



BCM SCHOOL

A Senior Secondary School of BCM Foundation, Affiliated to CBSE, New Delhi
Urban Estate, Sector 32-A, Chandigarh Road, Ludhiana

MEDIA FEST 2025

The Power of Expression



A Celebration of Media, Creativity, and Expression

25TH APRIL 2025



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Dear Principal,

Greetings!

The media landscape is evolving faster than ever, shaping perspectives, influencing societies, and redefining communication. In this digital age, it is crucial to equip young minds with the skills to critically analyze, create, and present compelling narratives.

With this vision, **BCM School proudly presents Ludhiana's first-ever interschool MEDIA FEST 2025: "The Power of Expression"**—a groundbreaking platform where students step into the dynamic world of mass media. This is not just a competition; it is an opportunity for young storytellers, creators, and media enthusiasts to experience the pulse of journalism, digital media, and content creation like never before.

We cordially invite your esteemed institution to participate in this prestigious fest and showcase the talents of your students. Join us in making **Media Fest 2025** an unforgettable celebration of innovation, storytelling, and media excellence.

Looking forward to your positive response.

Warm regards,

DP Guleria

Principal

BCM School

SCHEDULE OF EVENTS: AT A GLANCE

EVENT	NUMBER OF ENTRIES
CLASH OF PERSPECTIVES	TEAM OF 2
THE VIRAL VERDICT	TEAM OF 3
MADVERTISE	TEAM OF 2
PICTO	TEAM OF 2
THE POWER OF PENCIL	1

PRIZES AND RECOGNITION

All participants will receive a Certificate of Participation.

The top three winners in each competition will receive trophies for their outstanding achievements.

The Overall Winner Trophy will be awarded to the school with the best overall performance across all competitions.

The Media Enthusiasts Award will recognize the team with the most creative and media-relevant performance.

★ *THE STAGE IS YOURS TO SHINE* ★

CLASH OF PERSPECTIVES: FACE-OFF DEBATE COMPETITION



Category: XI- XII

Team of 2 (One For & One Against)

Description: A high-energy, rebuttal-based debate on contemporary media and societal issues.

TIME DURATION: 3 minutes per participant. A warning bell will ring after 2 minutes and participants must conclude their debate upon hearing the second bell. Participants exceeding the time limit will be disqualified.

TOPICS:

1. *Reality Shows: Talent Showcases or Scripted Dramas?*
2. *The Rise of Fake News: Who is more responsible-Media or the Audience?*
3. *Are filters promoting unrealistic beauty standards?*
4. *AI generated content: Innovation or Intellectual theft?*
5. *News anchors V/s Social media Influencers: Who controls Public Opinion?*
6. *Do we control technology or does technology control us?*
7. *Media: A mirror or manipulator of society*
8. *Social media fame- hardwork or just luck?*

Speaking Order:

- The participant arguing **FOR** the motion will speak first.
- The participant arguing **AGAINST** the motion will follow

JUDGEMENT CRITERIA:

**CONTENT
AND
FACT CHECK**

**ARGUMENT
DEPTH**

**CONFIDENCE
LEVEL**

EVENT COORDINATOR
Ms. Neetu Sharma(9855564174)

THE VIRAL VERDICT: PODCAST CHALLENGE

Category: XI-XII | Team of 3

Description: Participants will present a **3-5 minute** engaging podcast. Teams can make it interesting by role-playing, adopting characters, or creating interactive discussions to bring their topic to life. Creativity in storytelling and delivery will be the key!

TIME LIMIT: 3-5MINUTES

TOPICS (SITUATIONS):

1. *Newsroom Special: Is AI taking over Jobs?*
2. *Generation gap- A family dinner debate*
3. *Time traveller's podcast- From the past to the future*
4. *Superheroes on a coffee break*
5. *Fake news alert: Busting Viral Myths*
6. *School Reforms debate: Should exams be replaced with projects?*
7. *Live from the future: What will schools look like in 2050?*
8. *Foodie Frenzy: Obsession with Aesthetic food or moving towards nutrition?*



Creativity & Role-Playing:

- Teams are encouraged to **role-play characters** and add life to the situations given (e.g., journalist-expert, influencer-critic, etc.).
- The conversation should be natural, engaging, and relevant to the topic.

Language & Content:

- The podcast must be in **English or Hindi**.
- Content should be original
- Avoid offensive language, sensitive topics, or political bias.

JUDGEMENT CRITERIA:

CLARITY

CREATIVITY
AND
STRUCTURE

VOICE
MODULATION

ENGAGEMENT

MADVERTISE- THE AD MAD SHOW

Category: IX-XII | Teams of 3

Description: A fun-filled, high-energy advertising challenge where teams will create and enact a **2-3 minute** advertisement for a product given **on the spot**. The goal is to entertain, engage, and persuade using creativity, humor, and innovative marketing techniques.

TIME LIMIT: 2-3 minutes for performance (*Exceeding the limit will lead to point deduction.*)

Rules & Guidelines:

Product Assignment:

- *Each team will be randomly assigned a product on the spot.*
- *Products may include perfumes, household products, beverages, chips, etc.*
- 2. **Preparation Time:** 2 minutes will be given before the performance to develop their concept.
- 3. **Performance Style:**
 - *The ad can be **humorous, dramatic, satirical, or emotional.***
 - *Teams are encouraged to use **slogans, jingles, or creative taglines** to enhance their ad.*
- 4. **Use of Props & Costumes:** Minimal props are allowed, but teams must **bring their own materials.**
- 5. **Language & Content:**
 - *The performance can be in **English or Hindi***



JUDGEMENT CRITERIA

**CREATIVITY
AND
INNOVATION**

**RELEVANCE
TO THE
PRODUCT**

**HUMOUR
AND
APPEAL**

PICTO – TEST YOUR COMMUNICATION



Category: IX-XII | Team of 2

Description: A unique test of **communication and visualization!** One participant will **describe** an unseen image using only words, while their partner, sitting **facing away**, will **draw** based on the description without giving any gestures, hints, or peeks—just pure verbal clarity and interpretation skills!

Time Allotted: 5 minutes

Rules & Guidelines:

1. **Team Composition:** Each team consists of **2 participants**—one **describer** and one **artist**.
2. **TIME LIMIT: 5 minutes** (including description & drawing).
3. **Positioning:**
 - The describer and the artist will sit **back-to-back**.
 - The describer will be shown the image and must **explain it verbally** without revealing the object's name.
 - The artist must **sketch based solely on the given description**.
4. **Communication Restrictions:**
 - No hand gestures, facial expressions, or written hints allowed.
 - The describer cannot spell words or mention direct names.
5. **Drawing Sheet:** The artist will be provided with a **blank sheet and a pencil**.

JUDGEMENT CRITERIA

**CLARITY
OF
DESCRIPTION**

CREATIVITY

**TIME
MANAGEMENT**

THE POWER OF PENCIL: EDITORIAL CARTOONING



Category: Classes XI-XII | Individual Participation

Description: A test of **wit, creativity, and visual storytelling!** Participants will create an **editorial cartoon**—a satirical or thought-provoking **POSTER** based on contemporary issues. Express a strong message **with visuals and a caption** and let your art do the talking!

Time Limit: 40 minutes to complete the cartoon.

Participants will **choose from given topics on the spot.**

The cartoon must convey a **clear message** related to the chosen topic.

Art & Tools:

- **Only hand-drawn illustrations** are allowed (no digital work).
- Black & white or colored sketches are allowed.

TOPICS:

1. *Too Much Screen Time – A Digital Addiction?*
2. *Social Media: Connecting or Isolating Us?*
3. *AI Taking Over Jobs – A Friend or Foe?*
4. *Climate Change – Is the World Listening?*
5. *Fake News – Spreading Faster than Truth*
6. *Fast Food Generation – Are We Eating Right?*
7. *Traffic Jams & Pollution – A Never-Ending Cycle?*
8. *Corruption: The Termite Eating Democracy*
9. *One Nation, Many Voices – The Debate on Free Speech*
10. *Bridging the Gap: Rural vs. Urban India*

JUDGMENT CRITERIA

CONCEPT
AND
MESSAGE

ARTISITIC
QUALITY

ORIGINALITY
AND
HUMOUR

EVENT COORDINATOR
Ms. Heena Bedi(9569991974)

GENERAL RULES AND GUIDELINES

- *Please register for the event before 15th APRIL 2025 through the link provided:*
<https://bcmschools.org/Home/Index>
- *A student can participate only in one event.*
- *Reporting time at Gate no 2 -8:30am.*
- *The participants must wear white shirt and black trouser/skirt (Except for podcast) and must carry their I-cards.*
- *The decision of the judges will be final and binding.*
- *Participating school can choose any topic of their choice from the given topics.*
- *Content must be original, respectful, and non-offensive.*
- *Participants must bring their own drawing materials (pencils, markers, colors, etc.).*
- *The overall winner will be declared on the basis of compiled result of all the events and will be honoured with the running trophy of Media Fest- The Power of Stories.*
- *The host school will not participate in any event.*
- *Escort Teachers must join the Whatsapp group via following QR code*



For any queries, contact:

MS. SANSKRITI VERMA

EVENT ORGANISER

98763-17734