

**B.A. MASS COMMUNICATION
DEPARTMENT ACTIVITIES – 2019 -20**

WORKSHOP BY MENTOR MINDS

On 12th June 2019 there was an interactive session conducted by Mentor Mind in the mass communication studio 10:00 AM onwards.

Mentor mind is a student internship online application where the students can apply online for various work from home projects on the completion of which they are rewarded with a certificate of merit and further projects and job opportunities based on their contribution and performance. The mentor mind team consisting of

1. The Chief operating officer - Clinton D'Souza
2. Creative head
3. Social media head



Visited the department and briefed the students about the facilities and opportunities offered by their team to degree students aspiring to intern after college hours. They started the day with a logical puzzle game to evoke enthusiasm amongst students. On the basis of the students reaction the team explained to the students about the graph of school to university and in turn job and what skills are required to land into a good company that can only be polished via internships and real time projects. It was an engaging activity based session, giving industry insights and opportunities with ARKA Media Works (The Maker of the Movie Baahubali). They also talked about current trends in the industry and skills required to take up opportunities. The students actively participate and cleared their respective queries regarding the film and corporate world.

ORIENTATION WITH MASS COMMUNICATION FRESHERS 2019

On 18th June in the 1st, 2nd and 3rd hour there was a introductory session conducted for the 1st year students by the 2nd and 3rd year students in the Mass communication studio.

The students and 2nd and 3rd year In separate batches briefed the freshers about the college and the department. The 1st year students were acknowledged about the contents of the curriculum, importance of various topics, ground rules to be followed in and outside the class room premises, code of conduct etc. They were also introduced to the co-curriculum opportunities in the field of sports, NCC, clubs, college dance and drama teams etc. The students were encouraged to come forward and show case their talent. However since the students were hesitant the seniors dedicated a couple of musical, beat boxing, singing and dance performances for the freshers to cheer them up and to ease their hesitation. They were subsequently briefed about the departmental fests I.e, Lenzcape and Infocus and the various committees involved into the successful conduct of the fest. They were then briefed about the 7 day long intra-departmental college festival - RESONANCE and the various competitions conducted during the fest. There session was wound up with a formal one to one introduction session of the 2nd and 3rd year students with the freshers. The students showed tremendous enthusiasm and seemed to eagerly look forward to the various curriculum and co-curriculum activities conducted in the department and the college subsequently.







WORKSHOP BY 'EVVARIKI CHEPPODHU' MOVIE TEAM

On 17th June 2019 the production team of Independent Telugu movie "Evvari kee cheppoddu" conducted a workshop followed by an interactive session in the Loyola Hall

The team consisted of,

1. The Producer and lead actor - Mr. Rakesh Varre
2. Director - Mr. B. Shankar
3. Other production team members.

The session was started with a welcome and introduction of the team by a student of the department of mass communication. Rev. Fr. Anthony SJ and V.P of U. G Rev. Fr. P. Balaswamy were the dignitaries of the day to accompany the Chief guests on the stage. Following the welcome the Chief guests had an introduction session with all the 3rd years of BA-Mass communication and the Final year students of B. Com professionals in the Loyola Hall. The trailer of the upcoming movie was subsequently played in the hall. Following which there was an interactive question and answer session by the Chief guests with the students.



The students asked questions regarding the various production stages and clarified their queries stereotypes and myth's about the film industry and the opportunities in the industry. The workshop

was would up with a felicitation of the chief guests by the dignitaries and the lecturers of the department of mass communication followed by a group picture. The students were also given an opportunity to watch the 1st premiere of the movie in Prasad Labs, Banjara Hills on 20th July 2019 (Friday) at 5:30 PM. The workshop enlightened the students about the film industry and gave them a rare experience of watching a full length movie premiere free of cost at the renowned Prasad Labs.

GEMINI MUSIC INTERACTIVE SESSION WITH 1ST YEAR 2019 MASS COMMUNICATION STUDENTS



On 5th July Gemini music had an interactive session with the first year B.A Mass communication students. The program was called Freshers 2K19 where they interacted with the first years from different colleges. The Gemini music representatives arrived in the Loyola campus by 3:00 pm along with their personnel and set up equipment near the basketball courts. They had a fun, youthful conversation with the students, where they asked about the new college life, prior expectations about college life and what it turned out to be. Everybody participated with full energy and enthusiasm.



It was followed by a conversation with the faculty of Mass communication, where they had a conversation about academics and different characters in the class room. Later, the students participated in a ramp walk and basketball shootouts. The interactive session was a fun learning experience where the students saw how a program was conducted and hosted in open air.

LENZCAPE 2019- AT LOYOLA ACADEMY ON WORLD PHOTOGRAPHY DAY

Mass Communication dept of Loyola Academy had the 'Lenzcape photography festival' which is been celebrated by the department over a decade on the occasion of 'World photography day'. The fest was celebrated for two days on 18th and 19th of August 2019. Students from different colleges had participated in all the events. The event took place in 'Inigo Hall' where the hall is beautifully decorated with the student's talent showcased through photographs.



Competitions are as follows:

Phonto Challenge (where they click the photograph through their phone and upload on Instagram)
Main theme competition (theme: Lifetime in a picture)

Secondary

theme

competition

(theme:

Reflections)



On-spot photography (where the Telangana's leading dancer, performed on lenzcape stage and all the students had captured her as part of their competition)

On-spot photo editing.



Dance battle, rap, live band, dance performances were another attraction apart from the competitions.

Besides all these activities, interactive sessions with Shreyans Dugarwal (fashion photographer), Kishor Krishnamoorthi (documentary and wedding photographer), Vinod Babu (documentary photographer), Nupur (Documentary Photographer) were the highlights of the fest where the students could gain all the knowledge from these leading industrial photographers through their sessions and get inspired by them. All the guests were also felicitated with a plant sapling, Memento and Shawl. It then, ended with the Valedictory session which was given by the Vice Principal Fr. Bala Swamy.



INTERACTIVE SESSION WITH PROF. V KRISHNA ANANTH

Guest lecture & Interactive session by Prof. V Krishna Ananth took place in Loyola hall on 19- 07 - 2019 from 01.00 PM to 03.00 PM.

Prof. V Krishna Ananth, a senior Professor from Sikkim University and a visiting faculty of ACJ, Chennai and other prominent media schools in India. He is also an author of four books and a regular columnist of National News papers.



He conducted the interactive session on the topic “Media beyond Sensationalism”, where he brief about the topic and also had an informative and intellectual session with the students even on the “History of Journalism”. The session was in depth where students gained huge knowledge from him where he was asked en- number of questions on everything he discussed.

Even the process of news organization and the selection of news stories and articles are been discussed with the students.

The session ended with the felicitation ceremony to the guest by the faculty of Mass Communication department.



EDUTAINMENT VISIT- NGO ACTIVITY- UG STUDENTS- MASS COMMUNICATION DEPARTMENT- LOYOLA ACADEMY- TRIBAL VILLAGE.

'BEYOND 103' is an initiative by the Department of Mass Communication, at Loyola Academy. The batch 2017- 2020 as part of their Development Communication subjects were keen on observing the rural area, so they've decided to observe the underdeveloped tribal area and in that process took an oath to help them out in providing basic amenities. This activity happened on the dates 25th September 2019 to 28th September 2019 at Bhadradi, Kothagudem.

"I used to work for Humans of Hyderabad, where they focus on the human stories and came through a video on the tribal people of Bhadradi, Kothagudem on their social media page. I chose this place as I know that HOH shows only factual information and thus we decided to focus them and help them out". – Hima Bindu, lecturer in Mass Communication.

So overall 27 students from this MC 2017- 20 batch have attended this camp, where 3 lecturers (Ms. Hima Bindu, Mrs. Rakeshwari and Mr. Anees accompanied them). "I'm very happy with this initiative, my team had done a great job and pretty sure that they came back with abundant love and blessings", says V.J. Bharati, HoD Mass Communication.

We struggled for 3 months at a stretch in collecting funds, planned very carefully to implement this and make it successful. With all the funds we've got, we purchased 10 Rice bags (25kgs each),

(100kgs each- Toordal, Moongdal & Red cowpeas), Stationery (Including books, Pencils, Scales, Sharpeners, Erasers, Drawing books & Crayons), Two camping beds, Sports items (Kid's football, Cricket bat, Spinner), Medicines (Antibiotics and emergency medicines) and Clothes (all the age groups). All this wouldn't be possible without the support of V.J. Bharati (HoD), Fr. Anthony Pothireddy (Principal), Fr. Bala Swamy (UG Vice-Principal), Loyola students, people who provided huge monetary funds from overseas and everyone who is a part of this activity.

"This is for the very first time where students took an initiative, donated a lump sum funds and stayed with us in these hamlets. They adjusted really well and made everyone in these hamlets really happy. Everything they donated will be distributed among the habitats for children's midday meals in their schools.", says Dr. Narender (The man who left Hyderabad and living in that tribal area since 3yrs to help those people and takes care of their health).

This was absolutely an amazing experience for the students, lived very close to nature, completely away from the digital world, understanding different psychological behaviors of the tribal people, and observing their struggle which taught them a lot. They're contented to help them and are in love with the arrangements they provided us. They thoroughly enjoyed every moment spent there, the delicious food they prepared with the amenities we provided, arranging a campfire which accompanied the tribal dance on that night, and a beautiful shelter for us to stay. The respect they gave us has got no words to even explain it. And the walks were even more beautiful where the students got a chance to use the cell phone and cameras only for capturing the moments and nothing else.













GUEST LECTURE BY ANUSHA PUPPALA

Guest lecture by Anusha Puppala took place in Loyola hall on 8- 11- 2019 from 12:30pm to 2:45pm.

Anusha Puppala is a Senior Journalist/ a Correspondent at News Minute. She worked in all the streams of Media, Television, Print and New Media (Online Journalism). There is no particular News beat that she is adhered to. She does Lifestyle, Celebrity Interviews, Crime Reporting, Business Reporting, Environment Reporting, Educational Reporting, she can interview anybody, also does both offline and live reporting too.

She showcased the videos and articles where she did the news coverage. Students had a great interactive session with her, especially on:

- * How to get the News Stories?
- * What are the aspects a Journalist needs to focus on?
- * Roles and Responsibilities of a Journalist.
- * The difficulties she had faced in the Media.

The session was very transparent as she exposed all the facts about a Journalist, their work on field, and also about how technically and practically a News Channel or any News organization works. The session ended with the felicitation of the Guest by the Department faculty members and a group photograph was taken.

Theatron workshop

20th January, 2020

Loyola Academy, Department of Mass Communication Conducted a workshop titled - **Theatron** – “explore the unexplored”. It was a 10 day intensive workshop facilitated by Mr. AKHIL BHANESWAR (alumni of NSD, Bangalore) for the theatre enthusiasts. The workshop was filled with Theatrical Exercises, improvisations, scene works to hone their acting skills and voice and body language on stage.

The various NAVARASAs focused on preparing the students to mentally and physically mould themselves into the characters. On the 20th of January, 2020 students received their certificates as the workshop concluded to mark the hard work, dedication and passion.

Mr. Jonas David, Theatre Practitioner & Co Founder of Story Board Productions, Hyderabad was the Chief Guest for the Valedictory Ceremony who spoke about his own experience in theatre. Later he interacted with the students and encouraged them to follow their dreams.





“NEVER LET THE FIRE IN YOU DIE OUT. OUR COUNTRY HAS ENOUGH OF ENGINEERS, LET US SHOW WHAT GREAT ARTISTS WE HAVE”, he concluded.



Student Achievements / Participation :

Sports :

P SRICHARAN REDDY - CLASS :) AMC 1ST YEAR

SPORT : ATHLETICS

National Level :) 35th All India Junior National Championship Held in Guntur, Andhra Pradesh

2. All India Interuniversity Championship Held in Manglore, Karnataka

(Also World University Trials)

State Level:) 6th Telngana Interdist Championship Gold Medal In High jump And Silver Medal In Triple jump.

Reliance Youth Foundation City Championship. Gold Medal in High jump, Silver Medal in Triple Jump

35th Interdist State Championship. Gold Medal in High jump.

Intercollegiate Tournament. Gold Medal in High jump

2 All India nationals and 4 Gold medals and 2 silver medals in state Championship