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KRISTU JAYANTI COLLEGE, AUTONOMOUS | DEPARTMENT OF MEDIA STUDIES | STUDENTS' PUBLICATION

Model Press Conference Equips MA JMC Students for Real World Challenges



Tanuja Gowda

In a dynamic simulation organised by the Department of Media Studies, 3rd-semester MA Journalism and Mass Communication students engaged in a Model Press Conference at the P1 Auditorium, PG Block, Dr. Juby Thomas, addressing the assembly, clarified the purpose: a simulation of real-world events to impart practical knowledge of the media industry.

Divided into two teams, students tackled challenging scenarios. The first team, addressing the financial crisis of "Phoenix Fly," faced unexpected twists when evidence questioned the CEO's commitment. The second team, handling sexual harassment allegations against a CEO in "Pearl Beauty," navigated delicate situation with evidence

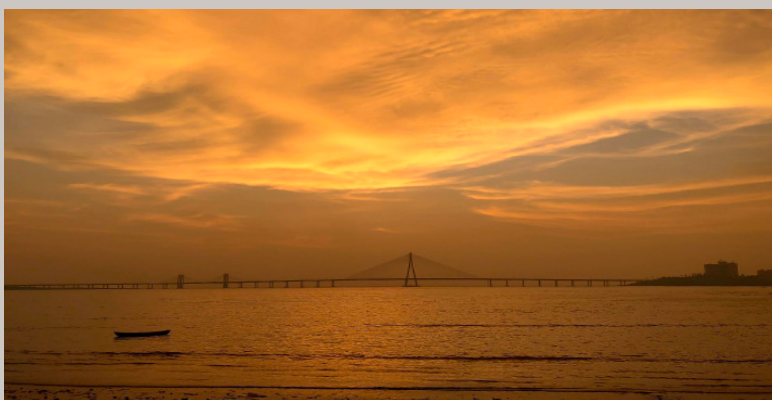
presented by journalists. The press conference replicated the complexities of real-world scenarios, testing students' crisis communication skills. I and II year MA JMC students actively participated as organisers and journalists, bridging the gap between theory and industry practices.

Dr. Juby Thomas commended the students for their professionalism, enhancing their understanding of the media sector. The Model Press Conference served as a crucial step towards preparing students for their future media careers, providing a practical and educational experience.

The event concluded with Dr. Juby Thomas expressing gratitude, emphasising the significance of the educational Model Press Conference, which ended at 3:30 pm.

Picture of the Day

Gregory Joshwa Binu



Savoring the final moments of daylight

Rural Exposure - Good Health and Well-Being (UNSDG-3)

Stefina Thomas

As part of rural exposure, the Department of Media Studies, Kristu Jayanti College Autonomous, Bengaluru, held a two-day campaign called "Ensure Healthy Life" on the 25 to 26 of October. The campaign was carried out in government schools in Kaiwara Village, Chikkaballapura District, with a focus on student empowerment and rural analysis. The students organized a number of initiatives to raise awareness of health-related issues and encourage the use of safe drinking water in the village.

A survey was carried out to assess the accessibility of health care facilities and emergency medical services. As part of the survey, the rural population's exposure to media channels in the digital age for information and awareness was also examined.



High school students in the communities were educated through various curricular and extracurricular activities such as waste management, including biodegradable, non-biodegradable, and hazardous waste management. The success of the Water Awareness program in Kaiwara village was also assessed in terms of providing information regarding Floride Contamination in Drinking Water.

The campaign also included education about maternal and infant care in village households. The students gathered information about maternal health issues from the com-

munities. As a result, there is a greater knowledge of the concerns linked with maternal and infant health disorders.

The campaign was launched to raise awareness of rural living and the issues that rural residents experience. The media students were effective in launching development activities in the area. For the youngsters to connect with mainstream issues, a range of programs, including social and experimental design, were organized. The two-day campaign was coordinated by Dr. Ravi Kumar P and Ms. Sai Prathvi, from Department of Media Studies

Social Media: FOMO and Low Self-Esteem

Evita Richards

Social media can influence our mindset in various ways. Firstly, it can create a sense of comparison and instill the fear of missing out and can make us feel inadequate. This can lead to feelings of low self-esteem and discontent with our own lives.

Social media can contribute to the development of unrealistic expectations. People often present an idealized version of themselves online, showcasing only the positive aspects of their lives. This can distort our perception of

reality and make us believe that everyone else has it all figured out. This can lead to a decrease in self-esteem and a constant need for validation. Additionally, social media



can be a breeding ground for cyberbullying and negativity. The anonymity and distance provided by the internet can embolden people to say hurt-

ful things they wouldn't say in person. This can lead to feelings of anxiety, depression, and a negative self-image. Moreover, social media can also impact our mental health. Constant exposure to curated images and posts can create feelings of anxiety, depression, and loneliness. It's important to remember that what we see on social media is often a filtered version of reality, and not a true representation of others' lives.

In conclusion, while social media has its advantages, it's crucial to be mindful of its potential negative impact on our mindset.

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