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Emerging trends in media

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The National Media Seminar "Revive" was held on December 17, at CMS campus. M G Satya discussed the techniques of the film making with the students. In the seminar Satya pointed that film making is the over rated profession today.

However, he emphasised on forming a trust for film

making as one can easily get funds from the Government. According him, NGOs also fund money for those students who are interested in making films.

Addressing the students Satya said that filmmaking comes with a lot of challenges and commitment and hard work is required in order to get assignments in corporate films.

Expressing his views about the industry and film making, he added, "How beautifully you tell a lie is what makes you a good copy writer." Satya also added that flexibility with all all language helps one to survive in the film industry especially feature films.

He concluded by warning the students not to focus on first salaries and also not to

compare salaries with IT professionals as money pools in only after having experience of more than five years. Other topics which were also debated in the seminar were "The need for media policy and the representation of India in Global Media."

RJ Harsha Shivaram, cluster programming head for Karnataka 92.7 Big FM was also present at the event.