film Crescent Times







THE 'TANYA TALK SHOW' TRENDS ON YOUTUBE

Yash Rane;

YouTube has been on a sensation with the 'Tanya Talk Show' going viral. @TheTanyaTalkShow, an emerging YouTube channel is setting new statistics in the entertainment world. And it is hosted by a Pillaite! Tanya Singh, an FY BAMMC student of PCACS is all about creating buzz in the entertainment segment.



Her podcast with Ayesha Khan, went on to give the celebrity a wild card entry into BIGG BOSS. When asked about her memorable moments from the episodes she says, "One of the best things was that my channel got monetization in just 7 days after uploading my first video. Each episode has its own special moments that stay with me."

TAUGHT 'INDIA' STYLE

Suniska Gupta;

To commemorate India's heritage ,a kiosk was organised on the 28th March in the atrium. It encompassed the large superiority of India's vast diverse culture and society. The zest shown by the BAMMC department lit the stage with its creativity and innovation. The display by other departments showcased talents in economics, medicines, arts, etc.





MAHATMA EDUCATION SOCIETY'S PILLAI COLLEGE OF ARTS, COMMERCE & SCIENCE (AUTONOMOUS) DR. K.M. VASUDEVAN PILLAI CAMPUS, NEW PANVEL NAAC Re-Accredited "A" Grade www.pcacs.ac.in



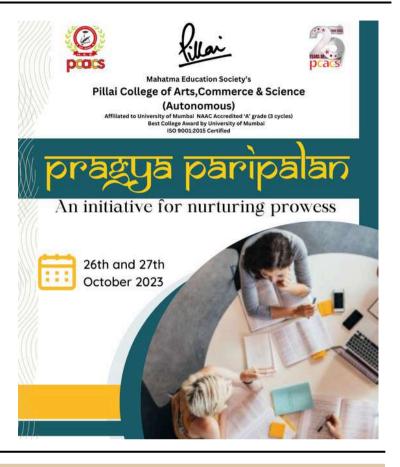
PCACS STUDENTS GET NURTURED FOR CAREER

Swarna Dam;

The Pragya Paripalan Camp was organised on the 26th of October 2023. The event focused on talent, skills, and future plans of the current FY students of PCACS. It involved fun activities for team building and сгоwd engagement. The event was attended by all the students and theu enioued it. The main motto of the event was to know whether the students had clarity on career decisions and opportunities. It also focused on avenues to explore after graduation.

A series of different psychological test were also conducted by the professors help to understand students' preferences for further studies, public services, job entrepreneurship, & civil service exams These psychological test were based on the same pattern of Indian Air Force's Selection Board programmes.

Overall, it was an eye-catching and successful event polishing students of all disciplines. Mrs. Shrividhya T was the incharge of the same.



BAMMC STUDENTS EDUTOUR TO PLANETARIUM



Riya Korgaonkar; On 2nd April 2024 a field visit was held at The Nehru Centre Planetarium, Worli. Students along with Asst. Prof. Yash Rane visited the planetarium and 'Discovery of India' exposition to understand Western and Indian culture throughly. The struggles of Indian freedom fighters and the different phases of the cultural development in and around the Indian subcontinent was exhibited there. The students were intrigued by the sight of evolution and revolution portrayed in a lucid manner.

The Discovery of India Exposition features over 50,000 exhibits, covering 100,000 sa. feet. showcasing architectural and artistic works, and audiophotographs, visuals. After the visit to art galleries which showcased a diverse range of art genres including detailed miniature sculptures, paintings, calligraphy, graphics, ceramics, textiles, and photography, encouraging newcomers and showcasing renowned artists. the main attention of the elated students was shifted to the planetarium.

Which made learning about astronomy a pleasant one and the planetarium anticipated a show that was displayed to educate the students about the planet they live in through demographic, pictographic and animative presentation.



THINK WHAT SOCIAL MEDIA IS DOING TO YOU?

Suniska Gupta;

The influence of social media on public opinion within the vast expanse of the universe is profound. This influence stems from its capacity to enable individuals to articulate their thoughts. disseminate information. engage in dialogues, and potentially alter collective attitudes towards various social. political, and cultural matters. A critical approach to content evaluation. considering diverse viewpoints. is imperative in navigating the digital realm. Despite the challenges in regulating misinformation



on social media platforms, efforts platforms such as fact-checking, flagging impact misleading content, and shaping collaborating with credible inaccurate sources have been implemented. information The dissemination of social media role in for

rts platforms can significantly ng impact public sentiment, nd shaping beliefs based on ole inaccurate or prejudiced ed. information. Furthermore, of social media strategies play a role in fostering echo chamber,

wherein individuals are exposed predominantly to content aligning with their existing viewpoints, reinforcing biases and limitina exposure to alternative perspectives. Notable author John Green aptlu remarked. "I think social media allows us to not only have a relationship. but a relationship that is broadcast." This observation underscores how social media has blurred the boundaries between personal and public spheres, rendering relationships more visible and performative in the digital age.

Across

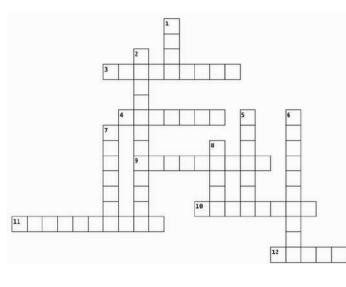
3. A message delivered to numerous receivers simultaneously, but each receives it individually rather than as part of a group chat.
4. A fire emoji shows next to the friend's name, indicating a continuous streak.

9. a set of rules or instructions that determine the content that is on display to the users.

10. Publishing and writing posts, ideally in a conversational or informal tone.

11. The process, which involves creating and releasing audio content, usually in the form of weekly series that may be ownloaded or played online. 12. Α user who posts controversial ог off-topic statements to offend other users or to interrupt the ongoing discussion.

CROSSWORD CRACKER!



Answers: 1. Feed, 2. Monetization, 3. Broadcast, 4. Streaks, 5. Hashtag, 6. Influencer, 7. Retweet, 8. Viral, 9. Algorithm, 10. Blogging, 11. Podcasting, 12. Troll

Down

1. Refers to the main flow of content that users see when they activate the Instagram app.

2. The practice of earning money through content or viewers, typically through promotion or subscription-based models.

5. A term or phrase followed by a symbol used to categorise content, and to make it discoverable to users looking for a specific subject.

6. A person with a huge following on social media impacting their audience's opinions or behaviour.

7. ReSharing a distinct user's post with all of your followers which can be made with or without comments on the Twitter platform.

8. Content which circulates quickly throughout the internet, via social media.

PILLAITES EXPLORE CAREERS IN RADIO EDUTOUR

Riya Korgaonkar;

Students of BBA Å BAMMC visited the Марго plant ል Akashwani, Pune as part of their Industrial Visit. 14 students of Ad and Event Management discipline.

Durina this Industrial Visit. students understood that гadio has а significant role as a public broadcaster. The tour started with an overnight bus iourneu to Mahabaleshwar. The next morning, students gazed at a calm sunrise at Tableland in Panchgani. On Day 2, students left for a local sightseeing. They enjoyed boating in



the Venna lake and also horse Pune for visiting the All India riding. The next day, students Radio a.k.a. Akashwani in visited the Mapro Foods plant in Pune. Shenjurdane, Wai. PCACSians saw how favorite Falero pulpy fruit chews departments of Akashvani and are made in the industrial plant. how With this they headed straight to

Here, At Akashwani, they were their briefed about the various programmes аге broadcasted.

Students explored the various equipment and state of the art studio setups where talkshows, radio dramas. music shows. podcasts and other audio content gets recorded. The vibe of Akashwani was such that students were motivated to explore media domain career opportunities in the public sector. At every stage they grasped the tiniest detail in radio production and were contented on the way back home that night. The industrial tour was

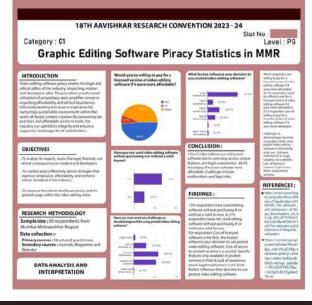
under the guidance of Asst. Prof. Prajakta B., Chaitanya A. & Yash R.



PILLAI STUDENTS SECURE RANKS AT AAVISHKAR

Swarna Dam;

The University of Mumbai has been hosting the Aavishkar: Inter-Collegiate / Institute Department Research Convention since 2006-2007 to promote a research culture and scientific mindset among students and scientists and the imminent stars of MAMCJ. Sahil Bhostekar and Komal Koli won in the Mumbai University research competition. This convention fosters studentcentered education. enhances interpersonal and intellectual



skills. and prepares future research scholars by encouraging participation in research activities and offering financial aid through fellowships or scholarships. Our talented lion-hearts have set a stage at The Aavishkar 2023-24's competition by engulfing the MAMCJ's pride and dignity. Sahil and Komal are the first MAMCI students to secure a

position in the Aavishkar research competition. Theu thanked Dr. Prerna Sharma & Dr. Seema Somani for their support.