

# MEDIARCHY 2023: REVIVE THE VIBE



Inaugural ceremony of Mediarchy 2023

Kezia Anna Sherry, V BA PYJO

The Department of Media Studies of Kristu Jayanti College, Autonomous, organised the annual intra-collegiate fest “Mediarchy: Revive the Vibe” on September 27, 2023. The inauguration was held at SKE Auditorium from 9:15 a.m. to 10:15 a.m. Dr Latha T S, Board Secretary/Chief Public Relations Officer, Karnataka State Road Transport Corporation, was officiated as the chief guest. Fr Deepu Joy, Director, Student Welfare Office of Kristu Jayanti College, gave the presidential address. Dr Latha inaugurated the event by launching the promotional video. She shared valuable information regarding the roles, ethics, and responsibilities of a public relations officer.



She also underscored the critical role of public relations (PR) in shaping the media landscape. This year, the event comprised eleven events that catered to the multifaceted world of media studies. “Mehfil” encouraged the students to display their charm and charisma with the given personalities. “Crisse Classique” challenged teams to navigate crisis management scenarios. “Ad-Ventage” had marketing enthusiasts crafting advertisements in unique ways.

“Retroscribe” celebrated the art of report writing. “Retrography” explored the world of graphic design. “Retrogram” encouraged aspiring filmmakers to build captivating reels with a retro twist. “Locutus Sum” witnessed engaging debates on contemporary topics. “Retro-rewind” transported participants into the newsrooms of the past by delivering news bulletins. “Oblitus” challenged photographers to capture timeless objects. “Podquest” delved into the realm of podcasting. “Jammin’ with the Classics” crafted persuasive stories in just a minute. The valedictory ceremony served as a time for reflection and celebration as the fest approached its culmination. Fr Joshy Mathew, Director, Department of Media Studies, Library and Information Centre and HR Department of Kristu Jayanti College, addressed the students, encouraging them to seize their opportunities and to apply their minds to whatever they do. Awards were presented to the winners of various competitions, acknowledging their creative efforts. As the fest concluded, the audience was left with a renewed appreciation for the roots of media and the enduring charm of retro aesthetics. The memories of this unique event, a captivating journey through time, will certainly endure.

**“ Being flexible and being able to adapt to new situations can help you be more effective in your role ”**

- Dr Latha T.S, Chief Public Relations Officer, Karnataka State Road Transport Corporation

## EMBRACING NEW BEGINNINGS: THE DEPARTMENT OF MEDIA STUDIES WELCOMES I MA JMC STUDENTS

Adharsh S, II MA JMC

The Department of Media Studies organised Freshers’ Gala for the first semester students of MA Journalism and Mass Communication. Organised by college seniors and staff, the event aimed to provide a warm welcome and facilitate a smooth transition for the newcomers. The programme, which took place on September 21, 2023, was held at P2 Conference Hall. The event began with a heartfelt welcome address by Ms Jesvin Joseph, emphasising the college’s commitment to fostering a sense of belonging and unity among its students. To facilitate interactions and build connections,



junior students participated in engaging ice-breaking sessions and games, allowing them to get to know their peers and seniors better. The programme featured surprise cultural performances by senior students, adding an element

of creativity and camaraderie to the evening. Freshers expressed their excitement and gratitude for the warm welcome they received, with many looking forward to being part of the college community. Kristu Jayanti College has a longstanding tradition of inclusivity, fostering unity, and creating an environment where students can thrive and grow together. Freshers’ Gala at Kristu Jayanti College was a resounding success, setting a positive tone for the academic year ahead. It exemplified the college’s commitment to creating an atmosphere where all students can thrive and grow together. The Freshers’ Gala came to an end with a vote of thanks, which was proposed by Mr Jibin Thankachan of II MA JMC.

# KALAJYOTHI'23 : THE CELEBRATION OF ART, CULTURE AND TALENT

Sosa Sara Zacharia , V BA JOEN

Kalajyothi, the annual literary, cultural, and arts festival of the UG department, was held on September 9, 2023, at Kristu Jayanti College, Autonomous, Bengaluru, providing a platform for students to display their diverse talents in various artistic categories. Organised by the Literary and Cultural Association (LCA), this event has grown in significance over the years, reflecting our institution's commitment to nurturing and showcasing student talent beyond academic achievements.

This cultural extravaganza offered students the opportunity to compete and exhibit their skills in five distinct categories such as dance, theatre, music, fine arts, and literary events. With over 30 competitions held, Kalajyothi allowed students to gauge their abilities, providing a valuable stage for self-assessment and improvement. Kalajyothi, originally conceived as a modest event, has evolved



*“ This platform plays a crucial role in talent identification and provides training opportunities for our students. Our college houses a wealth of talents, encompassing high academic achievers, disciplined individuals, and exceptionally gifted students. We take pride in the exceptional students who excel not only in academics but also in cultural pursuits, sports, and various other domains ”*

- Fr Dr Augustine George, Principal

into a full-day celebration of artistic expression. Notably, this year's Kalajyothi marked the institution's Silver Jubilee, and it was grander than ever before. The success of Kalajyothi is a result of the collective efforts of dedicated individuals. Student coordinators Ajay Krishna S and Achshah Mariam Varghese, faculty coordinators Prof Don Caeiro, Department of Forensic science and Prof Shilpa Rao C, Department of Management, and student clubs, such as the Kristu Jayanti Music Academy (KJMA), Kristu Jayanti Dance Academy (KJDA), Fine Arts Club, and Theatre Club, have worked tirelessly to plan, organise, and execute this event.

Kalajyothi remains an integral part of the institution's culture, providing a platform for students to shine in the realm of arts and culture. A brighter future is anticipated for Kalajyothi as it continues to evolve and inspire generations of students to come.

## CONNOISSEUR 2023: UNVEILING HELIX 70 - A CELEBRATION OF MASTERY IN LIFE SCIENCES

Mahi Sharma, V BA JOEC



The Department of Life Sciences recently organised Connoisseur 2023, an intercollegiate undergraduate departmental festival that unfolded over two weeks and commenced on September 20, 2023. This distinguished platform was crafted to honour individuals dedicated to mastering diverse fields, and this year's theme centred on Helix 70, commemorating the anniversary of the discovery of the DNA double helix. The official ceremony was inaugurated on October 3, 2023, and the event was graced by the presence of notable chief guests: Mr D T Arasu, the founder and managing director at IDD Research Solutions; Ms Gayathri Arumugam, Chief Executive Officer of Talent Surabhi; along with respected Fr Jais V Thomas, Financial Administrator, Director, Jayantian Extension Services & Faculty Member, Commerce and Management. The festival commenced with preliminary rounds for events such as biopreneurship, art, biathlon, quizzes, debates, and the highly anticipated bio-manager. A total of twelve events engaged over 400 students, showcasing their prowess in various disciplines. The showdown of events was the culmination of rigorous competition, heightened enthusiasm, and the discerning judgement of esteemed alumni who served as judges. The festival reached its climax with a valedictory ceremony where Fr Deepu Joy, Director, Student Welfare Office & Faculty Member, Department of Life Sciences presided as the chief guest. This ceremonious occasion witnessed the felicitation of outstanding students across multiple events, marking the conclusion of Connoisseur2023 on a triumphant note.

## THE CULTURE FILES - TRACING THE PAST

### IN THE PRESENT

Chetana Jairaj, V BA JOEN

As part of the Value-Added Course 'Culture Studies', the first semester MA English students were asked to demonstrate different aspects of cultural development over time as an assignment. The commissioned assignment copies were then collected and assembled into an exhibition called The Culture Files on October 3, 2023. Fr Joshy Mathew, Head, Department of English, inaugurated the exhibition held in classroom H107. The teachers in charge were Dr Lyola Thomas and Dr Arsha Subbi. Anjana R Menon, Chennama Iniya Lakshmi K and Sonjukta Chatterjee were the Student Coordinators for the exhibition. Various topics like architecture, currency, technology, fashion, food etc were covered in the exhibition. It also included a few original cultural artefacts such as bowls from Greece, Turkey, Russia and India. "What began as a modest class project developed into an exhibition with a larger audience. The fact that students from many departments and years attended and participated in the event contributed much to its success," added Shombit Das, an MA English student.

## DECODING THE ART OF FEATURE JOURNALISM

Almas Ilyas Taj, V BAPYJO

The Department of Media Studies organised an expert lecture on the "Quintessentials of Writing Effective Feature Stories" along with the prize distribution for DesignSprint 2023. The event took place in the M4 Auditorium, Main Block, on September 15, 2023. The inauguration of the event featured the esteemed presence of Ms Ruth Dsouza Prabhu, an independent feature journalist and content developer, as the resource person. The subsequent segment of the event focused on the prize felicitation ceremony for the DesignSprint competition. Manthiankhal from first year BA VISCOM secured the first place, Catherine J P from third year BA PYJO achieved the second position, Rahul Sridharan from second year MA JMC earned the third spot, and Nissi Anna Biju from third year BA PYJO received the consolation prize. Ms Ruth shared her challenges in writing feature stories. She offered valuable insights such as "Have an interesting opening" and "catch the interest of the reader," Ms Ruth concluded her session with the words, "Mistakes are learning experiences, and we all make mistakes," encouraging students to persevere in their chosen careers.

# ETHNIC DAY UNITES KRISTU JAYANTI COLLEGE IN CULTURAL SPLENDOUR

Keziah Mariam Suresh, V BA JOEN



Photo Credit : Instagram, Kristu\_mizo

Ethnic Day is a much-celebrated event that takes place once a year where all the students of the college wear their own ethnic wear and come to have fun and also to be educated about the other cultures in brief. This year's ethnic day took place on September 23, 2023, from 9 a.m. to 2 p.m. The morning started with a procession of students dressed up according to their state marching from the quadrangle of the main block to the turf. On the turf, there were dances by different states and students dancing to the beat. An eclectic mix of culture and vibrant colours lit up the entire campus—a day for the students and teachers, indeed. DJs were invited to take over the crowd at two venues,

one being the quadrangle in the main block and the other being on the turf. This was a good scheme to manage the crowd, as the college now has a glorifying number of over 12,000 students. The DJs did a fantastic job of making the event memorable for the students, as they enjoyed it and gave it their all. The emcees made sure that the crowd remained intact and enthusiastic for the entire day. Students were spread around the campus, taking photos and grooving to the beats of the music. The students of the Literary and Cultural Association performed a flash mob that took the crowd to a higher level. This day will be much awaited from now on till the next ethnic day.

“

*Ethnic Day is not just a celebration, it's a day we celebrate our differences and find unity in our shared experiences. It's about embracing the stories behind our heritage, and honoring its beauty*

”

- Abdul Samad, V BA PYJO



## MOVIE REVIEW



Gaurika Naidu, V BA JOEC

### If anything happens I love you

If Anything Happens I Love You is an Oscar-winning 12-minute animated short film on Netflix, directed by Will McCormack and Michael Govier. It is the story of grieving parents who lost their daughter in a school shooting. The film focuses on the discord between the couple and the journey of acceptance and healing that both of them go through. The film solely relies on its minimal animation, as there are little to no spoken dialogues in the film. The visual of this film primarily utilizes monochromatic shades of black and white for its animation. This choice of color scheme contributes to the overall aesthetic of the film and makes it more effective in conveying melancholy. The character's emotions and inner turmoil have been depicted in the film through silhouettes. "If anything happens I love you" is the message the girl leaves for her parents. This reflects the uncertainty in the girl's mind about her own life. The story presents the harsh reality faced by many students in the United States, where their safety and security stand a question mark. The film is a social commentary on gun violence and an emotional commentary on the sorrow that the parents go through.



## THE JAYANTIAN CUP: A BATTLE OF SKILLS AND DETERMINATION

Indra S, V BA JOEC

Jayantian Cup, the Inter-Collegiate Basketball Tournament for Men and Women, second edition, was held on October 3 and 4, 2023. It was a resounding success bringing together teams from various colleges across the city. The tournament was inaugurated by beloved principal, Fr Dr Augustine George, along with the Director of the Centre for Fitness and Physical Education, Mr Arockiaraj and the event coordinator, Ms Gomathy, in a ceremony that marked the beginning of two days of intense competition and sportsmanship. The referees for the match were from the Karnataka State Basketball Association, whose role was pivotal throughout the tournament. There were a total of 28 teams, of which 18 were men's and 10 were women's. The diversity of teams added to the competitive spirit of the event as players from different backgrounds and skill sets came together to celebrate the sport. The tournament featured knockout rounds throughout, leading to thrilling semi-finals and finals. Over the course of two days, the tournament showcased exceptional talent and sportsmanship. The matches were fiercely contested and the players exhibited tremendous skills and teamwork. After intense competition, Christ University emerged as the champions in the men's category, and Kristu Jayanti College was the runners-up,

while Mount Carmel College secured the top position in the women's category with Kristu Jayanti College as the runners-up. The tournament results was a history that was repeated but with much more competitive teams in comparison to the previous edition. The event was a grand success and it wouldn't have been possible without the Sports Secretaries Anugrah Victor Rajasingh, Rajat Singh, Rossa Saby and Sudarshna MV. The event's smooth conduct was possible only because of the relentless support of the logistics teams through the sun and rain. The audience were wonderful spectators, witnessing nail-biting games while sitting on the edge of their seats throughout the tournament.



## COORDINATOR'S COLUMN

### THE GLORIOUS ART OF CINEMA

Adharsh S, II MA JMC

Cinema is one of the most influential art forms, and by its core nature, it can deeply affect the minds of its audience. Because of this factor, the relevance of this art has always managed to be sustained, and every decade, the creators are finding new ways to perfect the art to manipulate the audience from the German expressionist movement to Neo-Italianism, everyone pushed the envelope by their means and was later pushed further by their predecessors. We can also say that it's a conversation that evolved over the years between the creator and the audience. So the pace, style, and texture will keep evolving as people change. In the previous era, when life was slow, films were punctuated in a calmer way compared to now, when life has become a bullet train and the cinema has to catch up with it.

Does the new cinema falter to have a conversation? We have bold statements from auteurs of the craft like Martin Scorsese about this shift. The popular cinema is the most popular superhero franchise that churns out the maximum amount of revenue, and spaces for cinema with all its glory and finesse aren't given much space to exist. The evolution of human species, which got accelerated by the pandemic, has changed everything. But still, there is a ray of hope, as we had *The Fablemans*, which is the most famous film of Steven Spielberg, who created the "Blockbuster" genre, and still there is the Martin Scorsese film that is about to be released. I hope the cinema finds its voice and keeps its soul alive, which makes the world fall in love with the medium.

## EDITORIAL BOARD

### CHIEF EDITOR

Dr Gopakumar A V

### STAFF EDITORS

Prof Abraham  
Prof Alan Maria

### STUDENT COORDINATORS

Arya K Suresh  
Maria Babu Thomas  
Upama Upadhyaya  
Adharsh Suresh Gopalan

### STUDENT EDITORS

Arya K Suresh  
Maria Babu Thomas  
Sruti Sikdar  
Christina Viswanathan

### LAYOUT DESIGNERS

Abhi Koshy Johnson  
Abdul Samad