Journalism @ DME

November 2022 Fortnight 2 •12 Pages • Volume 7 Issue 21

Official Newsletter of DME Media School

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Sumit Awasthi and Santwana Bhattacharya inspire aspiring journalists in inaugural ceremony of Vritika 2022 🔼

Dr Sumedha Dhasmana

Media has immense power and it can change the destiny of people. Senior journalists Sumit Awasthi and Santwana Bhattacharya came together to explain this power of media while underlining the challenges before journalists in the inaugural ceremony of Vritika 2022.

Vritika, the convention-cum-festival of media students, was organised by DME Media School of Delhi Metropolitan Education, Noida on November 1-2. 2022. The theme of the event was Ignited Mind Inspiring Thoughts with #youthfest.

Mr Sumit Awasthi, senior journalist & former Vice President of ABP News and Ms Santwana Bhattacharya, Editor of The New Indian Express graced the inaugural ceremony of the festival as special auests.

Mr Awasthi emphasised on the importance of adapting to changing world. He said, "students must open up their minds, stay inquisitive and continuously observe environment". He narrated the struggles of journalists of pre-internet period who used to wait for hours just to take the byte of a minister. "Journalism is an extremely challenging industry. It is impossible to know what may happen next and therefore all aspiring students must be prepared to face these challenges."

Ms Bhattacharya expressed that, "Passion to work is the most important trait a journalist should possess. Media students must stay updated with everything as they are entering the business of information dissemination. She also added, "Journalists are commentators to every happening in the world and hence must have strong opinions, understanding and analytical skills to capsulate news."

Dr Ambrish Saxena, Professor and Dean, DME Media School presented the journey of evolution of Vritika 2022 from a film festival to a student-oriented media fest. He explained, "Vritika is part of event management subject and it gives practical, on-ground learning to student organisers. It is also an engaging and fun activity and participation of students from different colleges contributes its overall growth."

Dr Susmita Bala, Professor and Head, DME Media School, applauded the efforts of the students in organising such a massive media festival. Ms Sukriti Arora, Assistant Professor, welcomed the guests and Dr Manmeet Kaur, Associate Professor, extended a vote of thanks.



Extempore competition: Oration skill essential to grow in media



Diksha Negi

On the first day of Vritika 2022 an extempore competition was organised with the aim to showcase the skills of creativity, boost the confidence of students and help them overcome stage fright and fear of public speaking. This typically gave the students an opportunity to express themselves without masking their feelings.

Ms Deepa Zutshi, Assistant Professor, DME Media School and Ms Valentina Rawat, Alumnus of DME Media School, were the judges of the Extempore Competition.

The competition began with introduction about Vritika. Following the introduction about rules and regulations of the competition. The rules stated that the topic given to participants is with the method of shuffling of chits. The time limit for thinking about topic was two minutes and for presenting the topic is also two minutes.

With great enthusiasm, 13 participants from various colleges came for participation. The topics—given were based on the basic knowledge and current affairs, like, 'Hardwork or

Smartwork', 'Spirituality & Yoga', 'Unemployment in India', 'Westernisation of Indian Concept' and etc. Each participant did fantastic and amusing work, each of them showcased their innovative and creative side.

Competition came to an end with the announcement of winners of the competition, Musharaf of Zakir Naik College secured first position and Sharanyam from PGDAV College secured second position.

Dr Ambrish Saxena, Dean, DME Media School gave concluding remarks. He said, "Media is all about writing and speaking. One should have great oration skills to survive in media industry." He further added, "It needs a lot of courage to participate, so don't be disheartened. You all have put your efforts and learnt something from this competition and that effort is appreciated."



Ad Mad: A search for originality and innovation



Sajal Mishra

On the first day of Vritika 2022, Ad Mad competition was conducted in Nelson Mandela Auditorium, DME Campus. The participants were given varied props and were asked to prepare a TVC and enact the same on the stage.

With great enthusiasm, 13 participants from various colleges came forward to participate. The following props were distributed to them: a smart watch, protein powder, mineral water, biscuit, shaving cream, umbrella, chocolate, cough medicine, bag, lipstick, perfume, power bank, and hat. Students worked feverishly to customise the goods and give them a distinctive identity.

The advertising contest showcased the skills of creativity and persuasion through Mad or meaningful advertisements and the presentation of the product and brand in a desirable manner.

The Judge for the Ad Mad competition was Dr Ritu Dubey Tiwari. She is currently part of NISCORT, earlier she was an Assistant Professor in the School of Journalism and Mass Communication, IMS, Noida.

Shreyansh Dixit and Vishal Kumar were declared winners of the ad mad competition and Saurabh and Saubhagya bagged the second prize.

Dr Ritu Dubey shared her feedback and said, "these kinds of contests give a horizon to thoughts, practice makes a man perfect, how the establishment of every detail is important" She also appreciated the focus, clarity and creativity of the participants.



Vritika Day-1 Media Debate Competition



Vinayak Yadav

Amongst the number of competitions organised on Dayl of Vritika fest cum media convention, the media debate competition witnessed enthusiastic participation from various institutions.

The session was judged by Nikhil Anand Giri, Expert Judge keeping up with the spirit of debate, the participants spoke on their respective topics and were later asked questions by the audience and the judge.

The topic for competition was 'Is internet destroying originality. Mr Divya Pratap Singh and Sharanyam Singh bagged the first position while the runner-up was Mr Sarthak Jain from Technia. Dwarka

The debate took an interesting turn when a participant, Mr Divya Pratap Singh and Sharanyam Singh spoke in favour of the topic, "Real world has some where diminished in this meta universe". This topic generated an interesting discussion between the judge and Sharanyam Singh. "Internet has been a great enemy for the modern world and we can stay even a single day without it", said Sharanyam.

Dr Manasvi Maheshwari, Associate Professor, DME Media School, was the faculty coordinator for the session and Prof. (Dr) Susmita Bala, Head DME Media School concluded the session.



Lively Performance by contestants in RJ Hunt Competition



Shruti Sharma

RJ Hunt competition was organized in Vritika 2022 in a quest to search for fresh and new radio talents. The competition gave the liberty to participants to prepare a radio program on any given topic. The topic given to participants was 'mind of the 21st century'.

RJ Garima Jain, who had a long association with radio, had worked in red FM 93.5 as Radio Jockey and was the judge of the event. The second expert judge was Ms Divya Malhotra, an alumnus of Media School, DME. Ms Divya has contributed to Aesthetic Indian Magazine as a writer and hosted many corporate shows for brands like Disney, Samsung, Cartoon Network and many more.

Around 25 participants showcased their talent. The participants put their best foot forward and presented a radio program in filled with enthusiasm and originality. Judges gave interesting and life-long lessons to each participant which would help them work better in the field of radio in future.

The participants gave a tough time to the judges with their power-packed performances. Murli Manohar Mehra was declared the winner and Riya Kumari bagged the second position.





Students showcase writing skills in News Writing competition

Shiksha

On Day 2 of Vritika 2022, DME Media School welcomed students from various colleges to participate in the News Writing competition. Judge of this competition was Dr Iram Rizvi, Assistant Professor, DME Media School and the faculty coordinator was Mr Pramod Kumar Pandey, Assistant Professor, DME Media School.

The competition began with the oration of rules from the rule book of Vritika to ensure that every student is well aware of the dos and don'ts of the competition. There were a total of 17 participants 12 for English news writing and 5 for Hindi. Students were provided with different situations to write a report such as 'Natural calamities have happened on an island near Europe, 40 Indians are stranded there, seeking help from government' and 'India v/s Pakistan World Cup Final, India wins a close Match, India bats first and Pakistan fails to chase'.

Guiding the students Dr Iram Rizvi said "Catchy headlines and lead followed by proper

introduction with comprehensive 5W1H is what makes a report perfect". Adding on to this Assistant Professor Mr. Pramod Kumar Pandey said "News is all about facts, inverted pyramid, 5W1H, no biasness these are the points one should always keep in mind while writing a report".

The participants learnt so many things, one of the participants Radhika Hitkari student of SJMC said "The whole experience was so overwhelming to us, the best part was that students and faculty were so cooperative. There was no biasness and the guest explained our errors well, so that we can improve for our future".

Concluding the event Dr Rizvi announced the winners for Hindi News writing 'Radhika' and for English News Writing Vidhi from SJMC, in her concluding remarks she said "A reporter always needs to keep in mind that he is not an expert, he is just writing a report, so he cannot show biasness"



Digital Art competition: Amalgamation of Creativity and Technology

Shruti Sharma

Digital Art competition was held on the second day of Vritika 2022, a convention cum festival of media students. Digital art was a competition which formed a melting pot where creativity met technology. The competition was about creating any artwork like painting, drawing or sketching using digital technologies on a laptop or desktop.

The judges of the event were Mr Ashish Chatterjee, Art director, Designer, Visualizer

and a senior media educator and Mr Karan Malhotra Filmmaker and Content Creator, an alumnus of DME Media School.

The winners were Arman Chhikara from Delhi Metropolitan Education, I position; Ankita from Hierank Business School, II position and Ayush Bhandari from Institute of Home Economics, III position. Riya Tyagi and Gyanvi Jain from V semester coordinated the event.



Participants from various colleges take a dive in '55 Fiction'



Drishya Madhur

The second day of Vritika 2022 gave participants an opportunity to bring their creative side upfront by participating in a competition called '55 Fiction'. In this their writing skills were put to test. Manmeet Kaur Bakshi was declared the winner of the competition while Vidhi Sharon received the second prize. The expert judge for the competition was Ms Prashasti Shandilya, a freelance journalist, writer and entrepreneur.

The competition was moderated by Sufia Mirza, student at DME Media School. She carefully mentioned rules and regulations of the competition followed by the disclosure of the topic: What If. Students were given exactly 30 minutes to write a fiction story in 55 words on the given topic.

Participants explored their minds in writing their best piece of fiction. The evaluation was based on the basis of word limit adherence, creativity, writing style and narrative style. There were several viewpoints on the same topic ranging from heartwarming to spine chilling stories based on fear, life, society and many more. The judge announced the results and she talked about the impressive literature presented by the students. She said, "It's very beautiful to see people make best out the dark subjects such as death, social issues and others."

The competition came to an end as Dr Ambrish Saxena, Dean DME Media School along with Dr Susmita Bala, Head, DME Media School felicitated the guest.



Photography competition on the theme of 'Shades of Light'

Shashank Kumar

On the second day of Vritika 2022, a photography competition was held in the seminar hall of Delhi Metropolitan Education, Noida, which gave an opportunity to participants from various colleges to show their creativity with camera, lights and shades.

Mr Ashraf Ali, ISOMES Media College, Director of Photography, News24, and Ms Chitra Nambiar, Media Enthusiast and Alumnus were the expert judges of this photo capturing competition. The faculty judge, Dr Iram Rizvi declared the result of this competition in which Debraj from JIMS, Vasant Kunj held the first position and Shreya Rana from Ramanujan College, Delhi University got the second position, while Suazal Kumar from Dayal Singh College was mentioned as the special winner. The competition was anchored by Nitin Gupta, student at DME Media School.

Participants were given a fixed time limit to explore their minds to capture the best piece of their photography. They also got the opportunity to explain their photographs with their unique captions.

After announcing the result, the judges discussed about details of frames, camera and the creativity showed by the students in this competition. Meanwhile Ms Nambiar said, "This is not the end, continue being a part of such excellent competitions, media fest and events."

Dr Iram Rizvi felicitated the expert judges and gave vote of thanks and thanked the students to make this competition successful.





Media Quiz - A Mind Sport

Priya Yaday

A Media Quiz competition was held on the second day of Vritika 2022 at the DME Media School, Delhi Metropolitan Education, Noida. A quiz is a game, also known as a mind sport, in which players or teams attempt to correctly answer questions posed to them in order to win a prize.

Ms Saima Pervez, the faculty supervisor, coordinated and supervised the entire competition, as well as announced the winners. Harshita, Moksha, and Aprajita students of Gitarattan International Business School grabbed the first place, while Vinayak Yadav and Yash Joshi of DME Media School, Delhi Metropolitan Education came at second place.

Participants were given 30 seconds to explore their thoughts and respond to the question. The quiz was divided into three rounds. Round one included a question about the history of the

media industry as well as the current situation. Round two's questions were about media and entertainment. The first two rounds were MCQ-based, with unanswered questions being passed to the next team. The final round consisted of questions related to current affairs.

After announcing the results, the faculty supervisor discussed the Media Scenario, the Entertainment Industry, and she stated that the goal of organising the media quiz competition is to encourage students to look beyond their textual knowledge by provoking a healthy discussion amongst participants, making it fun with a competitive element, event was concluded by vote of thanks given by Ms Saima Pervez, Assistant Professor DME, Media School.







Vritika Day-2

Reel Making Competition



Vinayak Yadav

Amongst the number of competitions organised on Day 2 of Vritika, Reel making competition witnessed enthusiastic participation from various institutions.

The session was judged by Mr Shubham Chawla, expert judge and Mr Siddhant Sharma alumnus of DME Media School,

Mr Madhav Sharma, Assistant Professor, DME Media School, was the faculty coordinator for the session. Keeping up with the spirit of competition, the participants started working on topics and were later asked questions by the audience and the judge.

The theme of the competition was 'Vibes of Vritika', Khushi Bhati and Ansh Khurana bagged the first position while the runner-up was Mr Nikita Taneja from Delhi Metropolitan Education, DME Media School.

A vote of thanks was delivered by Mr Madhav Sharma, Assistant Professor, DME Media School.



Piece -to- Camera competition



Sajal Mishra

The second day of Vritika gave an opportunity to aspiring journalists to come up filled with new zeal and zest, the competition was held in the seminar hall of DME, Noida.

The competition aimed to get a credible PTC from the participants to showcase importance of a journalist. As any television news package is incomplete without compelling piece to camera from the reporter.

Mr Ved Prakash Shukla was the expert judge of the contest. He is a Senior Associate Producer at News 18 India. Mr Ved has worked in the industry for almost 15 years, is in charge of the channel's special show Investigation Story.

Participants chose different subjects to speak about in their respective PTC, it included protests going worldwide for hijab, updates from box office for Brahmastra, Indian financial system and quotes of finance minister, Rishi Sunak elected as PM of Britain,

Australia- India T20 match update, complete takeover by Elon Musk on Twitter, increase in water pollution, South Africa- India match updates, accident happened at Gujarat Morbi bridge and updates from DME during Media fest- Vritika.

Devbhuti's coverage of Rishi Sunak's triumph earned her first place, Himanshi's coverage of the Indian financial system and quotations from the finance minister earned her second place, and Sarthak's presentation of the DME media event, Vritika, earned him third place.

In his closing remarks, Mr Shukla educated the students by discussing the importance of PTC and the true meaning of a little video byte. He also urged them to use references, look at good examples before making changes to their own work, and place a strong focus on consistency in learning.













Valedictory ceremony of Vritika 2022 witness huge participation

The valedictory ceremony was marked with electrifying performances, including Ganesh Vandana, Shiva Tandav, Western Dance and Bhangra. The stimulating competitions that took place on the final day of Vritika 2022 include RJ Hunt, 55 Fiction, Photography, Media Quiz, Reel Making and Piece to Camera.

The second day of the grand festival witnessed active participation from around 70 prominent colleges of Delhi & NCR. These included colleges of Delhi University, Sharda University, Galgotias University, Amity University, ISOMES, IIMC, Maharaja Agrasen Institute, Technia Institute of Advanced Studies and GL Bajaj Institute to name a few.

Vritika is a part of media curriculum, which provides the unique platform for learning the practical aspect of the Event Management subject. It helped students to upskill in terms of crisis management and build leadership qualities and team coordination.









Brajesh Singh talks about convergence while Bhasha Singh cautions against fake news in valedictory ceremony of Vritika 2022

Dr Sumedha Dhasmana

Newsroom convergence offers extensive opportunities for media students. Media experts Brajesh Kumar Singh and Bhasha Singh presented an all-encompassing overview of the current media industry in the valedictory ceremony of Vritika 2022.

The theme of the event, Ignited Mind Inspiring Thoughts with #youthfest was well established with the zeal and enthusiasm of students who gathered for the grand fest in the Amphitheatre of Delhi Metropolitan Education.

Dr Brajesh Kumar Singh, Group Editor- Integration & Convergence at Network 18, started his speech with a heartfelt tribute to renowned social activist Padma Bhushan Ela Bhatt. Stressing the change in the media industry, he advised students to keep themselves up-to-date. He added, "Media students must configure their skills as per market requirements. They should always be ready for variety of content, as the converged newsrooms of present times focus on creating platform-neutral and multi-format programmes."

He elucidated that "Video consumption is maximum among all forms of media usage. It is perhaps the right time to change the old phrase Content is King to Data is King. Understanding of data crunching and analytics is crucial in present times.

Media students were completely captivated when Ms Bhasha Singh, Senior Journalist and

Documentary Filmmaker recited George Orwell's popular quote: Journalism is printing what someone else does not want printed. She encouraged students and said, "Be creative and be a trend setter in your chosen field. Since we all are related to some aspect of media, it is our duty to identify and moderate fake news. We must come out with media content that is informative and useful for the growth of our society."

Dr Ambrish Saxena, Professor and Dean, DME Media School emphasised that, "This celebration is a vital occasion to reiterate the importance of competitive spirit. The media industry is completely knowledge-based and performance-oriented. It is indeed a moment of great pleasure that we are successfully conducting the valedictory ceremony of Vritika 2022."

He also added, "It is important to follow a professional curriculum for pursuing media studies. We all must, however, realise that media studies would be complete only with a practical exposure. I am glad that Vritika nurtures the skills of media students to the utmost level."

Dr Susmita Bala, Professor and Head, DME Media School, in her welcome address said that, "Fest is a group activity, and its success depends on the cooperation and coordination of everybody who is involved. I feel contended to see such a huge participation of students in Vritika 2022. I stress that all students must continuously work on grooming both the inner and outer selves."

Dialogue initiated with parents of Batch 2022



Priya Yadav

DME Media School hosted a Parents Interaction for Batch 2022. The goal of this interaction was to provide an overview of the journalism and mass communication course and to create an understanding of the program's structure by interacting with Dr Ambrish Saxena, Dean DME Media School, Dr Susmita Bala, Head DME Media School and Dr Manmeet Kaur, Academic Coordinator, DME Media School.

Dr Ambrish Saxena provided a semester-by-semester overview of the course. He discussed contemporary India, design, print journalism, media laws and ethics. He also stated that the Media School is planning more student-led activities and practical exercises to give students the opportunity to apply their theory and gain practical experience.

Dr Susmita Bala informed the parents of batch 2022 about the campus discipline, Student Council Body of DME Media School, SPARC, and also talked about the radio programmes made by third semester students that were aired on Aakash Vani, as well as the various opportunities students have at DME Media School.

Dr Mamneet Kaur responded to queries of parents about the examination pattern, such as the number of credits students must obtain. How the first semester exam will be held, as well as the scholarships available to students from college and university.

The happy expressions on the faces of parents indicated that all of their questions had been satisfactorily answered. Dr Sumedha Dhasmana, Assistant Professor, Programme Leader of batch 2022 gave a vote of thanks at the end of the interaction.



Prof. Melkote from USA talks about change, responsibility of government and role of teachers



Vinayak Yadav

Prof. Srinivas Melkote, Emeritus Professor, School of Media & Communication, Bowling Green State University, USA was the distinguished personality in episode 58 of the Vibrant India Series (VIS) on November 5. It has been a series of applauding illustrious personalities from different walks of life and hearing their stories to inspire the participants.

"Not everyone can be Prime Minister or have such power to make a change in the country. The change does not happen magically or over a night, changes in the society are made when the real people join social movements for assimilation of knowledge, understanding and the reflection on the societal issues." said Prof. Melkote. He also threw light on politics and said that politics is just a science of power. How we want to be governed, what kind of leaders do we want, we should get involved if we want to change the process.

To begin the session Dr Susmita Bala, Head, DME Media School listed out galaxy of stars who have been part of VIS till now and welcomed Prof. Melkote officially. Dr Ambrish Saxena, Dean, DME

Media School, set the tone of the session and invited guest of the evening to enlighten the participants by recalling his experiences of life.

Prof. Melkote passionately talked about the issues in our society which hinder the development of the people and the nation. He said "We always talk about roles and responsibilities of government; do we ever think what we do to bring a change in the society."

Prof. Melkote further added,we cannot bring a change unless and until we identify the problems and work on their solution. He also talked about the role of teachers in facilitating a change in society.

The illuminating session ended with an engrossing question and answer round which was moderated by Dr Ambrish Saxena, the ideator of the programme. Many students — Rushan Soni, Karishma, Gauri and Rishita asked the question to Prof. Srinivas. Faculty members — Ms Saima Pervez and Mr Ashish Chatteriee also asked the questions.



Vibrant India Series Episode 59

Dr Bhat shares his experience in journalism and broadcasting while underlining contribution of Radio Kashmir

<u>Vinayak Yadav</u>

The guest of episode 59 of Vibrant India Series was Dr Rajesh Bhat, the author of the book "Radio Kashmir in Peace and War" and former special correspondent for two majorEnglish dailies published in Jammu and Kashmir.He is among those few personalities who have worked in a conflict zone and reported from there.

Appearing in this unique online programme, Dr Bhat narrated his life journey revolving around journalism practice, media education and broadcasting on November 8. Vibrant India Series is an online programme for celebrating achievements of people from different walks of life.

The programme was initiated by Dr Susmita Bala, Head, DME Media School. Dr Ambrish Saxena, Dean, DME Media School, set the tone of the programme — a 75-episode series on India celebrating 75 years of Independence.

Dr Rajesh Bhat said"That it is very difficult for authorities to work and journalist to report in a

conflict hit area, reporting facts is where the challenge lies in area where rumour mongering is at its peak. It becomes responsibility of the journalist to show real picture of the problems of the people as well as real work initiated and executed by the government".

Dr Rajesh Bhat spoke passionately about the issues of our society that impede individuals and national security. "He talked about the role of Radio Kashmir in the dissemination of information even during the most difficult time, also at a time when terrorism was it its peak in the valley.

The enlightening event concluded with engrossing question and answer moderated by Dr Ambrish Saxena, ideator of the programme. Inquisitive students - Gauri Dhyani, Vishnu Das and Janmeet Singh asked question on Kashmir, broadcasting and journalism. Faculty members - Dr Sumedha Dhasmana and Mr Ashish Chatterjee also asked the questions.





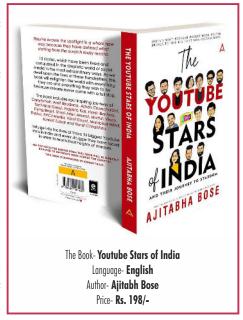
Youtube stars of India

Aditya Goswami

Ajitabh Bose has again rock the floor with his newest book Youtube stars of India. Book express the life of famous Indian youtubers and explore the different phases of every youtubers. Especially the phase which was unknown to everyone and have bunch of lessons in it and teach lucrative lessons to live life positively.

This time Ajitabh explored different genre before this he used to write remunerative love stories. The life story of youtubers follows a decent pattern and doesn't fabricate monotonous environment and written words have a potential to directly land straight in your heart. Although the incidents in it aren't fictional but started feeling the life story which is totally insane.

It is pleasure to read and acquire handsome amount of life lessons which literally cherished my way of thinking. If you are enthusiastic Non fictional reader and fan of Real stories this book is for you.



They've known the spotlight in a whole new way because they have defined what starting from the scratch really means. These top youtubers have started from the scratch and achieved never thought before heights matchable to any celebrity. The book consists stories, which have been lived and conquered in the simplistic world of social media in the most extraordinary ways. As we dwell upon the lives of these trendsetters, this book enlightens the world with everything they are and everything they wish to be because dreams never come with a full stop. The book includes inspiring journeys of Carryminati, Amit Bhadana, Ashish Chanchalani, Technical Guruji, Prajakta Koli, Harsh Beniwal, Flying Beast, Shruti Arjun Anand, Mortal, Vinay Thakur, RVCJ Media, Vipul Goyal, Mumbiker Nikhil, Jannat Zubair and Kunal Chhabhria.

Goodreads: 3.9/5 Amazon: 4.5/5



Paperman (2012)

Vinayak Yadav

Paperman is a black and white Disney classic that, while lacking the vivid brilliance of its Disney contemporaries, does an excellent job of portraying the all-too-common narrative of boy meets lady.

The film was released with Wreck-It Ralph on November 2, 2012. It received great reviews from reviewers and spectators alike, who commended the animation and plot in particular. It was the first film made by Walt Disney to win an Academy Award since It's Tough to Be a Bird won Best Animated Short Film at the 42nd Academy Awards in 1969. It won Best Animated Short Subject at the 40th Annie Awards.

It's a wordless love story about an office worker who meets the woman of his dreams at a train station. The film's basic structure and black and white beauty place viewers in the shoes of the tenacious office worker who, after being struck by love at first sight, is left with only a recollection and returns to his mundane office day job packed with paperwork and severe superiors. He later sees her through the window of the tower across the street from his employment. Faced with the prospect of never seeing her again, he devises a plan to attract her attention



Ratings: **8.2/10 - IMBD**

Directors: John Kahrs

Story by: Clio Chiang and Kendelle Hoyer

Produced by: Kristina Reed

by throwing paper planes out the window, hoping that at least one of them will land on her.

Paperman is a charming short tale. Its distinctive feature is its black and white colour scheme, with the exception of the girl's lipstick, which lends contrast to the monochromatic theme and helps viewers to recall the crucial detail. As previously stated, the film's structure is simple, and its sequence of events, particularly the introduction, is simple to follow, because the film does an excellent job of establishing the protagonist's goal from the start. The film is also an animation masterpiece, with a well-crafted display of computer generated and hand-drawn animation. Christophe Beck's score is sharp, timely, and hits all the right notes.

The soundtrack did wonderful work: it added passion to the action without distracting the audience from it. The topic is sympathetic but predictable. Even if it was conventional, the way the boy-meets-girl, love-at-first-sight narrative was told was unique and novel. The film was brief and succinct; Disney definitely nailed the goldilocks zone with the length of this one because it would have been worse if it had been shorter or longer. So, kudos to Disney for that!



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Printed & Published by Delhi Metropolitan Education Address-B-12 Sec-62, Noida, Uttar Pradesh-201301 Phone No.: 7042667951









