



# PRISM

Reflecting Ideas

## BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE

#19, 3rd Cross , Mission Road, C. S. I. Compound, Bengaluru, Karnataka 560027

Vol-16

Practical Newsletter from the Department of Journalism

May:2025

### JOURNALISM STUDENTS PRESENT INSIGHTFUL FINDINGS ON MEDIA HABITS OF BENGALURU'S YOUTH

The Department of Journalism organized a webinar on "Media Consumption Habits Among Degree Students in Bengaluru" on 30<sup>th</sup> October 2024. The session was held virtually via Google Meet. The session featured paper presentation by final year journalism students. The presentation focused on the evolving media habits of college students, highlighting a shift from traditional media to digital platforms like social media and OTT services and its influence on student behavior and lifestyle. It was informative and thought provoking, promoting awareness and media literacy among students.

-Smitha G



### VOICES OF CLARITY: SANJANA & GANA ON PAHALGAM ATTACK

Two first-year BA Journalism students, Sanjana S and Gana Chaitanya, have taken a bold step into the world of current affairs and public discourse by being featured in a recent news segment by Oneindia.

The spotlight came after the tragic Pahalgam terror attack on April 30, 2025, which shook the country and sparked intense nationwide debate. In the midst of this, Sanjana and Gana stepped up—not just as students, but as informed, empathetic citizens with something to say. the duo shared their heartfelt perspectives on the human cost of terrorism, the importance of national unity in times of crisis, and the role of the media in shaping public understanding. Their clarity of thought, calm demeanor, and deeply considered opinions reflected their empathy, awareness, and genuine concern for the world around them.

-Seeya Shree J

### DOUBLE FEATURE, ONE WILD HEART: A JOURNEY THROUGH KARNATAKA'S FORESTS AND ELEPHANT BONDS

On 11th of November 2024 "Gandhadha Gudi" a documentary was screened by the department of Journalism. It is a Kannada documentary film. It's a visual treat showcasing the natural beauty of Karnataka, with a focus on its wildlife and forests. The film is narrated by the late Kannada actor Puneeth Rajkumar, making it a heartfelt tribute to nature and a celebration of his love for the environment.

On 9th November 2024 "Elephant Whispers" a documentary was screened by the department of Journalism. It is a documentary that follows the lives of a couple in South India who dedicate their lives to caring for orphaned baby elephants. It's a touching story about the bond between humans and animals, highlighting the challenges and rewards of wildlife conservation.

-Mapratha



## MASTERING THE PEN: GUEST LECTURE ON EFFECTIVE WRITING

The Department of Journalism organised an insightful guest lecture on Effective Writing Skills on 24/10/2024 at Media Lab . The session was graced by the presence of Mrs. Rita Josephine, the Head of the Post Graduate Department of English Studies at BCWCC, who served as the resource person for the event.

Mrs.Chaya Anil Kumar HOD of journalism gave the welcome speech. Mrs.Rita shared her extensive knowledge and experience through a PPT in the field of writing, emphasising the importance of clarity, coherence, grammar, and creativity in effective written communication. She guided students through various writing techniques and provided practical tips on structuring content for academic, journalistic, and professional purposes. Interactive activities and real-life examples kept the students engaged and helped reinforce the concepts discussed.

The Guest Lecture was organised for 3rd and 2nd year journalism students of Bishop Cottons Women's Christian College,it was a very insightful session,the program began with bible reading and prayer by the 2nd year students.Final year student smitha proposed a vote of thanks,the resource person was also provided with a momentum.

The session concluded with a Q&A segment, where students actively participated and clarified their doubts. The guest lecture was a valuable learning experience, equipping journalism students with essential writing tools and inspiring them to refine their craft.

The department extended its heartfelt gratitude to Mrs. Rita Josephine for her enriching contribution.

-Iqra Naaz



## FROM CAMPUS TO CAREER: INTERNSHIP HIGHLIGHTS

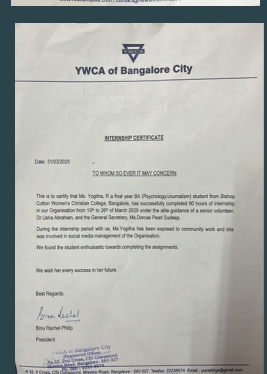
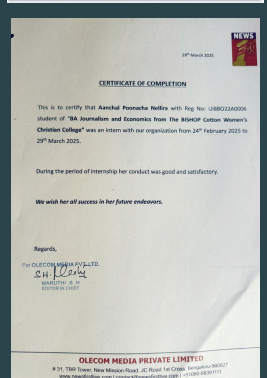
### Internship Experience Report

Our students at Bishop Cotton's Women's Christian College embarked on enriching internship journeys, gaining invaluable industry insights and hands-on experience in diverse fields.

- Aanchal Poonacha -Excelled at News First Kannada a prominent news channel, refining her broadcast media skills and developing a keen understanding of the industry.
- Moulyu : Interned at Times of India, a leading print media outlet, where she honed her editorial skills and gained practical experience.
- Mamatha P.N: as a social media manager at Live Celebration Events, an event management company, cultivating expertise in public relations and digital engagement.
- Yogitha -Made a meaningful impact as a public relations intern at the YWCA of Bangalore City, promoting the organization's mission and services.
- Seeya Shree J - Demonstrated creativity and adaptability at Quapri Prints and Products of India, a dynamic startup, where she developed digital skills and advertising acumen as a social media marketing intern.
- Smitha - Excelled in the creative realm at Karavali Fashion, mastering photography and post-production techniques, and showcasing her artistic talent.

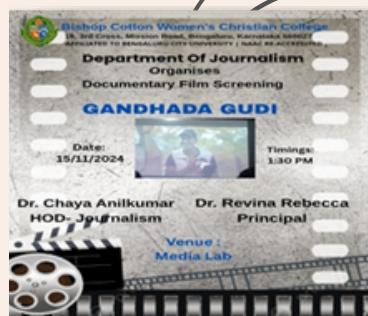
These internships empowered our students to bridge the gap between theory and practice, fostering industry-specific skills, confidence, and professional growth.

-Aanchal Poonacha





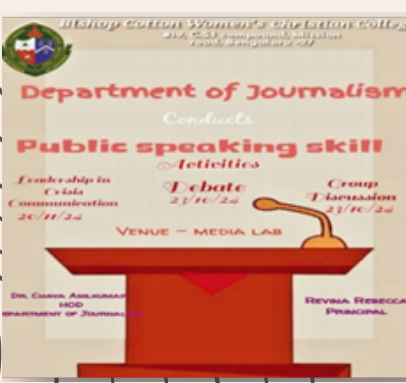
# DOCUMENTARY FILM SCREENING



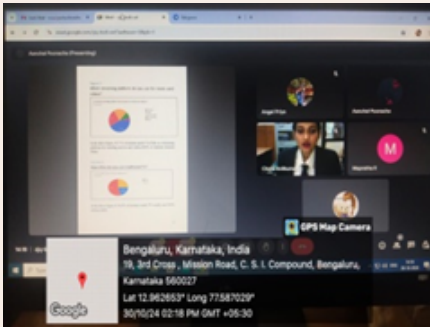
## Guest Lecture



## Leadership quality and crisis management and class debate



## Webinar



## Inter-collegiate Debate Prize Winners



## DISHA 2024: DEBATE BRINGS THOUGHT TO THE SPOTLIGHT

The Disha Cultural Fest, held on 3rd December 2024, was a lively celebration of creativity, talent, and youthful spirit. As part of the fest, the Department of Journalism successfully organised an inter-collegiate debate competition, which turned out to be one of the most engaging and intellectually stimulating events of the day. Colleges from across the city participated with great enthusiasm, sending their best speakers to compete on a common platform.

The debate competition attracted a wide audience and featured participants who tackled contemporary and socially relevant topics with confidence and clarity. Each team showcased strong communication skills, critical thinking, and the ability to respond to counterarguments effectively. The judges were impressed with the high level of preparation, and the overall quality of the debates reflected the participants' deep understanding of the issues discussed. The event concluded on a high note, with winners being applauded for their excellence in argumentation and presentation. The Department of Journalism was widely appreciated for organising the competition with efficiency and professionalism. The debate not only highlighted the cultural fest's focus on expression and creativity but also added an intellectual edge to the celebrations, making it a memorable experience for everyone involved.

-Yogitha

## SYLLABUS TO SLIDES: JOURNALISM PPT PRESENTATIONS

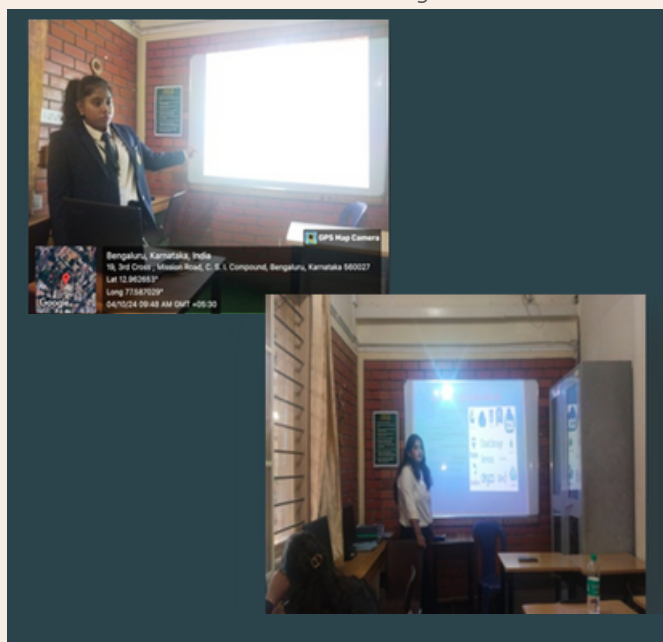
The Department of Journalism organises Course Wise PPT Presentation on the syllabus basis.

It's held under the supervision of Dr. Chaya Anil kumar, Head of the Department. This PPT presentation outlines the syllabus-wise academic progress. PowerPoint presentations have become an essential tool in both academic and professional settings. They provide a structured and visually engaging method to convey ideas, support public speaking, and enhance audience understanding. Their effectiveness lies in combining text, images, and multimedia elements into a cohesive message.

A well-prepared PowerPoint presentation enhances the professionalism of a speaker or organization. It reflects preparation and attention to detail, and leaves a lasting impression on the audience, especially during formal meetings, seminars, or interviews.

Hence, Every year the Best PPT presentations gets the Prizes accordingly.

- Mamatha



## PLASTIC-FREE PUSH BY JOURNALISM FINAL-YEARS

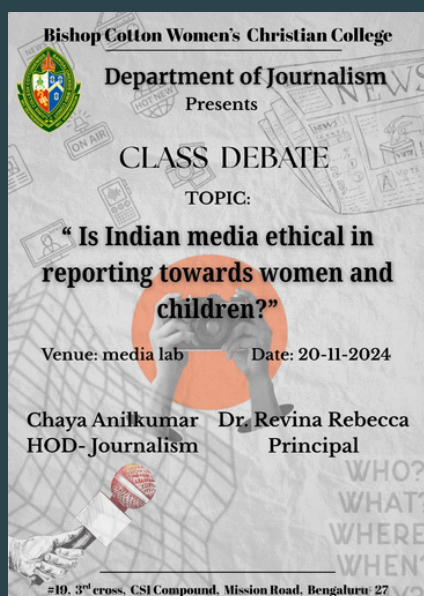
Plastic pollution is a growing environmental crisis, harming wildlife, polluting oceans, and threatening human health. Most plastic products, especially single-use items like bags and bottles, take hundreds of years to decompose. They clog waterways, endanger marine life, and release toxic chemicals into the environment. Saying no to plastic means choosing reusable bags, bottles, and containers, and supporting alternatives like paper, cloth, or biodegradable materials. By making small changes in our daily lives, we can collectively reduce plastic waste and protect the planet for future generations. Let's take a stand—say no to plastic and choose a greener future.

The final year students from the department of Journalism created several posters and circulated on social media to create awareness for our circle. We also created a video for better understanding of how to save our environment and be eco-friendly.

-AngelPriya







## SENSATIONALISM VS SENSITIVITY: JOURNALISM STUDENTS SPEAK OUT

Is Indian Media is ethical reporting towards women's and children? A recent classroom debate sparked crucial questions about Indian media's approach to covering issues affecting women and children. While acknowledging media's positive role in exposing injustices - from child abuse cases to the #MeToo movement - students highlighted disturbing trends in contemporary reporting.

The ethical concerns are manifold. The disturbing race for TRPs often reduces human tragedies to sensational prime-time spectacles. News channels frequently cross lines by revealing victims' identities, using graphic visuals, or conducting insensitive interviews with traumatized survivors. Equally troubling is the tendency to indulge in victim-blaming narratives or drop important stories after initial hype, leaving systemic issues unaddressed.

Ethical journalism demands both truth and compassion. When reporting on women and children, the media must inform without harming, and amplify voices without exploitation.

-Naina

## VOICING IDEAS WITH IMPACT: PUBLIC SPEAKING

The Department of Journalism at Bishop Cotton Women's Christian College recently held a Public Speaking Practical aimed at strengthening students' communication and leadership skills. As part of this interactive session, the class was divided into two groups for a structured group activity focused on the topic: "Uses and Misuses of Social Media." Each student played a key role—from delivering the introduction to presenting points, offering rebuttals, and concluding the discussion.

This allowed everyone to actively participate, speak with confidence, and experience the flow of a formal group presentation. The topic sparked lively and thoughtful dialogue. Students highlighted both the positive and negative impacts of social media, demonstrating not just speaking ability but also critical thinking and teamwork. This activity offered more than just stage time—it helped students develop their public voice, team coordination, and the confidence needed for future roles in media and communication. It was a powerful reminder that leadership and speaking go hand in hand, and both can be learned through practice, participation, and purposeful conversation.

-Seeya Shree J

## PPT PRESENTATION



-Moulya C

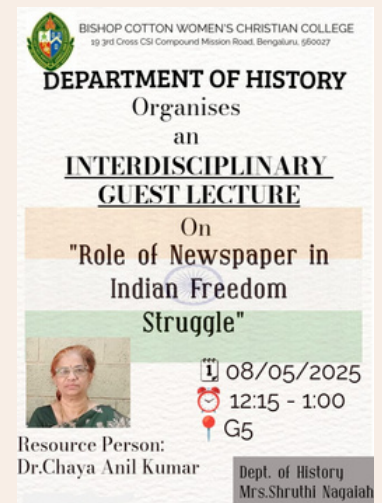
## AWARENESS CAMPAIGN



Dr. Chaya Anil Kumar, Head of the Department of Journalism, presented a research paper titled “Digital Media Landscape in India: An Analysis” at the two-day international conference “Navigating the Digital Age: Media’s Evolving Role in a Connected World” hosted by NITTE Institute of Communications on April 24–25, 2025.



Dr. Chaya Anil Kumar was the resource person for an Inter-disciplinary guest lecture on “The Role of Newspapers in the Indian Freedom Struggle” organized by the Department of History on May 8, 2025.



-Seeya Shree J

Final Year student, Seeya Shree won a prize for completing the activities during the “Research Paper Writing” workshop.



### Editorial Board:

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