



XAVIER'SPOST

Vol. No.13 | Issue 2 | May 2024 | NEWSLETTER OF THE DEPARTMENTS OF JOURNALISM AND MASS COMMUNICATION

DEPARTMENT OF MASS COMMUNICATION CELEBRATES 20th ANNIVERSARY TWENTY YEARS... AND STILL EVOLVING



Principal's Message

It gives me immense pleasure to know that the Departments of Mass Communication and Journalism of our College are Releasing their departmental Newsletter "XAVIER'SPOST" Vol. No. 13, Issue 2, May 2024.

I take this opportunity to express my hearty congratulations to the students and faculty for organising and participating in a number of activities this semester and for making us feel proud winners at inter-collegiate levels too.

I wish the Alumni of these Departments even greater success in their future endeavors.

A word of Appreciation to the Editorial Team headed by Dinesh Nirawdekar and Vibhav Naik

God Bless Us All.



MILESTONE: Department of Mass Communication faculty celebrate 20 years with a cake cutting ceremony.

Xavier'sPost News Desk Mapusa

The field of media and communication has evolved dramatically over the past century, driven by rapid technological advancements. To keep pace, the Department of Mass Communication was established in 2004 under Prof. Newman Fernandes. Recognized as a single major by Goa University in 2006, it offered students a chance to develop technical and academic skills in this dynamic field.

The first batch, known as the "Adventurous 8," engaged enthusiastically in proj-

ects like music videos and documentaries. The department emphasized a balanced approach, combining classroom learning with practical experience, essential for media careers. Early projects on Goa and current affairs led to internships and job placements. In 2008, 'IRIS,' a student film festival, was launched, showcasing young filmmakers' talents.

Student numbers grew from eight to nearly 30, with new specializations in Advertising, PR, and graphic design. A state-of-the-art studio was established in 2009, supporting advanced media produc-

tion. The department's first decade saw significant growth, producing graduates for various industry roles, from news reporters to graphic designers.

The introduction of a Credit-Based Choice System allowed for more skill-based subjects. The Diocesan Society of Education supported the department's growth, recognizing the importance of professional courses. Celebrating its twentieth anniversary, the department remains committed to excellence and fostering creative skills, driven by the passion of its faculty and students.

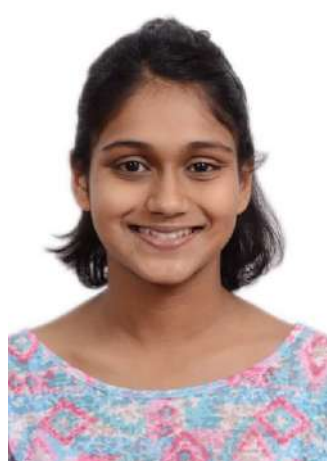
MERITORIOUS STUDENTS



Ujjwal Dhawan
(2023 Mass Comm batch)



Charlene Rosario
(2023 Journalism batch)



Karah Lisa
(2023 Mass Comm batch)



Prakriti Bhowmik
(2023 Journalism batch)



Tejas Kochkar
(2023 Journalism batch)

Xavier's Cinematic Triumph at Filmbuster

Xavier's Post News Desk

Mapusa

'Filmbuster' 2024, held at Don Bosco College on February 28, brought together multiple colleges to celebrate film talent. St. Xavier's College stood out, winning first place and making a lasting impression. The atmosphere was electrifying, with contestants showcasing their creativity through vibrant performances.

St. Xavier's team, inspired by Sanjay Leela Bhansali's films, won the majority of categories, including the prestigious Mr. and Ms. Filmbuster titles. Contingent leader and Mr. Filmbuster, Nikhil Satardekar, expressed his joy, highlighting the team's prepa-



WINNERS TAKE IT ALL: Students celebrate the victory at Filmbuster 2024.

ration and cooperation. Ms. Marushka Pereira, shared her excitement, noting the hard work and dedication that led to their success.

'Filmbuster' was not just

a competition but a celebration of cinematic excellence, with St. Xavier's College shining brightly and continuing their legacy of

victories.

Field visit at Prudent TV



Xavier's Post News Desk

Mapusa

On April 8, 2024, the Department of Journalism organized a field visit to Prudent TV News Channel for FY and TY students to provide insights into newsroom operations. Alumnus and program producer Mr. Kuldeep Asgaonkar explained newsroom roles, program insights, and the news reporting process. Students witnessed a live broadcast

of 'Head On' hosted by Mr. Pramod Acharya, who discussed media industry challenges, the importance of fact-checking, digital media, and technological upgrades.

First-year student Sejal Maurya found the experience informative, while TY student Chehak Mishra appreciated the practical exposure and understanding of newsroom pressure. The visit was part of their coursework.

CHATTE LECTURES ON FILM APPRECIATION

Xavier's Post News Desk

Mapusa

On August 22, 2024, noted film critic and columnist Sachin Chatte delivered a guest lecture on Film Appreciation



for TYBA Mass Communication students. As a jury member for the Indian Panorama Section (IFFI), Chatte discussed viewing films through a creative and technical lens. He emphasized appreciating diverse world cinema and dissected popular industries like Bollywood, noting the importance of formula-driven screenplays. Using clips from classical filmmakers like Ozu and Westerns like "The Good, The Bad and The Ugly," Chatte illustrated how style and cinematic techniques evolve and create narrative impact. The lecture provided students with fresh insights into the art of cinema.

MediaScope: Unleashing talent & creativity

Xavier's Post News Desk

Mapusa

MediaScope 8.0, organized by St. Xavier's College's Departments of Journalism and Mass Communication, showcased creativity and talent on December 13. The event buzzed with energy as various schools participated enthusiastically. St. Xavier's Higher Secondary School emerged as champions, followed by Sharada Mandir School, Miramar, in second place, and Shree Shantadurga HSS in third.

Events included Film Fantasia, Mad Ad, Dance competitions, and Quiz contests, along with Rangoli Fusion,



CELEBRATIONS: Students of Sharada Mandir School celebrate at Mediascope 2024.

Amazing Race, Ola Amigos, Wordsmith, and Photography competitions, highlighting diverse talents.

Joshua Peter De Souza, Deputy Speaker of the Goa Legislative Assembly, graced the occasion as Chief Guest, encouraging students to value participation and continuous learning. Principal

Dr. Blanche Mascarenhas, Administrator Fr. Antonio Salema, Convenor Jonquil Sudhir, and Co-Convenor Dinesh Nirawdekar provided essential support and guidance. Student coordinators Saisha Anand (TYBA), Dilzer Kasad (SYBA), and Tanisha Pawar (FYBA) showcased exceptional leadership.

Careers in Media webinar held

Xavier'sPost News Desk

Mapusa

The Department of Mass Communication and Journalism at St. Xavier's College, Mapusa, organized a three-day webinar series titled "Careers in Media" from March 21 to 23.

The webinar began with Ms. Rochelle Pinto, Head of Editorial Content at Vogue India. Her illustrious career includes roles as the youngest columnist at Hindustan Times, co-author of Kareena Kapoor Khan's first book, and former editor at ELLE and GQ. Ms. Pinto provided a detailed understanding of the digital and editorial writing landscape. She emphasized the importance of possessing multiple skills, crafting a



creative CV, and leveraging online platforms for exposure.

The second day focused on public relations and media operations with Mr. Nikhil Pereira, an alumni shared his dynamic career journey from sports

journalism in India to a decade-long career in the Middle East and his current role as an account manager in a PR firm in Scotland.

The final day featured Anushka Sharma, a Strategic Marketing professional at Deloitte, Hyderabad. A 2021 graduate of Xavier's College (Mapusa), Anushka discussed her role in promoting Deloitte's B2B offerings, cultivating client relationships, and leading various marketing initiatives. She emphasized the importance of continuous learning and adaptability in the fast-paced marketing landscape and predicted that AI-driven advancements would streamline marketing processes while maintaining the need for human intervention.

STUDENTS ATTEND SESSION AT PURPLE FEST

Xavier'sPost News Desk

Mapusa

The International Purple Fest 2024 seminar on "Destigmatizing Disability: Role of Media" at Goa University's Lecture Hall 1, Faculty Block E, on January 10th, 2-5 pm. Organized by Sethu in collaboration with partners like Goa University, Owl House, NIMHANS, Google India, and Latika Dehradun, the event united counsellors, psychologists, media professionals, and Mass Communication and Journalism students. Discussions emphasized sensitive and authentic portrayals of disability and highlighted positive representation in the media.

Learning Bhavas and Abhinay with Daksha

Xavier'sPost News Desk

Mapusa

The two-day workshop at St. Xavier's College, Mapusa, featuring NSD alumna Daksha Shirodkar on March 22nd and 23rd, 2024, was a privilege for Mass Communication and Journalism students. Also an alumna of the college's Mass Communication department (2012-2013), Daksha's career at NSD earned her a scholarship, a notable achievement in Goa. Her play "FATHER" garnered state-level theater awards.

The workshop unearthed participant's inner actor, emphasizing self-exploration and personality analysis. It facilitated growth, enhancing students' performance abilities and self-aware-



ness. Beyond acting skills, students learned essential attributes like teamwork and trust-building. Workshop highlights included techniques for emotional portrayal, self-awareness, and stage presence, promising a transformative experience for aspiring artists. Daksha's guidance left an indelible mark, shaping students' artistic journeys and fostering a deeper understanding of their craft.

Rohan Yuri enlightens students on Street Photography

Xavier'sPost News Desk

Mapusa

On April 4, 2024, Mr. Rohan Yuri Fernandes, a street photographer and photojournalist at Gomantak Times, delivered a guest lecture for SY Mass Communication & Journalism students at St. Xavier's College, Mapusa, Goa. Covering the Introduction to Digital Photography Class, Rohan shared personal experiences and insights into street photography, discussing elements like lighting, composition, and colors.

He emphasized the spontaneity, storytelling, and challenges of the art form. Encouraging exploration, Rohan

drew from his travels to inspire students in shaping their creative style. Additionally, he provided valuable tips on astrophotography and discussed the nuances of photojournalism.

The lecture, facilitated by Professor Vibhav Naik, proved enriching and informative, offering students valuable insights and inspiration.

Ms. Sheefa Tonse expressed gratitude by presenting a token of appreciation to Mr. Rohan for his insightful contribution to the class. Special thanks were extended to Mr. Rohan for conducting the guest lecture and to Professor Vibhav Naik for facilitating it.

KILOWATT WORKSHOP EXPLORES CAREER OPPORTUNITIES

Xavier'sPost News Desk

Mapusa

The Department of Mass Communication and Journalism collaborated with IT company KILOWATT for a roadshow and career guidance session on March 19, 2024. Senior HR manager Sandra Mascarenhas provided insights into the corporate culture and parent company Nordic Intent's image.

Kirk Duarte discussed work culture and performance scales at KILOWATT, emphasizing the need for continuous learning. Students learned about job profiles, skills, and Bootcamps offered by the organization, enhancing future employability.

T.Y. Students Embark on Media Tour in Hyderabad



MEDIA TOUR: Department of Mass Communication and Journalism students pose for a picture during their media tour in Hyderabad

Xavier'sPost News Desk

Mapusa

St. Xavier's College students embarked on a media tour of Hyderabad from January 5 to 12, 2024, immersing themselves in various aspects of the industry. They explored Anapurna Film Studio, experiencing live film sets and learning filmmaking intricacies. Ramoji Film City showcased cinematic grandeur, while Radio Michi highlighted radio's

digital evolution. At IACG Multimedia College, students delved into VFX and CGI, and IMAX theaters provided insight into projection technology.

A visit to IKEA broadened their understanding of product placement and marketing. This week-long journey enriched students with practical knowledge and firsthand experiences, offering a holistic view of the media landscape.

S.Y. clinch MediaFest 4.0



Xavier'sPost News Desk

Mapusa

At MediaFest 4.0, S.Y.B.A. Mass Communication & Journalism students emerged as champions, with T.Y.B.A. Mass Communication & Journalism students securing runners-up. The event showcased diverse talents, from Reel Making to Nail Art to Battle of The Bands. Ms. Ursala Baretto, the vice principal, graced the occasion as chief guest, underscoring its

academic importance. Faculty members like Ms. Vailarose Fernandes and Mr. Nitin Volvoikar ensured flawless execution. The fest also celebrated the department's 20 years of excellence, culminating in a heartfelt cake-cutting ceremony. Hosts Mr. Vibhav Naik and Aditya Malhotra added flair to the event. The valedictory ceremony honored winners, concluding a memorable celebration of talent and achievement.

MEDIA ENCOUNTERS

Fashion Studio

Field Trip

Students from the Mass Communication and Journalism Department embarked on a journey into sustainable fashion during a field trip to Alexandra Faye's fashion studio in Altinho, Panjim. Guided by the designer herself, they delved into the intricacies of garment creation, learning about Faye's unique blend of Indo-Western styles and her commitment to sustainability.

Photography Insight

Second-year students of the Digital Photography course were treated to an enlightening session by renowned photographer and cinematographer, Gunjan Chari. Drawing from his experiences covering music festivals, Chari emphasized the importance of composition rules and shared insights into his evolution as a photographer, leaving the students inspired and enriched.

Inside Radio Indigo

Offering a glimpse behind the scenes of radio journalism, students visited Radio Indigo as part of their academic curriculum. From understanding the organizational structure to experiencing the daily routines of RJs, the visit provided invaluable insights. Students left with a newfound appreciation for the challenges and opportunities in the radio industry.

Digital Marketing Workshop

Enthusiastic participants gathered at the International Center De Goa for a workshop led by SreeSreenivasan on enhancing Instagram and phone photography skills. Delving deep into online engagement and storytelling techniques, attendees gained practical strategies to navigate the complexities of social media. Armed with new insights, they departed ready to craft compelling digital narratives.

Editor-in-chief: Dr. Blanche Mascarenhas, Professor and Principal

Editorial Team: Vibhav Naik, Dinesh Nirawdekar and Lisvan Rodrigues

E-mail: xaviers.journalism@gmail.com, xaviersmasscom@gmail.com |

Blog: www.xaviersjournalism.wordpress.com Instagram ID-xaviersmasscom_journo