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KRISTU JAYANTI COLLEGE AUTONOMOUS . DEPARTMENT OF MEDIA STUDIES . STUDENT PUBLICATION



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Kristu Jayanti College and Bangalore Baptist Hospital Collaborate to Save Lives



Fr. Dr. Augustine George and Dr. Spurgeon launching the life-saving CPR training programme

Akshara Vivek Nambiar , V BA PYJO

Kristu Jayanti College, in association with Bangalore Baptist Hospital, launched a certificate course on Basic Life Support to equip students with non-medical backgrounds with essential life-saving skills. The programme was launched jointly by Fr Dr Augustine George, Principal and Dr. Spurgeon, Director (CEO) of Bangalore Baptist Hospital on August 23, 2024.

During his presidential address, Fr. Dr. Augustine George said “We have found a partner in BBH to extend life-saving skills to the community. This is a pioneering approach being implemented on such a large scale among college students in India.” Furthermore, he added,

“Six per cent of cardiac arrests that are recorded happen in hospitals, while others occur outside hospitals. This reality motivated us to launch this course.”

Dr. Spurgeon, while addressing, said, “Together, we can do anything. I urge everyone to engage in community-building efforts and raise awareness about the importance of life-saving skills”.

Mr Sunny Kuruvilla, Associate Director BBH and Dr Roopa K.P, Emergency Unit BBH, Dr. Aloysius Edward, Dean, Faculty of Commerce and Management, Dr Surendranath Reddy, Head, Department of Management Studies were present during the launching ceremony.

Kalajyothi’2024: A celebration of Indian Ethos and Heritage

Sarbani Dhar , V BA PYJO

Kalajyothi- the most anticipated week-long celebration of talents in Kristu Jayanti College, Autonomous, was inaugurated on August 28, with the promotions kicking off with festivities.

The inauguration of the intra-collegiate fest was conducted by Fr. Dr. Lijo P. Thomas, Vice Principal, Chief Finance Officer along with Fr. Deepu Joy, Director of the Student Welfare Office also in attendance. As the name implies, the festival celebrates the illumination of art, which shines beacons of creativity around the campus as students from all departments come forward to demonstrate their abilities.

The promotions showcased various eastern

and western performances by the Kristu Jayanti Dance Academy (KJDA), followed by Kristu Jayanti Music Academy (KJMA) amidst lauds by the audience.

The theme for this year's Kalajyothi is 'Indian Ethos and Heritage' with various literary, art and cultural events lined up over the span of seven days, with the finals scheduled on September 5, 2024. With over 1000 participants from all the departments participating in competitions ranging from salad making, skits, elocution to singing, photography and dancing, Kalajyothi has been successful in providing the students with an opportunity to bring their talents in the limelight.



Kalajyothi dancers celebrate 'Indian Ethos and Heritage'.

Wall of Freedom : Celebrating Journalists' Role in India's Independence

Azra Khan, V BA PYJO

The "Wall of Freedom" stands as a tribute to the journalists who shaped India's history.

Kristu Jayanti College marked the spirit of the 78th Independence Day with the inauguration of the 'Wall of Freedom' on August 16, an initiative by the Department of Media Studies in collaboration with the Journalism Club. The event was designed to honour journalists who played a pivotal role in both the pre-independence and post-independence eras, ensuring that the voice of resistance



Kristu Jayanti College inaugurated the "Wall of Freedom" to honour journalists of India's Independence.

reached every corner of the nation.

The 'Wall of Freedom' featured a collection of newspaper clippings documenting key moments in India's struggle for independence and its early years as a free nation. Addressing the crowd during the inaugural, Fr. Joshy Matthew,

Head of the Department of English, said, "This wonderful initiative by the Media Studies Department and the Journalism Club, truly reflects the contributions of journalists and media houses, showcasing the resilience they exhibited in spreading the flame of resistance throughout India. We re-

member and honour their contributions to achieving the dream of an independent India,"

A student representative from the Journalism Club guided the dignitaries through the 'Wall of Freedom,' highlighting key events such as the Dandi March, the 1857 War of Independence, the Non-Cooperation Movement, the Jallianwala Bagh tragedy, Gandhi's assassination, the first Indian government, and Jawaharlal Nehru's 'Tryst with Destiny' speech. The events were presented sequentially, emphasizing the critical role journalists played in the freedom movement.

Photography Unveils Extraordinary Stories in Everyday Life

STORYTELLING THROUGH THE LENS- FOCUS'24

Akshara Vivek Nambiar, V BA PYJO

Commemorating World Photography Day, the Department of Media Studies organized the third edition of 'FOCUS' - a Photography Exhibition on August 19. The exhibition was inaugurated by Fr. Dr. Augustine George, Principal of Kristu Jayanti College, with the launch of an exhibition video created by the Visual Communication students. He congratulated the students on their thoughtful selection of subjects and work.

The exhibition focused on three appealing themes: 'Small Things, Big Stories,' 'Framing a Sound,' and 'Fleeting Moments.' Each theme encouraged guests to explore distinct viewpoints and storylines through the medium of photography. The event displayed an impressive collection of over



FOCUS photography exhibition inaugurated by Fr. Dr. Augustine George.

300 photographs showcasing student's exceptional photography skills and their ability to capture significant messages in common environments, effectively recognizing their vision and talent.

The exhibition successfully brought together a community of art enthusiasts, celebrating the unique perspectives captured by each photographer. As the event concluded, it left a lasting impression on all attendees, reinforcing the importance of nurturing and showcasing artistic expression in its many forms.

Lecture on writing techniques for social media engagement

Madhurima Wadakar, V BA PYJO

The Department of Media Studies conducted an expert lecture on "writing for social media" on August 29, for the Journalism major students. The resource person for the talk, Ms. Sujyothi N Prasad, founder and CEO of MyStyle Communications Pvt Ltd, engaged the students with topics like content writing and advertising through social media.

Ms. Sujyothi highlighted the concept of the 3 C's of content writing which include clarity, conciseness, and creativity. She emphasized the advantages of clear and concise writing, the importance of inter-

action, communication with the audience, and maintaining a consistent brand voice while keeping it relevant to fleeting trends and varying algorithms across different social media platforms.

She then pointed out a correlation between the visual elements and written subject matter, "The concept of your content marrying graphics shows the need for aspiring content writers to prioritize both quality content and the ability to visualize it to draw special attention from the consumers for businesses," she said. The interactive session concluded with an entertaining round of rapid-fire questions, followed by a Q&A session.



Ms. Sujyothi leads an expert lecture on 'Writing for Social Media' at Kristu Jayanti College.

Building A Media Literate Society

“The quest for knowledge, coupled with critical thinking and analytical skills, empowers us to create a better tomorrow”

- Dr. A.P.J Abdul Kalam
In India, where democracy is a foundational value, media literacy is vital for reinforcing our democratic framework. For young citizens, it means acquiring the skills to navigate and critically evaluate the vast array of information encountered daily—whether from news outlets or social media. This capability empowers us to make informed contributions to democratic processes.

A well-informed society is crucial for meaningful participation in a democratic nation. By critically assessing the sources we engage with evaluates the content we consume, we enhance our ability to distinguish credible information from misinformation. This proficiency positions us as informed citizens, enabling active participation in national and campus discussions, exercising our right to vote that align with our values.

Media literacy within the context of Indian democracy encourages a diversity of perspectives and fosters healthy informed dialogue, aware of our rights, and ready to use our voices for positive change. At the core of a thriving democracy are its informed citizens. Media literacy as an essential element in nurturing and sustaining our democracy, contributing to a society that values informed engagement and critical thinking.

-Azra Khan, V PYJO

Success in Life is Not Just About Talent; Says Prof. Ved Prakash at Vidwat Sammilan

Azra Khan and Jane Mathew, V PYJO



Success hinges on lifelong learning, dreaming big, and resilience.

The Department of Computer Science at Kristu Jayanti College, Bangalore, hosted the 9th edition of Vidwat Sammilan on September 2024, a prestigious series renowned for engaging sessions with institutional leaders. This edition featured Prof. Ved Prakash as chief guest, a renowned academician, and former Chairman of the University Grants Commission (UGC). With a distinguished career, serving as the Chancellor of KIIT University, Bhubaneswar, and Vice-Chancellor of NUEPA, New Delhi, Prof. Prakash brought a wealth of knowledge and experience to the event.

His talk, centered around the theme of ‘Success in Life,’ began by emphasizing the multifaceted aims of college education, focusing on the importance of understand-

ing one’s own culture before exploring others, learning from diverse classmates, equips students to face the challenges of the modern world.

In a particularly impactful moment, Prof. Prakash shared his thoughts on achieving success, he said, “Success in life hinges on three key factors: First, remain a lifelong learner, always keep yourself updated and relevant. Reading biographies, like that of Marie Curie, can inspire you to leave a lasting legacy. Second, dream big and aim for the top in your chosen field—your dreams may not always be fulfilled, but they keep you on the right path. Finally, life throws more curveballs than you might expect; mastering the art of resilience by learning from your mistakes and failures is essential to turning

them into successes.”

He further elaborated on self-realization, which he described as the ultimate goal we all aspire to achieve. According to Prof. Prakash, there are two paths to self-realisation: the path of knowledge and the path of action. Education, he stated, is a process through which we discover ourselves and continuously embrace knowledge while taking action to progress in life.

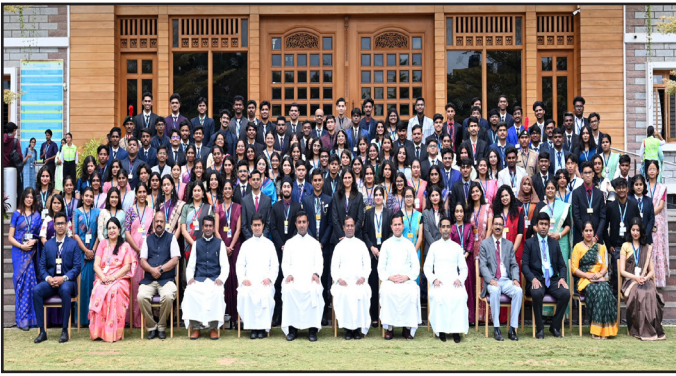
He concluded by addressing the importance of overcoming self-pity and defensiveness, which he referred to as toxic. Prof. Prakash emphasized that while the world loves talent, it rewards character, urging individuals to consciously upgrade their character. He also highlighted that wisdom is higher than knowledge and that truth surpasses wisdom. The Vidwat Sammilan series, now in its 9th edition, has become a hallmark event at Kristu Jayanti College. This year’s session with Prof. Ved Prakash provided valuable lessons on success, dignity, and character, continuing the tradition of inspiring and motivating students.

Photography unveils extraordinary stories in everyday life



Empowering Future Leaders: Investiture ceremony marks new beginnings for student leaders

Hiya Paul, V BA JOEN



The Newly elected badge holders of Kristu jayanti college

Kristu Jayanti College celebrated a significant investiture and badging ceremony for student leaders, along with the inauguration of various academic and co-curricular clubs and associations, on August 29, organised by the Literary and Cultural Association. The event featured Major Gen-

eral Officer Commanding (GOC), Karnataka and Kerala Sub Area, as the esteemed chief guest.

In his address, Major General Mathew emphasised the importance of leadership, commitment, and the courage to accept responsibilities. He said, "Leadership is about

courage and commitment. It's about taking on responsibilities with passion and driving excellence. As leaders, you must inspire those around you and lead by example. Never shy away from challenges, for it is in overcoming them that true growth happens." His words resonated with values of dedication and excellence. He distributed the badges to the newly appointed student council members and club coordinators.

Fr. Dr. Augustine George, Principal of Kristu Jayanti College, addressed the gathering, underscoring the importance of embracing responsibilities

and nurturing a passion for work. He also highlighted the role of various clubs and associations in providing students with opportunities for holistic development and personal growth.

The investiture ceremony marked a pivotal movement for student office-bearers and members who were formally inducted into their respective roles within the academic and co-curricular clubs and associations. The ceremony also witnessed the formal inauguration of multiple academic and co-curricular clubs, each aimed at enhancing students' skills and providing them with platforms to showcase their talents.

Faculty Showcase Sportsmanship and Team Spirit at Kristu Jayanti College's Acharyotsava

Swathy Sajeev, BA V PYJO

The Centre for Physical Education and Fitness at Kristu Jayanti College organized "Acharyotsava" in celebration of National Sports Day on August 30. Rev. Fr. Dr. Augustine George inaugurated the event, an annual sports day for the college's teaching and administrative staff.

The event themed "Where teaching meets teamwork on the sports field," highlighted the fusion of collaboration and competition. Teams from different deaneries were formed and distinguished using colour-coded jerseys.

Mr. Arockiaraj S, Physical Education Director, said, "Today is a



When teaching meets teamwork on the field

day for the faculty to not only relax and have fun but also show their competitive spirit. The true meaning of Acharyotsava is to come together as a family, show their talents, and encourage team spirit".

An exciting lineup of volleyball, football, and basketball games, followed by various other competitions for the faculty.

The participants showcased remarkable sportsmanship and strate-

-gic teamwork throughout. In a new initiative, the physical education and fitness centre set up over ten interactive game stalls featuring popular game activities such as balloon pyramid, dunk the monkey, strike, and score, and shooting games, among others. Staff members actively participated and earned points for their respective deaneries through these engaging activities.

The faculty showed great comradeship and exceptional performance. They planned and strategically executed the course of the games

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