

## The Global Village Galleria- An Intracollegiate Exhibition

Saneesh Lukose

The Department of Professional Management Studies, associated with The Ministry of Tourism, Government of India- Bengaluru Office, along with YUVA- Tourism Club and Incredible India, organised an exhibition on the Global Village on September 23, 2023, as part of the celebrations for World Tourism Day. The primary objective of the event World Tourism Day 2023, is to promote cultural exchange, foster international understanding, and celebrate the rich diversity of global heritage. Through immersive experiences, interactive exhibits, and engaging activities, this event aims to inspire a sense of unity among visitors and encourage a creative spirit and a deeper appreciation for the world's varied cultures, ultimately contributing to the broader goals of sustainable tourism and intercultural dialogue. The exhibition was inaugurated by the Chief Guest Shri Mohamed Farouk, Director of the Ministry of Tourism, Government of India, Bengaluru Office, and Fr. Jais V Thomas, Financial Administrator of Kristu Jayanti College. The efforts and creativity of the students and faculty



members who set up various stalls and models depicting different aspects of tourism was appreciated.

Twenty teams showcased their knowledge and skills in the field of tourism by presenting various exhibits such as Pious Expedition - Sustainable Pilgrim Tour, Manipur Mélange, Northeast- A Cultural Kaleidoscope, Green Getaways, The Seven Sisters-India's Best Kept Secrets, Uttarakhand: Where Adventure Awaits, Beauty of Himachal Pradesh, One State Many Worlds, Community Tourism and Green Investment, and The Golden Triangle and many more. The winners of the Best

Stall Award received cash prizes and certificates. The First Prize was secured by the Seven Sisters-India's Best Kept Secrets from I AM B, Second Prize by Green Transport from V AM B. Apart from these, consolation prizes also were given.

Through interactive exhibits, engaging activities, and meaningful conversations, this event has not only celebrated the rich tapestry of our world but also fostered a deeper understanding of the interconnectedness of humanity. Ministry of Tourism, Government of India, Bengaluru Office was the main sponsor of the event.

## Celebrating India's Cinematic Excellence

Ghalsasi Supriya Sunil Aparna

India's love affair with cinema knows no bounds, and this year on October 13, 2023, the nation came together to celebrate National Cinema Day. This day is a tribute to the art of filmmaking and a reflection of the profound influence of cinema on Indian society.

The Multiplex Association of India (MAI) first proposed National Cinema Day in 2022 to mark the reopening of movie theatres following the COVID-19 pandemic. On this day, the organisation decided to offer considerable discounts on movie tickets, urging viewers to support cinema owners who faced massive losses during the pandemic.

This year's National Cinema Day included approximately 4000 participating screens, including renowned cinemas like PVR, Inox, Cinopolis, Miraj, City Pride, Asian, Mukta A2, Movie Time, Wave, M2K, and Delite.

National Cinema Day is more than just seeing the latest blockbusters or rewatching timeless classics on the big screen. It's a day to celebrate the art of filmmaking, the power of storytelling, and the cultural and social significance of Indian cinema. Acknowledging cinema's ability to amuse, educate, and inspire people with the rich history of India and unfolding the magic on the silver screen is what this day is all about.



The MAI said in a press release that the public would be able to see their favourite new releases at theatres for just Rs 99.

## Unleashing the Student Creativity: KJC Radio Takes the Airwaves by Storm

Christina Viswanathan

In commemoration of World Students Day on October 15, the Department of Media Studies, in collaboration with the Library and Information Centre's Library Resource Usage Optimization Committee, broadcasted a special program titled 'Food for The Soul.' Produced by students from the I MA JMC program under the banner of Media Production Centre, Department of Media Studies, the radio program showcased the creativity and talents of student writers.

During the program, the focus was on discussing the recently published

## The Future of News Presenters: Will Robots Take Over Our Screens?



Janet Larissa Varghese

Artificial intelligence (AI) is becoming an inevitable part of today's technology and has made its presence felt in various aspects of our lives. It is also making a strong and significant impact on the field of journalism. One development in this regard is the emergence of AI news anchors. These digital anchors are human-like avatars with an incredible ability to read and present news with great efficiency and consistency.

Lisa, India's first regional AI news anchor was introduced on July 09, 2023, in Odisha TV. She has the unique ability to speak multiple languages including Odia and English. Her introduction is inevitably a remarkable moment in Indian TV broadcasting and journalism, with the potential to revolutionize the industry. One of the primary advantages of these news anchors is their consistency. Unlike humans, these AI anchors deliver news with uniform tone and pronunciation ensuring objectivity and minimizing bias while maintaining the integrity of news reporting.

Another significant feature is the 24/7 availability of AI news anchors. In a world where news can break at any moment, having AI news anchors helps the news updates to be readily available to audiences at any time anywhere. These anchors are also very fluent in multiple languages resulting in effective elimination of language barriers and increase in the reach of the news content. But, this raises an important question.

Will these digital avatars replace human news presenters?

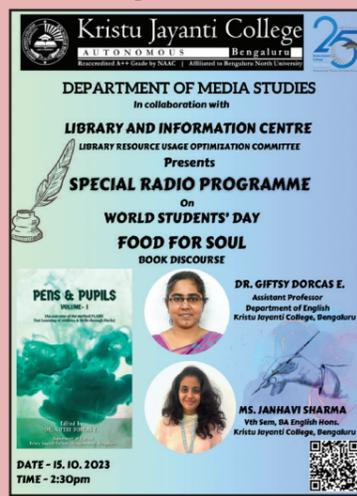
The answer is no. AI news anchors do not necessarily signify the end for human news presenters. Instead, it signifies a shift in the roles they play. Human anchors may increasingly focus on in-depth reporting, analysis and investigative journalism, while AI anchors handle routine news delivery. Moreover, using AI in journalism may also raise ethical concerns like the potential dissemination of false and misleading news. Therefore, while AI anchors may have a multitude of advantages, their incorporation with human journalism and its ethical considerations remain as an important thing to consider in shaping the future of news presenting.

## Picture of the Day

Anitha. C



The Enchanting Beauty of the Royal Heritage-Mysuru in all its glory for Dasara 2023



compilation of students' work, titled 'Pens and Pupils.' Dr. Giftsy Dorcas E. and Miss Janhavi Sharma, who were involved in editing, contributing, and publishing the book, shared their experiences and insights. Dr. Giftsy emphasized the immense potential of students and her goal of presenting this potential in book form to serve as a lasting reminder for students to tap into their creative abilities throughout their lives.

This event served as an encouragement for students to display their talents and nurture their skills as creative writers.

To access the radio program, please scan the QR code provided.

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