

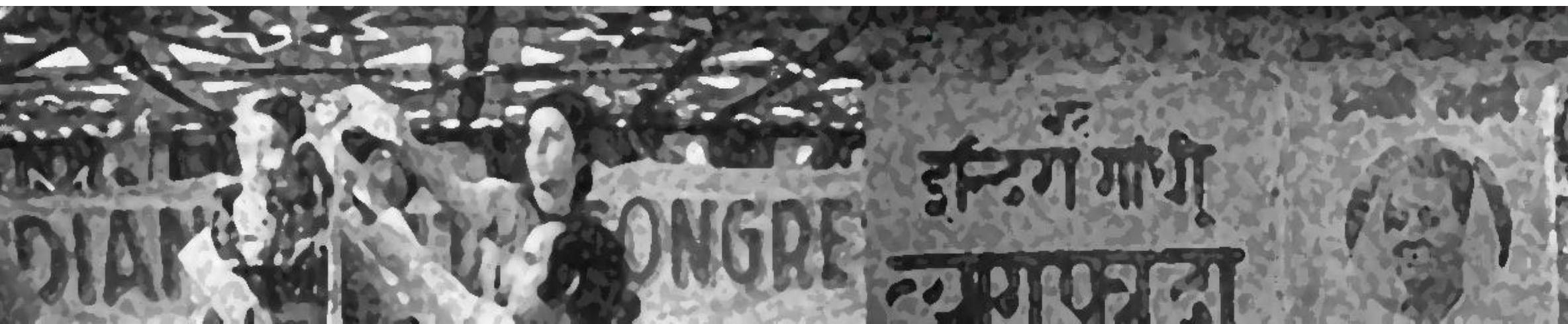


FINAL IDEA

Controversy

HOW WE CAME DOWN TO THIS IDEA?

When we were thinking about controversy as our theme words like DEBATING ; DISAGREEMENT ; ETC were coming to our minds. And to give clear justification to our theme it had to be something which is strong enough to portray our ideas as “EMERGENCY” being a part of our era created a ever lasting impact on the history of India. So, we came down to a idea of a news template where we would show all of our content in a form of a video by creating our own news channel.



**BREAKING
HEADLINES**

TEMPLATE 01

World

BREAKING HEADLINES

Channel

TEMPLATE 02

BREAKING NEWS



FEW EXAMPLES OF HOW WE ARE GONNA SHOW OUR CONTROVERSY AND IDEAS THROUGH THE NEWS TEMPLATE IDEA !!

- As we know that the night emergency had to be declared, Indira Gandhi cut the electricity so that nothing could be printed and no one comes to know and first thing in the morning they did was arrest all of their oppositions and people who would stand against them. (preventive detention)
- KAALA DHABBA V/S GOLDEN ERA

so the 1970s was referred to as a golden era and also the emergency is considered as a kaala dhabba on the democracy of India.

HEADLINES

- 1975 emergency was imposed not because India was in danger, but because Indira Gandhi was.
- The Emergency of 1975: How Former PM Indira Gandhi Led Country to Chaos, What Followed.
- The darkest phase in Indira's tenure as PM
- Several books have the Emergency at their heart, but Bollywood has deftly avoided this period as if it never existed
- **Narrating Emergency: Bollywood's silence**

Points getting covered as per the brief

- INTERACTIVE
- CONVENIENT AS PER CURRENT SITUATION
- DOESN'T REQUIRE MUCH OF STATIONERY AND EQUIPMENTS
- IT WILL BE PRE RECORDED
- 5-7 MINUTES

DIVISION OF WORK

- ANANYA : virtual background and backdrops
- UZZMA: research
- DIVYANK: technical aspect
- VIDHI N GARIMA : script and video sequencing