

Acharya Bangalore B School
Department of Media and Communication
Media Club

Department of Media and Communication launched a journalism club that provides a platform to the students from different disciplines to interact with each other. It allows students to organize a series of events like interclass debates, seminars, expert talks, exhibitions, quiz and critical analysis of current affairs. The Media Club activities provides ample opportunities to students to showcase their talents too. The goal of Media Club is

To Communicate:-The process of exchange of facts, ideas, opinions and as a means that individuals or organizations share meaning and understanding with others.

To inform:- To inform the individual or a group about different subject. It helps a person to be aware of everything that happens around the world.

To Educate:- It is to have an open mindedness and being able to differentiate between right and wrong.

To Entertain:-It helps people to make their recreational and leisure time more enjoyable. Media content is designed to appeal to the lowest, denominator of tastes.

The mission of media club is to promote the concept of media as a powerful tool which makes one think critically, understand and develop skill that will equip an individual for meaningful communication career that can empower civic life globally and across culture.

Under the auspices of media club the following activities have been planned:

1. To encourage and inculcate a spirit of competition among students the following events would be conducted-

Essay writing

Quiz on current affairs

Debates

Collage and poster making

2. Talk shows and discussion would be organized on a regular basis.

3. Playing of recorded audio speeches, famous videos and documentaries.

4. Arranging conference and workshops.

5. Industrial visits.

It will also help in publishing of monthly journal which will have content from every discipline. It will be of the students and by the students only.