



XAVIER'S POST

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**Newsletter of Department of
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Students Explore the Heart of Media in Mangalore & Bangalore

Administrator's Say!



It gives me a great pleasure to write these few words of congratulations to the Department of Mass Communication and Journalism. The Department, under the enthusiastic guidance of the Acting Principal, Ms Ursula Barreto, and the leadership provided by the Course Coordinator, Ms Vailarose Fernandes and the faculty, have made the study of mass communication and journalism a very engaging subject, further aided by the different activities and field trips.

This field of study has a vast potential, and those graduating in this field have a lot to contribute for the growth of the nation, bonding among the citizens, and peace, by bringing to the fore stories of success, the close knit neighbourhoods that consist of people of different faiths and cultures and yet working and living together in harmony, and thus being harbingers of peace. And, if I were to look at the theme given to us for this year by late Pope Francis, those graduating are the messengers of hope which is the fuel that keeps us moving forward when everything else says stop. It's the belief that no matter how tough things get, better days are always within reach-if you just keep going.

The various activities had this very aim, to make our students tough in the face of hardships, determined, when the road seems to lead nowhere, to stand upright, when people would like them to bend, and hence become beacons of a new life. Congratulations to the Course Coordinator, faculty and students and I wish them all the very best in all their endeavours. God bless everyone.

Fr Tony Salema
Administrator



**Mediafest 2025
Champions**

by *Xavier's Post*
News Desk

In an exciting blend of exploration and education, final-year students of Mass Communication and Journalism embarked on a Media study tour to Mangalore and Bangalore from November 24-28, 2024. The tour aimed to bridge the gap between academics and industry offering students a closer look at the dynamic world of journalism and Mass communication in real-time.

The journey kicked off in the coastal city of Mangalore on November 25, with a visit to St Aloysius College. Students engaged in an enlightening session with Ms. Bhavya Shetty, Head of the Department, and Mr. Vishal Nayak, Assistant Professor of Journalism. The faculty introduced the students to the college's post-graduate program and emphasized the importance of internships and real-world exposure in shaping future journalists.

This was followed by an inspiring interaction with Rev. Fr. William Marcel Rodrigues, Director of Radio Sarang, a community radio station. Fr. Rodrigues highlighted the radio's role in shaping community voices and fostering local culture. Later, at the Basel Mission Press coastal Karnataka's first printing press established in 1841 students witnessed the historical evolution of print media. From movable type to modern layouts, the visit provided a unique contrast between traditional tools and today's digital age.

On November 26, the group headed to the vibrant Daiji World Studios, known for their robust digital presence. Students explored the studio spaces, interacted with the creative team, and observed the making of a Konkani Christmas carol. Students also got an inside look at sound mixing and post-production processes. Later in the day, students visited Diganta Press, where



they were introduced to laser printing and modern newspaper production. A guided tour showcased the intricate machinery involved in printing newspapers, calendars, and books truly bringing textbook concepts to life.

On November 27, the students arrived in Bangalore, eager to explore India's media capital. First on the agenda was a visit to the Thomson Reuters office, an international news agency. The session began with Kanika, a team member, who introduced the company's global operations and how Reuters remains a trusted source for timely, accurate information. A detailed presentation by Janvi, another team member, gave students insight into the structure of Reuters' Bangalore newsroom and the roles within it. Students engaged in interactive team sessions, met professionals from various departments, and discovered potential career paths in global journalism. Next, the group explored the Yeshwanthpur campus of Christ University, where they were welcomed by the media faculty and students. They toured cutting-edge facilities including state-of-the-art studios, AR/VR labs, and digital production suites. Faculty members highlighted the university's



strong focus on industry connection through internships, practical projects, and an innovative curriculum. Later during the visit of The Hindu, students interacted with the Editor where he shared valuable lessons on the enduring core values of reporting: clarity, ethics, and language. He emphasized the importance of being multi-skilled in the digital age and offered students a realistic perspective on what it takes to thrive in a newsroom.

The final stop was at the Decan Herald office, one of Karnataka's leading English-language dailies. Senior News Editor Pulkit Gupta and Feature Editor Rashmi Vasudeva gave students a tour of the newsroom and discussed how the paper was ahead of its time in going digital. They learned about how the organization uses AI to tailor content and enhance engagement. Ms. Rashmi Vasudeva encouraged students to see feature writing as more than just decorative storytelling.

The Media study tour wasn't just a travel experience, it was a journey into the heart of the media industry. From the rich heritage of print in Mangalore to the buzzing newsrooms of Bangalore where the students gained valuable exposure.

Visit to Radio Indigo; a learning day at the radio station

by Piyush Kawlekar
TYBA- Journalism

As part of the Radio Journalism course, the students of TYBA Journalism visited Panaji station of Indigo 91.9 FM, India's popular English music radio station. Indigo 91.9 operates under Asianet and runs two stations, one in Goa and another in Bangalore.

The visit held on 4th April 2025 offered students a valuable on-field experience, providing an in-depth look at how a radio station functions in real time. A major highlight of the visit was an engaging interactive session with the station's well-known radio jockey, RJ Ayesha Barretto, famous for her energetic and dynamic style.

RJ Ayesha shared her inspiring journey in the radio industry, highlighting her 13-year-long career at Indigo and her deep passion for building meaningful connections with listeners. A special moment for the students came in when four students Nikhil Satardekar, Vishakha Jha, Cian Ferrao, and Shah-

baz Alam took the mic during live show, making it a truly hands-on-experience. They also learned technical aspects of radio broadcasting and observed the operation of audio consoles and other equipment, effectively connecting classroom learning to real-world studio practice.

Whereas Mr. Davis, Head of Sales and Marketing department at Indigo 91.9 provided insights into the business side of radio industry and various advertising formats such as sponsorships, RJ mentions etc.. He also discussed how Indigo maintains brand integrity while catering to diverse clients. Mr. Davis elaborated on the production workflow, from scripting in Bangalore to content sharing across departments for editing and airing.

The students were given a live demonstration of how radio shows are scheduled and executed in real-time, including song lineups, ad placements, and technical operations. Overall, the field



trip was a highly enriching experience that offered students a comprehensive understanding of radio broadcasting. It was not only educational but also interactive and inspiring, adding great value to their media education journey.

Students attend National Press Day

by Xavier's Post
News Desk

FYBA students of Mass Communication and Journalism attended National Press Day Celebration organised by The Department of Information and Publicity (DIP) on November 16, 2024 at Institute Menezes Braganza hall, Panaji from 9.30 am onwards. The celebrations included an interactive session on 'Maintaining of Ethics and Accountability in Reporting', where Glenn Costa moderated a session comprising noted media persons- Alister Miranda, Prasad Mhambrey, Newton Sequeira and Dr. Olav Albuquerque.



Alumna Venita Gomes shares Multimedia Storytelling insights

by Suhani Gawas
SYBA- MCJ



As part of Distinguished Alumni Lecture series, the department of Journalism invited Ms. Venita Gomes, a Senior Multimedia Producer and Social Media Manager (alumnus of Journalism batch 2014-15) to deliver a session on Multimedia Storytelling: Engaging Audiences in digital world on 6th March 2025. The session aimed to provide students with valuable in-

sights into the evolving world of digital content and its role in multimedia journalism.

Ms. Venita Gomes emphasized on the significance of journalism and content creation in the digital era, stressing on the need for accuracy and adaptability across different platforms and audiences. She discussed the various roles involved in content creation, the impact of humor in storytelling, and how graphic designers enhance the visual appeal of digital content.

She also stressed on the use of emotional appeal in storytelling and explained how AI powered tools can assist in content creation. Additionally, she provided insights into SEO, explaining how strategic use of keywords, relevant headlines, and images can help content reach its target audi-

ence effectively.

To make the session interactive, Ms. Gomes encouraged students to brainstorm and present content ideas for various digital platforms. In her concluding remarks, she underscored the importance of reading, maintaining consistency, and fostering creativity in the fast-paced digital media landscape.

The session concluded with a Q&A segment, allowing students to clarify their doubts. Overall, the session was highly informative and provided students with a deeper understanding of Multimedia Journalism. The session was attended by 62 students and was coordinated by Assistant Professors Mr. Nitin Volvoikar and Mr. dinesh Nirawdekar.

IFFI 2024: Students find insight at the film festival

by Xavier's Post News Desk

The 55th International Film Festival of India (IFFI) provided an unparalleled experience for Mass Communication students, who participated as volunteers and later as delegates, gaining invaluable insights into event management, media coordination, and global cinema.

Volunteering at IFFI allowed students to witness the festival from behind the scenes, offering hands-on exposure to various aspects of event execution. One of the most exhilarating responsibilities was managing the red carpet, where students facilitated celebrity movement, coordinated media interactions, and ensured smooth entry for guests. This high-pressure environment honed their ability to think quickly and manage logistics efficiently.

Beyond the glamour, volunteers were entrusted with managing critical event logistics, including data handling on Airtable software for transportation, flight schedules, and accommodation. Their meticulous attention to detail was essential in ensuring seamless coordination for international delegates and VIP guests. Working at the front

desk of luxury hotels added another layer of responsibility, as students became the face of the festival, assisting guests and escorting film personalities around Goa.

Another highlight of their experience was engaging with industry professionals at the Film Bazaar and Tech Pavilion. Observing filmmakers pitch ideas and witnessing discussions on international collaborations provided deep insights into the mechanics of the global film industry. The Tech Pavilion, showcasing cutting-edge filmmaking technology, was a revelation for many students, demonstrating the latest advancements in cameras, dubbing technology, and virtual production.

Beyond event management, IFFI was a celebration of cinema. Students had the opportunity to attend screenings and interact with directors discussing their creative process. As delegates, they watched critically acclaimed films for free, broadening their perspective on international storytelling. Standout films included Bound in Heaven, a Chinese romance-crime drama, and The Sluggard Clan, a Slovakian dark comedy exploring the country's Nazi and

communist past.

Workshops on VFX and cinematography were another enriching aspect of the festival. Tanisha Pawar highlighted a session led by industry expert K.K. Senthil Kumar, which provided a deep dive into the creative process behind visual effects.

Reflecting on their experiences, student volunteer Veer Ban Singh shared, "Volunteering at IFFI was a rewarding experience, giving me hands-on exposure in event management, crowd control, and coordinating celebrity schedules." Meanwhile, student delegate Arman Chopdekar emphasized the value of global cinema, stating, "Experiencing international films deepened my understanding of storytelling and the importance of networking."

For the students, the 15-day immersive experience at IFFI was more than just an internship, it was a transformative journey into the world of entertainment, equipping them with practical skills, industry connections, and a newfound appreciation for cinema.

Bylines and Beginnings: Students pen their first bylines in print

by Sherrone Dias SYBA- MCJ

As part of their academic coursework in Introduction to News Media, the students of Mass Communication and Journalism at St. Xavier's College recently experienced the joy of seeing their articles published in leading local newspapers. For many, it marked the first time their voices were heard in a public forum, an achievement both novel and gratifying.

The activity was designed to encourage students to engage with issues of social relevance and to understand the power of news media in shaping public discourse. It aimed to make students more proactive and articulate, while also demystifying the editorial process of mainstream newspapers. Students were guided to identify current, relevant topics and submit their articles to various publications.

The published topics ranged from practical civic concerns like overcrowded buses and pothole-ridden roads to environmental concerns like the uprooting of the 200 year old banyan tree at St.Inez. Students also explored lifestyle topics, including reflections on finding happiness in small everyday joys and the limited availability of vegan restaurants in South Goa. Their contributions appeared in prominent newspapers such as O Herald, The Navhind Times, The Goan, and others.



"I wrote an article about the frequent cutting of electric cables by the Goa Electricity Department, which led to internet blackouts. It felt incredible and truly an honour knowing that many people would read my Citizen Report. I hope it encourages others to share their views as well." –Saandrushka Viegas, student of FY BA MCJ

"My letter was about World Happiness Day. In it, I wrote about what happiness means to me and how small things can bring joy. I wasn't aware of that section in the newspaper or how publishing works. Seeing my letter in print felt amazing. I think more people should use this platform to voice their opinions." –Joysi Yadav, student of SY BA MCJ



"My letter was regarding the overcrowded buses in Goa. It spoke about the difficulties faced by women while sitting in crowded buses and how dangerous it is if the bus jerks or takes a wide turn. I also gave a solution how people should strictly follow the seats assigned to them and only a limited people should be allowed to stand. I was so happy when I read my article in the paper not only because I wrote it but because I could voice my opinion and be a voice for others who face the same issue." –Amber Furtado, student of SY BA MCJ.

The experience left students with a sense of accomplishment, reinforcing the idea that journalism no matter how small the contribution can make a difference.

Learning Beyond the Syllabus; The Students experiences

by **Sherrone Dias**
SYBA- MCJ

“Tell me and I forget, teach me and I may remember, involve me and I learn.” – Benjamin Franklin

Education should extend beyond textbooks, offering students opportunities to develop creativity, leadership, and professional skills. At St. Xavier's College, students immerse themselves in various activities that enhance their learning experience beyond the syllabus. Here are some insights from students about their journey in the Department of Mass Communication and Journalism:



“My first year has been a great learning experience because the syllabus encourages and empowers us to explore independently. It provides a strong foundation on which we can push creative boundaries further. For instance, shooting for the college's annual day and sports day gave me hands-on experience in videography, framing techniques, and bringing learned concepts to life. Beyond technical skills, these experiences also taught me the importance of collaboration and working with diverse creative minds to bring ideas to reality.

Additionally, engaging in these projects allows us to showcase our skills and receive recommendations for oth-

er opportunities. This not only builds confidence but also helps expand our network and grow professionally.”

— Warren Pereira, First-Year Student



“As a second-year student, this year has been incredibly dynamic and action-packed. SY has given me the opportunity to lead a media team, conceptualize and direct reels, manage media plans, and more. It has been an intense learning experience, especially in developing essential soft skills like coordination, teamwork, and communication—key attributes in any industry.

Beyond management, diving into photography and videography for events has been my biggest joy and learning experience. Recording seminars, conferences, and other events has not only refined my technical skills but also boosted my confidence in handling equipment and being fully present in the moment.

College truly is the best place to grow. It has played a crucial role in helping me hone my skills, push creative boundaries, and explore new opportunities I never imagined I'd have.”

— Sherrone Dias, Second-Year Student

“Serving as the Cultural Secretary in my third year has been exhilarating.

Organizing events like Teacher's Day, reviving Xavier's Got Talent, and conducting legacy events such as Plus Points and the cultural inaugural have been highlights. The integration of co-curricular and curricular activities has been invaluable.

St. Xavier's College offers more than academic knowledge; it provides a platform for skill development in team building, creativity, and personal growth. Participating in intercollegiate events has further strengthened my adaptability, teamwork, and ability to work with diverse groups. The thrill of collaborating, learning from peers,



and achieving collective success is an unparalleled experience that prepares students for professional life beyond academics.”

— Nikhil Satardelar, Third-Year Student & Cultural Secretary, St. Xavier's College

The experiences gained throughout these years at St. Xavier's College highlight the importance of learning beyond the syllabus. From creative exploration to leadership and teamwork, every opportunity contributes to personal and professional growth. College is never just about academics—it's about evolving, embracing challenges, and preparing for the road ahead.

Glimpses of MediaFest



Editor-in-chief: Ms. Ursula Barreto, Principal

Editor: Mr. Nitin Volvoikar, Assistant Professor

Students team: Piyush Kawlekar, Sherrone Dias, Suhani Gawas

E-mail: xaviers.journalism@gmail.com | Blog: www.xaviersjournalism.wordpress.com