IRIS

Vol. 3

2023

DEPARTMENT OF COMMUNICATION MEDIA

AUXILIUM COLLEGE, AUTONOMOUS, VELLORE

CONTENT

EDITORIAL BOARD

Inside this Issue

Education is what remains after one has forgotten what one has learned in school. – **Albert Einstein**

EDITORIAL

Welcome to "IRIS", a yearly Department magazine about the life and culture of the students of Visual Communications. Life in the department began with full swing during this academic year 2022 – 2023, after the pandemic which brought everyone to a standstill. The campus rejuvenated with the presence of the young and energetic women back to its alma mater with the zeal to receive Knowledge and virtue.

This year 2022 is a very important year as the Institute, the Salesian Sisters celebrated the 150 years of the founding of the Daughters of Mary Help of Christians in Italy, Rome, and 100 years presence of the Salesian Sisters in Tamilnadu, South India. A century ago, six Italian Sisters came to our Country India, to Thanjavur and began their missionary work and today it has branched out to Seven Provinces across the Country. In Tamilnadu itself we have two Provinces, Trichy and Chennai. Auxilium College comes under the Chennai Province, reaching its 69 years of imparting Higher Education to the women from among the rural parts of In and around Vellore District. In Chennai Province there are totally 25 Communities in Tamilnadu and 10 Communities in Srilanka and the presence of Religious Sisters are 235. We thank God for the Blessings for the past 100 years of love, service, dedication and commitment of the pioneer missionary work and today we are proud to step into this Centenary year. Let us march forward into the second century and continue to render our service in the form of Education to build a better nation.

The "**IRIS**" presents all the activities of the academic year 2022 – 2023, which were carried out without interruption with its curricular, co-curricular and extra-curricular activities with much vigour and enthusiasm. The magazine is a mirror of creative and innovative ideas of both the staff and students.

The students through writing skills, art and graphics have expressed their talent. I thank for their efforts in bringing out this book a work of their fruitful and creative works. I thank the staff and students for their collaboration and contribution their time and energy for the magazine. May the magazine inspire many young girls to become creative and be able to express their ideas for the good of the future India.

Sr. Juliana Victor **FMA**

ORIENTATION PROGRAMME—19 July

The Management of Auxilium College organized a two-day Orientation Program for the UG and PG students on the theme "Life Skills to Excel in Higher Education" held between July 18th and July 19, 2022.Mr.D.J.Prasasam, a psychologist on his team, works as a counselor in the Christian Counselling Center in Vellore. conducted an orientation for visual communication students. During the session he highlighted the following: interpersonal skills, team spirit, critical thinking and problem-solving, time management, positive attitude, and acceptance of constructive criticism, he stressed the importance of education and discussed the eight barriers of life, the different types of listening and communication, and the importance of feedback. These two-day programs provided enriching experiences for the students enabled them to see the future clearly and imparted the education of invaluable life skills.

STUDENT'S INDUCTION PROGRAMME — 25—29 July

The College organized a five-day induction program for first-year students held between July 25th and July 29th. The program has been planned in a way to incorporate activities like socializing, associating, governing, and experiencing tagged with the title SAGE. During the five-day induction program, many activities were conducted like motivational seminars, women's empowerment talks, and about the college activities,

A little progress each day adds up to big results.

mainly the vision and mission of the college, physical activities, and information about library facilities in the college were given. The most interesting part of the program was the creative art section. Students exhibited their creative talents in the form of

painting, drawing, and handicrafts from waste materials. The seniors organized a beautiful prayer session followed by interactive games and cultural activities that made the first years more exciting and memorable for a lifetime. On the concluding day, freshers had a talent day in which they exhibited their dancing, singing, and acting skills on the stage. Overall, it was a fun-filled session for the first-year students.

INVESTITURE CEREMONY—2 August

With an invocation of God's blessings, the Investiture Ceremony was conducted on August 2, 2022; during this day the college union leaders were officially sworn into office. The guest of honors was the Bishop Emeritus of Salem, Rev. Sebastianappan Singaroyan and Asian regional youth coordinator Mr.

Dhanesh Basil was also present on this and gave an inspiring speech. Our Department had taken charge of the Photo and

Video coverage of the entire program.

IDENTITY CARD PREPARATION—August

As a part of the Innovation Inside Project, the Department of Communication Media has taken a challenging task in preparing Identity card by taking the photos of the First year Undergraduate and Postgraduate students of Shift I and Shift II for the academic year 2022—2023 Ms. Priyanga G. was the staff coordinator for this task and the Under Graduate and Post Graduate students of the de-

"To give without any reward, or any notice, has a special quality of its own."

partment were part of the program in preparing and presenting the final copy of the photos. It was a tedious process taking the pictures of more

than 1500 students and making corrections in the photo editing software, and our students made it through their best work in bringing the final copy of the Photos.

THE INTERNAL QUALITY ASSURANCE CELL SEMINAR—7 August

The Internal Quality Assurance Cell (IQAC) organized an orientation program on "The Process and Preparation for NAAC" it was held on August 7, 2022. The Resource Persons were the IQAC Coordinator Dr. Mary Agnes and the Paramarsh Coordinator Dr. B. Scholastic Mary enlightened the staff members on the administrative activities of IQAC and the seven criteria that serve as the basis of NAAC`s assessment Procedure.

INDEPENDENCE DAY– 75 Anniversary – 15 August

The Celebration of the 75th year of Independence Day was held in an ideal manner. The guest of honor on this special occasion was major (Dr). T. Sathish, Army Medical Corps enlightened our students with a short inspirational talk on Patriotism. The ceremony was made memorable by our students by exhibiting the nation`s greatness and freedom struggles through their various performances like the March Past by the National Cadet Corps, Mime, Speech, Patriotic songs and dances. The Department of Communication Media staff and students contributed by Photo and Video coverage for this event and the clips were edited as a Video and it was uploaded on the college's social media platforms.

"Patriotism consists not in waving the flag, but in striving that our country shall be righteous as well as strong."

PHOTO EXPO—17 August

In the Commemoration of World Photography Day, the Department conducted an Intercollegiate Photography competition and Photo exhibition "Photo Expo on 17th August 2022. The upcoming Cinematographer Mr. Jalandhar Vasan was the chief guest. By acquiring all the experience and passion in the field of cinematography, he got an opportunity as a debutant Cinematographer in the Movie Kanne Kalaimaane Staring by Udhayanidhi Stalin

Directed by National Award-winning Director Seenu Ramasamy. He also visited the Photo-Expo and made his valuable judgment in the Intercollegiate Photography competition. The Photography contest was conducted on the theme **"India Through the Lens"** The three themes were

given Our Flag, Our Pride, India`s authentic tradition, the Rural and Urban India. Students from various departments and various colleges participated in this Photography Contest and the prize winners were selected based on the theme and unique ideas of their presentations.

LEADERSHIP TRAINING PROGRAM—23 August

The Management of Auxilium College organized a leadership training program" on the theme: "Learning and leading" for the office-bearers of the College Union. The program was conducted in two sessions by the global trainer and business de-

velopment coach Dr. Arumugam Gurusamy and Media Trainer and Researcher Dr. A. Magimai Pragasam, from Chennai. The program was successful in help-ing our young

leaders realize their abilities and to mold themselves in a positive way.

"To handle yourself, use your head; to handle others, use your heart."

STAFF ORIENTATION PROGRAM—27 August

The Internal Quality Assurance Cell organized the second phase of the staff orientation Programme on the topic of **"Post Covid Personal Holistic Growth and helping students Realizing their Potential".** The Resource Person was Dr.B.J. Prashantham, director, and professor of Counselling Psychology, Institute of Human Relations, Christian Counselling Centre, Vellore. During the program, he enlightened me on the Concept of VUCA (Voluntary Uncertainty, Complexity, Ambiguity) and that human beings should focus on their potential by removing hurt feelings, the importance of the holistic model which consists of Physical, Emotional, Intellectual and social.

SHORT FILM FESTIVAL AWARDS 28 August

The Department had taken part in the Short film festival awards organized by Anbaram Trust Media. It was a Mega-Cultural event inclusive of various skill-orientated competitions. The department had taken charge to bring the talents of Auxilium students and made coordination with the organizing committee. Under the

"Every accomplishment starts with the decision to try."

guidance of Communication Media staff members, the students from various departments has taken part in the event and won many prizes in Drawing and poster painting. Singing, Dancing, RJ, and VJ Hunt.

SEED-BALL DISTRIBUTION—17 September

"A seed grows with no sounds, but a tree falls with considerable noise, destruction is noise, but creation is quiet" as the reflection of these words our Department in association with the Computer Applications organized a Mega seed ball distribution drive on the theme "Go Green to get India Clean" held on 17th September 2022 at Balamathi Hills. It was an program inspired by the Government of India, the theme Swachhta Pakhwada "which denotes Support Green India for Environmentally Clean India the department initiated as an extension activity, by throwing 20,000 seed balls to support the Green India. This program was inaugurated by our distinguished Mayor of Vellore city Municipal Corporation Ms.Sujatha Anandakumar, who graced the occasion with motivating words. Mr. Dinesh Saranvanan is a Social activist who is known for his social outreach program and for promoting various activities and initiatives in the green Vellore pro-

"To plant trees is to give body and life to one's dreams of a better world."

ject, sponsored 20,000 seed balls and encouraged and motivated the students to actively participate in the green Vellore program by practicing tree plantation to keep our surroundings clean. The principal of our Auxilium College Dr. Sr Jaya Shanthi gave a keynote address about tree planting and the importance of a green environment.

STARTUP FAIR—24 September

From the department the second and third-year Visual communication students visited the STARTUP FAIR - 2022 organized by VIT Vellore on 24th September 2022. The motto of the Startup Fair is to set up an ecosystem favorable to inspire the building entrepreneurs and young minds. During the event, the students from VIT exhibited their various projects works in different fields: bio dimension technology, Portable dental clinic, biofuel model motorbike, New helicon model, Robotics and Coding education, 3D print, Commercializing our heritage food Fermented Millet Beverage: koozh plus namma Ooru Probiotic, Music for Youth in that they have presented a song in a rap format based on the suggestion given by the viewers and this particular idea was relevant to our media field. It was an eye-opener and inspiring session for our students to know about the various innovative concepts that were presented in the Startup Fair 2022 program. Nearly 20 students visited and were accompanied by the staff from the department. It was an overall effective field visit to gain updates on the new technological field.

AUXILIUM ALUMNAE MEET—8 October

Auxilium Alumnae Meet was organized physical presence after the two years of the Pandemic. The motto of the alumni meeting was to reconnect the pass-out students and make them share their experiences, successes, and various achievements during the event. The past pupil from the media department actively participated and shared their valuable experience in Auxilium and how it helped them to progress in their careers. The department had an individual meeting with the alumni after the general meeting.

Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.

MUTHAMIZH VIZHA—12 October

The Department of Tamil organized Muthamizh Vizha, an inter-department cultural activity conducted various inter-departmental competitions like Drawing, singing, Dancing, and Dramatics. Students from the Department participated in the historical Drama competition and won the first place by performing the social-orientated Drama NANGELI. The theme of the drama was about exploitation of women in Travancore, it depicted the life history of Nangeli, a woman who sacrificed her life fighting for woman rights."

All India Photo and Video Exhibition— 14 October

The Students from the Department accompanied by the staff members Ms. Radhika and Ms. Priyanka visited the All-India Mega Photo and video exhibition held at Chennai Trade Centre, Nandambakkam, Chennai. This program was organized by the Tamil Nādu Video and Photographers Association with the theme "TVPA's Digi Media - March towards technology". The students visited many stalls where they observed different models of photography, Videography, lighting setups, the latest graphic design software, live streaming devices, and various other items that were explained and demonstrated by the presenters. As part the event, they attended a seminar on photography techniques with a specific focus on baby Photography. Students had great fun-filled moment by experiencing the Vaibhav Softech Selfie Horizon 360-degree camera. The Secretary of the Tamil Nadu photographers Association acknowledged the presence of the students and their thrust to upgrade their knowledge in the fast-growing media world. He also wished everyone to have the best carrier as media personnel and also assured them to host the same exhibition in Vellore.

It's one thing to make a picture of what a person looks like, it's another thing to make a portrait of who they are."

E-CONTENT DEVELOPMENT—15 & 17 October

The Department organized two days Faculty Development Program on E-content Development for all the staff of the college. The staff, Ms.Sarnaya P.Asst prof. and Ms.Prinyanga G.Asst prof. were the Resource persons and provided hands-on training experience in the OBS and OPS software. The first session was handled by Ms.Saranya P., who explained about the interface of OBS software and the recording process in the OBS platform. The second session was presented by Ms.Prinyanga, who explained the Interface of OPS software and the editing process in the OPS platform. At the end of the presentation, they received a positive feedback about the program. To have the final evaluation of the program a Google form link was sent to all the participants to collect feedback and make them present their 5-minute E-content videos in their respective subjects.

GRAND FINAL - MUTHAMIZH VIZHA—15 October

The Department of Tamil organized the Grand Final celebration of Muthamizh Vizha The acclaimed singer and lyricist Mr.Arivarasu Kalainesan popularly Known as Therukural Arivu graced the momentous occasion as the Chief Guest. All the winners of various competitions gave their programme. Since our Department won in the Dramatics by enacting the history of Nangeli, got an opportunity to enact once the for the entire college. During the speech the chief guest, Mr.Arivu encoded the Nangeli`s struggle against social injustice and also mentioned it was still prevalent in a few parts of our country. Our Department did the Video coverage for this program, and the short version of the program was edited by the students and uploaded to the college's social media Platform.

In a drama of the highest order there is little food for censure or hatred; it teaches rather self-knowledge and self-respect.
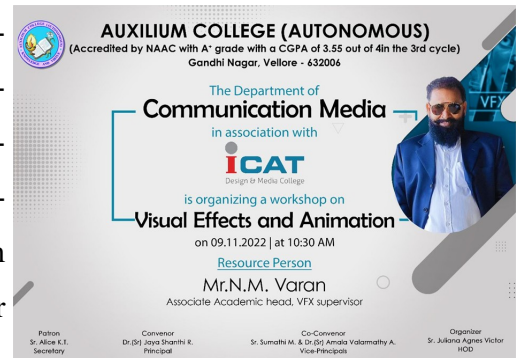
WORKSHOP ON VISUAL EFFECTS—9 November

The Department in association with the Department of Institutional Relations & Career Guidance of ICAT organized Visual effects Workshop on November 9, 2022. The subject expert Mr.N.M.Varan, Associate Academic Head, VFX Supervisor, ICAT, addressed the students and explained the 2D & 3D animation Techniques and the career opportunities in the visual effects field especially animation, UI Design, and Website Creation. He demonstrated a few Visual effects techniques with real-time examples. It was an eye-opening session for our students to learn about the latest technological updates in the media field.

AUXILIUM COLLEGE (AUTONOMOUS)
(Accredited by NAAC with A+ grade with a CGPA of 3.55 out of 4in the 3rd cycle)
Gandhi Nagar, Vellore - 632006

The Department of
Communication Media
in association with
iCAT
Design & Media College

is organizing a workshop on
Visual Effects and Animation
on 09.11.2022 | at 10:30 AM
Resource Person
Mr.N.M. Varan
Associate Academic head, VFX supervisor

Patron	Convenor	Co-Convenor	Organizer
Sr. Alice K.T.	Dr.(Sr) Jaya Shanthi R.	Sr. Sumathi M. & Dr.(Sr) Amala Valarmathy A.	Sr. Julkana Agnes Victor
Secretary	Principal	Vice-Principals	HOD

PARENT TEACHER MEETING—7—9 November

The management organized a Parent-Teacher Meeting for all Under graduates and Post-graduates students. The objective of the meeting was to bring about the feedback given by parents regarding the Curricular and extra-curricular activities conducted by the college and provide the students' analysis report based on their performance in the curricular and extracurricular activities.

CANCER AWARENESS RALLY—7 November

On 7 of November is observed National cancer awareness Day. A rally was conducted by the department of Social work in collaboration along with the department of Psychology and our Department to give awareness on the spread of cancer, the rally was inaugurated by Rev. Sr. Jayashanthi, the Principal of Auxilium College. The rally started from Auxilium College went via Don Bosco school Katpadi around 1 km by carrying out placards and slogans. The objective of the rally was to grasp the public's attention to know about cancer and its caution. It is the second leading disease caused globally.

If you don't like something, change it.
If you can't change it, change your attitude.

PEER TEAM VISIT—28 November

The Auxilium College had a Peer team visit for the green audit, Enviro audit, Energy audit & Hygiene audit by Nature Science Foundation (NSF). The team visited all places on our campus and evaluated the cleanliness. The peer team has given positive feedback on the prohibition of plastic inside the campus and the green environment of our campus.

DEPARTMENT MEETING—29 November

We had Department meeting for the students, the staff members instructed the students on rules and guidelines that has to be followed during the Semester Examination, and individual responsibility to verify the examination timetable, and plan out the study holidays in a proper way. For the first-year UG students, special guidelines were given since they were writing the semester exam for the first time. All the students could download the Hall ticket from their ERP portal with the register numbers.

DAY WITH THE POOR AND CHRISTMAS CELEBRATION—17 December

Christmas brings us joy, love, and sharing, as a department we celebrated the Christmas along with the Missionaries of Charity - Nirmal Hirday Destitute Homes for Mentally Retarded people at Shebakkam on 22nd December 2022. The staff and students organized a Christmas program for the people in the home. Students have performed cultural programs which include an energetic dance program, a Song, and a

"Happiness is not something ready made. It comes from your own actions."

meaningful message about Christ's birth which made them happy, and they enjoyed the programs. The reciprocation of the positive energy made a few people over there get motivated and presented their singing talents and it was soul touching performance.

Our staff and students distributed the Christmas Cake and Towels for those people. Happiness doesn`t result from what we get, but from what we give said Ben Carson as the reflection of these words this joy of giving brings us heartfelt happiness and satisfaction for students and staff of our department.

NEW YEAR Prayer—3 January 2023

Our Department and the Department of Psychology presented the new year prayer service and the beginning of the Even Semester on the reopening day. With the Rainbow colours the New Years Resolution was presented to the students and practical points were put to practise the whole year. Each colour depicted a virtue. **Red -** To be kind with everyone, **Orange** – Volunteerism, **Yellow** – Give a Compliment, **Green** – Reduce Waste, **Blue** – Habit Reading, **Indigo** – Write what you are grateful for, **Violet** – Spread positivity. It was an effective presentation given by our students to start up another New year and a New Semester..

"Always be yourself, express yourself, have faith in yourself, do not go out and look for a successful personality and duplicate it."

SPORTS DAY—12 January

We had the 67th Annual Sports Meet. The chief guest was Mr. Rajesh Kannan, IPS, Superintendent of Police, Vellore. Various track and field events were conducted like March-past, Athletics, formation of pyra-mid, and sports events for the teaching and non-teaching staff members. It was an energetic day for the students and staff members by exhibiting their physical talents. The photo and video coverage of the program were captured by our department and a short video on the sports day was edited and uploaded in the College's social media platform.

PONGAL CELEBRATIONS—13 JANUARY

The Department of Tamil Literary Association organized the harvest festival of Tamilnadu - Pongal. Mr.T.S. Yesu Nathaniel Prabhu, Assistant professor, Voorhees College, Vellore,was the chief guest for this celebration. He presented the Pongal message through the folk song and delivered the content with his musical performance. Students from our department had presented a fusion folk dance which was a treat for the eyes. It was a fun filled program, students enjoyed the cultural art forms of Tamilnadu.

Association Activity—25 January

The Association activity of the Department for the undergraduate students was held on the 25th & 27th of January 2023. One-minute short film contest was conducted for the third year Visual Communication students. They have divided into five groups and were assigned to present a moral concept in one-minute video. The best three works were chosen based on the content, duration, and overall presentation. A poster contest was conducted for the second year visual communication students, the themes for the poster competitions was 'World safer Internet Day' & 'World Radio Day', and the first three places were selected based on the design, color, and overall presentation. Pebble painting

contest was conducted among the first year visual communication students, they were to exhibit their creative artworks in the pebbles, the best two works were selected based on the theme and color mixing. To evaluate the student's works Dr. Anita Alice Assistant professor from the Department of Commerce was invited as a jury member. These association activities have laid the stage to exhibit and practice their inner skills.

The prize winners were as follows.

Short film Contest:

III Visual Communication

First Place –Theme-Respect your parents:
Kamali V.S. & Rixy Arokiya Mary S.
Second Place-Theme-Sharing Food-Sr. Mathalenmary A. & Kaviya S. Third Place-Theme-Be Friendly-Nisha B.& Santhiya R.

Poster Contest:

II Visual Communication
First Place-Akho Manyahrii
Second Place- Aajira Hazeqa I and Akshayasri S
Third place- Vincy M.
Third Place-Theme- Be Friendly-Nisha B.& Santhiya R.

Pebbles painting:

I Visual Communication
First place-Maria Leoni Princy J., Second Place-Arthi S.

GRATITUDE DAY—28 January

We celebrated the 'Gratitude Day'. A day of thanksgiving, during which the whole Educative and student community of Auxilium College and the Auxilium College of Education, felicitated our superior Sr Alice K.T., the representative and the Secretary of this Institute. Students from different departments expressed their gratitude through a colourful program like Dance, drama, and songs. The photo and Video coverage of the program were edited by the department and a glimpse of the program was uploaded on the college's social media platform.

St. Don Bosco's Feast—31 January

We celebrated the feast St. John Bosco's the Founder of Salesian Congregation. In commemorating Don Bosco`s Feast, the Students Sisters were given the charge and so the Departments of Mathematics, Commerce, Chemistry and Visual Communication were involved in the program. They said all the maxims of Don Bosco, and his educative system of Reason, Religion and Loving kindness were portrayed in the form of dance and song. They also focussed on the Nine year old dream of Don Bosco, through which his mission began. Don Bosco insisted that the young generation become good and honest citizens. Each one took home a message from the life of Don Bosco.

"Even a mistake may turn out to be the one thing necessary to a worthwhile achievement."

"To know that you are young is sufficient reason for me to care for your welfare. I care for you, because you have in your hearts the treasure of virtue." Don Bosco

The Department conducted a grand cultural event "Visual Felicity 3.0", on Thursday, 2nd March 2023. Many Colleges from in and around Vellore, and Chennai participated in this cultural fest and won many awards. The Events such as Drawing, Photography, Face Painting, Meme Creation, Digital Poster Creation, Short film/P.S.A, RJ/VJ Hunt, Adaptune, Theme Dance, and Ramp Walk, were held in the College. The jury members, Mr. Balaji (Drawing master), Mr. Jawahar (RJ), Mr. Rajiv Dharshan (dancer, choreographer). The Visual Felicity was inaugurated in the presence of the Principal, Dr. Sr. Jayashanthi R, the Secretary, Rev. Sr. Alice K.T., the Vice Principal Dr. Sr. Sumathi M (Shift I), and the Head

of the Department, Sr. Juliana Agnes Victor. This cultural fest served as a platform for students to express their true potential and creative talents.

In the afternoon, Mr. Dhanasekaran Kuppusamy alias Mr. Mullai, a famous comedian, and one of the contestants in KPY Season 5, who is also a renowned person for his notable works in various movies like Saravanan Iruka Bayame, Anbu Arivu, Irumbu Thirai, My Dear Lisa, and many more, Mr. Dhanasekaran presided over the Valedictory Function and distributed the Prizes for the various competitions.

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

The title sponsor for this cultural event of Visual Felicirty 3.0 was 'Gorgeous' a family spa and saloon, co-sponsored by 'SRK traders', Vellore. The media partners were Vanoviya Television Network from Vellore and Suryan FM as the Radio partner.

The winners were awarded certificates, cups and medals, the auditorium was brimming with students. The day was glamorous with the presence of parents, visitors and guests whose presence added cheer and delight.

WHATSAPP'S STATUS IS AN EMOTIONAL SELF-PRESENTATION

Self-presentation is a crucial component of human communication and can be defined as "the process through which individuals communicate an image of themselves to others" (Yang and Brown, 2015: 404)

Self-presentation in online and face-to-face interactions has been extensively explored. The majority of online research, however, has concentrated on social networking sites, blogs, chat rooms, etc., while paying less attention to other online communication tools like WhatsApp, despite the fact that WhatsApp is becoming an increasingly important tool for communication. Using an analysis of self-presentation on WhatsApp and a focus on emotional self-presentation in profile status.

According to Kim and Dindia (2011), Yang and Brown (2015), it is a dynamic process that evolves along five main interconnected dimensions: intentionality, depth, positivity, authenticity, and breadth. Self-presentation can also elicit strong emotions. For instance, sharing personal feelings might be positively recognized by other group members, who then could recognize their own feel-

ings in return. Yet, oversharing can also have negative consequences and result in rejection from other people, both in real-world interactions and online (Altman and Taylor, 1973). Self-presentation now takes place both face-to-face and digitally in the form of a profile due to the growing usage of the Internet for communication.

In fact, the majority of WhatsApp users choose their profile image and status deliberately since they know that other users will see it anytime

> *"...the process through which individuals communicate an image of themselves to others"*

they exchange phone numbers.

When the "status" feature of WhatsApp was updated to coincide with its 8th birthday. The updated version allowed users to submit a 24-hour status in a manner akin to Snapchat rather than allowing them to add a short phrase next to their profile photo. Yet barely one month later, on March 24, 2017, WhatsApp was obliged to reinstate the old statuses because of the overwhelmingly negative response from users whom we of ask overwhelmingly turn to the textual status.

In the current era, birthdays, anniversaries, Marriage wishes and even physical presence at, these events are not considered enough - if the well-wisher doesn't update his/her WhatsApp status with a well-wisher accompanied by a photo WhatsApp so for 24 hours. People nowadays get offended or they would not consider you nowadays end/well-wisher if you don't wish them on your status.

Another aspect that has been observed is that WhatsApp users leverage this status utility of WhatsApp, WhatsApptheir frustrations, moods - happiness/sadness/Anger, Political preferences/moods in the form of posts or videos. The reason behind this behaviouris many. Let us understand this one by one.

1. **User Gratification:** The need for instant gratification stems from social needs like affiliation, social approval, lack of respect in the family circle & mutual recognition. This utility has become a wonderful medium for this kind of people to garner attention and distract them from these kinds of feelings of insecurity and loneliness.

2. **Lack of Ability to Change Things:** When a person on a sub-conscious level foresees the reality that he/she cannot change things in their homes, offices, states, and country, they share their feelings (which in the real world - they can't) over their WhatsApp status. If the e same person is asked to speak/debate on WhatsApp on in a crowd, they would generally be hesitant to do the same as they would either lack guts or would avoid put do ting face to face arguments and dialogues to put

their points forward. When arguments share their thoughts on this utility and discover that they have been seen by the target audiences - the former gets a feeling of satisfaction that their word/opinion has been heard but what they forget is that this is like a monologue (with no counter argument) made from the comforts of their homes. This is an argument easy that doesn't last long.

3. **Relationship:** Most of us have relationship issues but thanks to these social media utilities we have forgotten to sit at a table and sort out differences, instead, people search for quotes on the internet, that resonate with their situation the most and put them on their statuses - targeting the individ-

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"one should refrain from posting sensitive content on social media platforms"

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ual (they have differences with). If one gets into the deeper meaning behind this behavioral pattern. it becomes apparent that people indulging in this kind ofactivity don't really have the guts to do it kind they are aware that there is no risk of

people coming after them as the post is generic and is not pointed out to any specific individual. This further strains the relationship as the status viewer keeps guessing, whom the status was targeted for.

A recent study by Facebook revealed that people who share statuses about their relationships are insecure. Research also indicates that these status updates are not necessarily 100% reflective of the reality of their situation. People post in order to get a reaction and most of them crave support.

It is very important to understand for the status viewer that these status updates are not a documentation of the user's (user posting updates on status) life. These statuses should never be taken to heart and one should never compare oneself to the lives of others based on these status activities.

In addition to this, status updates can expose one's personal life, and feelings and make him/her vulnerable to exploitation. Henceforth, one should refrain from posting sensitive content on social media platforms and understand the fact that anything and everything on social media is not true.

According to Plutchik (1997), there are eight basic emotions: fear, anger, sadness, joy, disgust, surprise, trust, and anticipation (understood as the sense of looking forward positively to something which is going to happen). These basic emotions give rise to a complex myriad of other emotions, which Plutchik (1997) represents in what he terms the wheel of emotions, with the in-

ner circle representing the strong expression of the basic emotions (in the middle circle) and the outer circle expressing their corresponding weaker version.

Hence, joy is a basic positive emotion that becomes ecstasy when strongly felt and serenityin its mitigated version. Complex emotions like love are represented outside the wheelit-

"...sense of looking forward positively "

self and partake of different emotions simultaneously (e.g. joy and trust).

Plutchik (1997), eight basic emotions circle

Plutchik's list of basic emotions roughly coincides with Ekman's (1992), although his taxonomy is much more complex than the latter's. Based on the recognition of facial expressions, the latter argues in favor of six basic emotions: happiness, surprise, fear, sadness, anger, and disgust.

The content of the WhatsApp status is very important. It

needs to be checked for the content and frequency of change. It is related to the state of mind of an individual. Demotivating content of the WhatsApp status points towards neuroticism and extraversion whereas motivating status points towards maturity leading to a high score on conscientiousness and agreeableness. It can be used as a piece of information regarding mood, personality traits, and thought processes while therapeutic practice.

Reference:

https://www.linkedin.com/pulse/psychology-behind-whatsapp-status-rishipal-singh?trk=articles_directory

https://www.linkedin.com/pulse/psychology-behind-whatsapp-status-rishipal-singh?trk=articles_directory

https://ijip.in/wpcontent/uploads/ArticlesPDF/article_8a73f522d7e6b557592a24da4ea54a7a.pdf

Ms. Radhika M.

Assistant Professor

" Do everything through love and nothing through constrains"

- St. Francis of Assissi

WORD JUMBLE

Re-arrange the letters to reveal the correct answer:

What are you doing if you are looking at a book?

GRAIDNE _____

What is another word for a film?

OEIMV   _____

What are you doing that involves two wheels and lots of pedalling?

YCCGINIL _____

What are you doing that involves paper, pencils and colouring pencils ?

RNDWAIG _____

What are you doing involves paper, pencils and colouring pencils ?

RNDWAIG _____

What are you doing if you are flicking through the channels?

ACGIWNTH   _____

What is another word for a film?

OEIMV   _____

What are you doing if you are looking at a book?

GRAIDNE _____

CHAT GPT VS GOOGLE

The 21st century brought up an advanced technological revolution, and we all are experiencing and consuming those technologies. The most impacted technological developments are the satellite and internet evolution, which has brought the brand-new society Information society. The most popular and most wanted area of interest among the younger generation is Information Technology. The younger generation are thinking that Artificial Intelligent and Machine Learning will be the future of the world in the upcoming years. It was proven that the latest research areas on AI are mainly taken by big corporates.

The Google platform has taken big credentials that most people are using google platform as their primary search engine it was essential for all internet users, especially in India. Recent research studies have brought new information about the "Chat GPT" it is taken by the Microsoft Corporation to compete with the Google platform. The talk of the town, Is the Chat GPT the opponent to the google plat-form.

Let us see, what is this Chat GPT? Chat GPT is an Artificial intelligence chatbot auto-generative system created by Open AI for online customer
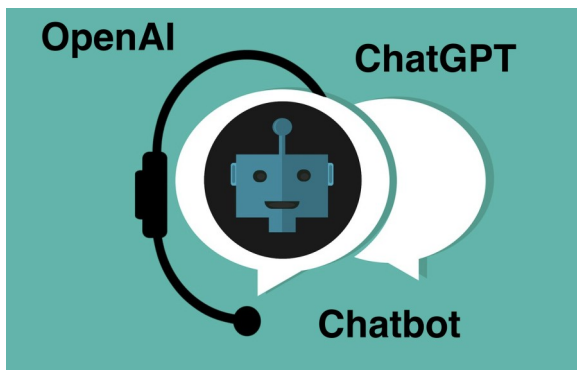
care. It is a pre-trained genera-tive chat, which makes use of (NLP) Natural Language Proc-essing. The source of its data is textbooks, websites, and vari-ous articles, which it uses to model its language for respond-ing to human interaction. Chat GPT (Chat Generative Pre-trained Transformer is a chatbot developed by Open AI and launched in November 2022. It is built on top of Open AI's GPT-3 family of large language models and has been fine-tuned (an approach to transfer learn-ing) using both supervised and reinforcement learning tech-niques. Chat GPT was launched as a prototype on November 30,

2022, and quickly garnered at-tention for its detailed re-sponses and articulate answers across many domains of knowl-edge.

This chat GPT has many salient features which can be used for writing coding, writing essays and poems, articles, and even stories, and helping to make the presentation, etc. The main dif-ference between google and Chat GPT, when you look for the information, Google will lead us to a different website to collect the information we are looking for. In the chat GPT will provide comprehensive an-swers in a simple manner for example if a student wants to present an essay on Dr.APJ Ab-dul Kalam it will answer the essay version itself with all the necessary details. It makes it even easier for the students to complete the work instantly. This particular version also makes use of Interaction behav-iour if you post a question re-lated to your personal feelings such as feeling lonely it will ask you a question like which fac-tors are affecting you. It will provide a personalized version of chatting with the Interactor.

In this Chat GPT Prototype model, they also criticized that the details and information provided by Chat GPT were inaccurate the information is not reliable. It is a significant drawback, but it can be resolved in the future. On the other hand, the academicians feel that it can severely affect the thinking process of the younger generation because everything is available with a single click. Some Universities in abroad have banned the usage of this Chat GPT inside the campus and for academic submissions like assignments. The younger generation must use technology in a healthier way it should not dominate their thinking and cognitive process. Chat GPT can be a new threat to the Google Platform, and the domination of Google is the upper hand among current users.

Reference:

https://www.pcguide.com/apps/what-is-chat-gpt/\

https://en.wikipedia.org/wiki/ChatGPT

Ms. Saranya P.

Assistant Professor

In the Age of Big Data, Data Privacy is Essential

Media consumption habits have been profoundly affected by the pandemic, resulting in changes in how people access and interact with media. Data privacy has become a crucial concern in the age of big data, as enormous volumes of personal information are gathered, kept, and analyzed. The amount of personal data being collected is rising at an unheard-of rate due to the increased use of technology, including social media, mobile devices, and the Internet of Things. Therefore, it is crucial to comprehend the value of data privacy as well as the dangers involved in its exploitation.

Big data :

Large, complex, and diversified datasets that are difficult to process or analyze using conventional data processing techniques are referred to as "big data." Various data sources are included in it, such as social media, sensor data, mobile devices, and more. Big data analytics is the process of mining large databases for insights and knowledge using sophisticated computational and statistical methods.

Data privacy :

Information that may be used to identify a person, such as a name, address, phone number, email address, financial information, or health information, is considered personal information and is protected. Data privacy regulations strive to safeguard people by limiting the gathering, storing, and utilization of personal data. This entails making sure businesses are open and honest about the data they gather and how it will be used, getting individuals' consent for data collection and use, and safeguarding personal data from unauthorized access, theft, or misuse.

Importance of Data privacy:

With the growing use of technology, including social media, mobile devices, and the Internet of Things, the amount of personal information being collected is increasing at an unprecedented rate. Therefore, it is essential to understand the importance of data privacy such as

Protecting personal information: Data privacy regulations strive to protect people by limiting the gathering, storing, and utilization of their personal information. This entails making sure businesses are open and honest about the data they gather and how it will be used, getting individuals' consent for data collection and use, and safeguarding personal data from unauthorized access, theft, or misuse.

Preserving individual autonomy: Personal information is a crucial component of an individual's autonomy, and privacy protection is necessary to uphold human dignity and individual freedom. A person should be able to manage how their personal information is used and shared, as well as have that right.

Avoiding bias and discrimination: In situations like hiring, lending, or insurance, decisions about individuals may be made using personal information. Personal information may be utilized in a discriminatory or prejudiced way without the proper data privacy safeguards, which could result in unfair outcomes.

Maintaining trust: People need to feel safe giving organizations their personal information if they want to share it with them. Companies that show a dedication to data privacy and security are more likely to win over people's trust and keep customers as loyal clients. Data privacy is crucial for safeguarding personal information, upholding human liberty, preventing bias and discrimination, keeping trust, and adhering to laws. Personal data is now a valuable commodity in the digital era, with businesses gathering and analyzing massive amounts of data to enhance their offerings or boost sales. To secure personal information, individuals must be aware of the major hazards associated with this.

Theft of identity: Identity theft is one of the most serious threats to data privacy. Hackers and fraudsters are using more advanced techniques thanks to the growing amount of personal data being acquired. Identity theft and fraud can be committed using personal information such as name, address, phone number, social security number, and credit card information. This may lead to monetary loss and harm to a person's credit history.

Data breaches and cyber attacks: Through data breaches and cyber attacks, cybercriminals may try to obtain personal information. Personal data may be lost or stolen as a result, and this data may then be misused for identity theft or other criminal activities.

A reputational hit: Social media and online reviews can have a big impact on someone's reputation in the modern digital age. If personal information is exposed, it could be used to make a false online identity, make insulting remarks, or otherwise damage someone's reputation. This can have negative effects on both your personal and professional life, and it can be challenging to fix.

Privacy invasion: The issue of personal privacy has grown in importance with the emergence of social media and smart technologies. Personal information about individuals is exchanged and sold for specialized advertising and marketing. This could make you feel out of control and less private.

Surveillance:

The development of technology has simplified surveillance, and personal data can be utilized to monitor people's whereabouts, deeds, and behavior. This poses a serious privacy risk because it can be used to spy on people, track children, or monitor employees.

To secure personal information and guarantee that it is not used improperly, best practices must be followed. The following are some best practices for regular individuals to use to safeguard their data privacy:

Use Secure Passwords:

Protecting personal information requires the use of secure passwords. Passwords should not be reused across different accounts and should be challenging to guess. The use of a password manager that generates and saves passwords securely is advised.

Maintain Software Upgrades:

Software updates frequently provide security patches that guard against new vulnerabilities. All software, including operating systems, antivirus programs, and apps, must be kept up to date.

Avoid using public WiFi: Public WiFi networks are frequently insecure, and hackers can steal your personal information. When at all possible, stay away from open WiFi networks and instead encrypt your internet data using a virtual private network (VPN).

Be careful of Sharing Personal Information Online:

It's important to use caution while disclosing personal information. Only trusted sources should be given access to personal information including name, address, social security number, and credit card numbers.

Limit social media sharing:

Social media sites frequently gather a lot of personal information. It is advised to be cautious while accepting friend requests from strangers and to keep your social media accounts private.

Check Privacy Settings:

Review and modify the privacy settings on all online accounts, including social media and email, if necessary. By doing this, it may be possible to restrict who has access to and how much personal data is disclosed.

Use two-factor authentication:

Two-factor authentication gives online accounts an additional layer of protection. It requires a password and an additional authentication method, such as a text message or biometric verification.

In today's digital world, protecting personal data is crucial. One can protect their data privacy by adhering to recommended practices including using secure passwords, maintaining software updates, and being cautious while handling personal information. To safeguard one's security and privacy, it is crucial to be informed of the most recent data privacy advancements. Individuals can take control of their personal information and safeguard themselves from the harmful effects of data privacy breaches by being proactive about data privacy. By protecting personal information, preserving individual rights, building trust, and supporting innovation, we can create a more ethical and transparent society. As such, it is important that individuals and organizations take data privacy seriously and work together to ensure that personal information is collected and used in an ethical and transparent manner. By doing so, we can then effectively utilize big data while minimizing data privacy risks.

Ms. Priyanga G.
Assistant Professor

Screenagers Screaming in the World

Introduction

Who are Screenagers? According to the dictionary, a screenager is "a teen or young adult who is proficient with computers, smartphones, etc., and who generally spends considerable time browsing the internet, gaming, or conversing via social media." With the many new inventions of technology today, this generation of people, rather specifically, the young people are called many names like Generation Y, Generation Z, Google generation, Digital Natives, Generation 2. O, The Alpha Generation, Media Generation, etc. The general term for all of the above can be put under the term "Screenagers". In this article let us see the positive and negative aspects of "Digital Screen."

1. Positive Aspects:

Today's young people are teenagers by age, but screenagers by behaviours. No one knows why he or she is so much obsessed with the screen, as it has become part of their life. Before schools could begin the entire world was a place for education. The children were free to rome around and learn what they wanted. They found meaning and life in what they learned. But as the evolvement of the world came the schools, where children were restricted with books and the experiences of teachers under whose guidance the students are educated. Now with the evolution of the Internet, students can learn more than what is been taught to them in school. Earlier the students were spoon-fed by the teachers, that is, the students believed all that was taught to them by their teachers. But today, the students do the work of fact-checking the lessons that are taught to them. Electronic Media is easy to access for the students concerning their studies. Digital Media not only helps concerning the study. It does help in maintaining our relationship with others, especially when we stay some miles after. It helps us to stay connected. After the invention of the digital screen, our work has become a little easier and littler cozier. It saves time and does increase the time to work more and more. Today, more than 50 percent of people earn their living through a digital screen. In one way it is a blessing but in one way it is also an evil thing to be avoided. Although the digital screen has brought many good things to society intending to improve the quality of humans, it does have brought many more evil things along with it.

> "When You Understand the Net-Generation (Internet Generation) You will Understand the Future" -Dan

In connection with our health, the screen plays a very important role as it reminds us and shows us what we do and how we do to keep up our health. Today, doctors, engineers, IT workers, and others use digital a platform where they can have access to many more things at one time. The soft copies help us more than hard copies when comes to assignments or any other projects that we do. People do feel comfortable with it as it helps them to do what they want. As the proverb goes "Health is Wealth" today's world wants to live for long and wants to enjoy good health. Nobody wants to die so easily. And so, they find digital screening as a helpful tool to accomplish what they want in life.

2. Negative Aspects:

The negative aspects of digital screens are uncountable. Every aspect that we talk about in the world has a positive side and a negative side. The digital screen is not an exception for it. People who use technology find more good things than bad things. It is only a matter of educating ourselves and the people around us. Although, the digital screen can be criticized in various aspects as it can be positively spo-

ken of various aspects, let us now see three main topics under which we can develop ourselves.

2.1 Screen and the Growth of the Child

The present newly arrived babies are born with the digital screen. The growth of the child depends on the exposure that he or she is put in by his or her parents. The mental growth of the child will be more when the child is exposed to natural things. The mental growth will be less when the child is exposed to virtual things. Introducing the digital screen at a younger age does not help the growth of the child, rather it only restricts the child within that virtual world. The outcome of this addiction will be seen in the way the child relates with the other. Gaming is the most influential platform for kids. The children from 8 to 18 of age spend the greatest number of their time in front of the screen. The game makes the children feel good and feel comfortable. Due to the influence of digital screening the child lakes in his or her emotional, decision making, self-control, and the ability to focus on a particular thing or one's attention. The best exam-

"Screen time reduces dream time."

ples are the everyday newspapers where we read a child committed suicide by playing games for 8 hours, a child committed suicide for the ignorance of their parents in providing a new mobile.

"Screen time reduces dream time." It is not hard to believe, as it is vividly seen in our everyday sleep. We want to look at our mobile every time, doesn't matter where we are and what we do. We give more time for entertainment and less time to rest our bodies. Our ancestors showed us the sky or told us some stories to get a sleep, but today the children are not happier with that. They want to touch or see the screen before they go to sleep. The kids should be active in their infancy, they shouldn't be strapped into a seat.

2.2 Screen and Environment:

Controlling screen is a difficult and tricky job, as they made their influence everywhere. The influence of digital screens not only affected the environment of the world in general but also the environment of the individual in particular. "Screen time means less Green time" Sitting in front of the screen is the sign that we don't pay attention to any of the issues outside.

Although we get to know the news through our digital instruments, we don't make any effort to go through the news. It remains in the level of ideas. Nature plays a big role in how we deal with everyday life. Being part of the world, we are called to be with nature. We are happier and more stress-free when we engage ourselves with nature, that is when we play games with others when we go for a walk on the beach or in some other beautiful places.

The screen does the opposite of what nature does for the growth of the human. It increases the stress and depression of a being. It changes their atmosphere of looking at the world and makes them behave differently. The screen takes most of our mental energy. To release this energy, we become angrier and scream to get rid of it. The screen not only makes us angry but also makes us sad. The screen is a window from the physical world to the digital world. The real love is changed into virtual love where there is honesty but only a love of partial.

2.3 Screen and Health:

We live in a world that gives us sickness and cures us of it. We give a lot more importance to our health than anything else. Along with the evolution of the world in all the aspects, came also the evolution of health. The more we started growing in the aspect of technology the more we started facing problems with our health. Today people spend lacks and lacks or rupees just to keep up their good health. Before the invention of the digital screen, people were moving around with their physical bodies. Today, this physical movement is restricted by the influence of digital inventions. Physical context is restricted to virtual context. As a consequence of the above-mentioned digital causes and many other digital causes, the health of the human is decreased to fifty percent. Although technology made our life more convenient the radiation that comes from the technology or any other digital device only affect our health.

Using a screen is not a thing that we can avoid in this scenario. Also, it is not the only element that has increased human sickness. There are many aspects that are against the health of humans, the digital screen is part of it. But among all the other sickness-provoking aspects, digital screening plays a vital role as it is in the hands of everyone.

3. Conclusion

The children are not aware of what they do in front of the screen. For them, it is entertainment. Therefore, the parents must teach and correct them with the use of digital media. Today, the screen gives us more entertainment than anything else in the world. As I said earlier, the digital screen is not an element that we have to avoid in this era. As part of this twentieth century, we have lived with it. Ignoring it is a sin, but not using it properly is a grave sin. Educating ourselves and our children will help us have a better future and a better environment.

Sr. Mathalen Mary
III B.Sc. Visual Comm.

Nip of a pen, can write the words but tears of the heart can read the pain.

If Plastics live Nature will die

Welcome to the plastic Era! Where man today is so addicted to this toxic rich carrier, which has successfully made a smooth entry to particular each household and each industry. Each time we step out to the shop. We return with a handful of plastics just out of our laziness and dependency on these easily affordable monsters. Monsters, yes they are! Because their manufacturing emits or creates hazardous gases and even its decomposition takes several decades. To get rid of the unwanted plastics you generally trash it. From there it is either brunt, finds its way down the drain or is left at the landfill areas to decompose it. And each time, it just ends up polluting our precious environment. When burnt, high toxic chemicals are released that not just pollute the air but it can also prove to be fatal. When drained, they block the sewage or find their way to water bodies chocking sea lives. Being non-biodegradable, even in the landfill it contributes the soil pollution, killing plants and animals and spoiling the quality of soil which affects the lives of the poor. Therefore if plastics rein, soon life shall depart from this planet. LIFE OR PLASTIC, NOW IT'S YOUR TURN TO DECIDE AND CHOOSE THE BETTER.

Sr. Nirmala Kujur
II B.Sc. Visual Comm.

If plastics live nature will die

Scope of Studying Visual Communication

A course in visual communication exposes the students to field of communication arts, puts the subject a historic framework and explains the fundamental principles and rules that new technology has cultivated. Visual communication courses integrate theory and practice that develop a range of professional skills which enable a student to enter the global design industry as a highly-creative "Thinking Designer". The course is designed to improve the capacity of students for advertising, graphic design, and web designing. They are given an insight into the how's and the why's of the development of these communication principles, enabling them to apply what has worked in the past and incorporate and assimilate it with the technological trends that are emerging today. An individual who is looking at programmes in visual communication can get into different areas of specialisation such a photography, graphic arts, web design, illustration or animation. The manner of approach does not matter; visual communication programme is a combination of aesthetic and technical subjects and also includes a complete training in computer design.

the global design industry as a highly-creative

An Mater degree in Visual communication ensures a study foundation in the field allowing a Student to launch and kick start a successful career in the same field. The student learns to enhance his/her imaginative, intellectual and analytical capabilities through professionally designed curriculam. Self-Negotiated "industry/Live projects' and internship are inherent part of the programme.

JOB SCOPE:

Opportunities for a visual communications graduate can be found in advertising, book illustration, record covers and web design fields. Individuals who are qualified in the area of visual communication can supply graphic work to enhance the appearance and functionality of published materials with the combination of reactivity and drawing, design and photography, both computer aided and traditional. There are a number of challenging and rewarding careers in visual communications, however, the competition for these jobs I generally spirited, so the completion of a degree in visual communications is a crucial element in succeeding at a career in the same field.

SPECIALISATION:

Students can choose to specialise in internet marketing and design, Advertising, Publishing, film and TV production or even in animation design. Students can easily get jobs in their chosen fields a trainees and gain valuable experience.

AAJIRA HAZEQA I
II - B.Sc. VISUAL COMMU.

A Tribute to Vincent van Gogh: The Master of Post-Impressionism"

Vincent van Gogh was a Dutch post-impressionist painter who lived from 1853 to 1890.He is best known for his iconic and vivid paintings of sunflowers, wheat fields, and starrynights. Despite a relatively short career as a painter, van Gogh produced more than2,000 artworks, which have now become some of the most famous and valuable in the world.

Born in the Netherlands, van Gogh was raised in a religious and cultured family. He had a passion for art from a young age and began his career as an art dealer before pursuing his dream of becoming an artist. Throughout his life, van Gogh struggled with mental illness, poverty, and rejection from the art community. Nevertheless, he continued to paint and experiment with different styles, techniques, and subjects, becoming one of the pioneers of post-impressionism.

Van Gogh's distinctive style is characterized by bold brushstrokes, bright and expressivecolors, and a heavy use of impasto (thick layers of paint). He was also known for his innovative use of light and color, which he used to convey emotion and atmosphere in his paintings. His use of color and light, combined with his thick, gestural brush work,create a sense of movement and energy that is truly unique in the art world. Some of van Gogh's most famous works include "The Starry Night," "Sunflowers," and" The Potato Eaters." These works have become synonymous with the post-impressionist movement and have inspired countless artists and art lovers around the world.

Despite his lack of recognition during his lifetime,

Vincent van Gogh's paintings havesince become some of the most highly prized and sought after in the world. Today, his-works are displayed in muse-ums and galleries all over the world and are considered some of the greatest masterpieces of modern art. In conclusion, Vin-cent van Gogh was a remark-able artist who left a lasting im-pact on theworld of art. Despite the challenges he faced in his life, he continued to create an-dexperiment with new styles and techniques, leaving behind a legacy that will beremem-bered for generations to come. Whether you are an artist, art lover, or simplysomeone who appreciates beauty, Vincent van Gogh's paintings are a must-see.

K.S KAMALI
III - B.Sc.. Visual Comm.

NATURE

Nature is our fundamental origin,
For nature is everywhere you go.
Immeasurable worth, born of the earth;
Plants, animals big and small,
Nature is a plant that grows so tall.
But we abuse and destroy it,
Despite it all it gives;
Nature is beautiful in everywhere
Wonderful and exciting,
And needs our care.
In nature you have home
Let them freely roam.
Save nature save, learn to be brave
And keep your nature best forever.

Sr. Nirmala Kujur

II B.Sc. Visual Communication

LOVING-KINDNESS

When asked about Loyola, a light hearted Naleena exclaimed, "Loyola is like a mother's womb. It nurtures its children without any discrimination. Everyone can grow in this womb, be it man, woman or transgender. Jesuits fathers, brothers and the staff are like our mothers who not only recognize us but love us. I felt that I belonged and was loved in Loyola."

One day, Naleena narrated a trivial incident but one which she considers significant. It was when Fr Joseph Jacob's celebrates his birthday. She wanted to wish him since it was, he who admitted her to Loyola. As she saw a line of people holding bouquet and gifts, she felt embarrassed to have come empty handed. So, the best thing was to quit right away. As Naleena was about to leave, suddenly she heard a voice be-hind her, "Naleena come in, where are you going?". With a of mixture fear and confusion she turned and it was Fr Jacob who called her. She went in and he made her sit down and she wished him. "It was his birthday, but why was I feeling important?", she marveled. These acts of treating her with respect she said took her a long way in her fight to assert the rights of the transgender community. After few years she had passed out of the college, Fr. Jayasheelan even invited her as the chief guest for a program in the hostel and celebrated her choice.

Before the Loyola experience, Naleena was a shattered person. Her family disowned her. Society treated her like thrash. But Jesuits gave her the strength to feel that she belonged and was loved. Today, Naleena proudly accepts her choice to be a transperson.

Loyola is like a mother's womb.

She has her struggles but with the love and support she received from people like the Jesuits, she will overcome them.

Naleena Prasheetha is the first transperson to get a graduate degree in VISCOM from Loyola College, Chennai. Though from a humble beginning, Naleena's association with Jesuits has transformed her into a dauntless voice for her community. She is a visible symbol of how values like loving-kindness and respect without any discrimination can empower those that are less recognized and under privileged in our communities, institutions and societies. Let us all learn to be more humane and kind to all.

(*I was so much taken up when a Jesuit priest narrated this story in an occasion and also came across in a recent magazine "JIVAN".But I narrate what I've heard.*)

Sr. Akho Manyahrii
II Visual Communication

Education is an admirable thing, but it is well to remember from time to time that nothing that is worth knowing can be taught. Oscar Wilde

Voice of the Childhood robed

Tell me why…

Why some souls should suffer?

We are innocent…

Don't you mind about our life?

We too are human beings…

Won't you let us own our rights?

Tell me why…

Why should our rights be only stained in the books?

Is that any value to you?

Are not our lives more value to you?

O if you only deem us as something precious!

Somewhere or someday, we would bloom.

Believe me…

Sr. Akho Manyahrii
II Visual Communication

QUIZ ON INDIAN MOVIES

1. Which was the first Indian movie nominated for Oscar ?
2. Which was the first Indian movie to win an Oscar
3. Who won the first Oscar award in India ?
4. Who is known as the Father of Indian Cinema ?
5. Which is the highest grossing Indian film ever?
6. Which actor has won the most National awards in India?
7. Which was the first colour movie in India?
8. Which director has directed the most movies in India?
9. Which Hindi movie got first National Award?
10. Which was the first film to win the Filmfare Best Film Award?
11. Who directed the famous movie 'Sholay'?
12. Who was the first Indian actress to receive the Padma Shri award?

Answers

1. Mother India
2. Gandhi
3. Bhanu Athiya
4. Dhundiraj Govind Phalke
5. Dangal
6. Shah Rukh Khan
7. Kisan Kanya-1937
8. Rajkumar Hirani
9. Mirza Ghalib
10. Do bigha Zamin
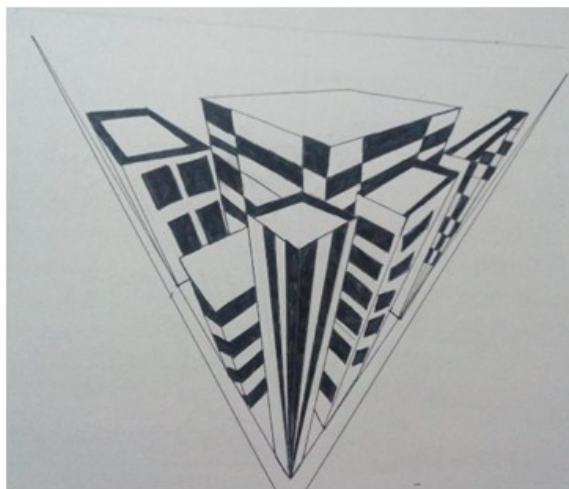11. Ramesh Sippy
12. Nargis Dutt

CREATIVE WORKS

Ms. Monisha H.
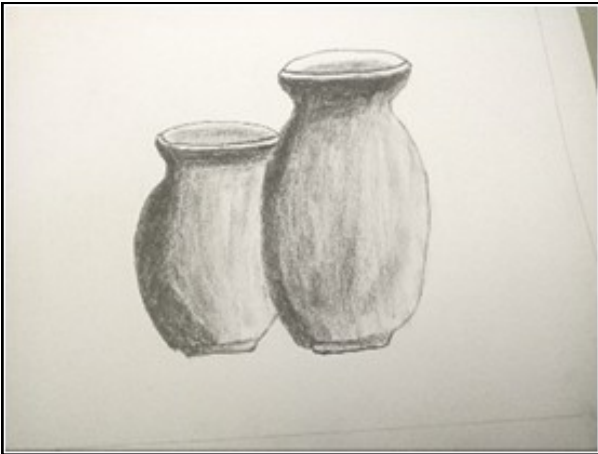I B.Sc. Visual Communication
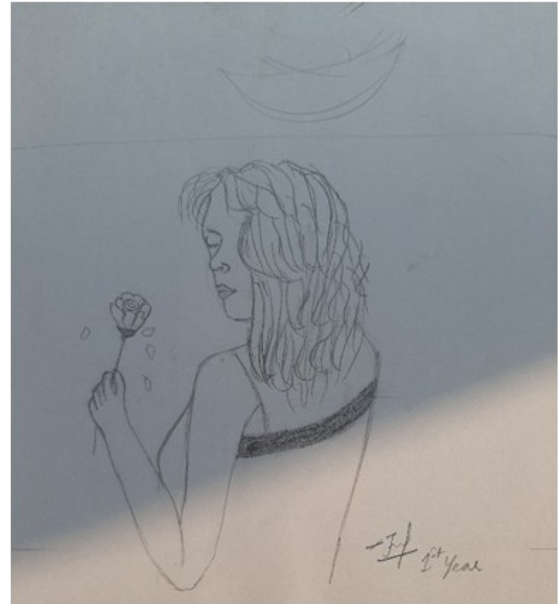
Ms. Maria Leoni Princy J
I B.Sc. Visual Communication

Ms. Christina D
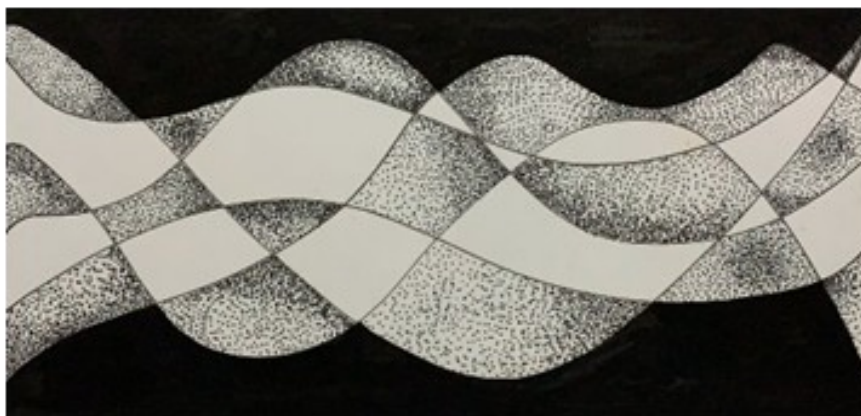I B.Sc. Vissal Communication

CREATIVE WORKS

Aarthi S.

I B.Sc. Visual Communication

Arthi A.

I B.Sc. Visual Communication

Meenakshi

II B.Sc. Visual Communication

AaRTHI S.

I B.Sc. Visual Communication

ARTHI A.

I B.Sc. Visual Communication

"To enjoy good health and live a long life you need four things:

1. A clear conscience when you go to bed at night; that is, no fear of eternity.

2. Moderation in eating.

3. An active life. 4. Good companions, that is, fleeing from those who are corrupt."

Don Bosco

Karina

I B.Sc. Visual Communication
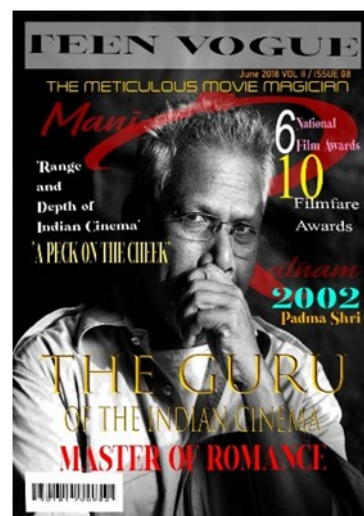

Karthika T.

I B.Sc. Visual Communication

Vincy M.

II B.Sc. Visual Communication

Sr. Nirmala Kujur

II B.Sc. Visual Communication

Sr. Akho Manyahrii

II B.Sc. Visual Communication

Akshaya

திய பெரும்பான்மையாக டாலரில் மேற்கொண்டுவரு கிறது. இதனால், இறக்குமதி கிறது.

ரான ரூபாயின் மதிப்பும் வீழ்ச்சி அடைகிறது. இது தவிர, அமெரிக்காவால் அமைக்கும் முயற்சியில்

ததாக உள்ளது. இந்தச் சூழலை மாற்றி

வாதஅகம மசைய முடியும் என்றுரிசர்வ்வங்கிதெரிவித் தது. இதுதொடர்பாகக்கடந்த ஜூலை மாதத்தில் ரிசர்வ் வங்கி அறிவிப்பும் வெளி யிட்டது. இதைத்தொடர்ந்து, வங்கிகள் வோஸ்ட்ரோ கணக்குகளை திறப்பதற்கான நடவடிக்கைகளைதுரிதப டுத்த வேண்டும் என்று மத் திய நிதி அமைச்சகம் சமீபத் தில் கேட்டுக்கொண்டது. இந்நிலையில், தற்போது வர்த்தககொள்கையிலேயே இதுதொடர்பாக மாற்றம் கொண்டு வரப்பட்டுள்ளது. வோஸ்ட்ரோ கணக்கு மூலம் இந்திய இறக்குமதி யாளர்கள், அவர்கள்செலுத்த வேண்டியதொகையைடால ருக்குப் பதிலாக ரூபாயி லேயே செலுத்த முடியும். அதேபோல் ஏற்றுமதியாளர் கள் அவர்களுக்குரிய தொகையை எதிர்நாட்டிலி ருந்து ரூபாயிலேயே பெற் றுக்கொள்ள முடியும்.

வேலூர் அடுத்த பாலமதி மலையில் விதைப் பந்துகளை மேயர் சுஜாதா வீசிய காட்சி. அருகில் சமூக ஆர்வலர் தினேஷ் சரவணன், ஆக்ஸிலின் கல்லூரி முதல்வர், மாணவிகள் உள்ளனர்.

Cultural festival held at Auxilium College

DEPARTMENT of communication media of Auxilium College in Katpadi, held 'Visual Felicity 3.0', an inter-college cultural festival recently.

Colleges from Vellore, Tiruchy, Villupuram, and Chennai, took part in the festival which featured events such as drawing, photography, face painting, meme creation, poster design, short film/PSA making, RJ/VJ Hunt, adaptune, thematic dance, and ramp walk.

Jury members Jawahar (RJ), Rajiv Dharshan (dance choreographer), and Bajali (artist) inaugurated the festival in the presence of the principal Dr Jayashanthi R, Secretary Rev Alice KT, vice principals Dr Sumathi M, Dr Amala Valarmathy, and head of department Juliana Agnes Victor. In the afternoon, Dhanasekeran Kuppusamy alias Mullai, a comedian, presided over the event as chief guest, awarded winners with certificates, cups, and medals.

ஆக்சீலியம் கல்லூரியில் 'விஷஃவல் ஃபெளசிட்டி 3.0'

● வேலூர்

காட்பாடி ஆக்சீலியம் கல்லூரியில் காட்சி புலவியல் துறை சார்பில் 'விஷஃவல் ஃபெளசிட்டி 3.0' என்ற நிகழ்ச்சி நேற்று முன்தினம் மாலை நடைபெற்றது. இதில், 30-க்கும் மேற்பட்ட கல்லூரிகளைச் சேர்ந்த மாணவ, மாணவிகள் ஏராளமானவர்கள் பங்கேற்று பல்வேறு கலை நிகழ்ச்சிகள் மூலம் தங்கள் திறமைகளை வெளிப்படுத்தினர்.

ஓவியம், ஒளிப்படம், முகத்தில் வண்ண ஓவியம் வரையும் போட்டி, டிஜிட்டல் போஸ்டர் தயாரிப்பு, ஆவணப்படம், மீம் கிரியே

ஷன், ஆர்.ஜே மற்றும் வி.ஜே ஹண்ட் என பல்வேறு பிரிவுகளில் போட்டிகள் நடைபெற்றன.

இந்த நிகழ்ச்சிக்கு கல்லூரி செயலாளர் ஆலிஸ், கல்லூரி முதல்வர் ஜெயசாந்தி ஆகியோர் தலைமை தாங்கினர். துணை முதல்வர்கள் சுமதி, அமலா வளர்மதி ஆகியோர் முன்னிலை வகித்தனர். சின்னத்திரை மற்றும் திரைப்பட நகைச்சுவை நடிகர் முல்லை என்ற தனசேகரன், நடன ஆசிரியர் ராஜீவ்தர்ஷன், ஓவிய ஆசிரியர் பாலாஜி, ஆர்.ஜே ஜவகர் ஆகியோர் சிறப்பு விருந்தினராக பங்கேற்றனர்.

↑ காட்பாடி ஆக்சீலியம் கல்லூரியில் நடைபெற்ற 'விஷஃவல் ஃபெளசிட்டி 3.0' நிகழ்ச்சியில் பங்கேற்றவர்களுக்கு நினைவு பரிசு வழங்கப்பட்டது.

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