



KJC Mirror

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Kristu Jayanti College Dept. of Journalism Publication

Guest lecture on scripting and advertising

The Post Graduate Department of English organized a guest lecture on scriptwriting and advertising on 10 August 2017 at 11 am in MBA conference hall. The guest speaker for the day was Dr. Anupama Nayar, Assistant Professor, Department of Theatre and Performing Arts, Christ University, Bangalore. The lecture focused on the essentiality of scripting in the field of advertisements. Dr. Nayar emphasized on the scripts that are restricted to guidelines based on its objectives, giving it the dimension of both rigidity and creativity. The

issues of objectification of women, usage of sex appeals and racism can be tackled through protest and resistance, according to her. Dr. Nayar discussed scripting as a way to tackle the mind gaming and also brought in the potentiality of a well scripted work. Scripts are very much important in literary terms. The speaker also threw light on the immense scope for Theatre and Performing Arts in advertising. Participants included in the session were the students of MA Literature and MA Mass Communication and Journalism.

Synchronize 2017

The inauguration of tenth edition of 'Synchronize,' an intra collegiate Computer Science fest held on 11 August 2017 at 9.20 AM in the main Auditorium. Mr. Kumar Shanmugam, Vice President of Wells Fargo India Solutions inaugurated the fest by lightening the lamp. Synchroniz is a fest organized by the final year computer science students for the first and second year students.

The Chief Guest talked about the difficulties of students when they enter into corporate world. "More

time if you invest for learning, the outcome will be the best. Apart from academics it is an individual's responsibility to grow their practical skills enable them to be competent", said Mr. Kumar. Mr. C.L. Jude, Dean of Science presented a memento to Mr. Kumar as a token of gratitude. The fest is comprised with various events. IT Manager, IT Quiz, Lecture contest, Grapho-Tech, Gaming, Web designing, Best-Tech, Math, Stats, Coding and Debugging and Electronic are the various events of the fest.

UPCOMING EVENTS

- August 18: Connoisseur-Intracollegiate Bio fest-UG
- August 19: Work shop on Art History-Dept of History
- August 21: Workshop on Verilog - Dept. of Computer Science (UG)

Pledging towards a greater India



New India Pledge is taken by the staff and students of KJC on 09 August at 10:45AM

Department of Psychology Organized an Intra-department Fest

Department of Psychology Organized an Intra-department Fest. Cognizance 2017, The sixth annual intra-collegiate fest of the department of Psychology held between 9-10 August 2017, which comprised of a variety of events, conducted in the

Greek mythology. Both the days, showcased the unique talents of the students who participated and geared themselves for positive growth and tremendous learning. Some of the events which caught audience's attention were



'Main Auditorium' of the UG Block at Kristu Jayanti College. Dr. Anando Chatterjee, Director of 'Hank Nunn Institute' Bangalore, the Chief Guest for the day lit the lamp and marked the beginning of the event at 9 AM.

Dr. Chatterjee said, "Youth needs Philosophy. It is needed in every walk of life, to find the inner meaning of an individual self." He motivated the minds, through the examples from

theme dances, Charisma – the personality check and face painting. "The events are very simple and common, but it is a pleasure to see the students add psychological and philosophical aspects to it", said Annie Rajesh, I M.Sc. Psychology Student. The staff and the students were happy to have included themselves in the fest with tremendous support and motivation, making the event a great success.