

IN BRIEF

India Today Survey 2021 adjudged Kristu Jayanti College as the 'Best Emerging College of the Century'

Kristu Jayanti College has added yet another glorious feather in its cap!

India Today, in its yearly survey of the best colleges in the country has ranked KJC as the 'Best Emerging College of the Century' nationally. Despite the unprecedented turn of events in the last year due to the pandemic, KJC has managed to emerge as one of the most illustrious colleges in the country.

In addition, KJC has also been ranked fourth Best BCA, 12th Best MSW, 17th Best BBA, 19th Best Commerce, 21st Best Arts, 24th Best Science and 34th Best Mass Communication College in India.

The College also ranked second Best in BCA & MSW, third best in Commerce, fourth Best in Science & Arts and sixth best in BBA and Mass Communication among the colleges in Bengaluru.

India Today's survey has taken technological and infrastructural factors into consideration while ranking the colleges and the group's college survey is considered to be the most authentic for the past two decades.

Kristu Jayanti Wins the Award for Best Autonomous College for Integration of Technology in Academics



Manish Sisodia, Deputy Chief Minister, Delhi, presenting the award to Rev. Dr. Augustine George and Dr. Aloysius Edward

Kristu Jayanti College has bagged another accolade by emerging as the 'Best Autonomous College for Integration of Technology in Academics' in the New Code of Education 2021 Awards. This event was conducted by Wheebox, the publisher of 'India Skills Report' and the 'New Code Of Work', in association with CNN TV18.

In the selection process that was highly competitive and subjected to rigorous scrutiny, Kristu Jayanti stood among the top contenders among 12 finalists across India and also among the top three in the 'Top Digital Enablers' in the Private or Deemed University Category.

As a winner in the category, Rev. Dr. Augustine George, Principal, Kristu Jayanti College was invited for a fireside chat alongside reputed academicians in the country. The event was also attended by Dr. Aloysius Edward, Dean, Faculty of Commerce and Management.

Jayantians are Overall Champions for the 13th consecutive time at the University Youth Fest



Team KJC with the Championship Trophy



Ms. Pratima from KJC performing during the Valedictory Ceremony

For the 13th consecutive year Kristu Jayanti College has won the overall championship at 'Utharothsava', the Intercollegiate cultural fest organised by Bengaluru North University. KJC was announced as the winner at the valedictory ceremony held on 22nd July 2021.

Mr. Calistus Jude, Dean, Faculty of Science and Head of Literary and Cultural Association (LCA) along with the student secretaries of LCA, Mr Faraz Anwar and Ms Ancy Santo, and the

participants received the overall trophy and certificates from Prof. T.D. Kemparaju, Vice-Chancellor of Bengaluru North University, Shri. M.N. Suresh, veteran actor and Dr V. Venkatesha Murthy, Registrar of the University.

Ms Prathima from KJC was invited to perform during the Valedictory Ceremony. She also won the 1st place in Classical Dance competition. Sarath R, bagged the first prize in the Classical Instrumental Percussion category, and Shyam Sundar stood in the first

position in the Classical Instrumental Non Percussion category.

Aparna and Shine Matthew, both students of KJC, topped the Debate competition. Abhishek won the Mimicry competition while Nisarga B N secured the first spot in Mono Acting. Meryl M Gunjan took home the first prize in Western Instrumental.

Several other students also secured the second and third spots in various categories and made Kristu Jayanti proud!

PRCI Chanakya Award 2020 for Best Communication School

The Department of Journalism and Mass Communication of Kristu Jayanti College, Bengaluru bagged the Chanakya Award 2020 for Best Communication School -National Category awarded by the Public Relations Council of India (PRCI). The Eleventh edition of the awards was organised to recognise National & International Achievers 2020 in the field of PR, Media, Advertising, HR, Marketing Communication Professionals, and Mass Communication.

Since its inception in 2002, the Department of Journalism and Mass Communication has been on the frontline to train students to excel in the field of journalism and media communication through a well-tailored curriculum that strikes a perfect balance between theoretical and practical aspects of journalism and mass communication.

Speaking on this occasion, Dr Gopakumar AV, Dean of Humanities and Head of the Department, Media Studies said, "It's a proud moment for Kristu Jayanti College as well as the Department of Media Studies for having won such a prestigious award. KJC's mission of fostering excellence in academics has been imbued in every thought, action and plan, and therefore was the driving force in this success. As we work under the guidance of our esteemed management, we aspire for many more recognitions like these."

Rev. Fr. Josekutty P D, Principal and Dr. Gopakumar AV, Dean of Humanities, and Head of the Department of Media Studies received the award from Shri. Basavaraj Bommai, Minister of Home Affairs, Government of Karnataka.

The Power of Higher Education Institutions

"When we deal with poverty, we need to work at our scholarship, research and imagination. Change means imagination. Our research and our imagination can change the world."- His Excellency Shri. Ramu Damodaran.

Seek the truth, and the truth will liberate. The purpose of education is scholarship and liberation," said His Excellency Shri. Ramu Damodaran. Kristu Jayanti College organised a two-day international conference on "Translating Sustainable Development Goals (SDG) into Action: The Power of Higher Education Institutions" on January 22- 23, 2021. His Excellency Shri. Ramu Damodaran, Chief, United Nations Academic Impact, New York, inaugurated the conference.

Shri Damodaran spoke about the importance of academic institutions in creating political change and eradicating poverty.

"When we deal with poverty, we need to work at our scholarship, research and imagination. Change means imagination. Our research and our imagination can change the world. If you are going to change one student or one village at a time, your imagination is highly significant.

Your calling, profession, and wisdom command the change; and the phase in our chapter is the dignity and the worth of the human person," added His Excellency. Shri Damodaran appreciated Kristu Jayanti College for its community-level and person to person works carried out as part of SDG 1- No Poverty.

"Our aim through is to bring forth and share the examples of different institutions across the globe and highlight their contributions to different SDGs at their home country. It helps



to understand how such noble initiatives can be contextualized in India," stated Rev. Dr. Augustine George, Principal, Kristu Jayanti College.

The two-day virtual conference includes seven technical sessions covering all the four dimensions of sustainable development goals (SDG's) delivered by subject experts from different continents. Experts from Canada, Norway, Greece, Argentina, UK, Bangladesh, and Japan addressed the audience during the conference. This conference witnessed 350 academicians and scholars from across the globe, where around 90 scholars presented their case studies. Representatives from the 17 SDG hubs of UNAI presented their unique initiatives. Kristu Jayanti College has the unique privilege of being the only institution in the country serving as UNAI SDG Hub.

Vichaarmanthan on "Role and Place of Communication in Development: Implications for the Field"



The Department of Media Studies, Kristu Jayanti College organised the 44th edition of Vichaarmanthan with the theme on "Role and Place of Communication in Development: Implications for the Field" on

December 18, 2020. Dr. Srinivas Melkote, Professor Emeritus, School of Media and Communication, Bowling Green State University, USA was the chief speaker.

Emphasizing on the relevance of communication for development, Dr Melkote said "Today, the field of development is satisfying and thriving, yet it is based on access to resources". He stated that development is truly achieved when resources can be accessed equitably by all sections of the society. He also said communication plays a very important role in our social and cultural transmission.

After the talk, iCAN, an e-magazine prepared by the final year students

of MA in Journalism and Mass Communication (MA JMC) was published online by chief guest Dr Srinivas Melkote and Rev. Dr Augustine George, Principal of Kristu Jayanti College.

Festival Round- up

Kalajyothi 2020

Owing to the prevailing pandemic 'Kalajyothi 2020', KJC's annual literary and cultural arts fest for all undergraduate students was organized on Zoom virtual platform for the first time. The week-long competition began on September 28, 2020 and culminated on October 3, 2020. In total the fest included 6 literary events, 11 fine arts events, 3 theatre events and 5 music and dance events that were seamlessly conducted in the virtual mode.

The literary events included creative writing, elocution, debate among other competitions which had categories in three languages – English, Hindi and Kannada and had a large number of participants. The debate topics ranged from discussion on the National Education Policy (NEP) to the pros and cons of online education in the pandemic times.

The quizzing event had two categories – secular and gospel were each held over the span of two days in order to facilitate the large influx of interest and passion in participants and was one of the few team events. The personality contest and master of ceremony events in which the students were able to showcase their talents as emcees and hosts witnessed a lot of enthusiastic participation from across all the degree classes. The Fine Arts events included every aspect of creative expression like

pencil sketching, paper painting, cartooning, poster making, trash art, nail art, rangoli, jewellery making and costume design, digital photography and documentary video. While most of the events were conducted live on zoom, some events required an uploading of the prepared content which was also diligently accommodated by the participants.

The monoact, mimicry and masquerade events in theatre showcased the multitude of talents amongst the students, with several themes of social relevance also being highlighted. The classical, eastern and western dance events unleashed the immense talent of the participants who had auditions held to decide the final round of participants. The music events included solo singing competitions in western, eastern and classical categories and additionally had rap, beatboxing and instrumental solo to accommodate the wide range of talents among the musically gifted students at Kristu Jayanti. External judges and experts from the field of music, dance and theatre were present for the final round of evaluation, most of whom commended the performances put up by the students.

Overall, the resounding success of the first ever online collegiate fest held over the online Zoom platform lies in the enthusiastic participation and talent showcased by the student body at Kristu Jayanti.

Xactitude 2021

The Department of Computer Science, Kristu Jayanti College,

conducted their Annual Science and Technology Festival Xactitude 2021 during February 11-12, 2021. The Department and Computer Academy, the department's IT club, provided students across the country an opportunity to showcase their technical talents through this two-day fest. The theme of the fest was 'Robotic Process Automation.'

Mr Ajith Mathew George, Co-founder Sysfore Technologies, Bangalore, inaugurated the fest. Mr Ajith emphasized the future of work and sustainability in the IT industry. He insisted the students develop products that are homegrown, which project our nation globally. Rev Dr Augustine George, Principal, urged the students to adapt to the changing environment.

The events included Knowledge Agent (IT Quiz), Wintask (Coding & Debugging event), Solvexia (Mathematics event), Botstatz (Statistics event), Electroneek (Electronics event), Xcelerator One (Physics Event). The total participants registered for the fest is 126 from 16 colleges across the country.

National Science Day 2021

The National Science Day commemorates the discovery of the 'Raman Effect' by Dr. C.V. Raman the renowned Indian Scientist who was awarded with the Nobel Prize in Physics in the year 1930. Dr. Raman is internationally recognized for his pioneering work in the field of molecular diffraction of light. Every year, on February 28, the Nation pays

homage to one of the brightest scientific minds she has ever produced.

To mark the occasion and inculcate a passion for science in young students of the country, Kristu Jayanti College organised National Science Day celebrations in collaboration with Karnataka State Council for Science and Technology (KSCST) on February 27, 2021. Dr. Binoy K Saikia, Senior Scientist, CSIR-North East Institute of Science and Technology, Jorhat, Assam was the Chief Guest for the Inaugural ceremony. While delivering the thematic lecture on 'Future of STI: Impact on Education, Skills and Work', he emphasised on the importance of translating science and technology into indigenous start-ups to make our country self-sufficient in terms of meeting the market requirements and to generate employment.

The inaugural ceremony was followed by various competitions for higher secondary school and undergraduate students. The competition served to enkindle scientific temperament, creativity and imagination. Students from institutions across the country participated in the competitions. Essay and Quiz competitions were organised for higher secondary school students while undergraduate students participated in the Science business idea competitions and lecture contest.

Winners were awarded with attractive cash prizes. The jury members who evaluated the competitions were stunned and elated by the creativity and imagination in the young students and ex-

pressed their hope in the millennial generation to spearhead the innovations in Science and Technology that would make the country self-reliant.

'Hope is Born': Christmas Concert 2020

Christmas is a time for joy, hope, sharing and good cheer! To infuse this spirit of Christmas, the Literary and Cultural Association of Kristu Jayanti College kick started Christmas celebrations at Kristu Jayanti College with a musical 'Once Upon a Tune' on 18 December 2020. The theme for this year's concert by the KJC Choir was 'Hope is Born.'

The theme was creatively enacted in the form of drama where a young child meets Santa Claus and reminisces about Christmas spirit with songs.

Fr James Narithookil, Superior, CMI Ashram, shared a Christmas message of making the impossible possible. He called to everyone to be a messenger of peace marching forward hand in hand, working together in making the world a better place to live in.

Rev. Dr Augustine George, Principal, Kristu Jayanti College, shared the Christmas message at the end of the show, emphasizing hope and highlighting the meaning of Christmas joy. He mentioned the importance of being thoughtful to our family and friends, and the reason for celebration in this festive season, the birth of Christ. Father also appreciated and thanked the students for their hard work in making 'Once Upon a Tune' a wonderful celebration.

Virtual National Media Conference 2021 on Media Portrayals

Department of Media Studies, Kristu Jayanti College organised its annual National Media Conference in virtual mode owing to the pandemic. The theme of this year's conference was 'Media Portrayals in Pandemic Times'. The inaugural ceremony held on March 19, 2021 was presided by the chief guest Prof. Adnan Kisa, Ph.D., Professor and Pro-Dean, Health Policy and Economics, School of Health Sciences, Kristiania University College, Oslo, Norway and Rev. Fr. Emmanuel PJ, Director, Kristu Jayanti College of Law and Director and International Relations, Kristu Jayanti College.

The two-day event was commenced with an invocation song, followed by a prelude by Prof. Abraham, Conference Chief Convener and Coordinator, Department of Media Studies, presented the prelude to the conference where he outlined the various discussions on the areas of media portrayals during Covid-19.


In his address to the partici-

Kristu Jayanti College
AUTONOMOUS Bengaluru
Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore North University

Department of Media Studies
organizes
Virtual National Media Conference on
MEDIA PORTRAYALS IN PANDEMIC TIMES
March 19 & 20, 2021

INAUGURATION

Chief Guest



Prof. Adnan Kisa, Ph.D., MSPH, MHA
Professor & Pro-Dean
Health Policy and Economics, School of Health Sciences
Kristiania University College, Oslo, Norway

Date: March 19, 2021 | Time: 11:00 AM

Meeting ID: 999 9796 3689
Passcode: 976510

pants, Prof Kisa highlighted the various communication strategies that have cropped during the pandemic and pointed out that 'infodemic' made the pandemic worse by causing misinformation and adverse effects on racial, sexual and religious minorities. He also added that safeguarding press freedom is important to propagate the

right information and avoid confusion among people. Prof Kisa explained that journalists are the bridge between the scientific and expert communities, government and citizens, and they play a key role in the health communication of a society.

Rev. Fr. Emmanuel PJ, in his presidential address reflected on

March 19, 2021



PLENARY SESSION- 1
TIME : 09:15 AM - 10:15 AM
Shri. Josy Joseph
Founder, The Confluence Media

Organised Crimes in Global Scenario

March 20, 2021



PLENARY SESSION- 3
TIME : 10:45 AM - 11:45 AM
Ms. Sarvapriya Sangwan
YouTube Editor of Indian Languages, BBC

Digital Journalism in Pandemic Times

March 20, 2021



PLENARY SESSION-2
TIME : 09:15 AM - 10:15 AM
Ms. Rituparna Chatterjee
Deputy Asia Editor, The Independent

Women Voices and Media Role During Pandemic

March 20, 2021



PLENARY SESSION-2
TIME : 12:00 PM - 01:30 PM
Ms. Geetika Rustagi
Content Lead, To The New (TTN)

Fake News and Media Literacy

PAPER PRESENTATION (TRACK 1 & 2)
DATE: MARCH 19, 2021 | TIME : 02:15 PM - 04:15 PM

The Confluence Media, Ms. Rituparna Chatterjee, Deputy Asia Editor, The Independent, Ms Sarvapriya Sangwan, YouTube Editor of Indian Languages, BBC, and Ms Geetika Rustagi, Content Lead, To the New (TTN) speaking on various topics related to the theme. Two sessions for paper presentations were also scheduled.

Technical Session 1, moderated by Dr. Juby Thomas began with the first presentation on 'Women in Cinema Collective' and its social media activism campaign. The other papers presented in the session were on Communication challenges, strategies and their implications in various fields during the pandemic.

The second technical session, headed by Dr. V. P. Krisna Prabha included topics related to social marketing, fake news, and online media that brought out different aspects and resulted in the media's contribution during the pandemic.

A total of 15 papers were presented in the two technical sessions.

The musical was a joyful Jayantian celebration amidst the on-going pandemic. Thousands of students across the country and the world tuned in through YouTube live and shared the Christmas spirit with the Jayantian family.

The audience left filled with a 'thrill of hope' for a wonderful Christmas.

OBERIU 2K20

"You are the future. Co-existence should be the key and communication should be the bigger factor.", stated Ms. Roshni Dinaker at Oberiu 2K20.

Department of English (PG) organised the fourth edition of the Intra Departmental Literary Fest, Oberiu 2K20, on November 4, 2020. The chief guest for the day was Ms. Roshni Dinaker, a film director and a fashion designer, who has carved a niche in the Kannada, Tamil and Malayalam film industries since 2002.

The program was held on an online platform. Dr. Fr. Augustine George, Principal, Kristu Jayanti College addressed the gathering by explaining about the four pillars of the college- knowledge, skill, value, and attitude- and advised students to improve themselves holistically.

Ms. Roshni Dinaker, the chief guest opined that Oberiu 2K20's key ingredient is good competition and a "healthy exhibition of talents." She also talked about the need for expression and defined it as "something that bridges one mind to another." Ms. Dinaker concluded her address by advising the students to use opportunities

astutely.

Krishnaveni, a first-year student, stated, "I was deeply grateful to Ms. Roshni Dinaker for addressing us. She truly inspired us and her positive energy carried us through the day. I also appreciate the staff fest coordinator Prof. Susan Sanny, the student coordinators Ms. Keziah and Ms. Minu for conducting this wonderful fest for all of us. Looking forward to more such upbeat occasions."

There were 64 active participants for the session, which included both the batches of the Post Graduate students as well as the faculty members of the department.

Rashtriya Ekta Diwas

To commemorate the 145th birth anniversary of Sardar Vallabhbhai Patel, Kristu Jayanti School of Management celebrated Rashtriya Ekta Diwas (National Unity Day) on October 31, 2020 through Zoom platform.

Ms Evangeline Lawrence Rajan, Student Coordinator, delivered a speech on the topic, 'Sardar Vallabhbhai Patel and His Achievements'. An audiovisual documentary on the life and contributions of Sardar Vallabhbhai Patel was screened. Ms Reema Regi and Mr Alan Varghese Alampampil, student coordinators, presented speeches on topics, 'National Unity Day' and 'Statue of Unity' respectively. Ms Megha Scaria, the student coordinator, spoke on the topic, 'Leadership Lessons from Sardar Vallabhbhai Patel'. Students

organised a live quiz on Sardar Vallabhbhai Patel and the National Unity Day.

Various competitions such as Slogan writing, Digital Wallpaper making and Digital Photography were conducted. The participants of the competitions presented their creative contents and explained it to the audience. The students and the faculty members took the National Unity Day Pledge on the occasion.

Teachers' Day 2020

Kristu Jayanti College celebrated Teachers' Day to recognize, and appreciate the efforts, and dedication of the teachers. Rev. Dr Augustine George, Principal, in his speech said, "teachers' contributions are not limited to academics alone. They support and guide students even during the pandemic period while the students were at home. Kristu Jayanti College is a place where all the departments come together with one mission, vision and stand united as a whole with one goal". All the teachers were honored by virtual wishes from the students of various departments for their commitment and dedication to the cause of education.

The felicitation was followed by cultural performances of varied variety, colors and flavors both virtual and live by the faculty. This year the Teachers' Day programme was streamed live for the benefit of all the Jayantians who could not be physically present.

Guest Lecture on Photojournalism



A virtual guest lecture session on Photojournalism was organised by the Department of Media Studies for Journalism and Mass Communication students on December 15, 2020. The resource person for the lecture was Shri. Pattabi Raman, Photojournalist in The New Indian Express, Pondicherry.

Shri Pattabi Raman specialises on socio-economic, cultural and environmental issues. Mr. Raman began the lecture with a presentation describing the various aspects of photography. He introduced the book titled 'The Decisive Moment' by famous photographer Henri Cartier Bresson as well as some of Bresson's theories on Photography. He grabbed the attention of the audience by showing some of his works which he took as part of his documentary photography assignments. He also

explained the techniques that he uses in photographing his subjects and explained it through his photo essays like "Transgender Brides", "Sri Lankan Tamils – 30 years of Civil War", "In no man's Land", "Metro Morphosis" etc. He also gave technical insights into photography. The lecture was followed by an interactive session to explore the aspects of creating a photo essay and the aspects of telling a story using photographs.

"As someone who doesn't know much about photography, this session was an eye-opener. I learnt how even the most general things could be captured amazingly and the way Shri. Pattabi Raman taught things with utmost patience and clarity made the lecture more interesting," said Sherly J Victor, a First-year PG Media Studies student.

Fade In- 2020 conducted in virtual mode for the first time



Kristu Jayanti College Film Club in association with Department of Media Studies organised its first-ever 'virtual' Fade In: Documentary Festival on October 24, 2020. The Chief Guest of the event was Dr. C.S. Venkiteswaran, a well-known documentary filmmaker and the recipient of the National Film Award for Best Film Critic in

2009. The program was formally commenced with the presidential address by Rev. Dr Augustine George, Principal, Kristu Jayanti College.

Speaking to the audience, Dr. Venkiteswaran said, "A documentary unlike other filming genres is a reflection of the real world. It allows a person to critically understand and explore the

world around him. The process of documentary making is a journey of discoveries, full of learning and surprises". While the COVID-19 pandemic has caused loss of life and uncertainty, Dr. Venkiteswaran sees these testing times as an opportunity to reflect and introspect our lives much like a documentary. He also appreciated the efforts of the college and

its management for organising the virtual fest.

This was followed by a discussion where the audience actively participated in the discussion, sharing their experiences and views on the process of the documentary making, raising questions and imparting technical know-how. Around 150 students were part of the event.

Fade- In, the flagship program of Film Club was started in Kristu Jayanti College to appreciate the aesthetics and technical features of cinema. This forum regularly organizes screening of artistic cinema, and documentaries and provides the students an opportunity to watch, discuss and review films and documentaries.

Release Of e-magazine- iCAN 2020

'iCAN', an e-magazine from the Department of Media Studies was released at the 44th Edition of Vichaarmathan on December 18, 2020. The Chief Guest, a renowned Professor in the field of Development Communication Dr. Srinivas R Melkote and Rev. Dr Augustine George, Principal, Kristu Jayanti College virtually released the e-magazine "iCAN" in the presence of more than 800 students, faculty members and students from other institutions from various parts of India.

The e-magazine was released after a one-hour enlightening talk by Dr. Srinivas Melkote, Professor Emeritus, School of Media and

Communication Bowling Green State University, USA on the "Role and Place of Communication in Development: Implications for the Field".

iCAN is an e-magazine initiated by post graduate students of Journalism and Mass Communication (MA JMC), Department of Media Studies to create awareness about the various aspects of COVID-19 and to provide invaluable information about the pandemic. The initiative is a part of the continuation of the noble initiatives taken at Kristu Jayanti College, both offline and online to support neighbourhood community and

its stakeholders in response to the current pandemic situation.

The project was spearheaded by Dr. Juby Thomas, Program Coordinator (PG) Media Studies.



Acharyostava 2020



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Mediarchy – The Power of Media Intra-Collegiate Media Fest for UG

Mediarchy- The Power of Media, the first ever intra- collegiate fest for undergraduate students of journalism was organised on December 8, 2020. This initiative by the

"As a journalist, you can make a difference in the minds of people."

Department of Media was presided by Shri Jitender Bhargava, Director PRCI, Author and Former Executive Director of Air India. Shri Bhargava spoke about the power of media in a democracy and urged aspiring journalists to look at the course as a crusader. "As a journalist, you can make a difference in the minds of people. Media should reflect public opinion. Media in our country fails to reflect the sentiments at the grass-root level. As media students, you must try and stay rooted, keep your ears to the ground and listen to the public. There is no shortcut to glory in journalism," he said.

Rev. Dr Augustine George, Principal, Kristu Jayanti College, appreciated the initiative of the department. He asked the students to go beyond the syllabus and apply their skills to become a responsible journalist in the future. He motivated the students to participate in the various events to hone their skills.

The first edition of the media fest comprised of six events that tested the reporting, photography, videography, designing, marketing and quick-thinking skills of the students. The event ended with a prize distribution ceremony that was presided by Fr. Lijo P Thomas, Financial Administrator, Kristu Jayanti College. Fr. Lijo congratulated the winners of the Mediarchy and appreciated the efforts of the Media Studies Department for initiating such an event.

Mediarchy provided a platform for students to engage and sharpen their media skills with exciting events.