



## Principal's Note



I am very happy to announce the release of the 'XAVIER'S POST' Vol No.11 Issue No. 2, the Newsletter of the Department of Mass Communication and Journalism.

Every issue has been appreciated by its readers of all ages as it is very informative, picturesque and colourful.

One of the blessings in disguise of this pandemic is the availability of time to pen down a poem or a story or to do something unusual or something one craved to do but had no time due to one's busy schedule during normal times.

I congratulate the editor and the team for their efforts and wish all readers an enjoyable reading.

God bless you all.

**Prof. Dr. (Mrs.) Blanche Mascarenhas**  
Principal  
St. Xavier's College, Mapusa

# Webinar Series: Careers in Media inspires young minds

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## Identify your trade and be persistent: Sonika

by Xavier'sPost News Desk

'Understand your trade and be persistent in the field if you want to make a successful career in the world of Media' was one of the advices given by Sonika Lotliker for the first session of the Webinar Series 'Careers in Media'.

The webinar was organised by the departments of Journalism and Mass Communication, St. Xavier's College, Goa as an academic initiative. It received an overwhelming response from over 80 participants for the first session titled 'Media as entertainment' held on July 12, 2021.

Programming Manager at Entertainment Society of Goa (ESG) and Alumnus of the department of Mass Communication, Sonika explained what is media and highlighted how Radio, Television, film and print media evolved and played an important role of sources of Information. She said that digital media is still evolving and with the quality,



“ I was very impressed with the course content offered by the St. Xavier's College. After ending about four months here, I can say that this is one of the best programs with a great blend of theory and practical lessons that is helpful in honing our skills as a budding media personnel.

**Sonika Lotliker, Programming Manger, ESG**

accessibility of the technology and use of data analytics it will have an impact on the future of digital media.

On the front of job avenues in television and film industry, she said, that if you have the kind of persistence, patience and willingness to work hard then one can climb the ladder of success. She cited her own example of her struggle in the industry wherein she took up the work of being a spot girl, assistant to director, screen writer and how networking within the film fraternity helped her in the film industry.

Sonika spoke elaborately on questions pertaining to her experience in the industry and what she learned during her graduation and post graduation days.

The session was hosted by Vailarose Fernandes, Assistant Professor in Mass Communication and by Dinesh Nirawdekar, Assistant professor in Journalism.

### Highlights

- Digital media is still evolving
- Radio is a great way of connecting with people
- Networking within the film fraternity is of utmost importance
- Take the criticism positively
- Use internet and social media to enhance your creativity

## Yashodara encapsulates Ad & PR world

by Xavier'sPost News Desk

As part of the webinar series Careers in Media, the second session on the topic Advertising & PR was held on July 14, 2021 organized the Departments of Journalism and Mass Communication, St. Xavier's College, Goa.

The resource person for the session was Yashodhara Roy, account manager, in a public relation firm in Mumbai. The insightful session shed light on understanding the basics of business communication and was attended by over 90 participants.

Yashodhara concentrated on the facts of brand communication and consumer marketing and need of building different communication strategies to reach out to the end audience. She spoke about integrated communication and explained the difference between earned vs. owned campaigns with the example of the audio book showcasing an earned campaign.

She urged the participants to take up internship in the field what they are good at.



Journalism students interviewing GALF delegates

## WEBINAR SERIES: CAREERS IN MEDIA

### HAVE YOUR OWN VOICE, BE ORIGINAL: FLEXCIA

by Xavier'sPost news Desk

"Social media is world that is constantly changing, what I say today might not be the same tomorrow," Flexcia D'souza stated as she began the session on Social Media and the New Normal. The session was a part of the Webinar Series: Careers in Media, organised by the Departments of Journalism and Mass Communication, held on July 16, 2021.

Flexcia D'souza, Travel creator and an entertainment and lifestyle journalist gave an insight on the various aspects of how social media has changed the way we perceived things and how it has taken a centre stage in the recent past.

She stated that news is consumed through social media more than that from the mainstream mediums, hence the traditional media houses

have started to disseminate news through social media. Digital-only platforms like buzz feed have also taken a centre stage.

"Social media has changed the way people view news, Times of India has a huge following on Twitter and Instagram and they use these platforms to disseminate news. Ten years ago social media was not really a career option but right now how things have changed and Social media has become a huge career option," she opined.

She stated that authenticity of the news floating on social media is questionable, "Make sure you are following the right and verified and reliable digital media channels or individuals like Faye D'souza on social networking sites,

verify their information and the news that you get from there," she said.

"Have your own voice, be as original as you can be because people realise what sort of content has potential to go viral and I think most people are just running behind creating a content that is trending or going viral. Having original voice and sticking to your ethics and doing something different will definitely help you stand out," D'Souza pointed out.

Flexcia advised the attendees not to put up social media posts because somebody else is doing it or just because it looks glamorous. "It's not as glamorous as it seems but it is something that you will totally enjoy if you like doing it and want to do it," she stressed.



*"Have your own voice, be as original as you can be because people realise what sort of content has potential to go viral. Having original voice and sticking to your ethics and doing something different will help you stand out."*

– Flexcia D'Souza, Travel creator, Entertainment and lifestyle journalist

### Danuska stresses on bright future of Journalism

by Xavier'sPost News Desk

The final session of the Webinar Series: Careers in Media, organised by the Departments of Journalism and Mass Communication was held on July 19, 2021. Danuska Da Gama, Senior Reporter, Navhind Times was the guest for the concluding session titled The Future of Journalism.

Danuska stated that the future of journalism is an important issue especially with the crisis faced by the media in India as the pandemic has brought a lot of challenges globally.

She described that the news back then was like the hypodermic needle theory where the media injects you with all kind of information. She said that the audience was very passive so we would kind of accept, receive, accumulate and use information that was given in a very passive manner.

"There was news disseminated through magazines newspapers radio and television. There was no social media, no viral messages, no mobile phones, no digital news agencies and at that time news saga was limited to magazines, newspapers, radio and television in fact till date till date radio happens to

*The main factor that kept us hooked onto news earlier was trust which is now fading away. We are regaining trust in a few journalists because of their personal or individual campaign or independent journalism*

Danuska Da Gama, Senior Reporter, Navhind Times



be the most popular medium even for news," Da Gama informed.

Danuska reminisced on how people trusted the news and the

reporters name on the newspaper, the brand whether it was a Tahelka, Time magazine or The Indian Express. News organizations had no monopoly

and spoke about the trust aspect of a media organisation.

Danushka explained the various differences between the journalism from the recent past and that of journalism now, "Investigative reporting now, is rare," she said, "But at that time people wanted to know an in depth story and journalists were hungry to search for truth. What's happening today is that we have interactive journalism, you have journalist who will talk to an audience and audience will call you back" she added.

"The audience has changed from being passive to extremely active. Mistakes can't be forgotten in journalism it's a cardinal sin," she stressed, "The reporter was blamed for it and the major lashing of it is faced by the editing desk because besides having sufficient knowledge of the language you also have to do a lot of fact checking."

Fact checking on the internet is rare which is why there is a lot of fake news, old pictures and falsified information. Nobody goes to check the fact and tend to just read the main chunk of it and believe it so this is how modern journalism or citizen journalism is shaping.

## BEST JOB IN THE WORLD IS THE ONE THAT WORKS FOR YOU: MARK

by Xavier'sPost news Desk

Traditional and Non Traditional Career Options was held March 18, 2021, organised by the Departments of Journalism & Mass Communication via online platform, Google Meet, the session witnessed an interactive session by Mark Rocha.

In a career spanning over 15+ years, Mark has donned several hats in creative organisations across Bangalore and Goa.

Starting his career as a Radio Jockey at Radio Indigo, Goa, then as a Vibe Manager at Hard Rock Hotel, Goa, and several other creative positions, he currently holds the designation of Project Manager at Kilowatt, Goa.

Being a creative himself and having worked in several creative titles, Mark has worked his way through different working position, and therefore was the perfect speaker for our topic of Traditional and Non-Traditional Careers.

The session revolved around taking advantage of opportunities that exist around us, and if not then creating

opportunities for yourself. Mark focussed on a contemporary example and discussed how during the pandemic so many people learnt new hobbies like baking, cooking, sewing and so on.

Mark later discussed how parents nowadays are slowly shifting towards supporting alternate careers, while back in his day that was not the case. Mark explained to the students that they must make use of every opportunity that comes to them. He stated that anyone could come in as a layman and take up good titles by simply being hardworking and willing to learn and explore.

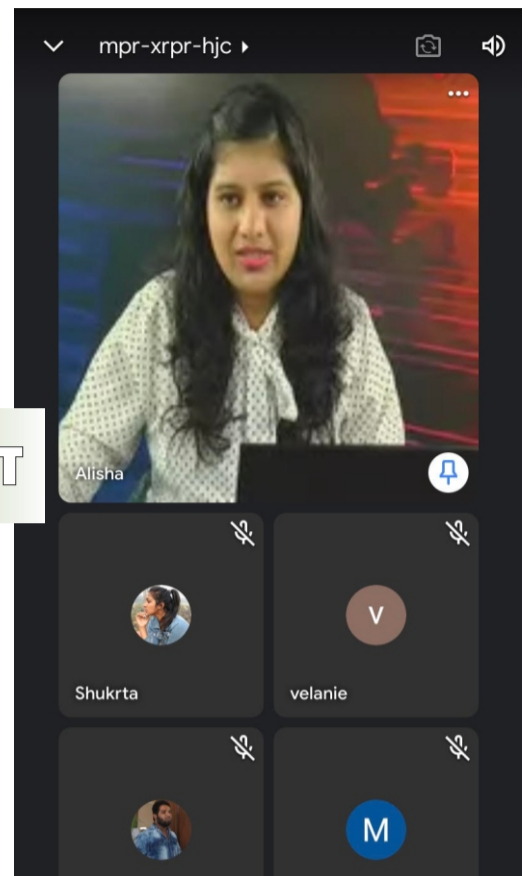
Mark emphasized on the statement "the best job in the world is the one that works for you, not the other way around". Mark made students understand that it is not the platform that counts, but the content.

He iterated on the fact that students should instead learn how to be better content creators no matter the platform. The session came to an interactive end with students asking questions.

## Interactive session on Electronic media

by Dhvani, TYBA Journalism

An interactive virtual session on Electronic media was held by Alisha Fernandes, Television Producer at Prime Media, for the Third Year Journalism students, organized by the Department of Journalism, St. Xavier's College, on June 18, 2021.



### MEET THE EXPERT

Alisha informed the students about the various challenges faced in working for electronic media. "Electronic Media has been in Goa from the early 2000s. Earlier, newspapers and magazines flourished. Goan News channels however created a wave in the industry. In those days electronic media was restricted to cable TV channels. But today, electronic media comprises of various channels like Prudent, Goa 365 and In Goa. Electronic media also comprises of Digital media," she said. She also asked the students to embrace their uniqueness as that's something that will always help in content creation.

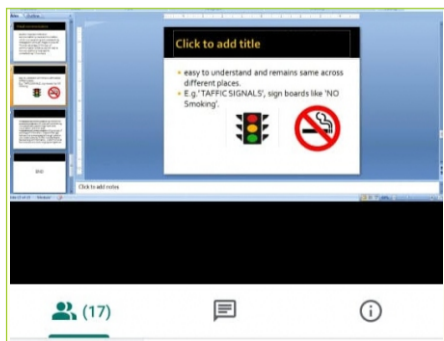
"Remember, you're a mediator between people and interviewee. Try and address it in the best possible way as you're representing the people. Don't be biased," she added.

She also spoke about her routine at Prime Media, the impact of Digital Media on traditional media, the professional growth in the field and the scope for young graduates

## Lecture delivered on Communication Skills

by Xavier'sPost News Desk

Dinesh Nirawdekar, Assistant Professor, Department of Journalism delivered an online lecture on 'Communication skills' for 9th and 10th standard students at Government High School, Alto-Betim, on March 12, 2021.



The lecture deliberated on communicative skills among the young minds and importance of how to read, write, speak and listen well in order to communicate properly in future.

Students were also briefed about media courses offered at St. Xavier's College. The session ended with a Q&A session.

## YouTube is now cluttered. IGTV is future: Dr. Rahul Kodali

by Prakriti Bhowmick, FYBA Journalism

"You have to be good in everything." It was one of those few wise pieces of advice given by Dr. Rahul Babu Kodali, an Assistant Professor from Manipal University, Rajasthan during the 'Meet the expert session' held by the department of Journalism, St. Xavier's College, Mapusa.

The session was held for first-year BA Journalism and Mass Communication students on May 8, 2021 on the topic 'Generating News ideas in a cluttered News world'.

The session began with Dr. Kodali highlighting, how Instagram holds the potential to help youngsters grow in their careers and urged them by saying "If you are active on Instagram, use it at the optimum level."

He also pointed out that online is also helping the media earn both mass reach and profits. Throughout the session, he kept reminding the budding



**Dr. Rahul Babu Kodali, Asst. prof. Manipal University, Rajasthan**

“There will be an increase in demand for writers for radio scripts, producers, and speakers as news in radio will change within the next 3-4 years. If you are active on Instagram, use it at the optimum level. Everyone has to write well and articulate well.”

journalists that they can look for a career online and be active on social media, especially on Instagram.

He said that we recognize people based on their job rather than their organization. He said that in the next 5-6 years, individuals shooting, writing, scripting, and uploading their story in their respective newspaper or online sites would supersede the concept of outdoor broadcasting. He encouraged the students to learn all these skills. "Everyone has to write well and articulate well." he said,

With India and China having their prints running in double-digit, he concludes that newspapers will also grow in the coming years, especially English newspapers.

He also familiarized the students with the origins of 24 hours news channels in India that revolutionized the concept of news delivery via televisions and stated that it was because of this revolution in television, parents started recognizing that media, like favoured engineering and doctoring, is also "a respectable career."

## Alisha enlightens students on Packaging Video content

by Xavier'sPost News Desk

In modern times people seem to spend more time on their phones than any other recreational activity. With the onset of the smart phone age, there seems to have ushered an era of internet based careers.

There hasn't been a better time for careers rising out of platforms like Youtube, Instagram, TikTok and so many others.

Collectively, the term "Social Media Influencer" is the term these millennials associate themselves with. Creating content of varied sorts, each influencer also seems to have their own brand of content, dedicated followers and an urge to get bigger and spread wider.

In such an age it is imperative, that young minds that wish to enter this world of content be educated on the way they can increase their audiences, improve their content game and make themselves viral in this universe of digital content.

Seeing a need to be filled, the Department of Mass Communication, St Xavier's College, Goa organised a wonderful 2 hour session on "Packaging Video Content for Digital Media" for all 3 classes of Mass Communication students.

The guest speaker of the session was Alisha Nazareth, Video Editor at Gobble Media- The media



house responsible for producing some of the most watched and enjoyed content on Indian mobile phones.

Alisha Nazareth has been an ex student of Mass Communication Department, St Xaviers College, and has ever since worked as a video editor for some of the fanciest names in Indian Digital scene. She started out as a video editor for an ad agency, later

moving onto working as a video editor for FilterCopy, one of the biggest names in Indian content on YouTube.

The session was conducted on December 18, 2020, on Google Meet. Around 60 students and teachers participated in the session.

The session which was initially planned to be an hour long went on for 2 and half

hours due to tremendous response of students from all 3 classes of Mass Communication.

The session covered some of the most important topics that are required to strengthen video content game in today's day and age. The session covered topics such as how to track trends, how to ongoing trends into your videos, how to track ongoing trends and incorporate them into your videos so as to gain traction on social media.

Alisha also spoke about personalizing content for various platforms and how to integrate your social media so as your brand remains consistent across all platforms.

Alisha emphasized on the need for continuously updating your social media so as your audiences can have constant updates from you. She also emphasized on the need to not divert from your main content but have varying trends so as to incorporate pop culture and latest trends.

Overall the session was an extremely effective and educative, as evident from student responses and interactions. Alisha Nazareth also promised that students could contact her via email and she would love to help sort any queries that they may have with regards to content creation on social media.

## PHOTOGRAPHY CONTEST



1<sup>st</sup>

Photo by: Sheryl Mascarenhas



2<sup>nd</sup>

Photo by: Amogh Golatkar



3<sup>rd</sup>

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