



# PRISM

*Reflecting ideas*

**Bishop Cotton Women's Christian College**

#19, CSI compound, Mission Road, Bangalore-560027

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Practical Newsletter from the Department of Journalism

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## De Stereotyping of Advertisements

Stereotype is having a generalized idea about a group of people or a thing. Stereotypes are not always true and are very biased. Some of the common stereotypes shown in advertisements are creams that makes a person fair, women being responsible for household chores, "men will be men"-Imperial Blue, etc. Why is it important to not have stereotypes? Stereotypes characterize a group of people into strong opinions that does not hold good for all. Some of these stereotypes are extremely harmful as it causes depersonalization and discrimination.

There has been constant effort put by the companies in order to grab the audience attention by making advertisements that are not stereotypical. For example the Dove soap and shampoo advertisement where all skin colours and hair types are in the limelight, Pril advertisement where the male character is doing the chores, etc. Each of us have to put in constant effort into not giving into the stereotypical opinions. We should judge a person for who they are and not what group they belong to.



This is a still from one of the advertisements of Imperial Blue. The two men hold back their stomach until the lady leaves

Geethanjali G

## The Winds of Change Blow Slowly

Advertisement is a source which informs every individual about brands, products, ideas etc. They are portrayed in both positive and negative, it is important to see how ads portrayals are perceived by consumers. In television most of the advertisements are shown to promote a product, brand and service in order to attract interest and sales, and some advertisements also create awareness. Some advertisements affects society and affects our life where we have an economic system in which people have to make money in order to survive, no matter how manipulative techniques they use to achieve the attraction of the people and this can be clearly seen in advertising industry



An image of an advertisement portraying how women are treated

To sell their products, advertisements first make you attractive and comparative, they show what the ideal life is supposed to be, and compare it with your ordinary life and we are also emotionally manipulated by the advertisements. Most of the advertisements are portrayed in positive ways, positive advertisements are common than negative advertisements, and when it comes to digital media and advertisement in digital platforms allow customers to trust the company more easily, example- the survey ads which are shown in the YouTube, they ask people to choose which brand advertisements are good.

They portray it in different positive ways like internet marketing and using humour contents to gain more customers, they provide social and economic benefits and mass communication is the biggest effects of advertising because they communicate through different ways to the people. In women advertisement, they represent women in advertisements like showing women in kitchen, managing family etc. The women in advertising are the power of positive representation and more successful brand, and as the survey and research found that women's are more into shopping than men, 75% of women are more into shopping because women have more responsibility in a family, and find themselves buying products behalf of everyone, and these advertisements influence them to buy more products and it is always a positive impact on showing women's in advertisement which gains more customers.

-Jeslin Charles

## Glimpse of Activities

### Release of Prism

06/12/2021; Department of Journalism Newsletter PRISM-Vol 12 was released by Principal Prof Esther Prasana Kumar. She appreciated the efforts of the department in bringing out the newsletter and also organizing various activities for the welfare of the students. Mrs. Chaya Anilkumar, HOD-Journalism and student editors Syed Juveria and Vinitha Raj were present.

### National Level Webinar

18/01/2022: An Inter-Disciplinary National Level Webinar on Recreating the Past through media was jointly conducted by the Department of Journalism & History. Dr. Vahini Aravind, Assistant Professor, Department of Electronic Media, Bangalore University was the resource person. Principal Dr. Revina Rebecca welcomed the participants. Mrs. Chaya Anilkumar, Head, Department of Journalism spoke about the relevance of the webinar and Mrs Shruthi Nagaiha, Head, Department of History introduced the resource person. Final year student Rachel Rose proposed vote of thanks. About 171 participants comprising of Academic fraternity & students attended. E-certificates were provided to all the participants after submission of the feedback form. Majority of the participants gave excellent feedback about the workshop.

### Class Seminar

10-01-22 to 14-01-22: PPT presentation was held for first, second and final year students on the topics related to media and syllabus

### Short Film

As part of practical activity, final year students produced short films titled- Millennials, Silence and Fearless depicting various social and psychological problems that youngsters face in the society

### E quiz and Caption writing

24-06-2022: Inter- Class Caption Writing competition was held the on account of Karnataka Press Day and E Quiz for the Journalism Department.

### Presentation Day

05-07-2022 to 09-07-2022: Inter-Class PPT Competition was held for first, second and final year students of Journalism Department.

### Industrial visit

11-07-2022: staff and final year students visited the Police Commissioner Office and interacted with DCP K Ramarajan and had a practical exposure to the control room activities

### Prize distribution

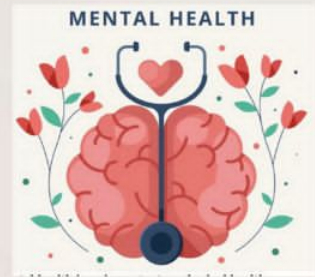
22-08-2022: Prize distribution for the winners of Best PPT Presentation, E Quiz and Poster Making.



## Healthy mind is Healthy body

"Mental health is not a destination, but a process. It's about how you drive, not where you're going". It's up to you today to start making healthy choices. Not choices that are just healthy for your body, but healthy for your mind." In today's world mental health problems are common that every day we see people going through mental health issues. Indeed we also suffer from mental health issues maybe due to our daily based stress, work pressure etc. People with mental health problems can get better and many recover completely. Mental health includes our emotional, psychological, and social well being. It affects how we think, feel, and act. Mental health is also known as mental balance. It is so important that Over the period of our life time , if we experience mental health problems our thinking, mood, and behavior could be affected. Mental illness, also called mental health disorders, refers to a wide range of mental health conditions. Any disturbance in mental health can lead to physical illness for example depression increases the risk for many types of physical health problems like diabetes, heart disease etc. It simply means keeping our minds healthy, Which can done by keeping ourselves active by regular exercises, talking about our feelings, eat healthy food, staying positive take a break from busy and stressful schedules, accept who you are and care for others etc.

-Lenita M



An art depicting how important is mental health

## Being Yourself

'Be yourself; everyone is taken already' - Oscar Wilde

Why is it difficult to be ourselves? From the day we are born, we have been taught that we are not enough as we are. People would not accept us the way we are. They want us to think, look and behave in different ways. It is fundamental human desire for connection and social relationships because we are, at core, relationships being. So, many of us choose to compromise, because we are afraid of being left alone, isolated and helpless. Being yourself doesn't mean you have to be selfish, or break the society rules. It's about getting to know yourself, building a relationship with yourself. It's about choosing the things that would make you happy. Being yourself means you like who you are, living your life the way you want it, regardless of others opinions. And it means to respect yourself. "Be who you are and say what you feel, because those who mind don't matter, and those who matter don't mind" - Bernard M.

-Banashree S

**"Words may inspire but action creates change."**

- Simon Sinek

My Interviewee for this session is Mr.Sam Devanesan, Senior Press reporter and a Press photographer in Coimbatore, India.

1. How many years of experience do you have in this journalism field ?

•31 yrs.

2. What were the newspapers that you worked for ?

- Indian today
- Afternoon (English Daily)
- Pirpagal (Tamil Daily)

3. Who are your main inspiration in life ?

- Political field- Dr.A.P.J.Abdul Kalam
- Spiritual field - Dr. Paul Dhinakaran

4. How many years did it take for you to reach this position you are now ?

- Nearly 20 years

5. What are the benefits that you got being a reporter?

- Got opportunities to meet all the higher authorities
- Travelled to all the states from Kashmir to Kanyakumari
- Travelled to more than 25 countries.

6. What made you choose this profession?

•As I was a famous well known photographer in Coimbatore, the passion of taking photographs made me to become a Reporter which was a dream in my youth.

7. From your experience, how many photographers have been trained through you ?

- More than 50 photographers.

8. Which was one strange incident that affected you ?

•Incidents like taking pictures of murder cases, suicide cases and fire accidents in big apartments seeing all burnt dead bodies affects me emotionally and mentally.

9. What are the tips and advice that you would like to give for the upcoming young reports ?

- Be present before the given time not on time
- Be alert at all time.



Mr. Sam with APJ Abdul Kalam



Jeevitha P with Mr. Sam

## Women climbing the stairs of success

Entrepreneurship is the creation or extraction of economic value.

Business is an occupation or trade and the purchase and sale of products or services to make a profit. We see a businessman is someone who sets up a business with an existing idea offering products and services to the customers. An entrepreneur is a person who starts an enterprise with a new idea or concept, undertaking commercial activities.

In business we see all genders participating and flourishing but women worldwide are indeed picking up fast to catch up with men in business.

Here are some top business woman in India Zia Mody, Kiran Mazumdar-Shaw, Suneeta Reddy, Alice G. Vaidyan. Most female founders are solving problems that no one else was paying attention to. Think of Audrey Gelman and The Wing. Sharmadean Reid and Beautystack, Whitney Wolfe Herde and Bumble. Each of these entrepreneurs realised there was something unique to women's experience of life that the patriarchy had yet to improve upon, fix or solve.

-Madiha



An animation showing how entrepreneurship is different from others

## Student's Achievements

•Navya Y 2nd BA Blogger, "The Navya Speaks" encompasses social issues through articles <https://thenavyaspeaks.blogspot.com>

• Grace Kelina 2nd BA has a personal blog: Dorothy. J <https://gkdgkdgdgdgd.blogspot.com/2022/07/i-am-love-and-you-are-love.html>

•Geethanjali.G from 2nd BA has a blog page on happiness: [happineshacked.blogspot.com](https://happineshacked.blogspot.com)

•Banashree S, 2nd BA (PyEJ) Video creator with 2.4k followers on Instagram "@\_glacial\_" Video creator on Moj with 2.5k followers "@glacial"

• Jeevitha Singh, 2nd BA, has a YouTube channel, Jeevi Singh with 700 subscribers and 4700 followers on Instagram.





## "WHEN PEOPLE ASK ME WHETHER I WENT TO FILM SCHOOL , I ANSWER NO, I WENT TO FILMS"

- Quentin Tarantino

Interview with MR. UDAY K METHA (Kannada film Producer) Uday K Mehta is an Indian film Producer, who has worked predominantly in Kannada movie industry. He has worked in popular movies like Dubari, but not Brahmachar. His previous film to hit the theatres was Dubari in the year 2022.

Achievements of UDAY K METHA.

•Bachchan Producer (2013) Krishnan Love Story (2010) Martin (2022) Jarasandha (2011) Producer. Singa (2019) Krishna Rukku (2016) Raja Rajendra (2015) Love in Mandya (2014)

1.Tell something about yourself ,your achievements ,where you were born how many movies you have done?

• I am born and brought up in Bangalore, from past 14 years am in the film industry and have been a part of 9 movies .



Ameerah with Uday K Mehta

2. What is your future project?

•My up coming movie is Dubari releasing in September.

3. If given a chance, what would you want to change in Film Industry ?

• I would like to change the Pirisim

4. What difficulties you face in the preparation of a movie from pre-production to post-production?

• As it is a team work there are not much difficulties. It is like a war zone your facing and it is been a habit now and we should face all the challenges and go ahead.

5. If an actor/actress are on leave how much of loss you face?

• 10-15 lacks

6. Who is your role model?

• Vishnu Vardhan

7. How do you spend your free time?

• I would love to spend my free time with my family. -Ameerah A

## "Always Trust The Microbiologist Because They Have The Best Chance Of Predicting When The World Will End"

-Teddie O. Rahube

My Interviewee for this session is Mrs.Ambica Parthasarathi, Msc graduate in Microbiology, Working as Microbiologist, At Hindustan Coca-Cola Beverages Pvt Ltd.

1) Tell me what makes you work as a microbiologist? And what are your priority areas you work in.

•From my childhood I am fond of Organisms which are microscopic, so might be this interest led me to be as a Microbiologist. My main priority is Each & every pack/bottle goes out of the manufacturing unit should be safe for health.

2)As a Microbiologist what sort of working conditions do you thrive in?

•I need to ensure Food Safety with Good Manufacturing Practices.

3) Tell me about a challenging interaction with reporting results to researchers.

•As I am working in one of the Mega Manufacturing Plant of HCCB in India, more than results -Safety of employees & Quality of Product is prime important.

4)In the scenario where your quality control fails, what troubleshooting step would you take?

•If any Abnormalities found in a batch/ pack/ bottle, first we hold the batch from reaching to consumers, do Traceability, RCA & if all results are found ok we release the batch if not drain the entire batch.

5) Working as a microbiologist in a company, What is your take on soft drinks over healthy diet?

•As per my view Soft drinks should not compare to Healthy diet. Soft drinks can be consumed as per individual interest. It is a refreshing liquid.

6)What would you suggest people for a healthy lifestyle?

•Healthy lifestyle, stress free work & Good Mental health.

7) Tell me about your microscopy experience.

•Still I can remember, first I saw Microscope in my 8th standard. Where my teacher made us to touch & see the microscope.

8)Are you detailed oriented person?

•Yes. My profession need to see the unseen organisms.

9)How do you take a stand with respect to the different notions of people saying "Soft drinks are not good for health".

•There are different types of soft drinks in market. But as a consumer one has to read the nutrition values, ingredients before purchasing any soft drinks, this will help them for better understanding of the product.

10) What would be your research area you would work on healthy well being of people over unhealthy diet.

•As on today, a biggest wealth one can save for future is Maintaining Good Health. My research area would be on balanced health diet.

- Navya Y

## The student reporters had an opportunity to interview Ms.Tahera, founder, Arena Theatre productions, actor, theatre maker, and voiceover artist.

Excerpts of the interview

1) What made you choose theatre making as your profession?

•As a teenager, I have always been starstruck by looking at many actors who have created wonders in the screen, but when I realized that the same magic can happen live on a stage, I decided to become a theatre maker right after finishing B.com and realized that theatre is not just bread and butter but "breath and life" for me.

2) What do you adore the most about your career?

•It is a highly creative and competitive field, but my work solely motivates me to do what I love, even during the days I fall sick, which makes me love my career much more.

3) What do you think is the best, live theatre or movies?

•Both are just two different mediums of projecting one's skills, but what makes live theatre more special and captivating is that the actor should have the persuasive power over the audience and make them connect with the act, and this will always remain as a challenge.

4) As a voice artist, which voice did you enjoy doing the most?

•The voices given for advertisements as it is my forte and is extremely energetic.

Solomon Suldarvarman grew up as a musician and wanted to combine his music skills and his creativity together, that's when he chose radio.

1.what do you adore about your work?

•I love challenges and my profession has a lot of hurdles and that's what makes me want to live my life more excitingly.

2.what are the technical challenges you face while airing a program?

•Live program are always the hardest and we should be very strong with the content and handling of the software fails at times we should be shroud enough to solve the error

3.What is the most important duty of a channel head?

•We act as the bridge between the management and the crew of producers editors cameramen and the viewers. We always should track the interest of the people and carry our shows according to it.

4.Who is your favorite personality you've worked with?

•Kamal Hasan, Puneeth Raikumar, Ilavaraja, Sudeep sanjeev



Ms.Tahera with student reporters, Grace Kelina Dorothy J and Sanjana KK



Solomon Suldarvarman with Sudeep Sanjeev

5) When did your journey begin in the Arena theatre productions?

•It began by giving workshops during Covid lockdowns and its almost been 2 years now.

6) Which is the dream award you would like to receive?

•As an actor, it won't be right to materialize my entire profession by wanting to work just to receive a magnificent award. My efforts, exhibiting great plays that can touch people's lives and the applause given by them is the biggest award I could ever receive.

7) What is the most significant message you would like to convey to the younger generation through your work?

•Don't rush into results or wanting to become stardoms hastily. Winning or losing is secondary, all that matters is to ask yourself if you've given your best and relished the process till the end.

8) What is the mantra that you believe in which helps you to evolve in this field?

•"Just keep going". If you are genuinely passionate about your career, then no hurdles will seem difficult to face uprightly and the whole world will conspire to make your dreams come true.

-GKD.J and Sanjana KK

6.What is your dream to achieve in your field?

•Media is an ocean there is no end to it, the current form of media is driven into the digital world. It is the future of media.

7. what is your advice to the young aspiring society?

•Always keep your eyes and ears open. Explore your options do not stick into one medium, media is vast keep exploring keep learning.

8.you have been in this media for almost 10 years now, you are a musician a radio jockey a sound engineer a channel head and an executive producer which do you think is the best amongst all?

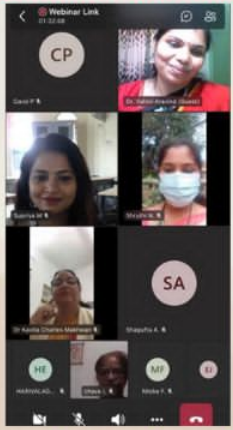
•I started my journey as a musician so I would say without music I wouldn't have done anything. MUSIC MADE ME.

-GKD.J and Sanjana KK





Principal Prof. Esther Prasana Kumar releasing Prism Vol -12



Inter- Class Debate Competition

National Level Webinar on "Recreating The Past Through Media"



Kannada Press Day- Inter- Class Caption Writing competition

Press Day-E quiz



Industrial Visit to the Police Commissioner Office



First year

Second year

Third year

Winners of PPT Presentation

Intra-class Ppt Presentation



Winners of Inter-Class Caption Writing

Intra- Class winners of Best Advertisement and Poster Making

Passing out batch Of 2022

Prism Team



## Love

Love is patient, love is kind  
 love is something which endows our heart and soul,  
 love can rule all love can destroy all  
 love entices this marvelous universe,  
 love is magnificent love is magical  
 I am love and you are love .

- J GRACE KELINA DOROTHY

## Odisha

Odisha is my native place, As Odisha is known for its tribal cultures & it's many ancient Hindu temples.

One of the famous temple is in bhuvneshwar, Puri Jagannath.

When we go to odisha we 1st go to chandrabhagabeach to see the sun-rise & then visit the jagannath temple in the morning and then visit Puri beach with the family. The jagannath temple is an important hindu temple dedicated to jagannath a form of Krishna in Puri in the state of odisha the present temple was re-built from the 10th century onwards on the site of an earlier temple, the Puri temple is famous for its 'Ratha yatra' in which the 3 principal deities are pulled on huge & elaborately decorated the image of Jagannath is made of wood and is ceremoniously replaced every 12 or 19 years by an exact replica. It is one of the char dhampilgrimage site's. The maha Prasad of lord Jagannath are distributed among the devotees near the rathanavedi inside the frame of pokhariya, which is bean drawn by the puja pandas using muruj.

In the wake of terror alert on 27 June 2012, these security forces were increased to ensure smooth functioning of the crowded ratha Yatra

I have also traveled to Mysore, ooty and Goa with my family

-Sunanda Rout

## Calligraphy

Calligraphy artistic, styled, elegant handwriting or lettering. Calligraphy is a type of design art related to writing. It is the design and execution of lettering with a bold type instrument or brush in one stroke. "The art of giving form to sign in an expressive harmonious and skilful manner". Calligraphy is the art of forming beautiful symbols using copperplate pens or brush pens it is a set of skills and techniques. Calligraphy has some unique features such as illumination of the first letter calligraphy has basic strokes. Calligraphy is my hobby, I learnt by myself watching videos from YouTube by happy ever craft done by Becca. Whenever I am free I practice for more than one hour as my daily routine. I am a self-learnt artist, I always love to become a calligrapher I am always inspired by Becca, she is a famous artist from Canada. I learnt basic strokes and I enjoy writing calligraphy as it is an important part of my life. While writing calligraphy we need to focus on each alphabet carefully as we go up shades should be lighter as you go down it goes thick.



-Ameera A

## Staff Accomplishments



Dr. Chaya Anilkumar presenting paper in the Virtual International Conference organised by MAHE, Dubai.



Ms. Supriya M, Publisher, Constructive communication

The Tribune For Communication Studies  
 A Journal Of Mass Communication and Journalism Peer reviewed journal.

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