



Uka Tarsadia University
Department of Humanities



BA JMC student day Field Trip

Department of Humanities, Uka Tarsadia University had organized field trip for students of BA in Journalism and Mass Communication on 13th October, 2021. The main purpose of the trip was to enhance the skills of students in the field of media, especially in the field of radio and FM Station. They had practical exposure of the real media world.

Date: 13th October, 2021 (Wednesday)

Department: Humanities – B.A. JMC

Total No. Students: 22

Visit: Radio Mirchi

Venue: Entertainment Network India Ltd.,

C/O Radio Mirchi, Pramukh Orbit-2

Bhimrad canal road, Vesu, Surat

Expert: RJ Umang, Dhvani (writer), Lavan (music director)

Co-ordinator: Rachna Somaya, Sejal Vaghela

Time: In – 10:45 am, Out – 2:15 pm

Sachin Sir helped us to reach the radio station. We reached the studio of radio mirchi at 10:45 A.M. ; RJ Umang showcased the live broadcasting on 91.1.

RJ Umang gave the basic details of recordings to our students, and gave live example of scarcity of coal in India, which is currently in news. Our students wrote script on the news. (By Prerna, Saurabh, Pushpa, Jyoti, Heena). Robin sir (UTU alumni) – guided our students on how the sales and marketing is done in media industry.

Practical Exercise - Recording by our students Saurav, Prerna, Jyoti, Sharmila. Students received the information regarding operation and software at radio station. Dhvani ma'am gave information on writing script, songs, and jingle for radio, etc.

One of our students Kaushik came late; RJ Umang made him murga, by cracking joke on him.

Lavan sir- music director and composer gave detailed information about their music for making songs, advertisement, etc.

He gave live demonstration of voice recording.

Our students Aniket, Prerna, Ruchir, Jyoti got a chance for practical exposure of voice recording.



