

## **ANOTHER CREATIVE EXHIBITION FROM MC**

Do you remember the bloody and shocking manifestation from the Department of Mass Communication during their graduation exhibition last year? They showed a pool of “blood” (or ketchup?), claiming that the department had its menstruation. Apparently, they were trying to use the abbreviation of menstruation (MC) to stand for that of the department, which is also MC (Mass Communication). This imagination might not be everyone’s taste, but it certainly sticks in people’s mind. This year the department is playing with similar unusual, Dali-like image, though less shocking, to urge spectators to take notice. This year’s image is a human brain stuck with loud speakers, earphones, and USB, which symbolizes the theme, namely “Media Player”, of their exhibition. Should you wish to find out more between the connection of human brain and media player, you can visit Chueh-hsuan Chinese Garden, where the exhibition is held.

The exhibition is divided into two parts: Internal and external. The internal exhibition is held between May 7 and May 10 on campus, whereas the external is from May 12 to 13 at the HsinYi Community Exhibition Hall A. The campus exhibition consists of three main focuses: “Marketing and Sales,” “Special Projects,” and “Visual and Audio Productions.” The “Marketing” section demonstrates projects that have been commissioned by businesses or industries. The “Special Projects” part shows multi-media reports on specific themes, while the last section, “Visual and Audio Productions” displays short documentaries or films. In addition, these motion pictures will be shown at the Carrie Chang Music Hall between 6 pm to 9 pm from May 7 to 9. Creators of these works will be present as well to do a Q & A with the audience. On the other hand, the external exhibition will address slightly different topics, such as depression and consumerism. Ms. Chen Yi-chia, the event organizer, hopes that their exhibitions can inspire as well as provoke ideas.

In order to attract more visitors to their exhibition on campus, the department arranged a series of fun activities. One of them is having a rickshaw ferrying people to the exhibition venue. The service is available from 10 am to 1 pm on May 7, 8, and 9. You can hitch your ride in front of the Business & Management Building and the side entrance of the Library for campus tour before you're dropped off at the exhibition.

Furthermore, there is a media player parade every afternoon from May 7 to 9, during which a leaflet that contains answers to a quiz, which in turn will enter you to a lucky draw, will be distributed. Don't miss it. Prizes include a monthly free pass to Wretch, free copies of LOOK, and software for KKBOX. ( ~Ying-hsueh Hu )

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