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AMITY SCHOOL OF COMMUNICATION

# Expressions



Volume: IV, Issue: IX

September 2023

## BOLLY-HOLLY EXTRAVAGANZA

# ASCO WELCOMES FRESHERS



MR. & MS. FRESHERS (UG)



MR. & MS. FRESHERS (PG)

The Amity School of Communication (ASCO), Lucknow, welcomed its newest batch of talented students with a bang at the much-anticipated 'Bolly-Holly Extravaganza' Freshers Party. This event marked the beginning of a memorable journey for freshers. The theme, 'Bolly-Holly' combined the glamour of Bollywood with the charm of Hollywood to create an environment of glitz, glamour and unforgettable memories.

The event commenced at 1:30 PM with an opening dance drama performance, followed by interactive games, a ramp walk on stage, a Q&A round, talent hunts, and many more exciting activities. Subsequently, winners for various events and awards were announced, including accolades such as Best Dressed Male and Female, Mr. Fresher and Miss Fresher.

The extravaganza was a resounding success. It brought together students, faculty and staff in a celebration of the magic of Bollywood and Hollywood.

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Printed & Published by Prof (Dr.) Sanjay M Johri for Amity School of Communication, Amity University Uttar Pradesh, Lucknow Campus  
(Internal Circulation Only)



**PROF (DR) SANJAY M JOHRI**  
Editor-in-Chief  
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## Media students should 'learn by doing'

Media students, like many other individuals in the digital age, are today less inclined to read newspapers but with many newspapers having transitioned to online platforms, they must make it a habit to consume news digitally, through news websites, social media or news apps on their smartphones or tablets. The key to success in today's fast changing developments around us is to stay updated.

Surely media students have busy schedules with classes, assignments, internships and extracurricular activities, they must allocate time if not newspapers, then the available digital alternatives. Online platforms provide a vast array of news sources from around the world. Students can access a broader range of perspectives and topics online, without the limitations of geographical boundaries.

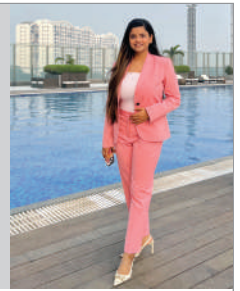
Today's younger generation has grown up in the digital age unlike the times when newspapers used to be the only source of information on all that was happening around us. Multimedia technology gives an opportunity for critical thinking & media education emphasizes as to how students should analyse online news articles, social media posts and digital campaigns.

As we get into full steam into the new academic session, they need to immerse in the action of understanding technology. While creating strong content remains at the forefront, they have the opportunity to learn tools for digital and traditional media. All these skills allow them to gain a better understanding of what being a journalist really means. With assignments, students should immerse as deeply to cover that extra mile to prove yourself to be different than a *Generalist*. "Students should "learn by doing," rather than just depending on theory but to supplement these with field work.

## ALUMNI CORNER

### ANJALI YADAV

Asst Manager (Marketing & Communications)  
THE WESTIN KOLKATA (MARRIOTT INTERNATIONALS)  
BA (J&MC) 2016-2019



## ASCO lays foundation for students' success in life

In the hallowed halls of Amity School of Communication, countless stories are woven into the tapestry of our institution's history. Among them, I, Anjali Yadav, from the batch of 2016-19, stands for how my experience with Amity molded me into a passionate professional of today.

My journey began with a passion for communication that would soon lead me to the heart of public relations. In October 2020, I took my first step into the professional world as a PR professional at 80 DB Communication, a prominent Gurugram-based firm. Here, I honed my skills while handling clients such as Clovia, Rakuten, Spotify, OLX, and Cashify.

My journey in the field of PR continued as I joined Media Mantra, yet another Gurugram-based agency. It was clear that I wanted my career to be building in the dynamic world of communication. However, my path was about to take a turn into a completely different industry - hospitality.

I ventured into the hospitality sector, making my mark at Hilton Lucknow for my role as a Marketing Executive. I was entrusted with the complete responsibility of PR, social media management, advertising, event planning, collaborations, website management, and email campaigns.

In December 2022, I embraced my next challenge as I joined The Westin Kolkata (Marriott Internationals) as an Assistant Manager in Marketing & Communications. This role marked a significant step forward in my career. The Westin Kolkata, with its 304-room property and six F&B outlets, presented me with a new canvas to paint my marketing prowess.

My journey, from the hallowed halls of Amity School of Communication to the thriving hospitality industry, is something which I completely dedicate to my teachers and my mentor Dr. Prof. Sanjay Mohan Johri. I may have not only excelled in my roles but have demonstrated the essence of being an Amity alumnus - adaptability, resilience, and a relentless pursuit of excellence.

Throughout my journey I cannot be happier to comment on the quality education and holistic development which ASCO provides. I take immense pride for being the part of the department. ■

# Generational despair gripping Gen Z?

*As per National Crime Records Bureau's (NCRB) Accidental Deaths & Suicides in India (ADSI) report, over 13,000 students died in 2021 in India at the rate of more than 35 every day, a rise of 4.5 per cent from the 12,526 deaths in 2020 with 864 out of 10,732 suicides being due to "failure in examination."*

**ABHINAV VARMA**

Bachelor of Journalism & Mass Communication

It is a classic case of 'it was the best of times, it was the worst of times'. Even as the nation celebrates success in myriad forms and inspires citizens, members of Gen Z feel that they have nothing forward to look to.

The nation has lots to celebrate. Chandrayaan-3 has reached the moon; Athlete Neeraj Chopra has yet again won the gold and the nation has successfully hosted the G20 Summit. Inspiration is just pouring from all quarters. Yet, Gen Z despair as days pass.

Talking to Expressions, Ishan Srivastava, 20, says, "I was very chubby and happy as a six-year-old. Painting, dancing, and cricket were my love. I wanted to be a pilot, but when my father lost his job in one of the layoffs when I was in class 8th everything changed. He was never able to find work again. For months we struggled with financial crisis, I had to leave school for a year. My mother was gripped with severe depression. When my brother finally started earning from his startup things finally came back on track for us. But after all I experienced from the situation, I somehow lost touch with all that I once used to love." Currently Ishan is studying business. He says money is a top priority for him and he has lost all hope to accomplish his dreams.

Like Ishan, 19-year-old Anshika has her own tale of woe. She says, "I was diagnosed with lung cancer when I was 14. One day during class, I suddenly could not breathe. Days later, the doctor broke the news to my parents. Their only daughter was identified as a ticking bomb. I sit at home now, an oxygen cylinder attached to me most days. I wish the air was cleaner. Sometimes when I go for a routine check-

up, I see children, small, maybe six or eight years old, sitting with the same illness, a bundle of prescriptions in their small hands. It breaks my heart to see them like that."

What is striking is many Gen Z members are successful too but the number of anguished is more. Fear, anxiety and mental illnesses are rising amongst youngsters over the past few years. Dr. Priyanshi Sharma, 46, a psychologist, says, "Daily four to five patients coming to me for counseling are below 20 years. Mostly, they are dealing with anxiety and severe depression. Obsessive-Compulsive Disorder also tends to be a factor. Generally, therapy sessions benefit them but sometimes I have to recommend them to a psychiatrist. From my study I believe the major cause for the increasing dissatisfaction among young adults with their living situations is the result of the extreme deviation they have faced from what they believed to what they experienced. The youngsters are high on morals, many of my patients are genuinely good people who want to see the best in the ones around them, but it seems that they have been quite unlucky as they have ended up in harsh situations. I try to help them as much as I can, still I fear for the mental health of my 5-year-old son once he grows up."

According to WHO data, 10-20% of teens in India are experiencing mental health conditions. Only a lucky few seek or receive medical help. A rapidly changing world is very overwhelming for these young minds. The internet, which has emerged as a primary source of information for Gen Z members, has flooded them with concepts they merely understand. Data on various platforms like Instagram, Tinder and reports by Future of Dating, reveal that the percentage of individuals identifying as queer has increased amongst the Gen Z. ■

CONTINUED FROM PAGE 1



Pictures: SURESH SAHU

As freshers embark on their academic journey, this unforgettable event will serve as a cherished memory, reminding them of the vibrant and welcoming community they are now a part of. The party set the stage for the year ahead, promising a blend of fun, learning and growth at one of the most prestigious communication schools in the region.

To conclude the event, a closing dance performance was showcased, and an address was delivered by Prof (Dr.) Sanjay Mohan Johri, Director of ASCO. The event wrapped up with a vote of thanks from Assistant Professor Alisha Syedain. ■

## ROYAL CAFE

## Lucknow's culinary legacy

MANI RANI

Bachelor of Journalism &amp; Mass Communication

For those with a delectable taste in Lucknow's gourmet unputdownable delights, Hazratganj's Royal Café fits the criteria. Royal Cafe is not only the heart of Hazratganj but also captures the hearts of people from around the world. Since 1992, it has been serving the same mouthwatering dishes. Like every story that begins from scratch and faces struggles before becoming a brand, Royal Cafe had a similar journey. Its story starts in the 1980s when Seth Dayal Das Ahuja opened a tea stall at the railway station in Lucknow. When Seth Ji passed away, the legacy was passed down to his son, Lakhan Lal Ahuja. Together with his brothers, he opened a few restaurants, and in 1992 they took over Royal Café. As time passed, this family business was joined by their son, Sundeep Ahuja.

Talking to Expressions, Hardayal Maurya, owner of restaurant making chaat replied, "I've spent 30 years working here, and after witnessing three generations, my hair has turned white. Over the years, I managed to build a profitable business in Pune. However, I eventually reached the conclusion that overseeing a business while my employees served chaat to clients wasn't fulfilling. So, I made the decision to move from Pune to Lucknow. I sold all 36 branches in Pune, and today, I prepare food with my own hands, bringing happiness to customers, which ultimately brings me greater joy."

The 'Basket Chaat', a novel creation by Royal Cafe, stands as one of its most renowned achievements. This dish has become an iconic representation of Lucknow's vi-



brant street food culture. It features a crispy, edible basket filled with an array of sour, tangy and spicy ingredients including yogurt, chutneys, sev, chana and aloo tikki. The Basket Chaat is a burst of flavors that impeccably embodies the essence of Lucknawi cuisine.

Maurya added, "I have been working here for just two years, and I have already developed a unique connection with every team member. This workplace fosters a healthy environment, maintaining its traditional values while also being open to experimentation. What I appreciate most is our commitment to offering traditional Lucknawi cuisine, even in a world where many seek exotic foods and new culinary experiences."

Royal Cafe is renowned for its delectable array of traditional Lucknawi and North Indian dishes. One of its most famous offerings is Tunday Kababi's Galouti Kebab, a melt-in-your-mouth delicacy made from finely minced meat and a secret blend of spices. Other must-try dishes include Lucknawi Biryani, Nihari, and a variety of kebabs. The atmosphere of the cafe evokes a bygone era, transporting you back to a time when Nawabs ruled and dining was considered an art form due to its rustic appeal and classic design.

Nayan Singh, a regular custom-



Pictures: MANI RANI

Royal Cafe is a brand of Jagtiani hotels and properties with a rich legacy of forty years in the food & beverages industry in Lucknow. Royal Cafe is located at 9/7, Royal Inn, Opposite Sahara Ganj Mall, Shahnajaf Road, Hazratganj. It has 14 outlets in Lucknow.

er said, "I frequently visit this place with my family, and we adore the food, the ambience, and of course, the incredibly sweet staff. It has become our go-to restaurant. What we love most is that the setting makes us feel like we're dining in a royal palace." ■

# Reliving memories at ASCO Alumni Meet

KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

College is that place where emotions run high. As a fresher, stepping on the campus for the first time fills you with excitement, dreams and the determination to make them come true and when you return as an alumni, there is a mix of happiness, nostalgia, and pride that floods your heart. It is a beautiful journey that connects us, alumni, to cherished memories and reminds us of the growth we have achieved.

Amity School of Communication (ASCO) conducted its third Alumni Meet on August 29, 2023. On the occasion, we saw many alumni from different batches attending the event. The hall was filled with laughter, music, nostalgia and love. The event kicked off with an opening performance which was followed by a welcome address by ASCO Director, Prof (Dr). Sanjay Mohan Johri, followed by Wg Cdr (Dr) Anil Kumar, Dy Pro VC Amity University Lucknow and Prof Dr. Rajesh K Tiwari, Dean Academics with all of their wise words. Later, the programme began.

We witnessed and heard different stories and experience sharing of different alumni who came and motivated and inspired students. It was visible how proud they felt as they returned to the place where they learnt everything from and how happy they were to share their knowledge back in the same place.

Fun and enthusiasm could have been easily identified in the hall as everyone was enjoying the games from alumni to faculty, we could hear all of them singing and dancing to the songs that were playing.

College is an essential part of our life and teaches us valuable lessons which we will remember for a lifetime. It is very important to move forward in life and be excited for all the future endeavours that life holds for us. But we should occasionally stop and look back as to what we were before and how far we have come and connect with all those people whom we promised that we will attend the Alumni Meets that keep happening. ■

Pictures: SURESH SAHU



# Fight mood swings

## A measure to tackle depression

**ARHAMA ALI**

Bachelor of Journalism & Mass Communication

**DIVYA KOTWANI**

Bachelor of Journalism & Mass Communication

It is a major source for suicides. Around 8.5 lakh people take their own lives on account of depression. Psychiatrists say that there are several factors such as biological, financial, psychological and social issues which lead to depression. Depression can be best described as a persistently low mood, a kind of mood disorder with great sadness laden with suicidal thoughts. The brain functions are impacted by it and the neural circuit's activity may be altered. It is still a much underrated and under-diagnosed illness.

However, experts say that it is a matter of willpower and that you can snap out of depression. Though willpower may help to some extent in fighting depression, it is only through diagnosis and treatment that the disease can effectively be curbed. A lot has been written about the types of depression and what it is all about and other aspects of this condition. But the focus should be on how to get out of depression primarily while suggesting some solutions for the illness.

Talking to Expressions, Apurva Seth says, "I was in a really bad position. I couldn't hold on to a job. With each dismissal, my confidence level dipped. I was a mental wreck. I finally succumbed to depression. I had always had this feeling that it was a girly thing. Men are stronger and they don't fall prey to depression but I was so wrong." Going by Apurva's example, an affected individual should break the cycle of negative thoughts like 'I will never get well', 'I'm a failure', and 'I'm a burden on everybody'.



Picture: ARHAMA & DIVYA

*There are a lot of misconceptions about depression. Some people believe that it is a disease afflicting women only. But Harvard Medical publishing claims otherwise. It says that American men are four times more likely to commit suicide on account of depression than women.*

Randhir Amrit says, "I was in a lot of strife and misery. I didn't know what had happened to me. Finally, I went to a psychiatrist and I was diagnosed with depression and thereafter put on Prozac. It made a difference, though I'm not fully out of the woods yet."

Anamika Yadav added, "Depression was the worst thing that happened to me. I even made an

attempt to end my life. It was a wakeup call. I went to a psychiatrist and also got a gym membership. I joined a cycling class and cycled to the beat of music. It was an invigorating experience. I made a lot of friends. My depression eased and I got a new lease of life."

"Initially I thought I could never come out of it, and I will have to live like this only," said Radhika Shukla while talking to Expressions. She remembers the days when it was so difficult for her to even smile. She further added that those days were the most tough days that she had experienced. She used to feel prolonged sadness or feeling of emptiness, feeling of hopelessness without any particular reason. Her sleep pattern was ruined, she felt loss of interest in activities and difficulty in concentrating.

Neeti Chawla says that "I often used to have anxiety attacks whenever I shifted to a new place, or while starting any new journey that it becomes so difficult for me to give it a fresh start. But one thing she emphasized was 'Acceptability', you need to accept how you feel. That's really important, if you are feeling low you need to remind yourself that don't worry this too shall pass!

Anas Khan says, "I started small but it really helped. I got the feeling that the depression has not rendered me completely useless. I'm well now and shudder to think about those days."

Remember, start small with depression. Tips given above can be used as a beginner's guide. If suicidal thoughts are overwhelming you, stop and talk to your friends, family or a psychiatrist. Recall that it is life affirming that people who are depressed do get well except if they are suffering from what is called "Treatment resistant depression." ■

# Flyovers: Home for the destitute

**SHAHIDA KHAN**

Bachelor of Journalism & Mass Communication

They may be a part of an urbanized landscape of the city of nawabs. As flyovers or overpasses crisscross Lucknow, there is no doubt in saying that the city's infrastructure is in a developing mode.

But, a look below this gleam and gloss reveals an entirely different picture quite opposite to what meets the eye in the name of urban progression. This picture shows myriad homeless and destitute seeking shelter under these flyovers come rain or shine. These underprivileged have built makeshift shelters, turning the cold, concrete underbelly of these massive structures into abodes for themselves.

Talking to Expressions, Mahejabi, a married woman with three kids said, "My husband and I, originally from a village in Bachhrawan, Lucknow, made the difficult choice to leave our hometown in search of better job opportunities. However, upon arriving in Lucknow, we realized that the job market was highly competitive and employment was not easy to come by. Despite our best efforts, my husband was unable to get a job. Lack of job opportunities, coupled

with high cost of living, made it increasingly difficult for us to make ends meet." She added, "My husband started a small business selling scrap materials. This business, though humble, was our lifeline. It allowed us to earn a meager income of Rs 8,000-10,000 a month, barely enough to cover our basic living expenses. We found ourselves with no other option but to seek shelter

A census conducted in 2011 reported that there were 1.77 million people living without houses, including those residing under flyovers.



Pictures: **SHAHIDA KHAN**

under the flyover." Thirty-two-year-old tea seller Gaurav and also living under a flyover said, "I'm a tea seller, and my wife works as a maid in Gomti Nagar. We've been living under this flyover with our eight-year-old child Saurabh for several years now, and every day presents its own set of challenges. Housing is a constant struggle; we don't have proper shelter, and the conditions can be harsh, especially during extreme weather."

With government authorities turning a Nelson's eye to the prob-

lem, Beeru commented, "No government authority has approached us to vacate this place. Occasionally, representatives from an NGO called Milaan have visited and offered us some essentials, but apart from them, no one else has shown up. We fully understand our situation, which is why we don't rely on external help. For us, every day is much the same, and this has become our way of life."

All said and done, the situation reflects that measures have to be taken to arrest the problem so that urban poverty does not become a permanent malaise. ■



# Dine here as Robot Ruby waits on you

According to a report by Research and Markets, the global market for robot restaurant is projected to reach by 2.4 billion dollars.



Picture: KASHIKA NIGAM

## KASHIKA NIGAM

Bachelor of Journalism & Mass Communication

Welcome to the culinary delights of Robot Restaurant-Yellow House as Robot Ruby and Robot Diva enthusiastically serve gourmet dishes to tickle the palate.

There is good news from the city of Tundewale Ke Kabab. Even as city residents relish traditional dishes of Lucknow, there is a new restaurant in town to tease the palate. But it's not your regular eatery.

Wondering how it is different? The diner has robots to manage it and serve its customers. In fact, this is an absolute display of how robots and Artificial Intelligence (AI) have

become an integral part of people's lives. A very new concept in Lucknow, Robot Restaurant-Yellow House, having its roots in Jaipur, has now expanded its footprints in the City of Nawabs as it experiments in the non-vegetarian segment. The restaurant not only brings with it the experience of robots serving customers but also has a special Indian touch to its global culinary.

Talking to Expressions, a customer Atul Garg opined, "This is a very new concept and it will work as concepts like these work a lot. It is a new age thing and I feel it will attract new customers." A Gen Z member added, "The restaurant food is alright but the main hype for it are its robots and it is quite cool to come in and get your food served

by robots. It is a new concept and I am sure will be loved and appreciated by many."

Added Anjali Srivastav, "I will appreciate the idea whomsoever came up with but it is very wrong and disastrous for human beings in the long run because robots are there to stay for a long time."

The use of robotics technology in this restaurant in a unique and innovative idea of entertainment for customers. Everyone around the world wants to stand out in their area of business and Robot Restaurant is no different. It has brought in robots to be different.

But the question still needs to be asked, is robotics and AI the future in everything as they have just begun to emerge. ■

# Government needs to address issue of strays

## AISHANI PURKAYASTHA

Bachelor of Journalism & Mass Communication

With around 6.2 crore stray dogs, 91 lakh street cats and 5 million stray cattle thronging Indian streets, the issue of strays has taken serious proportions in Indian public dis-



Picture: AISHANI PURKAYASTHA

course. So large is their number now, that their coexistence with humans is taken as being integral to Indian society.

Even as society has deep compassion for these strays, there is a stringent need for an effective stray control management system in the country. This is due to the fact that the number of strays is reaching

menacing proportions. As proper steps are not taken to keep pets healthy and stray under control, lack of proper animal control measures has led to unchecked breeding of strays, resulting in a population explosion. However, the issue is not just about the number of strays, but their attacking behaviour on humans and the human response of cruelty towards them.

Talking to Expressions, Purna Tripathi, a quinquagenarian (a person who is between 50 and 59 years old) commented, "There can be no reason big enough for animals to fatally wound someone. There should be proper measures in place to ensure both residents and the strays' safety."

There is a need to balance stray control with compassion for animals which is a delicate task. Animals should be treated with em-

pathy and love with the proper measures so that neither of the living gets hurt in the process. A video shared on social media by People for Animals (PFA), India's largest non-government Animal Welfare Organization highlights the brutality caused to them. The Municipal Corporation of Delhi and its administration had staged a large, illegal scavenger hunt at numerous sites throughout the city. It is against the law in India to remove a dog from the streets. Furthermore, the dogs cannot be driven away. So, once a dog is on the streets, it has the 'right' to remain there until adopted. But in this case, they were brutally apprehended and kept in horrible conditions.

The flip side is that stray dogs often form packs and become aggressive and attack humans and other animals. According to the Na-

tional Crime Records Bureau, there were 4,146 reported cases of dog bites leading to human deaths in India in 2019. Ahmad Abbas, a rabies infection survivor shared his painful experience and said, "Six years ago, I was walking towards my home. Suddenly a mad dog came running after me and bit me in my legs and didn't let go for minutes. There is an urgent need for stray patrolling in every locality. God forbid what if I had my child with me? The thought scares me."

As such incidents panic residents, there is a need to implement measures like sterilization, vaccination, and adoption programs. However, at present, these measures are inadequate due to lack of funding, corrupt and/or uninvested local leaders, resources, and coordination between different government agencies. ■

## Migration fueling city's rental housing market

*In the Economic Survey of 2017-2018, 28% of Urban India lives in rented houses*

**ASHNA ALI**

Bachelor of Journalism & Mass Communication

It has been a traditional practice to rent out property to tenants. It is not only a source of income for property owners, but providing persons with a roof over their heads when they need one.

It comes as a surprise that the rental housing market in India is growing at an impressive rate. The growing influx of migrants from non-metro cities to metro cities for occupation and education purposes is fueling this business.

According to Deccan Chronicle, this has significantly increased the demand for affordable rental spaces near workplaces or educational institutions. It is predicted that the rising land, house and flat prices, particularly in Tier 1 cities, are expected to drive market growth through 2028. Furthermore, those who have the resources and can

afford houses or land may not get appropriate investment opportunities and thus prefer to live in rented housing thereby fueling the market.

Arif Abbas, resident from Friends Colony Chowk in Lucknow told Expressions, "During the pandemic, I faced job loss. My family's hardware business shut down. Our household income dwindled, except for what we received from our tenants. I also felt concerned about their ability to make payments, given that everyone was grappling with the crisis. However, constructing multiple stories and leasing them out turned out to be a wise investment on my part." But even as it develops as a good business model, renting as a concept also shows that it has the potential to generate disruption and unsteady dynamics between tenants and landlords. Convergence of diverse cultures and norms in shared living spaces poses a challenge. Years



Picture: ASHNA ALI

ago when Haider Abbas and his family shifted to Lucknow, they encountered the flip side of co-living. Sharing his experience with Expressions he said, "I never thought such thoughts have seeped into the mind of people that many tenants are not worthy enough to rent a room for what they will generously be paying. I hope so it was my only experience, but it was really disheartening."

Despite the ups and downs, it is only to be seen that will co-living eventually establish itself as a harmonious concept for the evolving landscape of 'New' India? ■

# Borderlands

*The award-winning documentary captivates audience*

**ASHNA ALI**

Bachelor of Journalism & Mass Communication

Students of Amity School of Communication (ASCO) were recently treated to a visual delight when they got to watch film 'Borderlands', directed by well-known Indian director Samar Mahajan.

Through the film ASCO students were exposed to various dynamics and diverse film making skills and cinematic experiences. This educational display will go a long way in training students with the necessary skills needs for film making.

The winner of two national award-winning films with Borderlands being one of them, Mahajan said the film investigates lives defined by India's borders. The other film that has won him the award is the 2017 film 'The Unreserved'. This art work captures life as seen in the general compartments of Indian trains. His films have made waves in the business with his thought-provoking storytelling and striking graphics. 'Borderlands' is no exception; it's a cinematic masterpiece that merges art and storytelling flawlessly.

The film screening started with an introductory address by Mahajan who said that screening would motivate students to delve deep into the intricacies of film work, gaining a newfound appreciation for the art of filmmaking.

'Borderlands' as a film is a visual journey that challenges conventional storytelling. The blend of beautiful locations and the sole-touching stories of different subjects along the borders define the film. Mahajan's ability to evoke emotions among the audience with distant hidden stories and language barriers is laudable.



Pictures: SURESH SAHU

It invites the audience into a world where reality and imagination intermingle. It showcased many problems which the people living on the borders face. The film's surrealistic approach and non-linear narrative structure captivated the students, pushing the boundaries of their understanding of cinematic storytelling.

One of the most striking aspects of "Borderlands" is its innovative use of cinematography and sound design. Mahajan's deliberate choice of capturing the candid environment of the life of people near the borders kept the audience entranced throughout the screening. The sound work was

plausible. "Borderlands" serves as a testament to the power of storytelling that pushes the boundaries of convention. This resonated strongly with the media students, encouraging them to explore their creative potential and take risks in their own filmmaking endeavours.

The screening ended with Mahajan taking questions from students and staff. Talking to Expressions, Shahida Khan, a student of ASCO commended the efforts and said, "As a filmmaking student, I was very fascinated by the uniqueness of the idea. This film reminded us that we have so many such stories around us, all we need is to look closer." ■