

'VOX POP' 2013 is here!

'We don't listen ,We hear'

The students of Indian Institute of Mass Communication (IIMC) are organising a media fest – 'VOX POP 2013'. Vox Pop is here to challenge, engage and entertain the media students of various colleges in the capital. The fest will be open to undergraduate and post graduate students and will galvanise them regarding the issues. The fest aims to bridge the gap between students and professionals of the media industry. The fiesta spans over two days at the 'manch' auditorium of IIMC on 7th and 8th of February, and is divided into talks, panel discussions and competitions. "The fest will have elements of grandeur and fun but is bound to create a change" said, Smrithin Satishan, one of the organisers of the event.

The fest will deliberate on issues facing the media. Nikita Arora, the cultural secretary of Radio and Television department and the head for 'Vox Pop' exclaimed in her ecstatic mood that the fest will definitely give a boost to the identity of the institute. When asked about the name of the fest, Nikita said that it means 'voice of the people' and is perfect for the fest as Vox Pop will provide a forum for the next generation of journalists to interact with the professionals. 'Samwaad' is the major highlight of the fest where industry stalwarts like Rajdeep Sardesai, Arnab Goswami, Sevanti Ninan, Deepak Chaurasia, Rahul Kawal, Manu Joseph, Dilip Cherian, Shubhra Gupta, Anshu Gupta among others. All of them will discuss on a plethora of issues ranging from politics to entertainment. Budding photographers will be given a chance to display their work in an exhibition and get feedback from the professionals in the field. After all the intellectual tilling, day one will end with an electrifying DJ night where three hours of nonstop music and uproar will get the IIMCians grooving.

President Nikita Arora is hopeful that 'Vox Pop-2013' will be a benchmark for all future endeavours at IIMC. With the organisers putting in all their hard work, the much anticipated event is already making the right noises!

A Sneak peak into the events :

**QUEST**- It is an inter-college quiz competition. Teams will be tested on their knowledge on current affairs.

**PHOTO EXHIBITION**- A picture speaks a thousand words. It is an inter-college Photography competition where teams will exhibit their photography skills.

**PRACTITIONERS**- Crisis Management holds the key in difficult times. Participants will have to design PR strategies to save a private/public entity from a certain 'real-life' crisis.

**THE BEATDOWN**- Let the ultimate inter-college dance showdown begin.

**REPORTAGE**- Reporting live for a news channel is a challenge and 'Reportage' tests participants on exactly that.

15 colleges from in and around Delhi have been invited for the event and almost 12 have confirmed their participation.

Some of the highlights of Samwaad section include...

Rajdeep Sardesai will discuss the changing role of editors over the years.

Open magazine editor Manu Joseph and Outlook Hindi editor Neelabh Mishra will discuss the rise of magazine journalism in India.

Dilip Cherian will be talking about Pr and Journalism - Walking the thin line.

Independent Journalist Paranjoy Guha Thakurta and Sevanti Ninan will discuss whether ethics can really be practised or is it something that can only be preached.

.....and many more such interesting sessions await all only at Vox Pop, 2013.

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