses, the story unravels. During the last few minutes, silent moments and strategic shots carry the film's success on their backs; the ending is a jolt to the audience. For instance, a clear shot of a calendar and a book, a faint smile, and remorseful glances capture the excellence of the narrative. I do wish there were more of them. I felt like the ending was expected, in a way, since the script gave out too many details at certain points. However, it's not just the ending that made me develop a liking towards it; it was the idea, the originality and the execution that played an important role too.

Rogan Josh has something to say, and it's only fair that we start appreciating such films. They, undoubtedly, mother incredulous talent; such talent ought to be applauded. If it weren't for this particular cast, we'd be missing out on something great. I'd definitely recommend watching it. For now, though, I'll be out on the hunt for another short film. Happy watching!

I N F L U E N C E R

The first thing that came to my mind when I read this was Instagram influencers like Prajakta Koli, Alia Bhatt, etc. But does it really mean only that? Is it really restricted to only social media influencers? I think not.

In my opinion, influencers could be anywhere, in the market, a busy, traffic-filled expressway or even at my own home. Influencers could be anyone who influenced you by the slightest of touch, sound or smell. Recently, I was influenced by the act of bravery by our soldiers on the border just for all of

us common citizens to have a safe and sound sleep at night. It made something resonate in me. Even more recently, I saw a beggar feeding his only chunk of bread to his dog when he himself was clearly suffering from illness and hunger. Again, it made me feel impacted or you can say influenced. According to me, the number of people one has influenced doesn't matter as much because it matters much more that the one person that was influenced was influenced in right direction as it could often go wrong.

So, in this sense, maybe I am an influencer, you are too and maybe everyone has been one at some point or another because it doesn't matter who or when, but more importantly, how the influence has been made by the influencer.

But these are chance incidents and don't occur all the time. A medium that makes possible influencing to take place even without leaving the house or even at click of a button is media, any kind of media whether it is social media, news media, etc. Different types of media provide a stage for different types of influencers to do their magic and change minds.

The invention of media has changed horizons of influencing and created a bigger opportunity for both influencers to influence and the rest of us to be influenced as well. Most of the younger generations are evoked to do something or invent something by being influenced by something that they saw, read or listened to through media. Doesn't that prove how media can be considered an #influencer in itself?

HELEE PANDYA

We've come across this term called 'influencers' a lot in our daily lives. We know various people who claim themselves to be influencers. But what is the meaning of 'influencer'? An influencer is an individual who has the power to affect purchase decisions of others because of his/her authority, knowledge, position or relationship with his/her audience ; a person with the ability to influence potential buyers of a product or service by promoting or recommending the items on social media. You can find many other definitions of influencers on the internet. Social media influencers are just people like us who have gained immense popularity on the various platforms due to their "pretty looks", "editing skills" or "blogging". Becoming an influencer is very easy these days. We have so many social media platforms and it has become very easy for us to express our opinions and our feelings in a creative way, in the form of art, fashion, hair, makeup, beauty, health, comedy, etc. We see these influencers as a "perfect" individual and we aspire to become as perfect as them. This is truly impossible. The part of themselves that they portray on social media is just a tiny part of their entire lives. We see them living happily in their perfect world, in

their perfect homes, their perfect body, their perfect pictures and we think "How I wish I could be like them!"

We don't really see and know what happens behind the scenes. Their lives are not as perfect as it may seem. They too have to face lots of struggles. They have their insecurities. They deal with a lot of criticism and hate on a daily basis yet they continue to show us just their happy side of life. There are some influencers who promote stuff just for earning money. Most of the times, they don't even like the things they promote but they do it just for the sake of getting the coin. They forget that their 'followers' believe them and buy the products which are not always upto the mark. On the other hand, there are influencers, who promote only the brands that they genuinely like. Working with brands is not easy either. They give the influencers a hard time. The deadlines set by them and their expectations about the video or the promotion picture are usually very idealistic and unrealistic. Influencers also create their own merchandise and held events to meet their fans, which is great. The cost of the merchandise and events are usually really expensive. Fans spend their or their parents' hard earned money on things like this, and sometimes the quality of the merch is really terrible or the events get cancelled and are really unorganised which can dishearten the fans. Their money goes waste and sometimes they might not even get the refund of the shows that are cancelled. The influencers should understand that they have become influencers

because of their followers and should try to avoid stuff like this from happening. They don't owe their followers anything. They don't have to tell them each and every thing about their personal life but they should at least try to provide them with the best they can by at least organising the events properly. Buying fake followers is also a huge part of social media. Recent studies have shown that one of the major causes of depression among teens is social media. Teens are always under the constant pressure of trying to become the perfect person like the influencers on social media. It affects their mental health and stability. It not only messes with their mental health but also cause various body issue images, body dysmorphia, etc. Influencers and YouTubers like Adelaine Morin, Summer Mckeen and many more are now starting to open about the pressure they have and how their lives are not perfect. These influencers

are often found taking breaks from social media. The “cancel culture” is a really sad yet true part of social media. Like everything in this world, social media is both, a boon and a bane. You just have to find the perfect balance between the real world and social media. This is a really vast topic that can be discussed by anyone who uses social media, which is basically 90% of the

population. Also, please try and talk to your parents, friends, family or literally anyone if you feel that social media or anything else is messing with your mental health since nothing in this world is more important than your happiness and well-being.

JENELLE SEQUERIA

PUKAR

ANJALI KARNAVAR

I took to journalism in an idealistic fit fresh from high school. I came to St. Xavier's still a teenager raised in the Middle East excited about the power of communication, having witnessed its role in kicking up a revolution. While there were many experiences at St. Xavier's that informed the basis of critical thinking in me, one of the more important projects was the collaboration with PUKAR. The experience helped me get my first taste of working in research, engaging with communities that were the focal point of our study in a meaningful manner, further shaped my understanding of Mumbai as a metropolis and pushed me out of my comfort zone to actively seek and understand realities that lay beyond the class or newsroom.

What I have gained through the experience at PUKAR has been relevant for me throughout the course of my academic and professional undertakings since St. Xavier's. This includes my acceptance to the Master's in Public Policy program at Sciences Po, Paris especially considering my specialization in Social Policy and Social Innovation. This led to me to UNESCO where I interned in the Freedom of Expression division and supported critical missions to numerous countries in fostering freedom of expression standards to help further development mandates under SDG 16. I am currently working with the OECD-UNDP Joint Support Team in the Global Partnership for Effective Development Cooperation (GPEDC) that monitors and enables the efficient utilization of development aid to developing countries. I am definitely grateful for the formative experience I had with PUKAR in shaping my critical faculties is seeking a balanced approach towards research, which has opened up a world of opportunities for me.

“What I have gained through the experience at PUKAR has been relevant for me throughout the course of my academic and professional undertakings.”

SHIKSHAYATAN: THE KOHINOOR OF HAPPINESS

ANJUM KHAN

RURAL IMMERSION PROGRAM

I finally found the secret to life, the Kohinoor of happiness, in the most unimaginably unconventional of places. Do you want to know what it is? Will you believe me,

when I'll tell you that I discovered this glorious gem, amidst the fresh-green fields, soothingly shady trees and benevolently breath-taking breeze of a small village school in Tamil Nadu? Well, wait till I take you through my entire journey and you'll know exactly what I'm talking about.

Shikshayatan, is the name of the school which is situated in the Arasavanangadu village of Thiruvarur district, in Tamil Nadu. The events leading up to this journey had begun unfolding a quarter of a century ago, well before I was even born, as this novel school was founded by Mr. M.R. Raghavan and Mrs. Aruna Raghavan in 1994. More than 200 children are taught there, every year, free of cost, whilst employing some of the most creative methods of education known to man. Shikshayatan's goal, inspired by magnificent minds such as Rabindranath Tagore, Dayanand Saraswati and Aurobindo Ghose, is to offer wholistic education to the students. To this end, the institution seeks to not only enhance academic acumen but also tap promising potential, in virtually any field that the student is passionate about, from forgotten forge-arts to mellifluous music and from delightful drama to spirited sports; invigoratingly inculcating supplementary skills, that may well stay with them for the rest of their lives.

Shikshayatan is a unique, innovative school located in the village Arasavanankadu, in Thiruvarur district in Tamil Nadu. Our students visited the school in November 2018 in an attempt to understand and appreciate village sensibilities and lifestyle, as well as alternative methods of learning and teaching. The trip to Shikshayatan is a lesson in Gandhian studies and agrarian culture. Students also picked up skills in basket weaving, teaching and native songs.

One of the most awe-inspiring aspects that set Shikshayatan apart from other schools, is the fact that the founders designed their school to be a land of learning, amidst the nirvana of nature. The students are free to walk out of their conventional classrooms, into the vast tremendously tree-dotted courtyards outside, anytime they wish, because the teachers believe that children cannot be expected to constantly pay

one hundred percent attention in the class. One would imagine, this might lead to a lack of discipline amongst the children but in fact, it has proved to be one of the best ways, to allow them to grasp knowledge, at a time, place and via a medium of their choice. Thus, Shikshayatan has embodied a fundamentally free education system that actually works towards the growth of students, with the latter's individual interests in mind, above all else.

Our journey with Shikshayatan began two years ago, in 2017, with the Mumbai Immersion Program, wherein the students of Shikshayatan, visited Mumbai, to explore various opportunities for their higher education as well as to gain insights apropos the functioning of an urban capital.

This was the first time that the children had seen a city like Mumbai and they were more than excited to explore the metropolis and the intriguing experiences it had to offer. They began with a tailored tour of our own educational institution, St. Xavier's College, Mumbai. Since the school had stated that the students were more captivated by practical performances, the college tour was followed by various hands-on activities for them, ranging from; a brilliant behind-the-scenes peek into the kitchen of McDonald's to a vivacious viewing of The Times of India Printing Press,

from varied workshops at The Nehru Science Centre to a lively discussion with The Cipla team, from a terrific trip to the museum to energetic explorations of The Elephanta Caves and the elegant East Indian village of Kotachiwadi. The students were taken to the Bombay Stock Exchange's trading floor and even enjoyed a plush private tour of a seven-star hotel. The students said that their visit here had helped them explore the world outside their village and even gave them a glimpse of the different opportunities that lay ahead of them. The teachers were grateful for the fact that these activities had not only helped the students gain a better insight about the art and culture of a different city, but also had helped them gain clarity regarding their field of interests. We were pleased that we had been given the chance to share our city with the children and we were eager to share



Visit to Shikshayatan - 2018

our way of life with them too.

An opportunity for this was provided by the Rural Immersion Program, the counter-part of the Mumbai Immersion Program, designed to let city-kids like us, experience a slice of village life. The goal that we envisioned was teaching the village children, the way we were taught in our urban institutions. Instead, we ended up learning more from them about life, than we could possibly have taught them during our ten-day trip.

When we arrived there, on the first day of our Rural Immersion Program, learning, was the first to leap at us. We had set out to educate the children but we found that they already knew much more than we



did. Their innovative education system ensured that the idea of repetitive rote-learning was fortunately alien to them. Instead, they preferred to truly understand the core concepts, consequently richly retaining their knowledge. Pre-schoolers even learnt the meanings of whole words before they learnt the different letters, a prospect colossally counter-intuitive to most of us. We believed that we would be passing on our sophisticated skills to them, when in fact, they taught us yoga, garland making and even basket weaving.

Fraternity, followed learning. We went on a village tour to meet the students' families. This turned out to be one of the most humbling experiences of my life. Though they lived in tiny houses in the village, with minimum amenities, they had so much to offer - respect, love, humility and of course, the best food. Most important of all, they shared everything they had, without hesitation. Despite them living in perilous poverty, I believe they are richer than us all.

Nature, nuzzled us next. Within days of arriving there, our body, mind and soul were so revitalized that we no longer needed to set alarms on our phones- the sound of birds chirping early in the morning was enough to wake us up. We walked beyond the fields to swim in a river and we felt nature cleanse the core of our hearts. We worked in the paddy fields too, which taught us the pain and hardships that accompany agriculture. As we worked, we felt stirring within ourselves, a strange connection of comfort with the land. We gradually began walking barefoot on the grass, in the mud and across the marshes. Simple soil that would heretofore elicited a response of disgust, if even flecked on our shoes, now made us feel better, feel at peace, feel one with The Earth.

GLOBAL INTERACTIONS

If there is one quote that I can relate to this is that, “you never say no to an opportunity no matter how big or small as you never know what it could turn to and even if it doesn’t its better, you try than doing nothing.” I received an opportunity to apply to the best college in India for a bachelor’s degree in Mass Media. I grabbed it and now I can very proudly say, I am a student at St Xavier’s in the BMM Department. From that opportunity, I came across a second opportunity called the Community College Initiative (CCI) Program. I am grateful to the faculty in the BMM department who asked an alumnus from the CCI Program to share her experience. If not for that speech, I would have never known about the CCI Program. As I listened to her experience, I knew that I wanted to be part of excellent program. I applied immediately for this opportunity. Five months later, I was selected to receive a CCI scholarship. Two months later, I was on my way to America.

The Community College Initiative is a program to become an international exchange student in America to study at a Community College for ten months. All expenses are funded by the U.S. Department of State, this includes airline flights, tuition fees, and accommodation. Additionally, participants receive a monthly stipend for expenditure on food and travel. The program coordinators expect a lot from participants in return. For example, they expect students to maintain good grades, complete 75 hours of an unpaid internship, and 100 hours of volunteering. The programs’ focuses on growth academically, personally, and professionally. The program

leaders encourage students to achieve more and more. The program is offered in several countries. This year participants come from Brazil, Turkey, Egypt, Kenya, Colombia, Ghana, Dominican Republic, Ivory Coast, South Africa, Bangladesh, India and Indonesia.

I was placed at Northern Virginia Community College - Annandale campus (NOVA). My house is twenty-minute ride to campus and twenty-minute ride from Washington, D. C. I live in a three-bedroom house with housemates and we are as close as family. There are a total of 30 thirty participants from all twelve participating countries here at NOVA. There is something so beautiful, pure and innocent about this

kind of culture exchange; it opens your mind to a new kind of culture exchange. I have learned about other cultures, how to co-

operate and resolve conflict, and different lifestyles.

The resources provided by NOVA may not be present in some of India’s top private universities. The quality of professors and teaching is amazing. Fellow students are lovely people to interact with and add to your network. I am studying for two certificates, one in promotions and public relations and the other in marketing management. What I like most about education here is that it has a more practical and applied approach than a theoretical one. Some of the tests are scenario based multiple choice questions which allows for greater success and apply what has been learned.

Throughout my time here I have tried to push to do and learn more, increase my network, and enhance my résumé. While here,

OPPORTUNITY IS THE NAME OF THE GAME AARON MISTRY



Aaron at the Global Youth Summit at the World Bank

I applied and attended the Global Youth Summit at the World Bank. I was also selected to attend the 73rd United Nations General Assembly for the Youth Blast Conference in New York. Being able to attend conferences and summits like these gave me a chance to expand my network and get to know more people from all over the world. I used volunteering opportunities to volunteer for events like TEDx talks etc. that helped me keep building on my résumé as well as my network. -unteer for events like TEDx talks etc. that helped me keep building on my résumé as well as my network. My marketing internship helped me understand the American mindset and made me understand what appeals to them. It helped me get a diverse viewpoint and new methods and skills of completing a task in different ways. The kind of exposure I have received in the past seven months is priceless and I am grateful for it.

However, all work and no play would've made Aaron a very dull person; luckily that was not the case. I still remember the first time it snowed. I was so happy to experience such a beautiful act of nature and it was one of the most breathtaking moments of my life. Additionally, due to great budgeting skills, I was able to go for small vacations to New York and Orlando, Florida where I had an amazing fun filled experiences. Visiting Island of Adventure in Orlando and going to the Harry Potter theme park is one of my most memorable highlight of my time in the United States. The CCI program also took us students for a mid-year retreat to Arizona, where we were taken to The Grand Canyon, The Antelope Canyon and other tourist spots. The diversity expands across the USA and is from state to state, and city to city. I went skiing for the first time and it was exciting and fun. I have experienced things I will treasure for the rest of my life.

Now with two months left of my time in America, I do feel sad and a tiny part of my heart wishes my time could be extended. However, I am also excited for the future back in India. I am excited to come back to Mumbai. I am excited to complete my bachelor's degree at Saint Xavier's College where



Northern Virginia Community College - Annandale campus (NOVA)

the faculty and BMM department have been super supportive of letting me branch out and grow. I hope I can bring and implement all the knowledge and skills I have learned in America

back to India and keep building on the ladder of success for myself, my community, and my country. Thank you, America!

Idea/Topic:

The Netflix Effect

Research Question:

Has Netflix led to the end of communal entertainment?

Focused Question:

Does Bandersnatch empower the audience, or does it just give them an illusion of free will?

Media Text:

Black Mirror: Bandersnatch

Over the years, there has been a lot of changes in the way we watch television, the change being not only on what platform we watch shows on, but even the format of the show itself. Streaming services release all episodes at one go make it difficult to watch shows together. Netflix takes one step further by releasing an interactive feature film, where the plot itself is customizable.

Technological determinism is a reductionist theory, that

aims to establish a causative link between technology and a society's nature. The theory tries to gauge the degree of influence technological factors have over human thoughts and actions. The term 'technological determinism' was coined by an American economist and sociologist, Thorstein Veblen (1857 – 1929), who proposed that a society's technology determined the development of its social structures, cultural values, and history.

Karl Marx believed that advancement in technology will lead to newer ways of production in a society, which in turn affects the social, cultural, economic, and political aspects of society, inevitably changing society itself. A case in point would be, how a feudal society that used hand mills, turned into an industrial-capitalist one with the invention of the steam mill.

Looking into the past, one can find numerous entertainment today, continues to "unbundle" from the old cable format that users are familiar with, only to be replaced by a host of such streaming services, the most popular among them is Netflix. Netflix is

an American media services provider, founded by Reed Hastings and Marc Randolph in Scotts Valley, California, in the year 1997. The company provides a subscription-based streaming OTT platform, which hosts a multitude of television and film programs, some even produced by Netflix itself. As of January 2019, Netflix has over 139 million paid subscribers worldwide, and is available almost everywhere except China, Iran, Syria, North Korea, and Crimea. The company has an office situated in India as well.

In 2013, Netflix decided to release all 13 episodes of the first season of House of Cards, all at once, the reason being that there was no need for appointment-viewing when it comes to streaming programs online. This gave the viewers the ultimate freedom to choose when and how they want to watch the show, be it binge-watching all 13 episodes together, or spreading it out over time like a traditional series. However, this severely damaged the modern concept of shared entertainment experience. No one can sit down and discuss a particular show if everyone is watching it at their own pace. Netflix's algorithm is tailored to each individual's viewing habits, making it possible to ensure that the right new releases wind up in front of the right audience, so we don't even watch the same shows debuted on the same day.

On 28th December, 2018, Netflix took a step further by releasing Black Mirror: Bandersnatch, an 'interactive' feature film, with multiple beginnings, middles, and ends, where the viewer decides the actions of the protagonist, and the story progresses accordingly. It seems to be the logical next step, taking adaptable programming to the next level, by making the plot itself customizable. Consequently, now we may not even be watching the same version of a single show. Netflix is changing the way we watch television, again, by driving us to a model that eliminates the idea of entertainment as a communal experience.

Netflix bought the rights to a British science-fiction anthology series, known as Black Mirror, after its success in the first two seasons. The 'black mirror' of the title refers to the cold, shiny screens of our television sets, computers, and smartphones, that we may find hung on our walls, on our desk, or in the palm of our hands. Each episode introduces the viewers to a new set of characters, setting, and plot, all under the overarching theme of the harm that technology and

media cause in our everyday lives. The show's creator Charlie Brooker wanted to highlight humanity's relationship with technology, with stories that feature "the way we live now – and the way we might be living in 10 minutes' time if we're clumsy", a satirical series indeed, where the episodes often tend to be morose and existential.

The new instalment of Netflix's Black Mirror, *Bandersnatch* is a choose-your-own-adventure online film about a young computer programmer named Stefan Butler, who is trying to build a choose-your-own-adventure computer game called 'Bandersnatch', based on a choose-your-own-adventure novel, whose author Jerome F. Davies was driven insane by his own creation and murdered his wife. The movie begins with Stefan waking up in his bed, in July 1984 (a subtle nod to George Orwell), who then comes down the stairs to join his dad for breakfast. Sugar puffs or Frosties? That's the first among the many choices that we need to make in *Bandersnatch*.

Stefan pitches his game to Tuckersoft, a gaming development company, where the revered programmer, Colin Ritman worked. The story moves further, and we get to witness and participate in Stefan's journey as he develops the game for release. Although there are many permutations to the plot, in almost every iteration Stefan faces a lot of trouble while trying to bring the game to life on

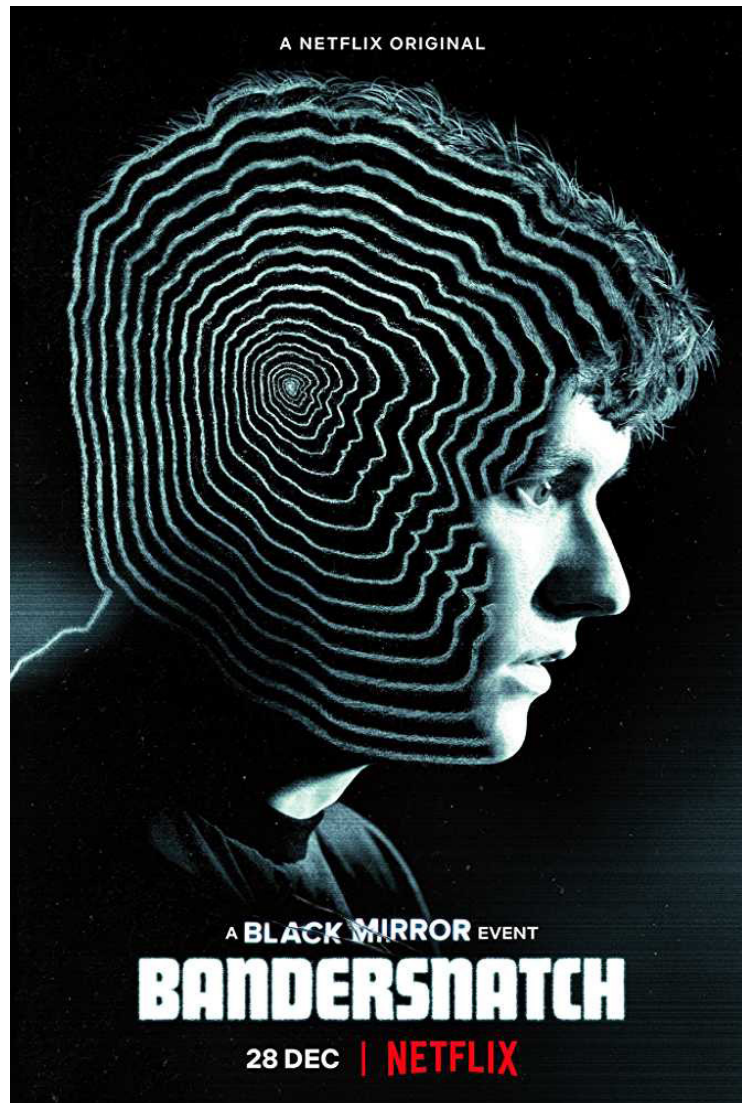
a tight deadline, all the while confronting issues regarding his mother's death, his father, the creative process, and his own deteriorating mental health. As he works on the game, he keeps getting the feeling that someone is watching him and controlling his actions.

Every few minutes the show gives the viewer two options and depending on what path they select, the show goes on. If none of the options gets selected

within 10 seconds, Netflix chooses for us. With over 5 hours of footage, the duration of the show depends on the choices we make, however, the average viewing time has been about 90 minutes, since most viewers want to go back and find out what happens in the alternative storylines. After watching the show, I could manage to get five concrete endings, and a few minor and abrupt ones. Each ending as valid as any other, constructed logically through sometimes parallel and sometimes intersecting timelines.

Bandersnatch is a meta-commentary on

Netflix and how we consume television today. It is important to note, however, that the concept in itself is not entirely new. In 1963, there was Julio Cortazar's book *Hopscotch*, which gave the readers the option to read the chapters in several different sequences. In the 1970s and 1980s, a number of children's books with multiple endings were published. Even I grew up reading the American horror-fiction novelist, R.L. Stine's *Goosebumps* series, which included a subset



called *Give Yourself Goosebumps*, where readers could turn to different pages for different results. In fact, *Bandersnatch* itself takes inspiration from an unreleased British video game in the 1980s, based off a 1970s “choose-your-own-adventure” book. Netflix has also taken a similar approach with a few children’s shows like *Puss in Boots*. Nevertheless, *Bandersnatch* remains the most intricate multi-ending story to be attempted in the field of entertainment to date.

Netflix’s popularity isn’t just about the quality of the content it possesses, but more importantly about the nature and power of the medium itself. Its main appeal is its spatiality - the ability to consume content whenever and however we want. Furthermore, if a medium is an extension of us, as McLuhan states, then Netflix too is an augmentation of ourselves. Perhaps, this can be best seen through the recommendations feature, which suggests content for us to consume based on what we have already watched.

First introduced in the article “the Uses of Mass Communications: Current Perspectives on Gratifications Research” by Blumer and Katz in 1974, uses and gratification theory seeks to understand why and how people use specific media to satisfy certain needs. According to this theory, people may use media to satisfy five major needs – cognitive, affective, personal integrative, social integrative, and tension free needs. This basically means that people use media to get information, emotional fulfilment, self-esteem, social interaction and relaxation. The theory has a user-centred approach, where the audience is assumed to play an active role. As opposed to other media effect theories, it focuses more on “what people do with media” rather than “what media does to people”. The audience has full control over the effect of media on them, as the effect can be chosen by themselves.

The theory focuses on the free will of the audience, and so does *Bandersnatch*. The show gives the user control of the protagonist, as the viewer makes decisions for him. By doing so, Netflix has enabled the empowerment of the audience through participation, which other mediums like television and print fail to accomplish. The maximum you can do when it comes to print, is perhaps send a letter to the editor. But that isn’t remotely close to what Netflix’s *Bandersnatch* has achieved.

Almost all the stories that we may have read or seen are essentially linear. The author decides

everything, from characters to events, so that the plot moves the way they want it to. *Bandersnatch* gives the power of decision-making to the viewer instead. However, this power is limited, as here, the viewer can only take Stefan in a certain number of pathways, that have been pre-determined by the creators of the show. The viewer might feel that they are in power, but effectively has to play by someone else’s rules, as they are bound by the choices given by Netflix.

Issues of free will and alternative realities are brought up in the show in several instances, like when the author of ‘*Bandersnatch*’, Jerome, is arrested for his wife’s murder, he tells the police that “whatever we choose to do, there is an alternate reality where we do the opposite”. Free will is nothing but an illusion. Even Colin tells Stefan about how time is a construct, “people think you can’t go back and change things, but you can”.

For Netflix, in a way, the viewer is also in control, because the company is dependent on its subscribers for revenue. So, who is really in control here? As discussed earlier, Netflix is made for the individual and not the community. However, the convenience of watching shows as and when we want comes at the expense of our data. Netflix harvests data about consumer choices while giving users the illusion of control. Netflix collects every tiny bit of data about the viewing patterns of its millions of subscribers, about which very little is known. Netflix analyses how viewers interact with programming so thoroughly that they have identified almost 2000 ‘micro-clusters’ that each user falls into. These clusters are known as “taste communities” that cut across gender, age, geography, and other such attributes. This is the science behind its recommendation feature. Every user’s Netflix home screen is customised, with recommendations determining 80% of what users watch on the platform. A show like *Bandersnatch*, would give access to a whole new sort of data, for example, information regarding the product choices of viewers, depending on which breakfast cereal they choose for Stefan. Moreover, deeper insights into the viewer’s psychology is possible, for example, when it’s a choice between having either Colin and Stefan commit suicide, who does the viewer choose?

Netflix revealed a few choice statistics about the decisions made by the viewers. For example, U.K. viewers were less likely to make the choice of Stefan throwing tea over his computer, as compared to the rest of the world. While 55.9% of viewers selected the

“throw tea” option, U.K. viewers selected that option only 52.9% of the time.

Even if Netflix may not have wanted to, *Bandersnatch* raises questions about choice and power hierarchies in the real world, and the relationships and interactions between producers and consumers. The show with its new interactive television format, also makes a point about how we consume and control technology.

Is *Bandersnatch* a novelty, or the new normal? Do audiences want such customisation? What happens when we apply this format to shows like *Narcos* or *13 Reasons Why*? We might want shows tailored to our taste, but we also like to be surprised by storytelling. We like shared experiences, and discussing shows online. Watching television, while following a Twitter hashtag or meme, form a new kind of digital shared experience. The whole point of the spoiler culture, is to not ruin endings for others. It's about giving creators the chance to give us an ending we would not expect. In fact, when we know there are multiple endings, we are much less concerned about the fate of the character. So, even though there's always room for choosing one's own adventure, viewers want a story that they can enjoy together.

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In the case of *Bandersnatch*, it is really about the journey and not the destination, the medium is genuinely the message here. What does this mean? To understand this, we need to look at the works of Marshall McLuhan (1911 – 1980), a Canadian who could best be described as a communications theorist. His book is actually called ‘*The Medium is the Message: An Inventory of Effects* (1967)’, due to a typo, but when McLuhan saw the error, he kept it as it was. Possibly, this was because McLuhan thought media “massages” the brain to behave in particular ways. The medium is the message, simply means that the way that we send and receive information is more important than the information itself. *Bandersnatch*, for instance, doesn't really have a tale to tell, it begins and ends at the telling.

McLuhan argued that throughout history “what has been communicated (message) has been less important...than the particular medium through which people communicate”. The technology that transfers the message changes us, and changes the society, the individual, the family, work, leisure, and more. The electronic media of his day - the telegraph, radio, television and the telephone, he thought were unifying people, encouraging participation, though perhaps at the expense of greater conformity. What was emerging as a result was a kind of ‘global village’, it's almost as if he was writing about the internet.



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[https://www.vox.com/cul-](https://www.vox.com/culture/2018/12/28/18158908/black-mirror-bandersnatch-1984-no-spoilers-netflix-data)

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Life, was the last to lick our toes. We went on a tour to the famous Thanjavur Temple, Vellankani Church and small village in Vellapallam. The best experience that I had was in Vellapellam, we went on a boat ride in the middle of the ocean, where we sailed out towards the Bay of Bengal. We even had a chance to swim in the ocean, with life jackets of course! With the silence of the waves soothing my ears and a sense of peace washing over my mind, I felt like I had suddenly found myself, who was somewhere lost in the busy streets of Mumbai.

None of us uttered a single word.

The sea was silent and so were we.

As our visit drew to a close, it was time to look back at our journey and introspect. I am grateful to our BMM department, which firmly believes in the idea of disseminating knowledge to the greatest extent. The department has patiently pushed us, as students, to explore various dimensions and broaden the spectrum of our knowledge. It eternally encourages us to contribute to the society by doing our bit. Time and again, the department of Mass Media has taken various efforts to transcend boundaries of the classroom, promote interaction between diverse cultures and has helped us grow.

I am indebted to the people of Shikshayatan- the students, the staff and their families. It was amazing to see that they always had smiles on their faces, in spite of the hardships they faced in their everyday life. Despite being deprived of luxurious comforts that we usually enjoy, they were happy in their lives. Ironically, we are the ones who find petty reasons to complain about our most trivial problems. The teachers of Shikshayatan school have been the humblest souls I've ever met, they made us feel at home, fed us like their own and made our stay feel like heaven. This school is the place where I found some of the most heavenly pleasures that life has to offer. I miss being woken up by chirping of the

birds at the crack of dawn, spending time with the children, the beautiful bonds that we forged, the touch of wet earth between my toes and the late-night conversations that we shared under a sky full of stars.

This journey has taught me so much that my wistful words are insufficient to express my gratitude towards Shikshayatan and the BMM Department. This has been a paradigm shifting experience that I intend to cherish forever. For, it is here, in the most unassumingly unexpected of places, in the soil of a small sleepy village, off the coast of the Bay of Bengal, I realized that I had found my Kohinoor, the secret to happiness in life.



*In the middle of the ocean
(Extreme right Mr. M.R. Raghavan and his wife Mrs. Aruna Raghavan to his left)*

PROJEC



T PAINT

July 2018



BaLA Building as learning aid project aimed at creating a fun based learning environment for school children. Together as a team of 24 students we painted the walls in Urdu School, Ram Mandir with alphabets (in English and Urdu), numbers, days of the week, months of the year etc.

A government official also visited the school specially to look and understand the engagement of students with the paintings.

Soon we were informed by Simran Verma, the co-ordinator of the BaLA program that influenced by the impact the project had on student learning, teachers had started using teacher learning materials as well.

MUMBAIKAR

Sanjay Gandhi National Park (SGNP) is said to be the lungs of Mumbai and rich and is often in the news as the site of conflict between humans and wildlife. park better, mitigate conflicts and engage with the interested citizens of Mumbai. leopard conservation and mitigate the man-animal conflict in and around the

The main objective of the project is to use basic scientific methods and involve interested people in Mumbai to better understand the beauty, importance and challenges the leopards and the Park face, in an effort to focus positive action by Mumbaikars to better manage the park and encourage coexistence between humans and wildlife.



S FOR SGNP

provides the bustling metropolis with clean drinking water. SGNP is biologically The forest department at SGNP has taken a proactive step to help manage the A project called 'Mumbaikars for SGNP' was launched to assess and assist park, by involving scientists, students and other members of the civil society.

December 2018



We, students of St. Xavier's College, were taken to SGNP in two batches (a set of around 25 students in one batch) to learn about this initiative taken up by the forest department. An hour of walking in SGNP and learning more about the animals living in the area was followed by a presentation on the issue of human-wildlife conflict.



TYBMM students with Padma Bhushan Shri Devendra Raj Mehta,
founder and Chief Patron of Jaipur Feet,
Jaipur in January 2020