

MEDIA STUDIO
NEWSLETTER

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PASSION MEETS CONVICTION

The Amity School of Communication is a place where passion meets conviction. It is the place where students attain theoretical and, yeah, practical journalistic maturity and develop intellectually and personally into an able individual with a broad worldview. As Amity School of Communication places a strong emphasis on hands-on learning.

As the principle of amity has always been, "Where modernity blends with tradition," as tradition gives us ethics and values and modernity gives us the opportunity to apply those values to move ahead and make our mark. Radio Amity is the community radio station, producing programmes related to children, welfare, education, health, the environment, entrepreneurship, and socially relevant issues. Yeah, radio. Amity offers a great mix of knowledge and entertainment 24x7x365 for today's youth and young professionals.

It also belts out popular music and entertainment programs. With its straight line, "Udan hai umango ki" has been providing a platform for the needy community to showcase their talent and speak on the issues of daily life. Giving identity to the voice of the people. The fully equipped media studio assists students in becoming familiar with shifting media circumstances. The services supplied by media studios prepare them to tackle problems and become future professionals.

Amity's media studio is equipped with technology such as teleprompters, Panasonic switchers, audio consoles, computer mics and transmitters, recording and editing software, and transplant playlists.

ASCO Studio is made up of a number of multimedia labs, video-editing labs, photography studios, and a film studio. It consists of the equipment utilised in the ASCO Media Studio and is employed and specifically developed to provide both students and young professionals with extensive exposure to the world of mass communication and media.

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SOMETIMES IT'S BETTER TO GO BACK
THEN FORWARD
- AYNONYMOUS
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THE STUDIO



To have a better understanding and the ability to walk through our immediate world and/or to beautiful places is the reason why we should have media studios in every media school, as it not only increases efficiency and smoothness with the new internal system but also is an easy platform to use and manage. As it does shape our perceptions of the world through the presentations, ideas and point of view they offer.

QUALITY OVER QUANTITY

As media have taken real relevance and importance in our lives today providing us with ways to communicate, which forms of cultural expressions and the ability to participate in key aspects of society. It also empowers you to tell your story in your own way. The media studio is a place where students can gather to create, invent, and learn from one another about media skills and emerging technologies in a supportive space that engages their voices, ideas, and research needs.

They are also important places that provide specialised support for knowledge creation and skill development. It is also very important to have media studios as special spaces that reflect the fact that libraries are no longer solely access points to knowledge and collection sharing; they are important places that provide specialised support for knowledge creation and skill development.

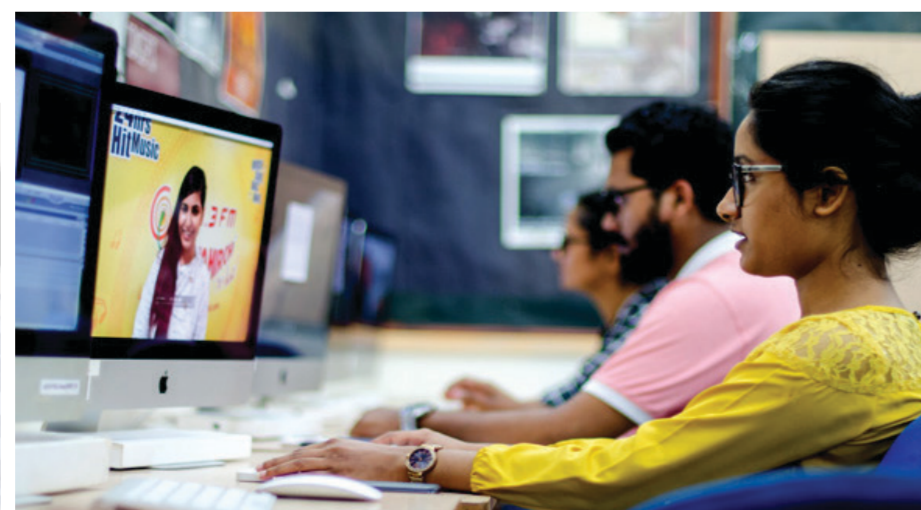
Talking about the two complimentary platforms of media studio that are project management and editing platform which goes beyond the processing of data to manage work flows with task and data processing platform that delivers state of the art to increase productivity, efficiency and accuracy. The media studio is a unique place that has compiled software and hardware resources that are used across campus and are available for the students' benefit.



Students can use the resources and numerous methods to create recordings and music mixes, podcasts, audio voiceovers, film editing, graphic design portfolios, and image editing. It gives students a platform to strengthen their soft skills, which boosts their self-confidence and stage courage.

It fosters in students an understanding of the influence of mass media on both themselves as individuals and society as a whole. This also introduces them to numerous careers in the media. Media studios are built on top of the foundation to provide the world's advanced AI driven subtitle processing and management capabilities.

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**ASRA
RIZWAN**



DIWALI

THE CELEBRATION OF LIGHTS

Diwali, often known as the "Festival of Lights," is observed by lighting lamps and setting off rockets and crackers. The spiritual "winning of light over darkness, good over evil, and wisdom over ignorance" is symbolised by Diwali.

It is a celebration honouring Lord Rama's triumphant return to Ayodhya after rescuing his wife Sita from the demonic king Ravana. A great initiative, joy, and enjoyment in the fifth semester of ASCO, Section-A students planned the Diwali celebrations.

The class decided to set up some booths in order to draw students from different departments within the university as well as from outside our own. We had booths selling jewellery, golgappe, nachos chaat, nachos, and attractively decorated diyas prepared by students themselves. Even rangoli making was engaged.

So the NGOs received all of the funds raised in exchange for candy, children's books, and women's publications. The students had a large audience they could interact with and were skilled communicators. This not only provided comfort for the teachers and students but also helped the event to succeed.

KANUPREET KAUR

