

Prof. Dr. Tapati Basu

Prof. Dr. Tapati Basu was the Faculty of Department of Journalism & Mass Communication, University of Calcutta for the last 30 years. She was also the Member of UGC and the Committee Member of NAAC. Prof. Basu was the only one who introduced the Journalism and Mass Communication at graduation level. She was also associated with the Satyajit Ray Film and Television Institute (SRFTI).

She took a plunge in her speech with the introduction of new media and the creativity of the new media. The speech forge ahead explaining - New Media is the form of media which is native to computers. Some examples which include are websites, mobile apps, multimedia, computer games, interface, animation, wi-fi, youtube. The new media do not include the newspapers, television programmes and the feature film magazines or books. Facebook and Twitter which are manifested to all as social media but they are also type of new media which belong to the category of social media. The formers are the online resources for acquiring information.

A glance of history says the communication in different languages started in 1950s. In India Personal Computers got introduced in 1997 but earlier in 1980 it got introduced by Allen K. and his co-workers. A parallel relationship could be seen in the late 1980s and early 1990s, between the social changes and computer design and webcom. A rapid transformation has been noticed in the 25 years on the use of digital technologies such as internet and video games. New Media v/s Cyber Culture, which include the iphones, mobile apps, online marketing, credit card etc. People have witnessed a lot of cyber crimes for using the new media application. Digital data are controlled by the software. Globalisation takes place due to the evolution of the new media.

Anything which is eventualizing at any place of the world through television or from the websites. Changes in the cultural, national, political institutions, reduced the geographical expansion. Through facebook it is get to be known about the crime and various activities that take place but crime itself takes place on facebook and matrimonial sites. The social sites such as the facebook and twitter where individuals give their personal information and those are readable by all. In the above mentioned sites people place their own views for which a large number of conflicts came up over the political parties and for which many of them were taken to the custody. This sort of crime not only took place in India but also in America and Britain too. These are the changes that came in our society. It made a great impact on the people. Earlier if a person needs to talk to anyone they had to write a letter but now this can be done over phone. Visual communication is also playing a vital role here.

The introduction of new media has increased the job opportunities. The new media has also spread its impact on the young generation which contains both beneficial as well as unpleasant things. As each and every one of them has a phone on their hand, they fulfill their entertainment on phone therefore they don't spend time with the family members. Political Campaign plays an important role in the new media. As a mass communication student, it is natural for everyone to get to know about it.

Mr. Abhijit Dasgupta

Abhijit Dasgupta, is a veteran Journalist and Media Analyst. His subject of oration was “Research on the Effect of Television bringing on Children”. He outsets his views as Television is standing at the cross road as according to him television is suffering from dilemma technologically and content wise.

According to Mr. Abhijit Dasgupta, Television was born in India as an unwanted child and it came as a form of a bribe. In the end of 1958, at the Pragati Maidan in Delhi an exhibition took place and there Philips brought in their television. They brought it as on those days their radio was in great demand. Therefore, instead of taking the television to Holland, the Phillips donated it to the All India Radio. In the year 1959, the All India Radio Research Engineers outset the television which was inaugurated by the first President of India Dr. Rajendra Prasad. From then, they used to telecast news, interviews of ministers for one hour a day and two days in a week, but the issue was that there was no audience. Latterly they thought of requesting the Headquarter of Phillips in Holland for some television sets. In return they donated 41 television sets to India. Therefore, Indian television began with the low power transmitter from the fifth floor of Akashvani Bhavan. On the April 1, 1976, Doordarshan came into being as a separate entity. It was followed by a lot of development and from the Government produced program it opened up to serials like Hum log, Buniyad, Malgudi Days, Rajni and many others all went on air.

One fine morning, it came under notice that people were not watching those, so commercial television and zee came in. Thereafter, economic war engender. Each wanted a bigger pie from the same cake. To increase sales, they rely on the 4S-s i.e. sex, scandal, superstitions, sensationalism. In the year 1995, an astonishing event took place. The then, Information and Broadcasting Minister after coming out of a press conference, openly stated that “The future of the television rests on the private sector and we must encourage the private and the commercial sector. There’s no future for Doordarshan”. It was followed by the resignation of 10% people who worked on Doordarshan all over India and we’re absorbed by the commercial and private sectors. The 'M' power, whether it be the money power or the mobile power is the ruling power in today’s world. Things which are taking place nowadays doing a lot of hard than of heal. Doordarshan today does not have staff and they didn’t recruit a single person in the last 17 years. Therefore, viewership dropped and commercial viewership went up.

Now the question comes, what the commercials show. According to the respected orator, the inferences of what they show includes crime against women, in every house mother-in-law insults the daughter-in-law, every unitary husband has an extra marital affair or an illegitimate son. In serials a 18 year old girl marries a boy of 9 years old. He drew the conclusion mentioning that India has approximately 440 million children, out of which statistically 50% were sexually abused in the last decade. There has been a rise of 143% as rapist in the juvenile court.

Prof. Ashok Viswanathan

Prof. Ashok Viswanathan, is a Bengali film maker and theatre personality. He is the Professor and Head of the Department of Producing For Film and TV at Satyajit Ray Film and Television Institute. Prof. Viswanathan actualized with what the post modern era meant to him.

Post modernism is a phenomenon which is regarded as the cultural logic of late capitalism as Fredric Jameson, the Marxist Philosopher of America could see it after the cold war between the two polar powers- the Soviet Union and the United States. Since, the Soviet Union disintegrated, a new cultural logic emerged in the areas of economics, politics, architecture and art. The word post modernism first came into being in the field of architecture in the 1920s but the word today is not used in the same sense. Today the word is used to underline social phenomena, propensities, the esteems of people, trends in economics, politics and art. The first phenomenon of post modernism is that the world is simultaneously expanding and shrinking. It may sound paradoxical, oxymoronic but that's the fact. It is shrinking because of the internet, mobiles, social media. It is at the click of the button, anyone be in contact with the antibodies. By the word antibodies, it is meant to the people living on the other edge of the world. Therefore, the world is shrinking because of the facilities of modern technology. It is also expanding at the same time because of the absurd of different identity.

The three co-ordinates of the post modernism- the trajectory of capital has changed, earlier on Marxist Theory would have applied because during those time industry had raw material which was purchased by the investors, the workers employed would work on that and create a product. The wages of the laborers would have been paid off taking into account the cost of the raw material, their labour, making charges and the profit after sales but today the earning became simpler i.e. without any investment. Like in the stock exchange income can increase without any product being produced. Earlier there had been a blue collar job which was under paid but now the salary has increased. The education centre and teachers were the worst paid. The last one was the dismantling of Marxism or Communism. This was the universal phenomenon. Set back of the communists gave rise to late capitalism, which may not be a pleasing thing. Capitalism is not the answer but the question.

Lastly, the post modernism conveys that now people are deceived by a niagra of visual gabble on the internet, social media, cinema, television and advertising. Everywhere there is knowledge and visuals. The positive points for post modernism is that all are aware of the dialects, languages, much aware of the genders. Living in a patriarchal society, men are no more dominant, women are the ones ruling the society. Although in cinema, it is not expressed. Despite of all these changes that post modernism bought, the absurdity of capitalism is not a good thing afterall as along with that fascism, fundamentalism, people being deceived by spirituality. Indian Cinema is still not able to reflect the changes of the society. Most of the Bengali cinema are subject to neo-realistic thought. On the whole today's cinema in India, in Bengal with the makers like Srijit Mukhopadhyaya, Kaushik Ganguly who contently being awarded at the national level or the film makers from South India like Jairaj, who could make on significant film like 'Santam'. No more the so called art cinemas have been able to adopt to the changing trends but on the other hand the commercial Indian Cinema have been gradually come over with meaningful themes like the 'Vicky Donor'. The commercial cinemas are using cinematographers of great values, bringing more visuals and content.

The commercial cinemas are invincible to ideas. The difference between commercial cinema and art cinema is being gradually flying out. There no longer exist the great divide like the digital divide of haves and have-nots. He ended his discourse by saying that all are standing at the cross-road, it is required to remember to cross the road. Standing still will make all float like sticks. All must be aware of what is happening around the world. Holding a camera is like holding a gun, it can be used to kill anyone. Therefore, camera need to be used with responsibility and that is what the post modernism is telling everyone.

Mr. Dhritiman Chatterjee

Mr. Dhritiman Chatterjee, a Bengali actor who began his acting career in 1970s as the protagonist of Satyajit Ray's 'Pratidwandi'. Most of his acting work has been in India's 'Parallel' or Independent Cinemas with the film makers like Satyajit Ray, Mrinal Sen and Aparna Sen among others. He has also worked in English films with well-known film makers such as Deepa Mehta and Jane Campion. The honorable Chief Guest of the SRFTI headed his speech with the sign of gratitude towards all the members present. He being an actor for last five decades, shaped some non-fictions advertising films.

He went ahead in his speech with an introduction of that zone. Probably around 40 years ago that was a part of the wet land. In the generation of his ancestors, people used to go there to hunt birds and once upon a time that was the home of tigers too. The communicator then proceeded with the range of telephones. During his era, there used to be a huge instrument named telephone and when the receiver used to get picked up, a lady on the other end would audit the number and the person on this side had to wait patiently to get connected. Then, that was replaced by the rotary phone. In that the numbers were needed to be dialed patiently and if there was a need to call a person to another city, the span of sitting patiently was half-a-day. Today, the mobile phones are taken for granted. Human instinct is what happening nowadays is that they think the present is the ever present which was there always and that is one thing to be objective.

Another curse be the cinema in the age of new media. A question that frequently comes up, 'Are we thinking of cinema as an integral part of new media or setting it apart?' In other words, it can also be questioned as, 'Are we considering the evolution of cinema from analog to digital?' And what that means technically, financially, aesthetically and in various other ways. New Media, which is generally getting considered as the social media, electronic media and other platforms. It is necessary to get clarity of these things. By 1975, seven Indian cities got television and in the last four decades that ancient version of picture has changed radically. The Economist, Prof. Amartya Sen has a book named 'Argumentative Indian'. Therefore, from that it is very clear that Indians like arguing. During the time of the film festival in Kolkata around the year of 1970s, the hot topic for discussing in cinema were the documentary films. A renowned person from the Ministry of Information and Broadcasting told in one of the Cinema that people can shout at the top of their voice but one thing to remember that the Indian Democracy is the largest head unit of the world and that decision remains final for all.

In the past, numerous film makers had dealt with technologies and in various ways. It is famously said, "I don't want to wait on the tool, I want the tool to wait on me." By the line, it is meant that technology should be controlled by men, not men be controlled by technology. In the experiences of Mr. Chatterjee, Satyajit Ray was neutral about the technology. He didn't have the western collections. He wanted to use the technology which he could himself control. As it is known by everyone that Satyajit Ray himself used to do the camera work, the editing and the sound mixing. Overall, he wanted to be confident over the control of technology that he used. Another enormous personality, Mrinal Sen used to get much excited about the very technology. Mrinal Sen was the one who first adopted the steam work. During those days, he instead of parting ways with his long time editor as that editor was not comfortable with and refused that scene with the new technology. Mrinal Sen, was always eager to views and deal with new technologies. Although, when he made his first and only serial for Doordarshan, Mr. Chatterjee happened to work with him. So, he got a chance to see that how much Mr. Sen was overwhelmed

with the beta take rather than the film. The fact today is, technology is not waiting for anyone. As compared to the analog phase, technology has acquired a life of exponent and apparently independent of human agency.

In the year of 1981, “Many v/s Word” got viewed on public television, that was how to ensure that television remained a tool for public good and social good. 1970s was the time of great hope for the young professionals. It was the time of research on how to make television relevant to the needs of people. In case of analog cinema and digital cinema, there is a confusion whether it could reach the core issue. Many are familiar with an independent film maker named S.B.'s ‘Sex life and Video tape’. Three-four years ago, S.B. addressed at Sunrises film festival, which was much enlightening and educative. That speech by S.B. was to notify the audience the difference between cinema and movie. The former can be elaborated as a movie is something that audience sees and on the other hand cinema is something made. His point of view was that cinema has nothing to do with the captured medium. It has no connection with the screening, bedroom or iPad and it is of no need to be a movie. It can be a Commercial or a Video on YouTube. Cinema is a specificity of vision which belongs to one person. It is the polar opposite of generic or arbitrary but the result is as unique as signature or a finger print. It is not made by a committee or a company or by the audience.

Cinema as dealing with time brings the essence of cinema. For example, like all the films of terrorism, ‘Chauthi Koot’ by Gurbinder Singh is a film on the period of terrorism but it has no violence. It’s just ordinary people waiting for the terrible to happen and that what grabs the attention. On the other hand, story and narrative is not alike. A narrative is pre-imposed structure on cinema which introduces limitations but just handling the camera on two faces where nothing happens itself tells a story. The transition from silent cinema to sound in the mid 1920s was a great disruption. The cause for which many actors went out of work was due to unacceptable voice.

As far as the topics of creativity and new media are concerned, it brings new horizons in the post modernism scenario of film making and challenges of today’s television. According to Mr. Chatterjee, he says that he himself do not understand what the post modernism means. Some intellectuals described it as an anti-buzzard. On the next go, creativity and new media which makes a dramatic change both on the way images are produced and consumed. The image making nowadays becomes a broad based process. As far as the television is concerned, there is a question whether television is going to remain a relevant medium for much longer or not. The television is a content that can be broadcast simultaneously to view everywhere regardless of location. Though all the content that television shows can be viewed on some apps and you tube anytime anywhere. So, to make the television relevant it has to reclaim the place for which it was meant. It has to regain the objective to serve the public. He concluded his speech suggesting the younger generation to have a look whether they can reclaim the television.