



## Media Matters '20: A Web Talk Series

This Issue

Dept. Activities P.2

Dept. Activities P.3

Opinions P.4

by *Xavier'sPost News Desk*

**X**AVIER'SPOST completes 10 years at time of the year when whole world is grappling to come in terms of the uncertain future.

XAVIER'SPOST newsletter has been a platform to showcase the activities of the Departments throughout the academic year.

The Department of Journalism and Department of Mass Communication have been instrumental in moulding and developing the creativity of young minds and thereby paving a path towards being media practitioners.

It's gives us immense pleasure to say that 'XAVIER'SPOST' goes on though there might have been delay but relentless efforts of the team, faculty and students made the 10th Volume of 'XAVIER'SPOST' possible in a rather impossible time.

We wish our faculty and our students a fruitful academic year and safe one too. May the Lord continue to bless us abundantly through the intercession of our patron St. Francis Xavier.

God bless us all!

### Team Xavier'sPost

A series of web Talks focusing on the issues, challenges and opportunities in the world of Media was organized by the Department of Journalism and Department of Mass Communication of St. Xavier's College, Mapusa from 11th June to 30th June 2020.

The maiden Web talk edition of Media matters 2020 on Media and Communication received an over whelming response from over 230 participants consisting of students, academicians and members of media fraternity from across the country especially from Goa, Tamil Nadu, Karnataka, Punjab, Delhi, Rajasthan, Maharashtra and Kerala.

To tide over the difficulties faced in interacting and ideating during the Lockdown, the first Web talk was held on 11th June to discuss the future of PR as an industry. The resource person Yashodhara Roy, Account Manager of Edelman India who has worked with major brands like Ponds, Rolex and Amazon Audible spoke on the topic of Brand Communication and how it works in the field of PR.

She stressed on the need of storytelling as a basic tenet in the client-servicing process. She went on to illustrate these with the help of vivid case studies of clients she had handled and how it helped her grow in confidence and management skills.

In the second Web talk held on 16th June Mr. Sachin Chatte, Film critic discussed 'Cinema Aaj aur Kal' He spoke about Indian Cinema and how OTT (Over the Top) platforms have changed the manner in which the industry functions.

Aishwarya Iyer, Senior Correspondent for The Quint, Delhi presented a strong narrative on minorities and communally sensitive stories covered by the 'The Quint' before and even during the pandemic.

She called it 'Telling stories, no one is willing to tell', known for her fierce journalism and nonpartisan views Aishwarya shared her firsthand accounts of covering the Delhi riots as well as mob lynching cases, and how she has

### Speakers of Media Matters 20'; Web Talk Series on Media & Communication



**Yashodhara Roy**  
Account Manager  
Edelman India, Mumbai



**Sachin Chatte**  
Film Critic  
The Navhind Times, Goa



**Nikhil Pereira**  
Editor  
ITP Media, Dubai



**Drishya Venugopal**  
PR Professional  
Chhattisgarh



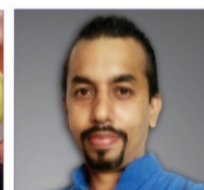
**Aaron Pereira**  
Assistant Editor  
The Indian Express, Delhi



**Aishwarya S Iyer**  
Senior Correspondent  
The Quint, Delhi



**Sandesh Prabhudesai**  
Editor  
Goanews.com, Goa



**Vishal Nayak K**  
Assistant Professor  
St. Aloysius College,  
Mangaluru



**Mayabushan Nagvekar**  
Journalist  
Indo-Asian News Service, Goa

learnt to deal with these stories with empathy and an objective perspective.

Being a women journalist she spoke of how important it is to be sensitive to the people you interview by putting them first to tell their stories, however she also added having a trustworthy network of ground sources is equally important.

A veteran Journalist from Goa, Mr. Sandesh Parbhudesai spoke on "Changing Face of Goan Media in Regional Languages" with an interesting history on the origins of Print, TV and Cable industry in Goa. While interacting with the participants he discussed how the pandemic has changed the workflow as well as work force in Goa, highlighting the shutting down of newspaper like Gomantak Times as well as the layoffs and pay cuts happening in the industry.

## HIGHLIGHTS OF THE WEB SERIES

*Yashodara Roy stressed on the need of storytelling as a basic tenet in the client-servicing process and illustrated those with case studies of clients she had handled.*

*Yashodara Roy stressed on the need of storytelling as a basic tenet in the client-servicing process and illustrated those with case studies of clients she had handled.*

*Yashodara Roy stressed on the need of storytelling as a basic tenet in the client-servicing process and illustrated those with case studies of clients she had handled.*

*Yashodara Roy stressed on the need of storytelling as a basic tenet in the client-servicing process and illustrated those with case studies of clients she had handled.*

*Yashodara Roy stressed on the need of storytelling as a basic tenet in the client-servicing process and illustrated those with case studies of clients she had handled.*

*Yashodara Roy stressed on the need of storytelling as a basic tenet in the client-servicing process and illustrated those with case studies of clients she had handled.*



## VIRTUAL SESSIONS: MEET THE EXPERT

### SAGAR MULE IGNITES ARTISTIC PASSION

by Alethia Rose Braganza, SYBA- Journalism

As part of "Meet The Expert" program of the department of Journalism, St Xavier's College Mapusa, Mr. Sagar Naik Mule, a well known Goan artist was invited to deliver a session on 'Art as a form of Communication' for the students of skill enhancement course in Art Appreciation on 26th November 2020. The session was held on Google Meet by Art appreciation Faculty Mr. Nitin Volvoikar and was moderated by Ms. Danuska Da Gama, faculty member and Journalist.



During the session Sagar Naik Mule spoke about how art has always been a part of his life, from his childhood. He described how he focuses on the life of Goans and deep cultured villages of Goa representing and taking inspiration from them in his works. He shared his views about how today's world is leaving behind traditional beauty, moving more towards modern ways, hence all his paintings, sculptures that are mostly made from earthly

elements such as mud, leaves, depict the rustic living.

Sagar Naik Mule is known for his unique style in his art. He said "I am a canvas and I change my style according to time". Apart from art, he follows photography, folk music, dance and drama to derive inspiration for his artworks. Mr. Sagar also spoke about how people think that art is limited only for the high-class society which according

to him is not the case. If an artist tries to make it simple and make a common ground with the audience, then it helps to communicate with all, irrespective of the classes of the society, he stated.

Overall the session was very informative, inspirational, and interactive with students posing question related to his style of work, elements of design and his views on Art

### Insight into the world of Sports Broadcast

As part of the 'Meet the Expert' programme of the department of Journalism, a third virtual session on Sports Broadcast was delivered by Sports Commentator, Presenter and Voice over artist, Roshan Shetty, for the TYBA Journalism students of St. Xavier's College on December 8, 2020.

Roshan Shetty interacts with the students during a virtual session on Sports Broadcast

Roshan who voiced Hero I-League, spoke to the students about how they can have a career in the field of sports broadcast if they perceive and work hard towards their goals. He spoke about the various hardships and the challenges faced as he spoke about the mammoth task of sports broadcasting.

Talking about the tedious process that goes into broadcast of a live match Shetty said, "One has to be impeccable while working for a live game, no matter, if you're a videographer, commentator, presenter, producer or a director. You can't be making mistakes."

### There is no rest in this field of Journalism: Clinton D'souza

by Xavier'sPost News Desk

The second Meet the Expert session on Understanding functions of news organisations was jointly organized by the department of Mass Communication and department of journalism with Clinton D'Souza, anchor & a reporter at Goa 365 as a resource person. The virtual session was held on November, 28, 2020.

Clinton D'Souza during an interactive virtual session.

Clinton who is also an alumni of department of Journalism, St. Xavier's College, briefed the students about the functioning of news organisations and spoke at lengths about the process that goes into generating different kinds of news, he also discussed about the stories which have been reported daily.

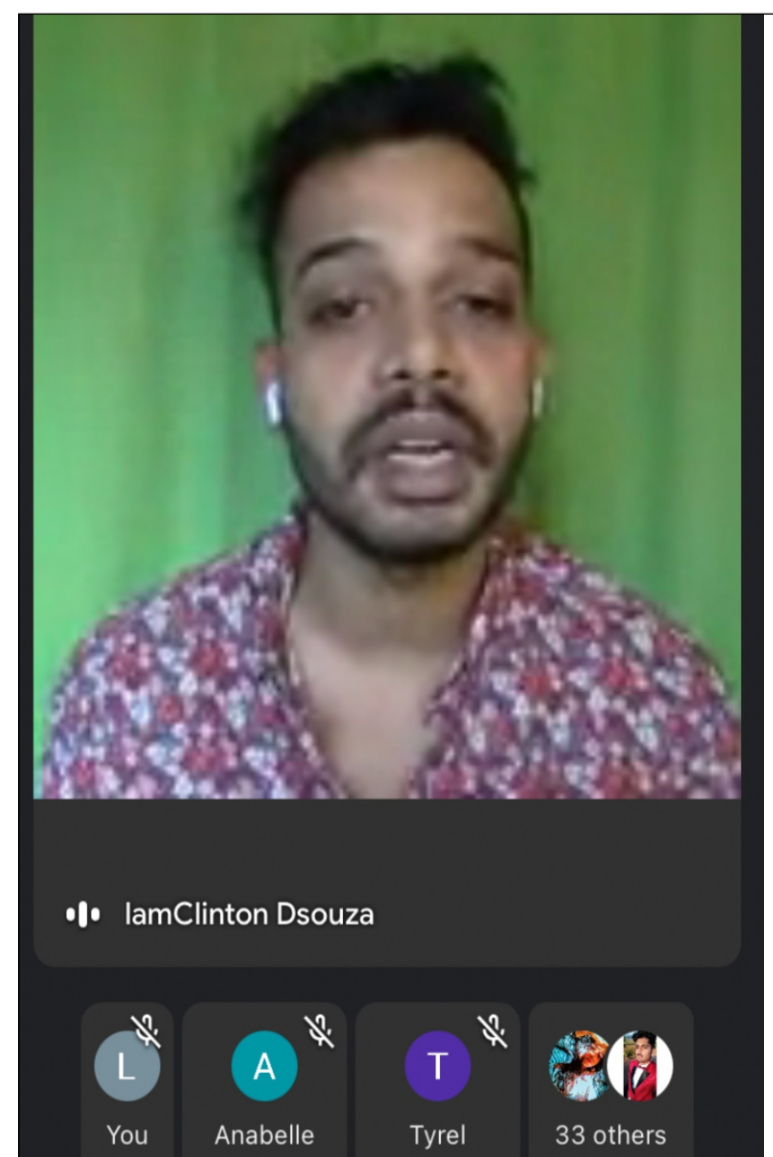
He spoke about the various departments that work hand in glove to broadcast the news and asserted that the technical team is one of the most important teams to get the news

on air.

"The biggest challenge till date was during the covid outbreak, it was a challenge getting news", Clinton said as he interacted with the students on the key concepts of journalism like building credibility and the facing the pressure that builds up in the field. He advised everyone who wants to become a Journalist that there is no rest in this field and you cannot be lazy if you want to get in this field.

The lecture was held via an online platform and the vote of thanks was delivered by the faculty of the department of Mass Communication, Vailarose Fernandes.

Roshan who had his debut in 2019 on Star Sports network interacted with the students and shared his experiences and answered various questions put forth by the students in relation to sports broadcast.





# STEPPING INTO NEW ERA OF TEACHING/LEARNING



Pictures depicting an empty campus during the online teaching/learning phase

According to William Allin a noted educator in US, “Education is not the answer to the question. Education is the means to the answer to all questions.” And when we face the covid 19 pandemic the question was, now what?

With a sudden stroke education entered a new era, compelling educators and students to find new ways to keep the spark of teaching and the learning ablaze. No doubt there were challenges and obstacle but the wheel of progress could not halt for forever and the need to connect, communicate & share knowledge was only possible to due to effort of educators, parents and students who dared to venture beyond the confines of fear, uncertainty and doubt.

“

*This pandemic has just changed my life routine. My family and I were tested positive for*

*Covid 19 and it was difficult point in time when my Mom and Dad were hospitalised and my Mom succumbed to covid. I had to get up early and take responsibilities of my mother on my shoulders even during my final exams.*

*Being my final year of graduation, it was a challenging uphill task to complete the final project. Though my friends helped me in getting my notes and with the online medium the teachers managed to complete the syllabus on time. The offline learning aspect made understanding the concept better, even though it was exhausting to wear a mask throughout the class. Nonetheless, this pandemic just changed the way I was living and gave life a different perspective.*

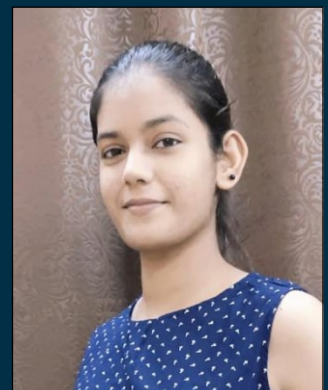
– Aditi Arambolkar, TYBA Journalism



“

*The Covid-19 pandemic has disrupted normal life of the people all over the world. Because of this pandemic we were forced to have online classes which kept us away from the college and friends. Connectivity was an issue due to network and power failure issues. Although we were in the pandemic with these online-offline classes we still had to meet up in smaller groups for our practical classes keeping safe distance. It is a great feeling that during these difficult times we did not back out on our studies and our teachers supported and helped us without which we wouldn't have been able to come through.*

– Ashlynn D'Mello, TYBA Mass Communication







**“** In the beginning of the year there was a ray of hope that the situation will get better and we will be able to enjoy our Final Year on Campus. During the first two months, college was online and it was difficult to grasp things. Online classes meant not activities on campus. There was nobody to share jokes with, no sitting under the

trees, no canteen food. It all felt so dull.

Later when we got the news about practical classes being offline I was the happiest person. I just wanted to come back to college and learn something. I wanted to be with my friends.

It did get difficult at the end because we weren't in the habit of answering exams offline after studying online for so long. The stress of passing semester V made it difficult for me to stay focused, but attending practical's in college, with friends made the journey easier and memorable.

– Sanjeevini, TYBA, Mass Communication



1. Teachers organising a webinar.  
2 & 3. Teachers attending a workshop on online teaching



**“** When it comes to online teaching, my biggest concern was how online teaching-learning environment would limit the crucial connection between the teacher and student. Initial phase was challenging as switching from face-to-face classes to online was difficult and strenuous. From the student's perspective, I ensured that online classes were more engaging with interactive virtual discussions in the subjects I taught. To ensure more direct involvement I encouraged students to ask questions in the live lectures but some students were hesitant to reply.

Personally I didn't use lot of online fancy tools as after regular feedback from students I preferred conducting classes on Google meet which was relatively easier for the transition of online teaching. I ensured that I use the best practices in hybrid learning for which I attended two faculty development programme on 'E-Content 'and on 'Modern educational tools and pedagogical practices for online teaching' from Mumbai Based institutes which helped me a lot in terms of preparatory work.

– Nitin Volvoikar, Assistant Professor Journalism



## Mirror mirror in my wall

by Nadia Menezes, Faculty

**T**oday is ending. I am grateful. It's been an exhausting rush of busyness, racing to meet the tempting excuse of choices on the horizon.

A year ago too it was exhausting, but the choices were different. And no, they were not tempting.

You see learning to see yourself for what you really are is an ugly exercise. The mirror does not flatter.

Being in lockdown forced that upon us. Cushions of comfort zones, of set routines, of ideas about our identity, disappeared. Overnight.

The bare ground hurt.

Into that year I was hired to teach a semester at this college. It felt odd riding 120 kms, three times a week, to see profile pictures on a borrowed laptop screen.

The faces behind those pictures sometimes sneaked a peak; putting a voice to the messages

### OPINION

being typed in Google Meet was a game in my head. They could hear mine, I rarely heard theirs. It was heart-wrenching. And I was merely a part-timer, a returnee

after 14 years. What about the teachers

for whom teaching is incomplete without the whims of young minds learning...when present in the flesh?

And those young minds? Most were a mess. On the lowest ebb they were irritated, at the highest peak depressed. One took the plunge. She broke our hearts. It took me back to my own mirror that

had only just started to reflect a sliver of hope. Would more young minds emulate? The teachers prayed not, even as they struggled to cope.

As for the students, I'd like to think

they've shown mettle for an age still un-tempered by experience.

The tide too has turned. College is a physical reality once again, albeit for a limited period and with restricted options for that quintessential college life.

But perhaps what has changed the most is that person standing in front of his or her personal mirror. Are you seeing yourself clearly? Can you see that you rose above your fears to fight your demons? Then know that no matter what else life has in store for you, whatever your age, you will thrive.

I am grateful that today... and this day, last year... happened.

Editorial Team: Mr. Anzil Fernandes, Mr. Lisvan Rodrigues

E-mail: [xaviersjournalism@gmail.com](mailto:xaviersjournalism@gmail.com) Blog: [www.xaviersjournalism.wordpress.com](http://www.xaviersjournalism.wordpress.com)