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# MAGAZINES TODAY: HIPPIER, HI-TECH

Students of City colleges and universities are using social media to showcase their creativity, instead of writing for text-heavy magazines. The printed ones have undergone makeovers too!

● **Soumika M Das**

**P**rint to digital—the debate is far from over! But, what's undeniable is definitely the transformation being brought about by the digital medium in the world of publishing. The printed word isn't dead, but has a major binary competitor now. At such times, how can the student magazines of various colleges and universities in the city remain untouched by the changing trends. Be it in terms of content, layouts or mediums, these have evolved from being black and white text-heavy handouts to vibrant and hipper publications with a greater reach. And, some have gone online, either partially or completely.

The need for a readership boom compelled students to switch to the online medium. For instance,

students of XIMB don't have a printed magazine at all! They want the world to see their creative side. Thus, social media platforms have turned into their notebooks for scribbling poems, essays, and other write-ups about the college culture. There's a separate social media team that takes up such activities. "We have a purpose to write. Our writing should help in branding of the institute as well. Thus, we run various creative campaigns on social media or blogspot," said Kirti, a student of XIMB. The students also shoot videos, instead of writing articles about their experiences.

Similar is the scene at IIT Bhubaneswar. There are several societies or cultural and extra-curricular clubs formed by the students under the primary body, Students' Gymkhana,



Each club has a separate social media page, where regular creative updates by the students are no less than a magazine. From latest trends in technology to theatre, art and culture, they share their ideas on each aspect online.

"After classes are over, the clubs often conduct meetings where we discuss about the kind of contents

that would be posted. I, guess, digital reading is far more convenient," said Soumyajit Ghosh of IIT Bhubaneswar.

But, the print hasn't become obsolete. Universities like KIIT and Utkal University still publish printed student magazines. The annual student magazines, published by students of KIIT, are Kritika and Kirti. Both these magazines have completed four years of publication. The medium hasn't changed, but the content has matured in terms of the issues the students take on. Each year, the students focus on a particular theme, from tribes

to women. The five-year-old magazine, Kirti, is about empowerment of women. Interestingly, these magazines have broken English hegemony. They are published in three languages, English, Odia and Hindi.

"The students are encouraged to visit various literary events across the City. We have a special column for the students to write about their interviewing of authors," said Shyam Sundar Behuria, deputy director of student services at KIIT.

What's common in all the magazines published today? They all look glossy and vibrant. "Gone are the days when our focus was only on write ups. Magazines aren't meant to improve or flaunt your vocabulary. We have included special sections on photography, meme, jokes, and sketches. Also, we don't encourage orthodox use of words or jargons. We keep it short, crisp and simple," said Shaurya Pharaasi of AIIMS Bhubaneswar, which has been publishing its magazine 'Insight' since 2013.