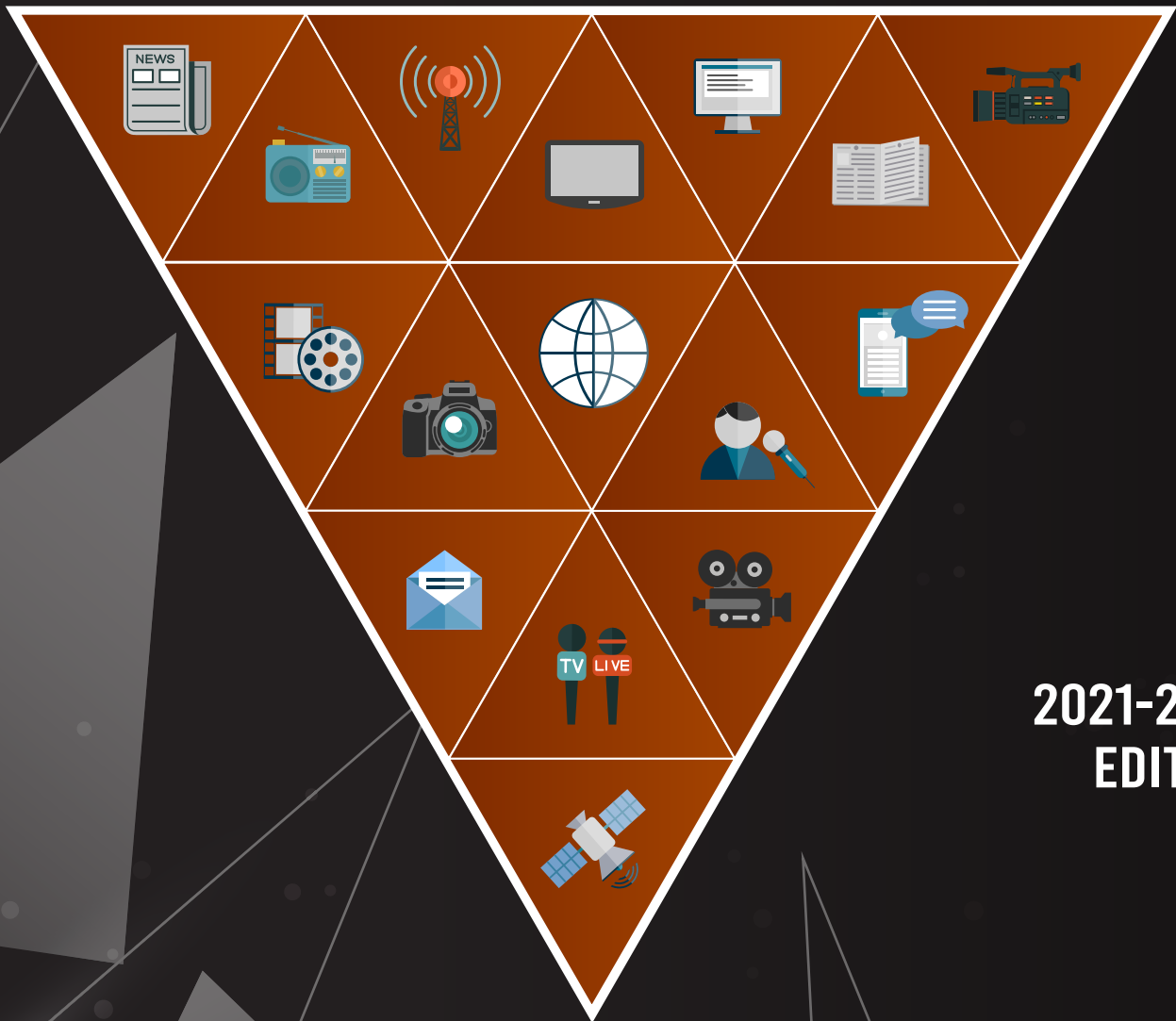




EDUCATE EMPOWER ENLIGHTEN  
Dept. of Mass Communication  
Loyola Academy

# MEDIA PARAMOUNT



2021-2022  
EDITION

A Seeking crew for Showing through  
**DEPT. OF MASS COMMUNICATION**

Loyola Academy, Alwal Sec - 10  
Re-accredited with 'A' grade by NAAC

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EDUCATE EMPOWER ENLIGHTEN  
Dept. of Mass Communication  
Loyola Academy

# ABOUT THE DEPARTMENT

We established the Department of B.A. Mass Communication with the motto “Educate, Empower, and Enlighten” in Loyola Academy in the year 2004-05 to meet the challenges and demands of the booming media industry.

We as a department believe in a blended learning environment especially when it comes to campus learning. We prioritize giving and implementing the multi-disciplinary and holistic elements in the way we educate and build our students for their individual growth. Further this planning and implementation is possible with the encouragement that's always received from the management of Loyola.

Students get to do field reporting in the campus as a practical subject which will improve their confidence with regards to communication skills and public speaking. Apart from their regular course subjects, they get to learn about Indian Heritage and Culture, Value Education, Environmental Science which helps them to understand human values even more and make them a better person.

Students' projects are encouraged throughout the academic year through the assignments that they're asked to do which is completely based on the social issues, creativity, and theory analysis through the technical and non-technical flexibility which helps them to brainstorm and work on it. Both individual and collective data through group projects have been encouraged, through which they learn good team work and leadership skills while working in the group projects.

Besides the community outreach (Planet Program) services that were provided by the college to our students they also contribute their voluntary services towards the society and tribals when there is any sensitive issue to take up as an assignment. (Eg: During the covid

situation). With this they learn humanity, sharing, understand social issues and statuses, and also be disciplined further.

We have started “Humans of Loyola” a digital media page where students interview people, write about them, which helps them understand the psychological behaviour of other people, improve their communication skills and confidence to live in the society besides how to tackle different situations that they face.

Students are provided with seminars, webinars, guest lectures, interactive sessions, throughout the year from the industry experts based on their course, so that they can gain practical-theoretical knowledge through these sessions. Students are taken on industrial visits to the professional organizations so that they can compare what they learn in subjects and clarify once they get industrial exposure. Media committee in the college for all the fest or any documentation purpose is done by a particular team of Mass Communication students which helps them to fill their hands with field exposure and make them experts even before they step outside the college.

There is a national fest (Lenzcape) which has been conducted by the students for more than a decade on the occasion of “World Photography Day” and another national fest (InFocus) which has been conducted by the students since more than a decade with regards to film making.

Students have the opportunity to do two internships-

- 1) Summer internship after pursuing their 2nd year (4th semester).
- 2) Second internship in the 3rd year (6th semester).





# VISION

To impart theoretical and practical knowledge on various subjects and groom the students to be adept and capable of executing field work with passion, commitment, discipline and integrity making them ready to make a mark in the media industry.



# MISSION

Make the students to be global representatives and hold up on objectivity and fairness in their field of work.





**Rev. Fr. Dr. L. Joji Reddy SJ,  
Principal**

“Mass Communication is a futuristic, inclusive, perspective department to generate knowledge, employability, and service to the society. I appreciate young and dynamic leaders like Rajeshwari, Hima Bindu and Fr. Prabhu”.



**Dr. Ratna Vani  
Dean of Arts**

“Mass communication is the most Dynamic and vibrant department of Loyola Academy that produces and provides good number of Artists & technicians to the move industry”.



**Mrs. Rajeshwari N  
Head of the Dept.**

“We go the extra mile to get our kids out there. They thank us by leaping ahead, beyond our wildest dreams”.

## OUR FACULTY



## OUR STUDENTS



# FACULTY BIOS



## **RAJESHWARI N**

HOD, Assistant Professor in Mass Communication MSc. Visual Communication, TSSET, NET

Rajeshwari N is currently working as an assistant professor and heading the department of Mass communication at Loyola Academy, Hyderabad. She has cleared TSSET in the year 2018 and cleared NTA NET in the year 2019. As an army kid she moved to various places in India. She Completed her schooling from Delhi, Pithoragarh, Chennai and Hyderabad. She has completed BSc. Animation Design from Loyola Academy, Hyderabad and MSc. Visual Communication from Loyola College Chennai. She has hands-on experience in the field of advertising and graphic designing as she has worked as a

graphic designer for Radikal Tribe Hyderabad, Arena Animation Chennai and Fingerprints creative Chennai. As she is interested in graphic designing and VFX, she has completed a few Udemey courses related to graphics and VFX. She is very much interested in organizing campaigns at college level.



## **JOSEPHIN BHARATHI VEGER**

Josephin Bharathi is currently working as an Assistant Professor in Mass Media in the department of Mass Communication at Loyola Academy, Secunderabad. She has completed her PG in M.Com. and completed her PG Diploma in Multimedia from Davinicy Multimedia Institute, Hyderabad. Joined Loyola Academy under the department of Mass Communication in the year 2004 as Multimedia Faculty. She is the course writer for the Potti Sreeramulu Telugu University - Computer Cell - for the Course - "Certificate Course in Computer Applications & Office Administration" and also Advisory Board Member in PSTU for Computer Courses. Later in 2012 she completed her 2nd

Masters in MCJ. In 2012 she conducted a 10-day training program on "Hands-on Training in Audio Video Editing and Multimedia for Interactive CD production" for Home Science College, Hyderabad - Staff & Students. She served as HOD for BA Mass Communication from 2017 June to 2021 June. Mrs. Bharathi also takes care of Loyola Academy website. She even Published an article titled "Modalities of Choice Based Credit System in India" which was presented in Loyola College, Chennai. As a person she would love to interact with students and motivate & guide students to improve their skills & knowledge in various fields.

# FACULTY BIOS



## **P VIKRAM KUMAR**

Vikram kumar is an Asst. Professor in the department of Mass Communication since 2008. His specializations are photography, video editing and video production. He says that he is very happy to be a part of the department of Mass Communication and conveys his heartfelt thanks to Loyola management. He is the class-teacher

of NMC (2nd year of mass Communication)

Qualifications:  
M.sc (cs)  
Diploma in video production



## **HIMA BINDU**

Hima Bindu Achanta is an Assistant Professor (Mass Communication dept.) who's qualifications are B.A Mass Communication, M.A Mass Communication, PGD Media Law, (PhD). She lays her interests in various aspects where she is the General Secretary, Women Empowerment Cell, Head of Loyola Radio, Member of Media Committee, Member of Social Service Program and is also the founder of Beyond 103.

As an individual, she always love to interact with people around her. "Many Voices, One World", this quote drawn from the Report of Mac Bride's Commission on 'Communication Problems' clearly spells out the essence and the need of communication and expresses the very 'Heart and Soul' of Journalists who aspire to interact with people around the world and raise their voice among the masses. To achieve one's

goals, one needs both theoretical and practical knowledge. This is something which she believes in.

She aim to become a Professor. As she strongly felt from the beginning that theoretical knowledge isn't enough to teach the learners. Began her career as a Lifestyle Reporter and then it raised her to become a Programming Director, Anchor, Interviewer, Producer, Guest Coordinator, and a scriptwriter. Gaining 3 years experience in all this fetched her a complete practical/ professional knowledge in Broadcast Media that she is confident to share her knowledge with students who strive to learn.

She is the class-teacher of DMC (3rd year of mass Communication)

# FACULTY BIOS



## **FR.PRABHU**

Fr. Prabhu SJ is working as an assistant professor in the department of Mass Communication. He joined the Society of Jesus (Jesuit Congregation), a religious institute after his 12th grade. Jesuits are involved in Intellectual (education), Social, Pastoral (Spiritual) and Youth works across the globe in more than 112 countries. Following the footsteps of St. Ignatius of Loyola, taking inspiration from Jesus Christ, they involve themselves in non-profitable service. Fr. Prabhu left his worldly dreams and aspirations to involve himself in the service of God and humanity and joined the Jesuits in Andhra-Telangana in 2004. After having been trained in Hindupur, Guntur, Trivandrum for four years, he pursued his Bachelor's degree in Electronics, Computer Science and Mathematics from Andhra Loyola College. Then he moved to

Pune for his philosophy and Delhi for his theology studies. Meanwhile, he also worked as vocation promoter (Recruitment for Jesuits) and Assistant Director of the Pre-novices (Trainer) for two years. He had completed his Master's in Visual Communication from Loyola College, Chennai after which he joined as the faculty in Loyola Academy, Secunderabad. He is also the campus minister and in charge of the Agricultural block.



## **DR FOWZIA AFAQ**

Dr Fowzia Afaq hails from Bandipora District of Kashmir. She has done her Graduation, Masters, Mphil and PhD in Mass communication and Journalism. She is a gold medalist in Mass communication and journalism. Also Public Relation society of India awarded her in 2015, with the Best student award in Mass communication. She has around 9 Published research papers and has worked thoroughly on Women development in rural areas and Media in

Kashmir. Her research area include Development communication and Media, Women portrayal in Media and Disappearances in kashmir. Previously she taught at Dept of Media studies, Degree college for Boys Baramulla, Kashmir. She is a poetry enthusiast and seeks remedy in reading and writing. She writes poetry in and is interested in Urdu, Arabic and Persian Literature. She currently works as a part of mass communication at Loyola Academy.

# FACULTY ACHIEVEMENTS

- ▶ Mrs. Rajeshwari N completed Completed Udemty Certificate course on Master Editing in Adobe Premiere CC on 27-04-2021.
- ▶ Mrs. Rajeshwari N completed Udemty Certificate course on After Effects for Graphic Design on 23-05-2021.
- ▶ Mrs. Rajeshwari N participated in a webinar “ The Art of content Development for Branding and PR conducted by - Department of Public Relations,Stella Maris College, Chennai.
- ▶ Faculty of Mass Communication participated in International 5 Day Virtual FDP on “Innovation Research Techniques”, Loyola Academy, Hyderabad from 26th-30th August 2021
- ▶ Mrs. Rajeshwari N participated in a webinar in 5 Days Workshop FDP “ Teaching Learning and Research Pedagogy for Excellence in Education” conducted by St Joseph College Chennai from 20-09-2021 to 24-09-2021.
- ▶ Mrs. Rajeshwari N completed Udemty Certificate course on Counseling Children and adolosent on 21-12-2021.
- ▶ Ms. Hima Bindu received a certificate of appreciation by NPTEL in recognition of her role as a mentor for the course of “Body Language: A Key to Professional Success in 2021.
- ▶ Ms. Hima bindu has taken an initiative to start Beyond 103 aiding services and help. She successfully donated computer sets for digital schooling. This initiative has been a part of various articles that were published.
- ▶ Mrs. Rajeshwari N received a certificate of appreciation by NPTEL in recognition of her role as a mentor for the course of “Psychology of Everyday” in 2021.
- ▶ Mrs VJ Bharathi received a certificate of appreciation by NPTEL in recognition of her role as a mentor for the course of “Film Appreciation” in 2021.
- ▶ Fr.A. Prabhu has cleared APSET in the year 2021.
- ▶ Ms. Hima Bindu has registered for “PhD in Communication” at Lovely Professional University, Punjab in January 2022. Also pursued PGD in media law from Nalsar law university.



# STUDENT ACHIEVEMENTS

## SPORTS

- ▶ 111720020016  
Veenitha thapa  
NMC  
6th Telangana State Senior Inter  
District Throwball Championship  
First  
12/25/2021  
STATE
- ▶ 111720020012  
Satyavolu Jhahnvi shanmukhi  
NMC  
Volleyball  
Participated  
12/27/2021  
Regional
- ▶ 111720020012  
Charan  
DMC  
Gold Medal in High Jump in  
Telangana State Senior State athletics championship  
and national trails  
First  
20,21/08/2021  
State
- ▶ 111721020003  
B.Vennela  
AMC  
6th Telangana State Senior Inter  
District Throwball Championship  
First  
25,26/12/21  
State
- ▶ 111720020008  
Bala karunya  
NMC  
Fit India freedom run  
Participation  
25-9-2021  
State
- ▶ 111719020037  
Chetan Krishna  
DMC  
Osmania University Kabaddi Tournament  
Third  
18-2-2020  
State
- ▶ 111720020012  
Satyavolu Jhahnvi shanmukhi  
NMC  
KCR Cup 2022  
First  
15,16-2-2022  
State



# CLUBS

# RJ VJ CLUB



The VJ/RJ club is a pack of extremely talented artists, vocalists, radio enthusiasts, story tellers and media fanatics. Ms. Hima Bindu led the club and guided the students



regarding various activities and lessons including tips and tricks of the industry. One of the club coordinators Cvheguri Jayitri a student of m a s s



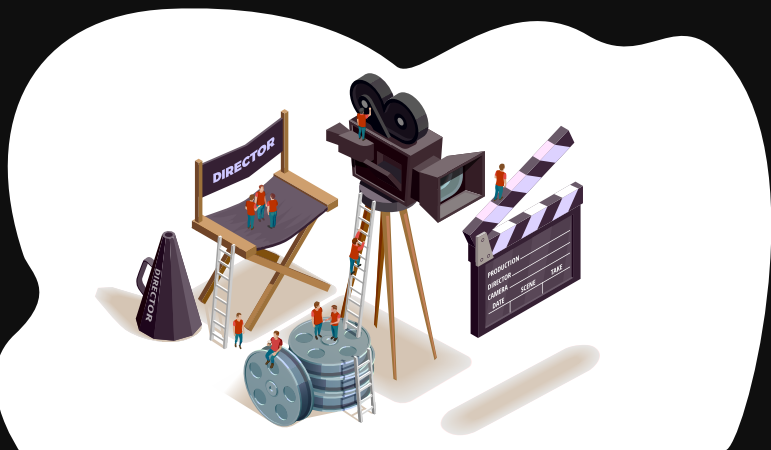
communication has to say that "A club which teaches the students, to create creative content and speak confidently in their choice of language. We prepared the

tasks and activities for offline and online classes accordingly." She also is the RJ head for the college radio giving them immense coordination and suggestions regarding the diction and the way content should flow through a radio show. The club was an extreme hit as every individual got to work

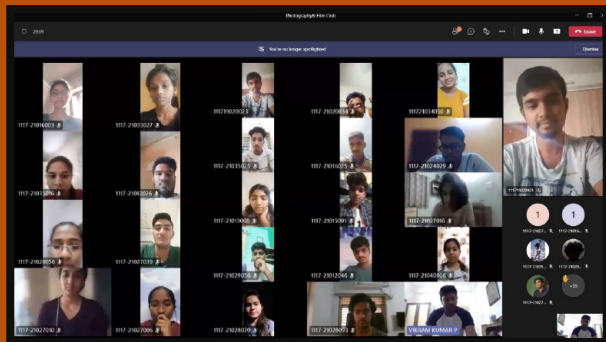
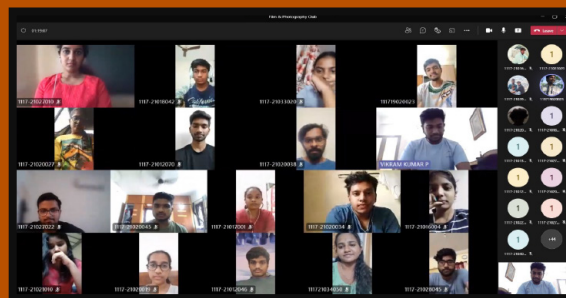


# CLUBS

## PHOTOGRAPHY & FILM CLUB



Film/photography club depicts one of the important core subjects of mass communication and its expertise regarding the craft. The club was led by Mr. Vikram Kumar dealing with various aspects of cinema, art, photography, cinematic narratives and



with us. In the final project, they channeled their creativity by clicking pictures and making short films". The students were given the opportunity to work with and explore real time equipment and techniques. They were given a brief about the various aspects of cinema from pre-production to post production. Photography playing a great role in building the club, Blesson Sunil the photography head says "Photography and



many related to the industrial workings. Both the club coordinators are student representatives from mass communication department. The club dealt with movies and its functioning related to photography and videography. One of the coordinators Pranav the literary head says "Photography and Filmmaking club was fun and enriching. Here, first year students got to explore various aspects of the craft and interact



film club is where we explore new things and create art". It was a success ranging from students exploring and understanding various departments of the industry.

# CERTIFICATE COURSES



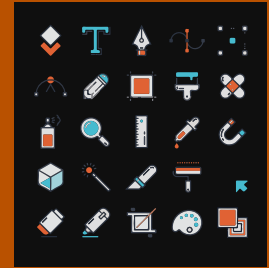
**MEDIA PRESENTATION SKILLS**

There are three different cc courses provided by the department and the pallet ranges from media presentation skills, photography and video designing. Media presentation skills is taken up by Ms. Hima Bindu, the course included topics related to media houses, production, reporting, presentation in media etc. it incurves the students to approach media



**PHOTOGRAPHY**

and feel equipped enough. Photography classes are taken up by Mr. Vikram Kumar, the subject deals with techniques, angles, settings and basics of photography. Students are taught to work with it and handle the cameras to effectively work through the craft. Mrs. Rajeshwari N handles the visual designing course, the course structure serves skills from



**VISUAL DESIGN**

designing, editing, software adaption, techniques and modes of designing. The course helps the student learn and adapt to the software adding to their skills of designing effectively.

# GENERAL ELECTIVE



**PHOTOGRAPHY**

The Photography course is taken up by Vikram kumar the GE course included various aspects of taking photos. It helps in Creative Process. one will be able to use a variety of brainstorming techniques to generate novel ideas of value to solve problems, Communication of Ideas and Context through pictures



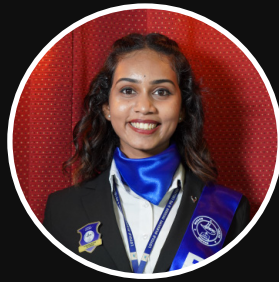
**FILM APPRECIATION**

The film appreciation course is taken up by Ms. Hima Bindu, the GE course included various aspects of films, narratives, characterization, production, story, technicalities etc. the course helps the students understand and analyze the world of cinema better.

# STUDENT COUNCIL



**MUNIRA S K**  
CULTURAL SECRETARY



**CHEGURI JAYITRI**  
RJ HEAD



**B V SRI PRNAV**  
LITERARY SECRETARY



**K BLESSON**  
PHOTOGRAPHY HEAD



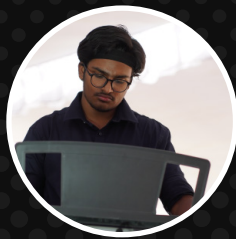
**JOSEPH AKIL**  
TECHNICAL HEAD

Working for college our students contribute their bit in building the events and atmosphere around the campus. This set of talented and responsible bunch represent the department in the student council working and showcasing their skill for the college. They ensure that they carry the aura of Mass Communication department!

# DEPARTMENT BAND



**MOSES**



**NIRMAY**



**JERMEY**



**NIKHIL**



**MICHELLE**



**FEBA**



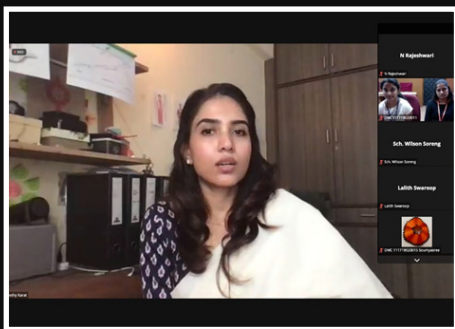
**AARON**

We have an amazing mixture of musicians in the department creating a versatile band. The departmental band with time and batches have evolved winning contests and competitions all around. We even bagged the first place in battle of bands during resonance.

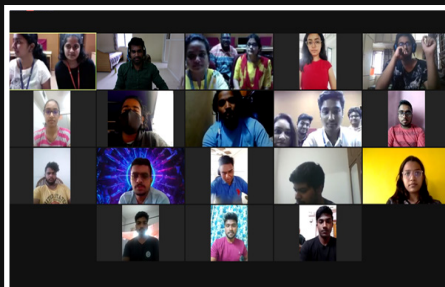
# FESTS

## LENZCAPE

"Lenzcape" the annual fest conducted by the department of mass communication on the occasion of world photography day on August 19th, basing on

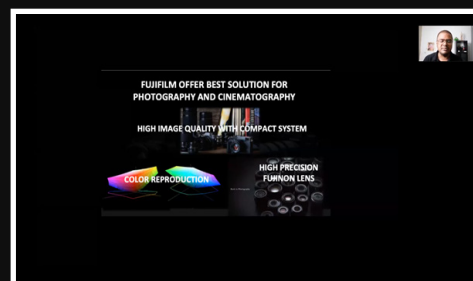


that the event was planned and executed on 21st of August. It is a nation-wide fest and photography contest placed in giving opportunity to the artist to present their craft and talent. Experts from the industry are



invited as chief guests to the fest to share their knowledge and experience with the students who are intrigued in the field. We take in entries from all over the nation according to the theme for that year and present their photographs during the time of the event. We conduct seminars with industry experts discussing the craft and its assets. Students get to ask queries and doubts they have regarding the craft. The

fest includes on spot events and competitions for the students to participate and showcase their talents. The artists are certified for participation and the prizes are distributed to the winners. lenzcape is well known for its wide range of participation and talents involved in the event.



## INFOCUS

A short film fest known for its distinct participation and the content driven by the fest. Infocus is a contest deciding between quality short films, it is a nation-wide fest celebrating the art of movie making and the charm of cinema. We take in entries of short films made according to the theme for the fest and the genre decided. We have directors, cinematographers, actors, technicians, producers and industry experts coming down to speak to the participants and students. The

interactive session revolves around various topics from movies, stories, technicalities, basics of cinema making and much more. The event gives



exposure to the thriving movie makers and artists, it is exactly what every movie buff wants and aspires for. The entries are reviewed and judged by the

industry experts. Infocus places everything in one place for every movie fanatic to explore and gain expertise from.

# DEPARTMENTAL INITIATIVES

## BEYOND 103

Beyond 103 is an initiative taken by Ms. Hima bindu reaching out for people in need and to those

**BEYOND  
103**

who are looking out for help. As part of development communication, the students of the department take initiative in mending ways to make their end meet. It is an attempt to make lives of people around the tribal region and rural place better. Every year the department comes up with a cause and builds a set of steps to work around it under the guidance of Ms. Hima bindu, students create awareness posts and

campaigns to collect funds and basic amenities we can take over to their place. The situations around the area are analyzed and their needs are looked upon, every year a set of students visit a tribal place and work for their betterment. Beyond 103 was established as



gesture which goes above and beyond the walls of the mass communication studio to help the one in need and contribute our bit in aiding for their future.

## HUMANS OF LOYOLA

Humans of Loyola is an inspired concept from the stories from people striving to share surreal experiences and anecdotes to cherish. This is one of the initiative the department is taking up for the year of 2022, this includes listening and acknowledging stories and tales of the students of Loyola. The concept works on the basis that every person has a story to tell and a perspective to share. This can be inspiring for others to know about similar people and their stories. Humans of Loyola is a

great opportunity for people who like to write and build stories around common people and their lives. Humans of Loyola gives an extremely real experience to implement the knowledge learned in online journalism. It is an overwhelming concept to listen, acknowledge and share what people feel and experience, humans of Loyola is exactly that.

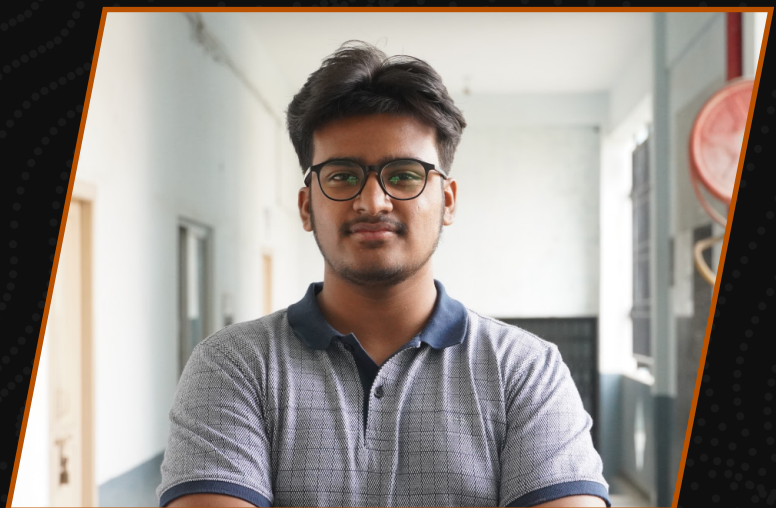
# MEDIA TEAM

Capturing time! Media team plays a huge role in capturing every event that's happening in the Loyola campus. The team is led by Mr. Vikram Kumar guiding students to work as team managing to film every event, the team includes videographers, photographers, production team and media coordinators. The media team ensures to reel in the entire session with photos and videos capturing them for documentation and future use. Media team gives students real time experience in handling equipment and on spot technicalities.



# TEACHING ASSISTANT

Nirmay a third-year student of mass communication assisted the faculty by teaching digital audio production to the first-year students. With his upright knowledge of music, sound, recording and audio production he played a vital role in shaping and guiding the first years in carving their skills. DAP being a practical based subject, he contributed in ensuring that there was real time progress happening.



# DEPT INFRASTRUCTURE

The **MASS COMMUNICATION STUDIO** gives all the opportunities to the students the same as a professional media studio.

News room (Television broadcasting set up)



Film editing / any video editing  
(FCP mac systems are provided)

To mix the audio and compose any music/  
song in the digital audio room.

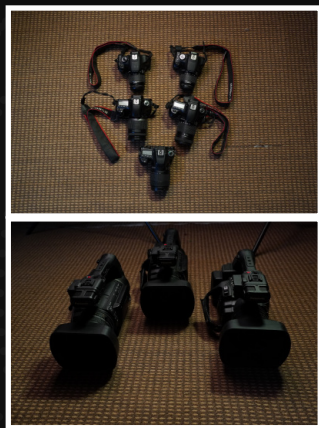


# DEPT INFRASTRUCTURE

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To record voice and produce any vocal songs through the recording room.



Cameras and required supporting equipment to record or capture anything that comes under their project.



Overall the Mass Communication ambience motivates and inspires them to practically learn the field work and molds them into professionals once they're graduated as a Loyalties.

# STUDIO ASSISTANT

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The studio works in accordance with the aid of studio assistant. Mr. L. Kiran Kumar has been a part of the department for many years now. He takes care of the studio equipment, student requirements, coordinates with the assistance in the studio. He plays a vital role in the smooth functioning of the studio activities.



# NPTEL

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Nptel a renowned certification platform, many of the students have successfully completed the course with flying colours. A total of 111 students have registered, followed through and completed their course of choice through nptel. Both the second and third year students have finished at least one NPTEL course throughout their graduation tenure.



# INTERNSHIP

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Internship is a practical subject in the third year during the course. Every student has done an internship in their field of interest and study, getting them exposure of the external world and real time industry work. Students are expected to do two internships in the course time to gain knowledge, credibility and work experience adding value to one's profile.



# SCHOLARSHIP

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Scholarship was offered to a total of 5 students from the department proving their dedication and capability. The college provided scholarship to people who claimed and deserved it. This represents the responsible and upright character of mass communication.



# STUDENTS' ARTWORK



# ACADEMIC TOPPERS

---

## AMC

- 111721020002 - Avani
- 111721020020 - Rehmani Eliza Altaf
- 111721020056 - Khushi Maniyar
- 111721020036 - Cherubim Ambati
- 111721020018 - Pentam Sravanthi



## NMC

- 111720020025 - Chaitanya Suri
- 111720020005 - Dursheti Shivani
- 111720020006 - Joshna George
- 111720020001 - Aditi Jayesh Nair
- 111720020043 - Sai Aryan C R

## DMC

- 111719020003 - Bathini Akshitha
- 111719020016 - Racherla Manasa
- 111719020046 - Mohammed Muskaan
- 111719020015 - Pottola Soumya Sree
- 111719020044 - Dharni Chandhana



# GIFTED ALUMNI



**MC MIKE**  
RAPPER



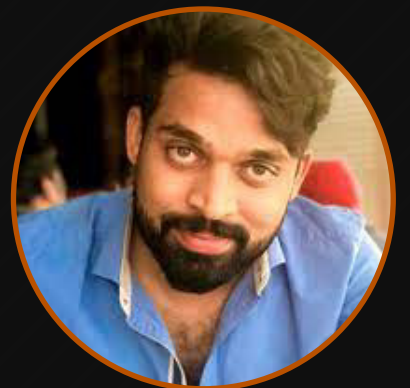
**NANDINI PULI**  
ASSITANT DIRECTOR, TOLLYWOOD



**FARIA ABDULLAH**  
ACTOR, DANCER



**AKHIL**  
TOLLYWOOD ACTOR



**MANOJ KRISHNA**  
ACTOR

# GIFTED ALUMNI



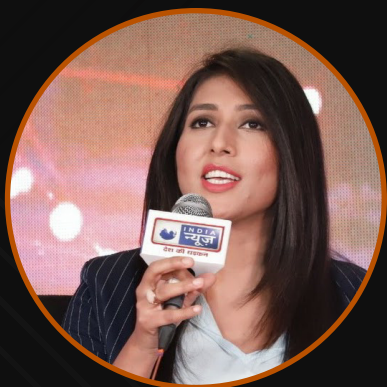
**PRADEEP DEV**  
CINEMATOGRAPHER, TOLLYWOOD



**NITYA NARESH**  
TOLLYWOOD ACTOR



**ANURAG PALUTLA**  
DIGITAL FILM MAKER



**RANJANA SINGH RATHORE**  
NEWS ANCHOR



**SWATHI SWADESHI**  
DIGITAL MEDIA

# GALLERY



'TAXIWAALA' FAME DIRECTOR RAHUL SANKRITYAN'S INTERACTIVE SESSION WITH THE STUDENTS - 2018



FIELD TRIP - INTERACTIVE SESSION WITH RJ YASH - 2019



NAG ASHWIN IN INFOCUS NATIONAL FILM FESTIVAL - 2019



GEMINI MUSIC INTERACTIVE SESSION WITH 1ST YEAR - 2019

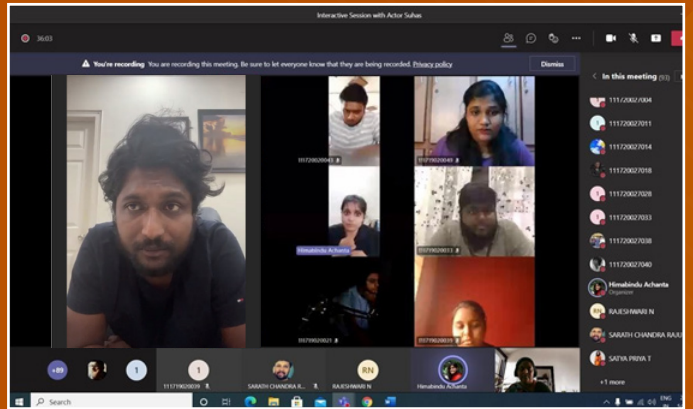


LENZCAPE 2019

# GALLERY



CORE TEAM MEMBERS OF LENZCAPE - 2021.



INTERACTIVE SESSION WITH UPCOMING HERO ("COLOR PHOTO" FAME) MR. SUHAS - 2021



3 YEARS INTERACTIVE SESSION 2021



INTERACTIVE SESSION WITH FR.LOURDURAJ (FOUNDER OF MASS COMM. DEPT.)



PR CAMPAIGN - 'ART UNDER THE ROOF' 2021

# DEPARTMENTAL CELLS

**STAFF COORDINATOR : Ms HIMA BINDU ACHANTA**

## **STUDENT COORDINATORS :**

<b>HUMANS OF LOYOLA :</b>	<b>SREEJA</b>	<b>111719020020</b>
<b>ONLINE RADIO :</b>	<b>RJ JAYITRI</b>	<b>111719020051</b>
<b>BEYOND :</b>	<b>ALEKHYA</b>	<b>111719020011</b>

## **INNOVATION**

**HUMANS OF LOYOLA :** HOL is an innovation to portray the emotions of any situation that any person who belongs to Loyola Hyderabad experiences.

**ONLINE RADIO :** Loyola Radio is an innovation to update and embrace the recordings of the live radio sessions to online. This also includes the social media page for Loyola Radio.

**BEYOND :** It is an innovation to contribute services towards society in the smallest way we can.

## **INCUBATION**

**HUMANS OF LOYOLA :** Online Journalism students, Journalism students, literature enthusiasts and anyone who would like to contribute towards this making a change building this page.

**ONLINE RADIO :** Radio Team, RJs, Mass Communication students, people who are interested in Radio content and social media content can contribute towards this aspect.

**BEYOND :** Final year students will be working under this once/twice in a year, making plans and executing steps toward betterment.

# DEPARTMENTAL CELLS

## ENTREPRENEURSHIP

**HUMANS OF LOYOLA :** This helps people who are involved in Humans of Loyola to understand the psychological behaviors of the Loyolites while interviewing them and also to understand the process to record the interview, translate everything through the draft of an article as a final copy.

**ONLINE RADIO :** Students record and telecast podcasts based on their creativity, to make content and videos based on their day to day series.

**BEYOND :** Students get to know how to be helpful towards the society, by promoting the activities necessary, understanding the need of the beneficiaries, collecting funds and working towards their motto to conduct the service.

## START-UP

**HUMANS OF LOYOLA :** Through Humans of Loyola students can start their own Journalism digital page further.

**ONLINE RADIO :** With this experience students can start their own entertaining digital media page including podcasts.

**BEYOND :** By working under this, students can get their hands on social service and can also start their own NGO by working with the team, including the alumni..

# CONVOCATION



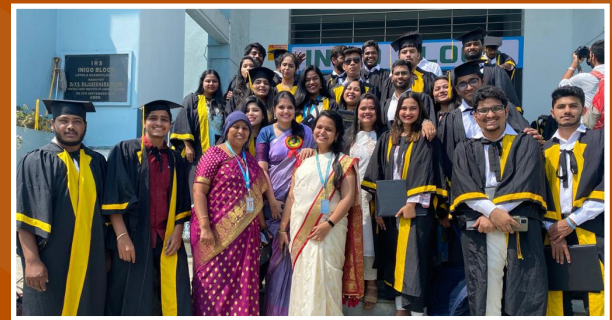
Gold Medalist : Avinash



Batch : 2017 - 2020



Gold Medalist : Richi Mohanty



Batch : 2018 - 2021

# STREET PLAY



## THE RETROUVAILLE (A street play)

On 23-02-2022, the Department of EL (Psychology and English Lit.) and MC (Mass Comm.) presented a street play in the college. The main agenda of the play was to spread awareness on the topic – Gender Inclusivity. The play was carried out by the first-year students of both the departments. The play is allegorical with each character name having a meaning to convey. Students were able to present it very beautifully - using all the necessary accessories and props, costumes and make up, poetry and drama.



# FACULTY LUNCH



# SPECIAL ACHIEVEMENT

One of our students Suri Chaitanya has written, directed and acted in a film called 'ULLU' which released on an OTT platform. The entire mass communication department was at the premiere of the movie encouraging new talents.



# SOCIAL MEDIA

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[youtube.com/mass communication](https://www.youtube.com/masscommunication)



[@Lenzcape2021](https://www.instagram.com/Lenzcape2021)



[@infocus\\_2019](https://www.instagram.com/infocus_2019)

# CREDITS



**Ms HIMA BINDU**  
ASSOCIATE EDITOR



**Mrs. RAJESHWARI N**  
ASSOCIATE EDITOR



**JOSEPH AKIL**  
CREATIVE DIRECTOR & LAYOUT DESIGNER



**ALEKHYA**  
CHIEF SUB EDITOR



**BLESSON**  
PHOTO JOURNALIST



**MRS. VJ BHARATHI**  
SUB EDITOR

**CREATING CONTENT, CAPTURING THE WONDERMENT !**

**CREATING WHAT YOU WATCH,  
LISTEN AND PERCEIVE.**

**CREATING CHANGE, EVOLVING AS  
CONTENT CREATORS.**

**WE ARE THE DEPARTMENT  
OF**

**MASS**  
**COMMUNICATION**