

360°+1 Write up

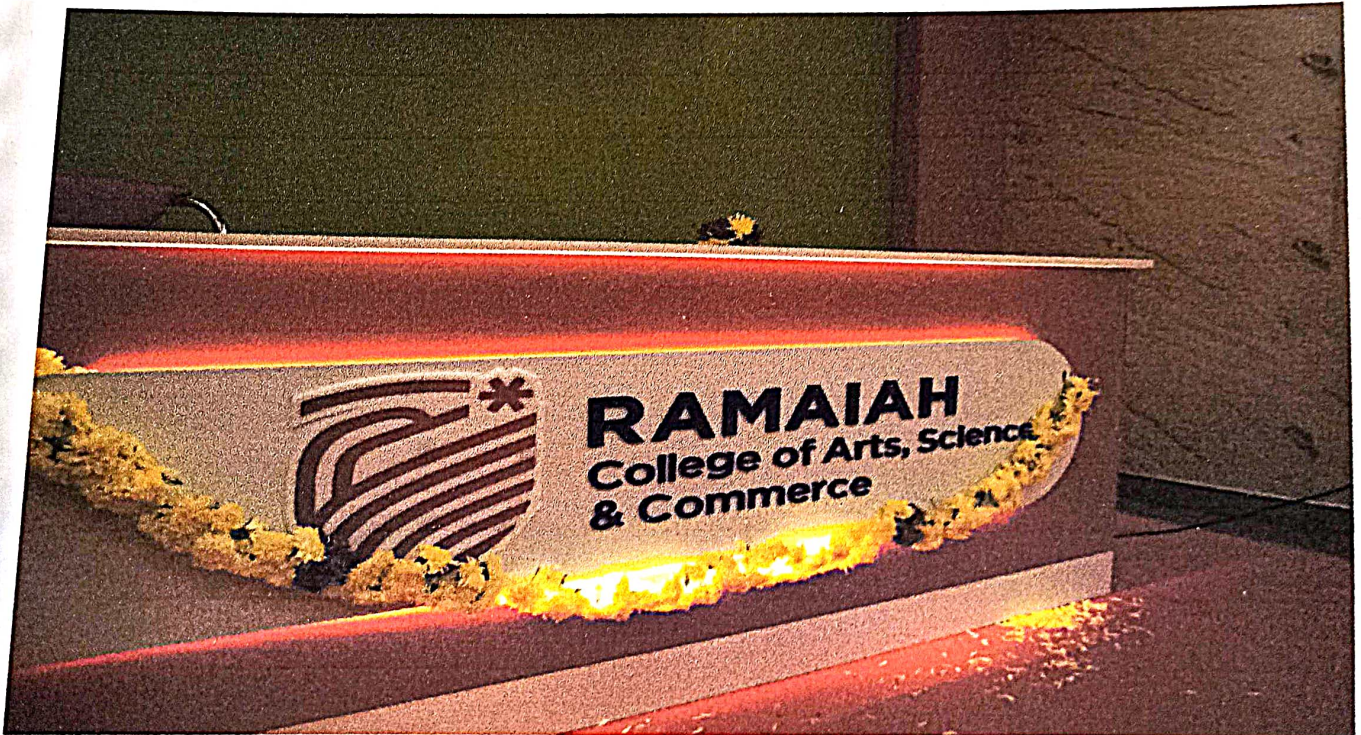
Introduction:

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 showcase for all the events organized by the college.

Our YouTube channel 3600 +1 is on the progress of evolving into a brand by itself because of our constant effort to provide students the right platform to excel in their chosen field. We also inculcate integrity in our students through quality education. Our department nurtures an atmosphere of intellectual strength and righteousness.

The uniqueness of our department is the holistic approach in sustaining the excellence achieved. We constantly analyse our strength and potential areas for improvement, which helps us to determine the necessary steps to be taken to be consistent in our success.

We stay ahead in our commitment towards our stake holders in helping them to realise their dreams and aspirations. The state of art facilities provided to students, make our department congenial for learning, discovering, innovating and expressing.



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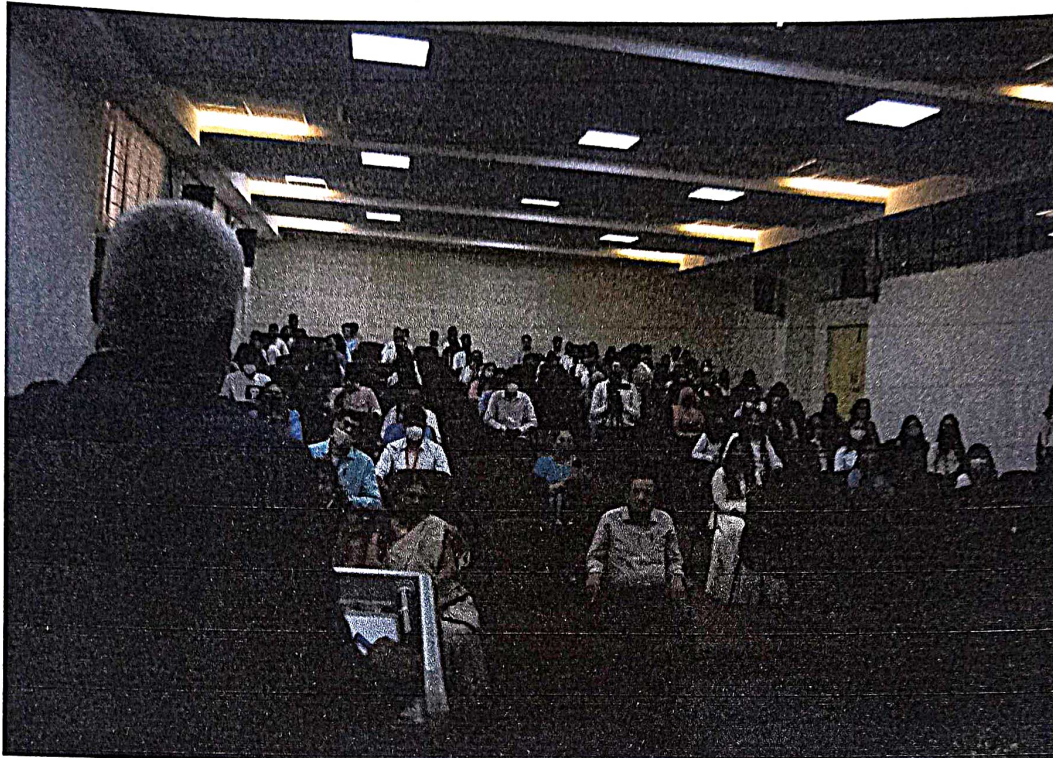

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Objectives:

The Journalism Studio also known as the 'Media Lab' 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 & amp; 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 and the editing softwares installed in the lab.



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 & amp; video editing softwares) and mixer. The lab has the equipments mentioned below:

- Digital Cameras: Sony PXW Z90 camcorder, Canon M50 Mirrorless, Canon 200D DSLR



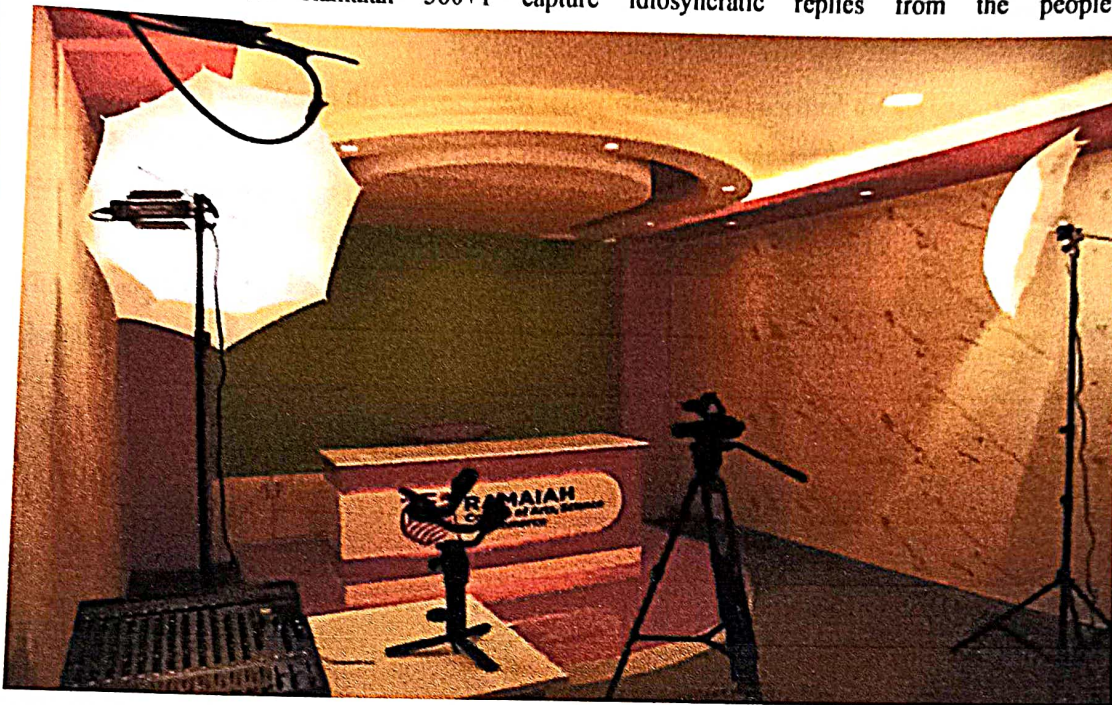
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- Audio and Lights: Audio Channel Mixer, Lav microphones, Boom microphones, Handheld microphones and Soft Lights
- Editing Console: Desktops that are powerful and capable of handling editing softwares like Adobe Premiere Pro, Adobe After Effects and 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 carries 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 have 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.



Activities

The students take an active part in covering events that happen in the college. They are enthusiastic about using all equipment available in the well-equipped lab. The cameras used for recording and covering of events are high-definition ones.

During the pandemic, students covered the impacts such a crisis had on citizens of Bengaluru. They visited various places including KR Market and interacted with various citizens in the vicinity and found out the issues they faced.


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Apart from this, the students have made videos on events and the same has been uploaded on the YouTube channel, 360+1. They have made videos like 'The Campus Tour' which has 3600 views currently, 'Kali Kannada' which has 1368 views, 'Garbage Clearance'. these videos have been played on various occasions and have garnered many views on the YouTube channel.

The COVID-19 awareness video the students made has over 500 views. The first video that was ever uploaded, which covers all events happening within the college and had updates on some events happening in the country has over 2K views.

Outcome and Impact

The YouTube News channel, Ramaiah 360+1; has produced more than 180 videos while receiving viewership of over 10,000 viewers and more than 600 subscribers.

The channel has highlighted the current social issues which have 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 Tulasi Gowda and Vice Chancellor of Bengaluru Central University, Prof. S Japhet.





RAMAIAH
College of Arts, Science &
Commerce

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Re-accredited 'A' by HAAC, 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

Journalism-Volunteer List
(360degree+1)

Sl.No	Name	Class
1.	Chetan B C	III BA
2.	RumanaZaib	III BA
3.	Namitha Shiv	III BA
4.	AkashRajendra	III BA
5.	SiddhantSimha	III BA
6.	DiwakarRathore	II BA
7.	Ayush Kumar	II BA
8.	Gauthami Kamath	II BA
9.	SushantKumaresh	II BA
10.	AshrithKashyap	II BA
11.	Pooja Yathish	II BA
12.	BirajSaha	II BA
13.	Aditya Bhonsle	I BA
14.	KartikeyanKhullar	I BA
15.	Kripaanjali Acharya	I BA

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CORE COMMITTEE, RAMAIAH 360+1



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