

7.3 – Institutional Distinctiveness

7.3.1 – Provide the details of the performance of the institution in one area distinctive to its vision, priority and thrust in not more than 500 words

Distinctive Features:

Ramaiah 360°+1 – “You Provide, We Present” – YouTube channel

Introduction

The department of Journalism at RCASC has a YouTube News Channel and a Newsletter named “**Ramaiah 360°+1**” with the tagline – “**You Provide, We Present**“. This channel apart from giving practical exposure to the students of Journalism, acts as a show case for all the events organized by the college.

Aims and Objectives

The Journalism Studio is designed and crafted with an objective to provide conceptual and practical knowledge linked with the field of Journalism. The media lab is well-equipped with digital cameras, mics, editing console (together with audio & video editing softwares) and mixer, which are used to train and provide students with knowledge on the subject.

The studio has a space that is dedicated exclusively for the production and recording of news and interview programs. The students are to gain hands-on experience in using and handling cameras; they will also be familiarized with topics related to photography, production techniques, and ideation of concepts, script writing and editing. The faculties in charge, work with an aim to offer required exposure and prepare the students for the industry.

Implementation strategy and Process

The Ramaiah 360+1 received a well-equipped Media Lab from its generous patrons. The lab has equipment like digital cameras, mics, editing console (together with audio & video editing softwares) and mixer. The lab has the equipments mentioned below:

- Digital Cameras: Sony PXW Z90 camcorder, Canon M50 Mirrorless, Canon 200D DSLR
- Audio and Lights: Audio Channel Mixer, Lav microphones, Boom microphones, Handheld microphones and Soft Lights
- Editing Console: Desktops that are powerful and capable of handling editing softwares like Adobe Premiere Pro, Adobe After Effects and several other softwares that are used to enhance the quality of audio and video content.

Process

The episodes are structured in a particular form when the newsreader, student of BA starts with introduction and then carry forward with reporters on the field. These reporters, students, cover events in and around campus. The next segment of the episode is a feature story covering social issues that has brought significant changes. The last segment is the Vox-Pop through which a general question is put out to the public and the team of Ramaiah 360+1 capture idiosyncratic replies from the people.

Challenges Faced

One of the main challenges faced during the process of establishing the lab was the pandemic. The time during the pandemic stalled the process of construction for a while. After the inauguration, the students have taken the responsibility of covering all the events of the college. Time management is the main challenge that is faced by the students, for they are shuttling between classes, projects, practical and events coverage.

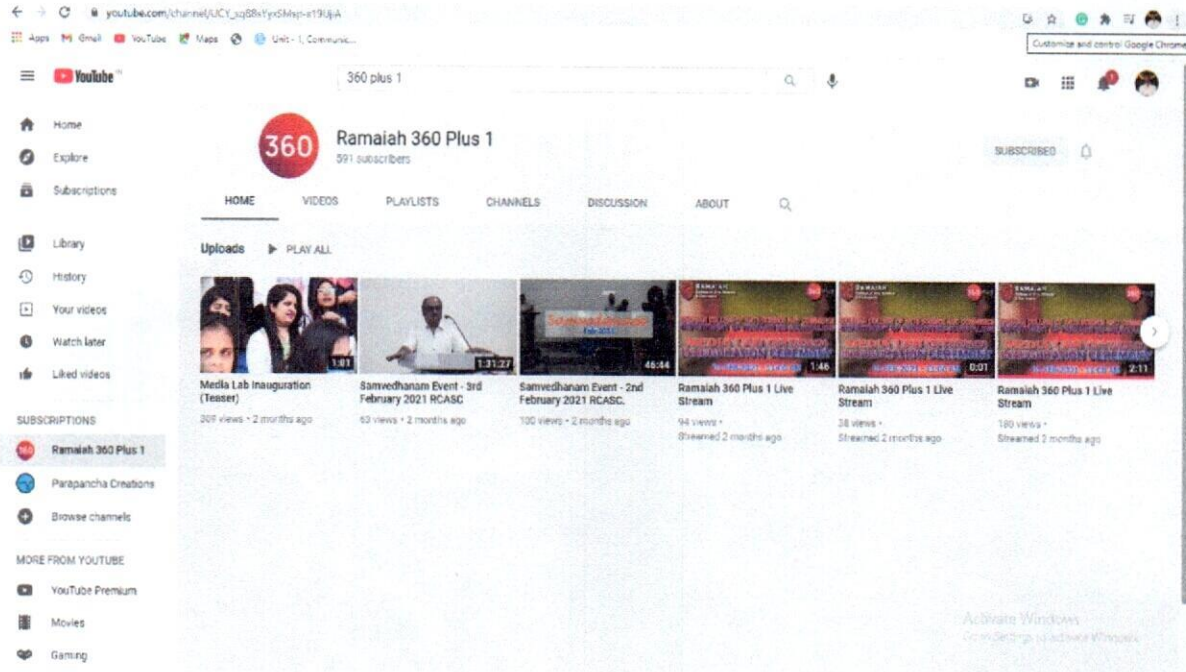
Outcome and Impact

- The YouTube News channel, Ramaiah 360+1; has produced more than 25 videos while receiving viewership of over 10,000 viewers and more than 600 subscribers.
- The channel has highlighted the current social issues which has benefited the society. E.g.: the first episode of Ramaiah 360+1 enlightened the issue of irresponsible garbage disposal, which got resolved within the first week of the episode being aired. The channel has covered interviews of eminent personalities like the Padma Shri awardee, Smt. Tulasi Gowda, and Vice Chancellor of Bengaluru Central University, Prof. S Japhet.

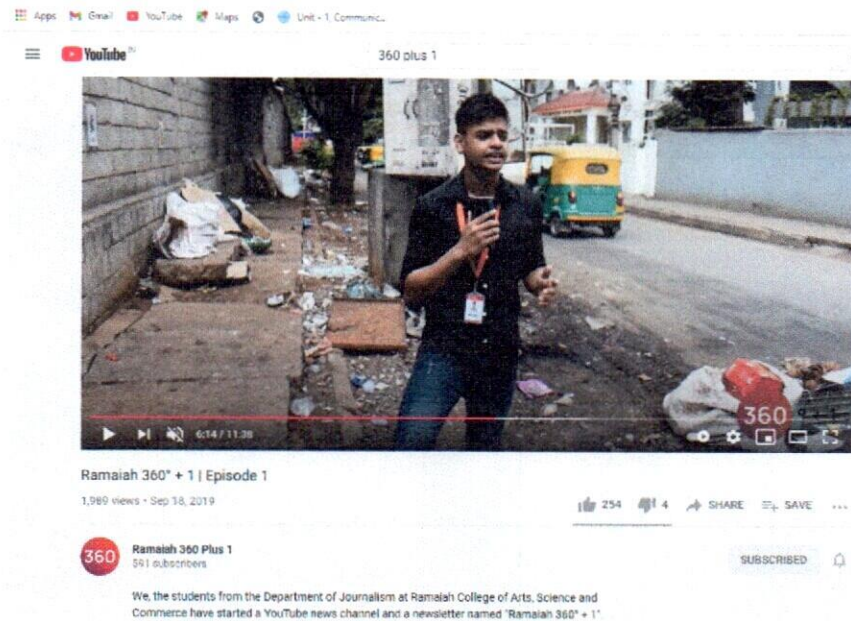


RAMAIAH
College of Arts, Science & Commerce

M S Ramaiah College of Arts, Science and Commerce
Re-accredited 'A' by NAAC, Permanently Affiliated to Bengaluru Central University,
Approved by Government of Karnataka. Approved by AICTE, New Delhi,
Recognized by UGC under 2F & 12B of UGC act 1956



Homepage of college's YouTube infotainment channel - Ramaiah 360⁰ + 1



Picture from the 1st news episode – Student Reporting from outside campus on Garbage issue

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Interview Programme by “Ramaiah 360⁰ + 1” with Padma Shri awardee Tulsi Gowda - "ENCYCLOPEDIA OF FOREST"



Covid - 19 awareness video by “Ramaiah 360⁰ + 1” with Dr. A Nagarathna, Principal, RCASC & Faculty members from the Dept. of Humanities

Aneel

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