

## DEPARTMENT OF MASS COMMUNICATION

### DEPARTMENTAL REPORT 2018-19

#### I. Departmental Activities

1. The department of Mass Communication has conducted “**Lenzcape**” Photography festival. It is conducted on the 18<sup>th</sup> August every year to mark the celebration of World Photography Day (19<sup>th</sup> August). Lenzcape 2018 was the first of it’s kind, because this year the department opened the fest to all colleges in different states.

**Purpose:** The purpose of this event is to bring out an opportunity for all the photography enthusiasts and professionals all over India to showcase their talent in the field of Photography as it creates a platform to exhibit their Photographs, approaches and talents in the various categories within the field of Photography where every single picture communicates the story to the viewer. In this events like Photography Competitions, Photography Exhibitions and other exciting on-spot competitions based on the different thematic approaches of various genres in the field of Photography. The photography competition, photography exhibition and on-spot photography competition It is organised by the Department of Mass Communication and the Theme for the Lenzcape Photography Festival 2018 is “SILVER LINING- Finding Calm in Chaos.” The event is open for all the Photography Enthusiasts all over India and the entries can be registered via Email: [Lenzcape2018@gmail.com](mailto:Lenzcape2018@gmail.com).



**Report:** As part of inaugural ceremony of Lenzcape Photography Festival 2018 based on theme 'SILVER LINING- Finding Calm in Chaos,' chief guest Photriya Venky, ad- filmmaker & fashion photographer gave some tips on the techniques of Lighting and compositions of photography. “Choosing Photography as a

profession will not be regretted,” he said while interacting with the students.



Later, guest of honour Cleo Fernandez, model photographer spoke in-depth on evolution of photography and emerging trends in the digital era. “Earlier, getting the print of the photograph was a complex process but now things have changed. With digital Photography, it is possible to click and store more pictures,” opined Mr. Fernandez, who encouraged the students to delve deeper into many forms of photography.


Speaking on the occasion, the college principal Rev. Fr. P. Anthony, stressing on the importance of photography, said that pictures should carry an emotion and gave an example of Kerala flood photos. Also, the college vice principal Fr. Balaswamy addressed the gathering.

After inauguration, the photography exhibition that was thrown open for the public had witnessed a footfall of over 600 visitors. Besides, the day-long session saw the range of events organised from workshops to cultural events. Wildlife Photographer Akash Chatlani and wedding photographer Rebecca Aishwarya conducted photography and lighting workshops. A representative of Herbalife Mr. Gnana Raju and Mr. Tariq Hussain, lifestyle photographer delivered talks.

The city-level photography competition witnessed as many as 200 entries. Apart from the main competition, other events held such as #Phontochallenge, On-spot photography and photography exhibition evoked good response.

The event was sponsored by Cafe Coffee Day, Therallen, Gone Mad, Alice Bakes, Monster Energy, Happy Wellness Club, Shakes Town and Red Bull.

**Review:** The event ended with the prize distribution ceremony, the guests handed over the prizes to the winners of all the competitions organised as a part of Lenzcape. Mihir Vohra was adjudged as the winner of the theme-based competition. Rakesh Kotte and Kishore Chandrakala stood second and third respectively and won the cash prizes of ₹5000, ₹3000 and ₹1000 along with certificates. In on-spot competition, C. Karthik Reddy took the top spot with R. Vijay Kumar and Mihir Vohra as first and second runners-up. Y. Satish Chandra won a special prize for his impressive work.



**HYD PARK**

# Book Your Tickets Now!

available @bookmyshow

**September 21 | 6:30 - 8:00 pm**  
**Venue: Taj Krishna, Banjara Hills, Hyderabad**

ICFAI GROUP presents  
**STRAIGHT TALK**  
with  
**KARAN THAPAR**  
powered by THE SHOW

Video Partner **PINKLINE** Venue Partner **TAJ KRISHNA HYDERABAD**  
Ticketing Partner **bookmyshow** Event & Design **THE SHOW**



2. The third year students from the department of Mass Communication conducted the 'Speak Up' campaign under the topic titled PR on 22<sup>nd</sup> September 2018.

**Purpose :** It is as an attempt to make young people come out of their shell and be more open about the problems they face. The speak up campaign was mainly aimed towards the upliftment and healing of all those who are mentally and emotionally down or scarred. The main intention was to encourage people affected by various forms of mental and emotional turmoil to come forth and speak up about the issues they face, as modern science supports the age old idea of healing through sharing, it is important for young adults to voice out their problems rather than surrendering to the depression that follows by keeping quiet.

**Report :** The students started the preparation for the campaign almost one month prior to the date of the program. The first step in the preparation included coming up with logos and taglines for the campaign and designing the same. Throughout the whole period of one month, the students designed and shot a number of posters and videos. The students were divided into various committees such as content, cinematography, editing etc. and work was allotted to them accordingly. It was the interest of the students that helped them

contribute great concepts for the videos and posters. All the content created had a unique way of presenting the theme, speak up, to the audience. The students tried to make every element catchy and inspiring in order for more people to understand the importance of what the whole idea of the campaign was. Everything that was designed and created was uploaded on social media on a regular basis, this consisted mostly the Facebook and Instagram pages of the campaign itself and also of the students participating. The videos and posters received a lot of praise and helped gaining audience who became a part of the campaign on 22nd September 2018.

**Campaign- Morning session :** The day started with introducing the campaign to the audience present in the hall. The campaign was conducted in the PG Seminar Hall of Loyola Academy Degree and PG College, Alwal. The host for the day did a great job by engaging the audience and making them curious about how this campaign would be extremely beneficial for all of them individually. The videos also highlighted the different aspects that restrain an individual from speaking up. Problems such as societal pressure, anxiety, fear of judgement, peer pressure etc. were addressed. The session proceeded by showcasing the videos that were shot during the course and explaining to the audience the idea behind each video. All of this helped the audience to understand the nature of the campaign and what they would be gaining out of it at the end of the day. Since everyone in the room were inspired to share their stories, the HOD and the lectures of the department took the first step and addressed the gathering. It was absolutely galvanizing for the students to listen to shocking incidents from the lives of their lecturers and understand how difficult life can get and how every person equally has suffered at some point or the other. The lectures coming and speaking first was a confidence booster for all the students to not feel uncomfortable and break the

**Interactive session :** This next session was indeed the most important part of the day; because it was purely what the campaign was aiming for- providing the students a platform to speak up. All the people present were divided into various groups and made to sit in circles, the groups were divided randomly and not on the basis of who is comfortable with whom. It was nerve wracking for people to start telling their stories but once it started there was no end.

**Guest speech :** The esteemed guest for the day was Dr. Vasupradha, a psychologist with expertise in dealing with depression patients. Throughout her career she has had the opportunity to learn about different aspects that affect mental health and that leave a person disturbed and it was very informative for the audience to understand the scientific relevance of speaking out in order to release stress. She boldly touched all the problems that are highly common amongst youngsters including relationships, drugs and alcohol addiction. It was an eye opener for the students to understand how everything can be handled smoothly without letting it ruin one's state of mind. Dr. Vasupradha portrayed all her concerns about young people taking wrong decisions and how this can be avoided by taking the right advice at the right time.

**Cultural performance :** The students performed a non-verbal skit and a song near the kiosk of the college canteen where people who were not part of the campaign also got to witness a glimpse of why opening up about your problems is important in life. The mime act was told the story of different characters, all facing problems pertaining to the youth like sexual abuse, body shaming, drug abuse and ragging, and how these characters seek help and are desperate to be heard. The performance conveyed the message of speak up very strongly, it made all the viewer's understand that it's absolutely 'okay' to be stuck in a problem but 'not okay' to be silent about it and not bring a change. Following the mime performance was a group song





3. The department of Mass Communication conducted a guest lecture on the topic Graphic Design on 22<sup>nd</sup> September 2018 afternoon session to Mass Communication first year and B.Sc. Multimedia and Animation first year students.

**Purpose :** To learn the industry level techniques, industry expectation from the designers and job opportunities available in this field were explained in this guest lecture session.

**Report :** Loyola academy degree and PG College on 22<sup>nd</sup> of September turned the roof of intellect and interest with the workshop and guest lecture conducted by Ms Meenakshi, an expertise as Graphic Designer Cum Art Director in Corporate Communication Department, Seaways India, Hyderabad. It was presentation and interacting session for 2 hours, where the students of mass communication and animation were keen to quench all their thirst regarding graphic design.

Ms Meenakshi was also very patient to interact and was an epitome of knowledge and experience. She has thrown light on all the fields of Graphic design and cleared up all the doubts lingering in the student's mind. Ms V.J. Bharathi, HOD of Mass Communication organized the workshop and guest lecture and accompanied the students.

**Review :** Students clarified their doubts by interacting with Ms. Meenakshi.



4. The department of Mass Communication has conducted an orientation session to the first year students under Industry Connect Programme with the initiation by acumen connect who will conduct industry connect programmes on 22<sup>nd</sup> November, 2018.

**10:30 AM to 12:15 AM**

**‘ORIENTATION FOR THE FUTURE SOLUTION’**

- **Purpose :** To give the students complete knowledge on how to design their career and what's right for them, explain what all the career opportunities they get by studying this course.
- **Report :** Acumen Connect had an orientation session with the first year students of the Mass Communication. A presentation with an in- depth content had been presented to the students in a descriptive format. They gave the students complete knowledge on how to design their career and what's right for them, explained them what all the career opportunities they get by studying this course. And they encouraged every student from AMC in an optimistic way to be a part of the field visit. To test their imagination skills they gave the task to do with the Marsh Mallow, where the class was divided into different teams and asked them to create any object with the materials they're provided.
- **Review :** This session taught them the team work, and also involved the hierarchy that's followed in the organisations by opting leader for each team, where only one team was outstanding and the rest couldn't finish the task in the given time.



5. The department of Mass Communication has taken the first year students to Namaste Telangana Press under Industry Connect Programme on 10<sup>th</sup> December, 2018.

**9:00AM to 2:00PM (Visit timing schedule)**

**‘EDUCATIVE INDUSTRIAL VISIT TO NAMASTE TELANGANA PRINTING PRESS’**

- **Purpose:** As both the book knowledge and the street knowledge are equally important for any individual, whatever the students learnt during their theoretical classes they will understand the things with experience with the field experience.
- **Report :** Mass Communication 1st year students were privileged to get an opportunity to visit the Namaste Telangana printing press, a publication house which is in Devara Yamjal, Hyderabad, with the help of Acumen Connect. As both the book knowledge and the street knowledge are equally important for any individual, whatever the students learnt during their theoretical classes they've tried to learn and imagine during this field visit. More than their observation during the visit, it was more like a Q & A session for the students, as they asked a plethora of questions to the employees they have found working near each block/ throughout the process of publication. Apart from gaining the labour knowledge students gained huge knowledge on the technical aspects that's involved in the printing process. They learned everything from the scratch to getting the printed paper into their hands. As

this is a printing press they learnt not only about the newspaper but also about the magazine too. This field visit adds a feather to the curriculum vitae of the AMC's as the Acumen Connect made them write a case study to the question they asked for based on the field visit and also provided the industrial visit certificate to them.

- **Review :** This Educative, and entertaining field visit is even more acknowledged because the students got an opportunity to visit the printing press in the first year itself and that made them design their career path in the beginning stages of their educational life.









6. The department of Mass Communication has conducted a guest lecture by Rahul Sankrityan after his block buster movie Taxiwala to share film knowledge with students on 29<sup>th</sup> November, 2018.

**1:30PM to 4:00PM**

**‘TAXIWAALA’ FAME DIRECTOR RAHUL SANKRITYAN’S INTERACTIVE SESSION WITH THE STUDENTS**

- **Purpose :** Interaction with the film director to inspire and aspire the students about the film industry and technical aspects of film making.
- **Report :** Taxiwaala movie fame film director ‘Rahul Sankrityan’ had an interactive session with all the 1st, 2nd, and 3rd year students from the department of mass Communication in the mass Communication studio at Loyola Academy. The session began with him sharing about his life story and regarding his struggles in the beginning of his career as all the students were curious to know about his career hurdles. Which is then followed by the Question and Answer session among them all, as they are the film students most of them played their role as a critic and questioned him based on the technicalities of the films and few of them played their role as appreciators too. Rahul welcomed their opinions equally and proved that he is a down to earth film director who is kind even after enjoying a blockbuster movie under his direction. Students gained huge knowledge about the films and film industry during this informative, educative and entertaining session. After the session is done Mass Communication staff had felicitated the Director with the shawl and presented the Loyola shield as a token of appreciation.

- **Review :** The program was then followed by the field visit of the Rahul Sankrityan in the Mass Communication studio where he was very impressed with the equipment the studio has got and appreciated the facilities the students are provided with.





## INFOCUS

### **A Weekend for the movie lovers- Infocus 2019**

Amongst the excited chatter and bustle of students, film-makers, and film aficionados. The 11th edition of InFocus National Film Festival was held on 22nd, 23rd and 24th February 2019 in Loyola Academy, Alwal. Film screenings, workshops, interactive sessions and exciting on-spot competitions made InFocus 2019 a very productive, lively weekend worth waiting a year for.

Infocus is an annual film festival organised by the department of mass communication of Loyola Academy. It is a celebration of the art of filmmaking- a haven for aspiring movie makers and all those who enjoy cinema. Many a popular face of the telugu film industry were seen at the event this year. Competitions for short films, documentaries, PSA/PSMs and music videos were held along with exciting on-spot competitions of the vibrant art forms of rap, freestyle dance, beatboxing along with script-writing, video editing and film quizzes. Apart from these, an online challenge was encouraged, by the hashtag of #oneshotchallenge on social media. More than 100 entries were received for the competitions. On the first day as part of the inaugural ceremony, principal rev. Fr. Anthony SJ spoke to the gathering about passion and creativity and declared the fest open, after which Rahul Haridas, noted actor of “Happy Days (2007)” fame, addressed the crowd of energetic audience and spoke about his experience of working in Happy Days, his journey in the film industry and about his career as an actor.

Nag Ashwin, the enigmatic director of the critically acclaimed Mahanati (2018) and yevade subramanyam (2015), conducted a very informative interactive session with the audience, wherein he spoke about his journey as a director, his inspiration, creative process and shared helpful advice with

students wanting to progress in the field of filmmaking. This session was followed by screenings of the short films and documentaries shortlisted for the main competitions along with performances of dances by the students of the mass communication department.

The day's session ended with a bang with the presence of actor Krishnudu, of Vinayakudu(2008) fame, who answered the audience's questions in detail as to how he became an actor, deals with critics and about his ongoing projects.

The second day started with a fascinating question-and-answer by the ingenious Vivek Sagar, well-known music director of Sammoohanam(2018), Pellichoopulu(2016) and Ee Nagarani Emaindi (2018). He answered all the audience's questions jovially, candidly and in depth. Before leaving, he serenaded those present with some of his popular songs.

Amidst raucous cultural events that energised the audience on the warm summer afternoon, a workshop was conducted by Mr. ,a representative of Fujifilm. He spoke in detail about technical aspects of cameras, providing helpful tips and tricks for the many budding filmmakers and photographers in the audience. He also brought to the audience knowledge the latest developments in the field of professional photography and cinematography.

Screenings of music videos and PSAs took place, parallelly to which the on-spot competitions of rap, beatbox, dance took place at the venue.

Nitya Naresh, Parvateesam, Sai Kiran Adivi- the talented cast of Operation Goldfish, a military-action movie set to release in november, made their way into the crowd of excited participants and onlookers and raised the levels of excitement of those present by talking casually and engagingly about the film industry, their upcoming movies and poking fun at each other, which delighted the audience. They also carried on a charming back-and-forth interaction with those present by answering questions, reciting dialogues and talking about their journeys. Actress Nitya Naresh went on to show-off her vocal talents by singing a soulful song with one of the students in the audience.

Later on the second day, the guests presented prizes to the winners of the competitions.

Karthik Parmar bagged the first prize in the short film category and Athithya Kanagarajan won second. Vardhan Mayur was adjudged have won the first prize in the documentary category, with Srinath Chavali winning second. In the PSA/PSM category, Anshul Sinha took home the prize while Shadow Puppet Films received the second prize. Nanda Kishore and Mourya Ila won the first and second prizes respectively for their music videos. The HOD of the department of mass communication, Mrs. VJ Bharathi addressed the gathering with her heartfelt appreciation for the students and staff for successful organisation of the 11th edition of InFocus,

The third day of InFocus witnessed the esteemed cinematographer K.K Senthil Kumar- who is a creative force behind cult classics Baahubali, Magadheera, Arundhati, Eega, Sye and other such telugu blockbusters- conducted an interactive session with students and film-makers. He spoke about cinematography in detail, about his views on the industry, how students can join the industry, how he became a cinematographer, his thought process, technical advancements in the field and other such

enlightening pieces of information. He said to the audience- “you never know where your opportunities come from. That is why it is important to keep working tirelessly.”

The captivating session marked the end of a three day festival of art in video format. On the first two days, there was a footfall of above 600. The festival was sponsored by Fujifilm, Maa Music, Zebronics, Gone mad, Shakti sandwiches, Peggy icepops, Goodclap NGO and Rohan Foundation.

**SUMMARY: INFOCUS NATIONAL FILM FESTIVAL** is an annual fest conducted by department of mass communication of Loyola Academy, Hyderabad. It was held this year on

22nd, 23rd and 24th February, 2019. It is an opportunity for those interested in a career in filmmaking and everything related to put forth their talents and to gain knowledge about their chosen career. It creates a platform for showcasing talent for participants all over India, where every movie has a story to tell.

## **REPORT**

### **STREET PLAY**

#### ***SUBJECT: VALUE EDUCATION***

***Date:*** 8<sup>th</sup> March, 2019

***Time:*** 3:00 PM

***Venue:*** PG Block Entrance, Loyola Academy, Alwal.

The students of the first year of B.A Mass Communication, Loyola Academy put up a street play on the 8<sup>th</sup> of March, 2019. This was an assignment given by Mrs P.M. Mamatha Rani (M.A., B.Ed) - Dean of Student Activities, Lecturer in English and the Lecturer in Value Education (AMC) to teach the students to be able to communicate to people using a different medium - Street Play, to spread awareness about various social issues.

The theme of the street play was eventually chosen by the students. The social issues that were shown in the play were – Work Pressure, Marital Rape and Domestic Violence (against both the female and male). The story starts with a usual Indian Husband-Wife fight about being late. Slowly, it moves to the scene between the boss and the main Procrastinator. The scene shows the amount of work burden the man faces. The man, in frustration goes to a bar, expecting to find relief. He goes home drunk to which his wife gets disgusted and irritated as he often comes home drunk. The wife finally decides to not let him remove his frustration on her and beats up her husband when he tries to push her down. The next morning, when the husband comes back to his senses, he tries to apologize to her. She then tries to push him away to which the man’s ego gets hurt and he starts forcing himself on his wife, and uses that as a “Stress Reliever”. After the incident when the wife calls her mother, her mother denies that to be “Rape” and names it as her

“Responsibility” to satisfy her husband”. The play ends with a song where both the man and the woman are sitting still with no expression which represents their situation where they are left with no option but to go through life as it comes to them.

Even today, there are so many cases of marital rape which fail to make it to the court. The reason behind it is because there is still no law against marital rape. Not just that, there are also cases regarding domestic violence on men, but it always fail to come to the notice of people. This is because in India people do not want to talk about actual problems that are either underrated or are unacceptable by the society.

It took a lot of affords and patience to make this street play happen. The students of Mass Communication are thankful to Principal Fr Dr P. Anthony SJ, Vice-Principal Fr D. V Balaswamy SJ, Head of the Department (B.A Mass Communication) Mrs V. J Bharathi and the Dean of Student Activities, the Lecturer in Value Education Mrs P.M. Mamatha Rani and the college management for giving us all the opportunity to work with the whole class as a team and explore the different interests of each student.

## II. Staff Achievements

1. **Mrs. Rajeshwari Natarajan** has qualified her Telangana SET.
2. **Mr. Y. Abhishek Paul** has qualified his Telangana SET and NET.

## III. Student Achievements

1. **T. Anusha, Twinkle Gurnani, Shambhavi Nitya, Trisha Kola, Yohan, Avinash Denduluri, Siddhesh** of second year and **Anushka Pradeep** third year mass communication students were participated in 4<sup>th</sup> Edition of Indyywood - Film Carnival which was a 4 day film fiesta slated at Hightech City, Hyderabad. They are the part of the Talent Hunt Team and they got Elite Coordinator, Best Coordinator awards from the organizers.



INDYWOOD  
TALENT HUNT 2018  
DECEMBER 01-04  
www.indywoodtalenthunt.com

Certificate Of  
Achievement

This Certificate is presented to

Mr./Ms. Anusha Junithi  
for securing 1<sup>st</sup> position in the National Level  
Reporter / Journalist Competition,  
conducted as part of **Indywood Talent Hunt '18**  
at Hitec Convention Center, Hyderabad from Dec 1-4, 2018.



MAKE IN INDIA

*Sohan Roy*  
Founder Director-ITM

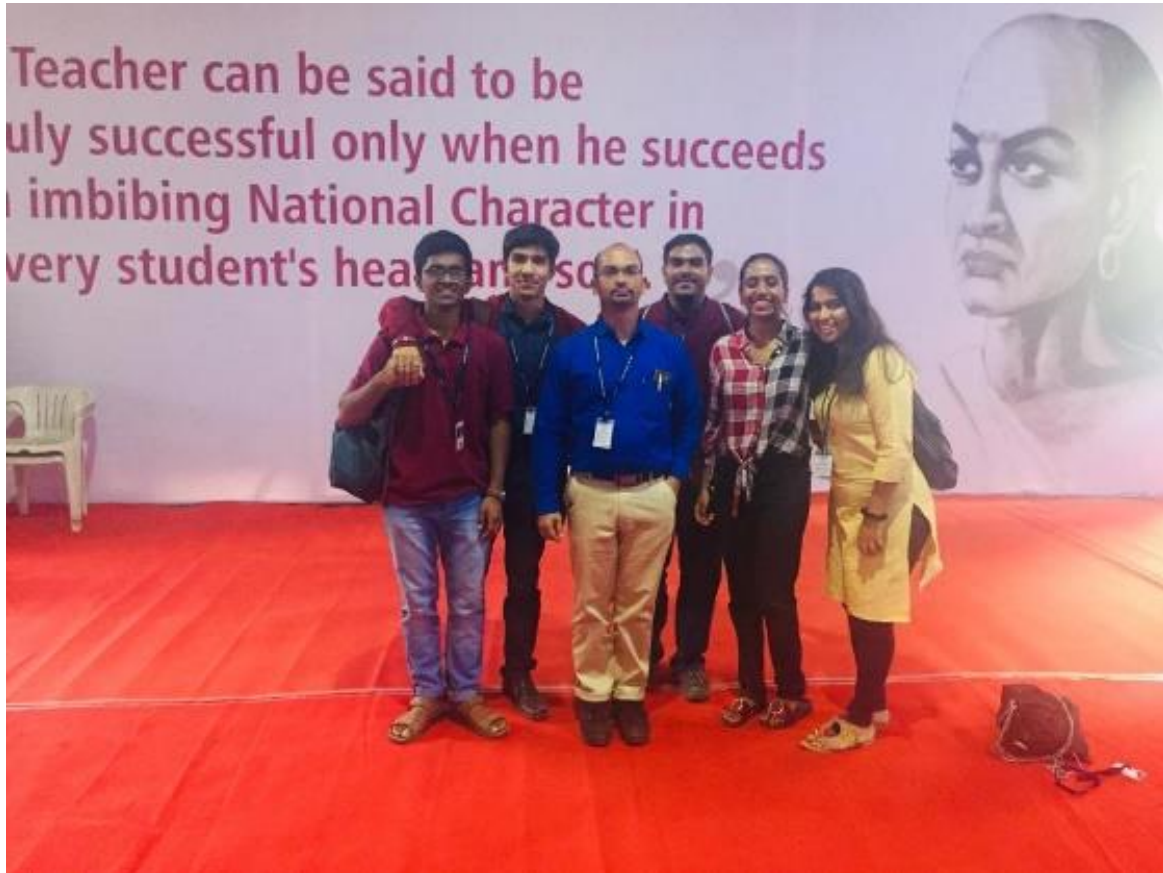




**Student Participation :**

Avinash Denduluri of second year mass communication

**Trisha Kola** of second year mass communication attended in Indian Student Parliament (Bharatiya Chhatra Sansad) which was conducted by MIT University, Pune on 18, 19, 20<sup>th</sup> of January, 2019. It is a non-political platform to sensitize and harness the power of youth, mainly through the general secretaries, joint secretaries and socially active & politically sensitive students from around 25000 colleges of more than 400 universities in India.



**Giridharan** of third year mass communication participated in the GSHS conference at G.I.T.A.M. University at Rudhraram, which was conducted a 2 day conference. He presented Research Paper on 'YouTube Addiction: An Overview on the Effects of Socialization'.

The objective of the conference is to create a platform for academicians, research scholars and students to share their views on various aspects of media and its correlates.

The department of mass communication went for a field trip on 2nd February 2019, to Fever FM 94.3 Radio Station.



The students had an interactive session with RJ Yash where in, they were educated about the roles and responsibilities of studio personnel and other organizational functions, followed by a studio tour where in the students were taken around the workplace and were shown the equipments, softwares used and their usage in the organization.





TV 5 Studio



## INFOCUS 2019- NATIONAL FILM FESTIVAL

INFOCUS A Weekend for the movie lovers- Infocus 2019 amongst the excited chatter and bustle of students, film-makers, and film aficionados. The 11th edition of InFocus National Film Festival was held on 22nd, 23rd and 24th February 2019 in Loyola Academy, Alwal. Film screenings, workshops, interactive sessions and exciting on-spot competitions made InFocus 2019 a very productive, lively weekend worth waiting a year for. Infocus is an annual film festival organised by the department of mass communication of Loyola Academy. It is a celebration of the art of filmmaking- a haven for aspiring movie makers and all those who enjoy cinema. Many a popular face of the telugu film industry were seen at the event this year. Competitions for short films, documentaries, PSA/PSMs and music videos were held along with exciting on-spot competitions of the vibrant art forms of rap, freestyle dance, beatboxing along with script-writing, video editing and film quizzes. Apart from these, an online challenge was encouraged, by the hashtag of #oneshotchallenge on social media. More than 100 entries were received for the competitions. On the first day as part of the inaugural ceremony, principal rev. Fr. Anthony SJ spoke to the gathering about passion and creativity and declared the fest open, after which Rahul Haridas, noted actor of "Happy Days (2007)" fame, addressed the crowd of energetic audience and spoke about his experience of working in Happy Days, his journey in the film industry and about his career as an actor. Nag Ashwin, the enigmatic director of the critically acclaimed Mahanati (2018) and Yevade Subramanyam (2015), conducted a very informative interactive session with the audience, wherein he spoke about his journey as a director, his inspiration, creative process and shared helpful advice with students wanting to progress in the field of filmmaking. This session was followed by screenings of the short films and documentaries shortlisted for the main competitions along with performances of dances by the students of the mass communication department. The day's session ended with a bang with the presence of actor Krishnudu, of Vinayakudu (2008) fame, who answered the audience's questions in detail as to how he became an actor, deals with critics and about his ongoing projects. The second day started with a fascinating question-and-answer by the ingenious Vivek Sagar, well-known music director of Sammoohanam (2018), Pellichoopulu (2016) and Ee



Nagaraniki Emaindi (2018). He answered all the audience's questions jovially, candidly and in depth. Before leaving, he serenaded those present with some of his popular songs. Amidst raucous cultural events that energised the audience on the warm summer afternoon, a workshop was conducted by Mr. ,a representative of Fujifilm. He spoke in detail about technical aspects of cameras, providing helpful tips and tricks for the many budding filmmakers and photographers in the audience. He also brought to the audience knowledge the latest developments in the field of professional photography and cinematography. Screenings of music videos and PSAs took place, parallely to which the on-spot competitions of rap, beatbox, dance took place at the venue. Nitya Naresh, Parvateesam, Sai Kiran Adivi- the talented cast of Operation Goldfish, a military action movie set to release in november, made their way into the crowd of excited participants and onlookers and raised the levels of excitement of those present by talking casually and engagingly about the film industry, their upcoming movies and poking fun at each other, which delighted the audience. They also carried on a charming back-and-forth interaction with those present by answering questions, reciting dialogues and talking about their journeys. Actress Nitya Naresh went on to show-off her vocal talents by singing a soulful song with one of the students in the audience. Later on the second day, the guests presented prizes to the winners of the competitions. Karthik Parmar bagged the first prize in the short film category and Athithya Kanagarajan won second. Vardhan Mayur was adjudged have won the first prize in the documentary category, with Srinath Chavali winning second. In the PSA/PSM category, Anshul Sinha took home the prize while Shadow Puppet Films received the second prize. Nanda Kishore and Mourya Ila won the first and second prizes respectively for their music videos. The HOD of the department of mass communication, Mrs. VJ Bharathi



addressed the gathering with her heartfelt appreciation for the students and staff for successful organisation of the 11th edition of InFocus, The third day of InFocus witnessed the esteemed cinematographer K.K Senthil Kumar- who is a creative force behind cult classics Baahubali, Magadheera, Arundhati, Eega, Sye and other such telugu blockbusters- conducted an interactive session with students and film-makers. He spoke about cinematography in detail, about his views on the industry, how students can join the industry, how he became a cinematographer, his thought process, technical advancements in the field and other such enlightening pieces of information. He said to the audience- "you never know where your opportunities come from. That is why it is



important to keep working tirelessly.”

The captivating session marked the end of a three day festival of art in video format. On the first two days, there was a footfall of above 600. The festival was sponsored by Fujifilm, Maa Music, Zebronics, Gone mad, Shakti sandwiches, Peggy icepops, Goodclap NGO and Rohan Foundation. SUMMARY: INFOCUS NATIONAL FILM FESTIVAL is an annual fest conducted by

department of mass communication of Loyola Academy, Hyderabad. It was held this year on 22nd, 23rd and 24th February, 2019. It is an opportunity for those interested in a career in filmmaking and everything related to put forth their talents and to gain knowledge about their chosen career. It creates a platform for showcasing talent for participants all over India, where every movie has a story to tell.



## **STREET PLAY SUBJECT: VALUE EDUCATION**

Date: 8th March, 2019 Time: 3:00 PM Venue: PG Block Entrance, Loyola Academy, Alwal. The students of the first year of B.A Mass Communication, Loyola Academy put up a street play on the 8 th of March, 2019. This was an assignment given by Mrs P.M. Mamatha Rani (M.A., B.Ed) - Dean of Student Activities, Lecturer in English and the Lecturer in Value Education (AMC) to teach the students to be able to communicate to people using a different medium - Street Play, to spread awareness about various social issues. The theme of the street play was eventually chosen by the students. The social issues that were shown in the play were – Work Pressure, Marital Rape and Domestic Violence (against both the female and male). The story starts with a usual Indian Husband-Wife fight about being late. Slowly, it moves to the scene between the boss and the main Procrastinator. The scene shows the amount of work burden the man faces. The man, in frustration goes to a bar, expecting to find relief. He goes home drunk to which his wife gets disgusted and irritated as he often comes home drunk. The wife finally decides to not let him remove his frustration on her and beats up her husband when he tries to push her down. The next morning, when the husband comes back to his senses, he tries to apologize to her. She then tries to push him away to which the man’s ego gets hurt and he starts forcing himself on his wife, and uses that as a “Stress Reliever”. After the incident when the wife calls her mother, her mother denies that to be “Rape” and names it as her “Responsibility” to satisfy her husband”. The play ends with a song where both the man and the woman are sitting still with no expression which represents their situation where they are left with no option but to go through life as it comes to them. Even today, there are so many cases of marital rape which fail to make it to the court. The reason behind it is because there is still no law against marital rape. Not just that, there are also cases regarding domestic violence on men, but it always fail to come to the notice of people. This is because in India people do not want to talk about actual problems that are either underrated or are unacceptable by the society. It took a lot of efforts and patience to make this street play happen. The students of Mass Communication are thankful to Principal Fr Dr P. Anthony SJ, Vice-Principal Fr D. V Balaswamy SJ, Head of the Department (B.A Mass Communication) Mrs V. J Bharathi and the Dean of Student Activities, the Lecturer in Value Education Mrs P.M. Mamatha Rani and the college management for giving us all the opportunity to work with the whole class as a team and explore the different interests of each student.



**Career Placements 2018-19 (upto 31 January 2019)**

UG 3 year Students placed in the year 2017-18			
Sl. No.	UID Number	Name of the Student	Organization Placed in
1	111715020004	Finicy Moirangthem	Flight attendant at Indigo
2	111715020008	R Sushmitha	Accenture
3	111715020010	Sharma Vandana	The Hans India English Daily as Reporter
4	111715020012	Shravya Sree M	PR & Marketing Executive at Drunken Monkey
5	111715020013	Twinkle Loomba	Amazon
6	111715020032	Rohit Madhusudanan	World Trade Centre, Dubai

**(MS. JOSEPHIN BHARATHI VEGE)**

**HOD, Dept. of Mass Communication**