FIDE ET LABORE

ST. JOSEPH'S COLLEGE OF COMMERCE

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MUSINGS

THE ARTIUM NEWSLETTER

Artium
THE LITERATURE AND CULTURE FORUM

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THE PROLOGUE

The Freshers' Party, titled "The Prologue," was organized to welcome the incoming 2025 cohort of students to the BA English and Psychology programme. The event aimed to foster camaraderie between juniors and seniors while introducing the freshers to the department and its faculty members. The programme included icebreakers, games, and refreshments, creating an engaging and memorable experience for all students.

The event commenced at 11:00 a.m. with an introductory address by Furqaan, who provided an overview of the BA programme. He subsequently introduced the faculty members, enabling the freshers to familiarize themselves with their teachers and the academic environment of the department.

To encourage interaction among the students, an icebreaker session was conducted by the Masters of Ceremony, Rishabh Shankar and Marika Calmiano. During this session, both juniors and seniors introduced themselves by sharing their names and hobbies. The activity facilitated meaningful interactions and contributed to a friendly and welcoming atmosphere.

The Heads Up game was organized as part of the programme, where participants guessed words based on clues provided by their teammates. The game proved to be both entertaining and collaborative, promoting teamwork and active participation. The enthusiastic involvement of both seniors and juniors made it one of the most vibrant segments of the event.

The combination of formal introductions, interactive games, and informal interactions ensured a memorable experience for all attendees. The successful execution of the activities, coupled with enthusiastic participation and positive feedback from the students, contributed significantly to the success of the event.

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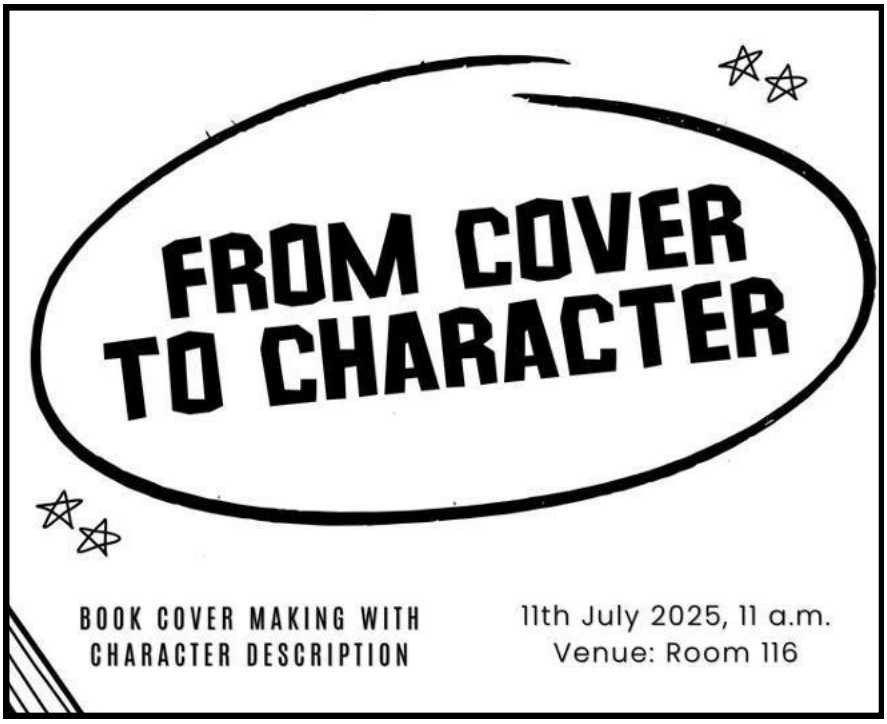
FROM COVER TO CHARACTER

Students from Artium participated in a creative session where they designed their own books and developed original storylines. Using A4 sheets and their own stationery, they moved beyond simple sketches to write the psychological descriptions of the characters they created.

This exercise helped the Artium students understand how a character's personality shapes a story. By focusing on both artistic expression and the inner thoughts of their characters, they developed the skill of creating characters that are realistic, relatable, and well-rounded.



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BUILDING PATHWAYS FOR INCLUSION

A workshop titled "Building Pathways for Inclusion" was organized on 4th August 2025, from 2:00 p.m. to 4:00 p.m., at Xavier Hall, 4th Floor. The workshop aimed to provide participants with insights into the challenges faced by adolescents with severe disabilities and to explore ways of supporting them as they transition into life beyond formal education.

The session primarily focused on enhancing participants' understanding of disabilities, particularly severe physical and intellectual disabilities. Group activities, including case study analyses, were conducted to facilitate a deeper understanding of these conditions. These activities were followed by discussions on appropriate approaches to navigating such situations and supporting individuals with disabilities effectively.

The workshop provided a valuable platform for learning, reflection, and meaningful dialogue on disability awareness, inclusion, and support.

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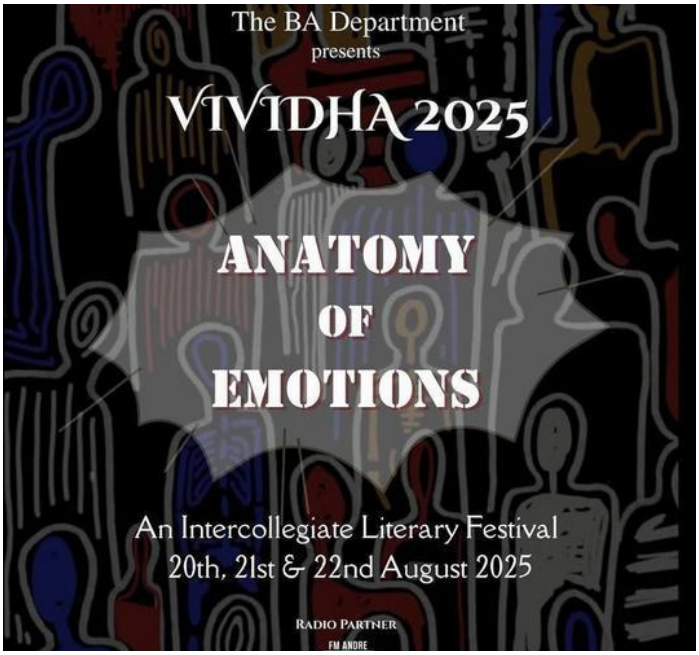
VIVIDHA 2026: ANATOMY OF EMOTIONS

The students of BA English and Psychology at St. Joseph's College of Commerce hosted the annual intercollegiate literary festival, Vividha 2025, from 20th to 22nd August 2025. Themed "Anatomy of Emotions," the three-day festival brought together 355 participants from 15 colleges across Bengaluru, providing a platform where literature, creativity, and performance converged. The festival featured a range of events, including literary competitions, workshops, a student panel discussion, and theatre performances, all conceptualized and coordinated by the BA English and Psychology students.



Rapper and artist Pasha Bhai inaugurated the festival and spoke about his journey of emotional and artistic expression. His talk, "Dil Se Dakhini," explored themes of performance and language identity. Other sessions included Mala Kumar, who spoke on children's literature and imagination; Jiju Philip, who led an interactive poetry session; Maryanne Pais, who conducted a workshop on inner narratives; a doodle workshop facilitated by Shruthi Anand; and Shabari Rao, who shared her perspective on rethinking dance as a form of storytelling beyond words.

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Theatre also occupied a central place in the festival. The Hashmi Theatre Forum presented a powerful staging of Jean Giraudoux's The Madwoman of Chaillot, directed by Dr. T. H. Lavakumar. The performance received widespread appreciation for its effective use of lighting, costumes, music, and compelling acting.

A standout feature of Vividha 2025 was a curated museum titled "The Wardrobe." In this exhibit, attire became a medium of storytelling as students and faculty contributed garments and accessories associated with personal memories, each accompanied by a narrative. The exhibit was widely admired for its innovative integration of emotion, memory, and material culture.

Reflecting on the festival, participants described the experience as immersive, enriching, and inspiring. Through its diverse range of events and creative engagements, Vividha 2025 successfully celebrated the many dimensions of human emotion while fostering meaningful dialogue, artistic expression, and literary appreciation.

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MEDIA AND ETHICS AROUND US: REALITIES AND ISSUES

A guest lecture on "Media and Ethics Around Us: Realities and Issues" was delivered by Dr. Arun Dsouza SJ, Assistant Professor, Sophia University, Japan, on behalf of the Department of English and the International Desk on 15th September 2025, from 2:30 p.m. to 3:30 p.m., in AV Room.

Dr. Arun Dsouza began the session by emphasizing the importance of the self. The lecture included discussions on society and the people situated around the participants. Foundational concepts such as self-awareness, social awareness, and transcendental awareness were explored. Students were encouraged to reflect on questions related to the definition of the self and identity, including aspects such as name, age, background, gender, and occupation. The session ultimately examined the collective interconnectedness of human beings.

Drawing on Benedict Anderson's Imagined Communities (1983), the lecture explored the role of media in creating imagined communities. The speaker posed critical questions regarding the sources from which students obtain news, information, and data in their daily lives. He also discussed the importance of distinguishing between authentic news and fabricated information in the contemporary media landscape.

Towards the end of the session, the lecture examined the misinterpretation of ideas through incomplete images and media representations. It also addressed the limitations on freedom of expression in the present socio-cultural context and explored different approaches to such dilemmas, including secular ethics and its purpose.

The lecture concluded with discussions on media censorship in Japan and opportunities for pursuing higher education in Japan, including the challenges associated with the Japanese education system.

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PHOTOGRAPHY AS A NEW DIGITAL NARRATIVE

The second edition of the student seminar on "Photography as a New Digital Narrative" was conducted on behalf of the Department of English by the resource person Dr. Rajat Sebastian, Assistant Professor, Department of English and Cultural Studies, Christ (Deemed to be University), Bannerghatta Campus, on 11th August 2025, from 11:00 a.m. to 12:00 p.m., in Room No. 116, First Floor.

Dr. Rajat Sebastian began the session by presenting some of his photographs to demonstrate how narratives can be constructed through images and to highlight the relevance of digital media and digital storytelling in contemporary times. He shared technical insights on photography, emphasizing the importance of focus points and background composition. He also explained that the approach to capturing emotions in human subjects differs from that used in photographing animals or other subjects.

Using a variety of photographs and interactive activities, he explained the functions and significance of shutter speed and aperture. He further discussed how photography is not solely about commercial success but also about the ability of a photograph to connect with and appeal to its audience. Emphasizing the need for a balance between philosophy and technical expertise, he encouraged participants to view photography as both an art and a craft. The session concluded with insights into career and internship opportunities in the field of photography.

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REFLECTIONS ON ENGLISH STUDIES

On 2nd July, the Department of English at SJCC conducted an interactive session with Dr. Vaishali KS. The session revolved around a critical reflection on English Studies, wherein Dr. Vaishali discussed imperialism, colonial rule, and the development of the English language. She also explored more contemporary aspects of English, delving into its relationship with other languages, particularly vernacular languages.

The discussion further examined the prevalence of multilingualism, especially within the Indian context. Dr. Vaishali highlighted the beauty of the coalescence of languages, which has led to the emergence of hybrid forms such as Hinglish (Hindi and English) and Kanglish (Kannada and English).

Dr. Vaishali further explained the need to detach English from its colonial roots, stating that English speakers today must reclaim the language for themselves. She concluded by emphasizing that languages are powerful tools and must be used to the best of our ability. By relating stories to real-life experiences, Dr. Vaishali conducted an engaging session that encouraged participants to rethink their understanding of English.

The session underscored the idea that English should no longer be confined to its colonial associations. As a dynamic and adaptable language, English must be viewed not as an imposition of British rule, but as a common foundation upon which diverse linguistic and cultural expressions can be built.

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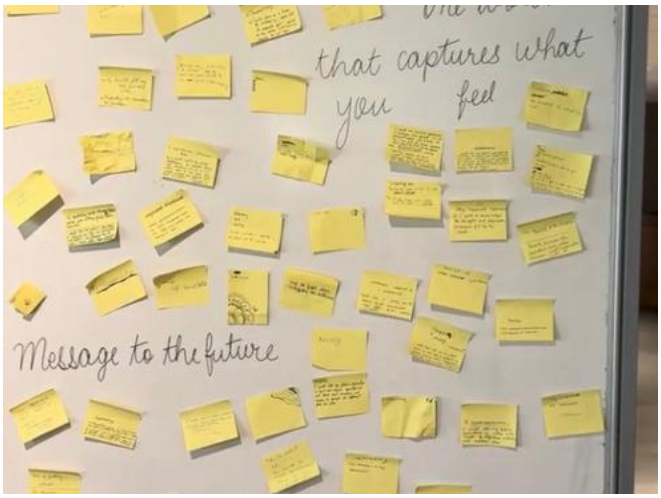
VISIT TO BIC : "UN-DIVIDED IDENTITIES"

On **8th August 2025**, II BA students visited the Bangalore International Centre and explored the exhibition **"Un-divided Identities."** Designed by **Aditi Dhamija** and curated by the **ReReeti Foundation**, the exhibition focused on the **1947 Partition of the Indian Subcontinent**. It allowed viewers to experience the Partition rather than merely read about it. Several interactive kiosks were placed throughout the gallery, enabling visitors to make decisions on behalf of families affected by the chaos of Partition. The exhibition reimagined Partition as a physical and immersive experience.

It highlighted the deep emotional impact of forced migration, with the intention of bringing people closer to the history and heritage of the land. The exhibition included tactile materials and digital interactive stories based on real accounts of families, where visitors were required to make difficult choices on behalf of the characters. It also created a space for individuals to share their questions and reflections on identity, loss, and whether previous generations in their own families had experienced similar circumstances during Partition.
As a group, the students discussed the decisions they had made and reflected on how identity and migration continue to shape lives even today. The exhibition's thoughtful design encouraged students to pause, reflect, and engage in meaningful discussions with one another. Through the use of digital storytelling and sensory design, visitors could hear voices, encounter fragments of memory, and experience the atmosphere of crowded railway stations and abandoned homes. This approach helped students imagine what life might have been like for ordinary people during that period. For many visitors, it was the first time that Partition felt personal rather than simply a chapter in a textbook.

The visit was particularly informative for students who had previously encountered Partition only through textbook narratives. It encouraged them to recognize the importance of preserving such stories and ensuring that the memory of a time marked by displacement remains alive for future generations.



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NEW MEDIA IN THE CULTURE OF OUTRAGE AND ONLINE INFLUENCE

St. Joseph's College of Commerce hosted a media panel discussion on 17th November 2025 on how new media is transforming culture, public outrage, and online influence. The panel featured journalist Naveen Soorinje and senior journalist Maya Sharma, and was moderated by K. S. Jyothsna.

Ms. Jyothsna opened the discussion by highlighting the importance of media literacy—the ability to critically understand and evaluate the information one reads, watches, or consumes online. Ms. Maya Sharma pointed out several challenges within the contemporary media landscape, noting how certain media organizations possess significant unchecked power. She further observed that distinguishing fact from misinformation has become increasingly difficult, particularly with the rapid spread of AI-generated content. According to her, while news was once relatively slow and regulated, it has now evolved into a fast-paced environment often characterized by trolling, instant opinions, and emotionally driven responses. This urgency, she argued, frequently results in low-quality reporting, half-truths, and reduced accountability.

Naveen Soorinje responded by emphasizing that the use of news to promote bias predates the advent of social media. He cited sensational headlines, designed to provoke rather than inform, and vested interests as contributing factors to a distorted information landscape. He stressed that genuine journalistic courage lies in reporting the truth without sensationalism, even when such reporting may be unpopular or inconvenient.

Ms. Jyothsna then raised concerns about young people increasingly consuming news through platforms such as Instagram. Addressing this issue, Ms. Maya Sharma linked the transition from a limited number of controlled audio-visual channels to today's highly competitive media environment, where numerous channels compete to be the first to report a story. She observed that this constant race for speed has significantly affected the quality of news reporting and public discourse.

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"ONCE UPON A BRAND": WORKSHOP ON STORYTELLING IN ADVERTISING

The English Department of St. Joseph's College of Commerce organized a workshop titled "Once Upon a Brand: Storytelling in Advertising" on 5th February. The session was led by Dhurv Menon, an alumnus of the institution and a professional with over ten years of experience in the advertising industry. The workshop explored how storytelling functions at the core of advertising and how brands communicate meaningfully with large audiences.

The session began with an overview of what storytelling for brands signifies in the contemporary advertising landscape. It was emphasized that effective advertising is rooted in clarity, insight, storytelling, and quality of execution.

Through examples such as car advertisements, the speaker demonstrated how brands address everyday human concerns, including family needs, comfort, space, and safety. The strategic use of celebrities to amplify brand reach was also discussed, with reference to iconic advertisements featuring Shah Rukh Khan, many of which were created well before the advent of AI-driven content tools.

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A significant portion of the workshop addressed the impact of Artificial Intelligence on copywriting and marketing. While AI can efficiently generate blogs, scripts, performance marketing content, and social media material, the speaker emphasized that storytelling remains inherently human. Stories emerge from lived experiences, conversations, emotions, and observations—elements that cannot be genuinely replicated by machines. An advertisement centered on love was used to illustrate how emotions cannot be produced through intelligence or prompts alone.

The workshop concluded with an interactive question-and-answer session, during which participants raised queries regarding career pathways, portfolio development, agency culture, and adapting to technological change. The speaker encouraged aspiring creatives to showcase their work directly to agencies rather than relying solely on formal recruitment channels.

The session was informative and reflective, providing practical insights into advertising as a human-driven and creative profession.

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VISIT TO SANDESH- MUSEUM OF COMMUNICATION

The students of BA visited Sandesh Museum of Communication on 18th December to gain comprehensive insight into the history and evolution of India's postal and communication systems. The museum presents a chronological journey through India's communication networks, making it both educational and engaging for all students.

The museum displays antique communication equipment, including Morse transmitters, telegraph machines, hand-cradle telephones, and a VSAT system once used for money order transmission as well as historical postal memorabilia such as postmen's uniforms, leather satchels, seals, brass weights, and ledger books highlight the everyday functioning of the postal system.

A dedicated section of the museum houses the Mysore Anche system emphasizing on regional postal heritage. Overall, the Sandesh Museum of Communication serves as an important educational resource by connecting students with the historical, cultural, and technological evolution of communication in India. Through its artifacts and documents, it promotes experiential and interdisciplinary learning beyond textbooks.

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CAREERS IN PSYCHOLOGY

The 'Careers in Psychology' session was conducted on 29th November 2025, from 10:00 a.m. to 12:00 p.m., for the students of III BA in Room 403 (Psychology Lab). Ms. Veena Venugopal, Psychologist and IB PYP Educator at One World International School, served as the resource person for the session and shared her professional insights as a psychologist working within the International Baccalaureate (IB) Programme of Education.

The session began with a discussion on the scope and opportunities available for IB educators both in India and abroad. It also explored non-traditional career paths in Psychology that are witnessing increasing demand and relevance in today's world. The resource person shared valuable guidance on building a strong academic foundation, identifying areas of interest, and developing complementary competencies and essential soft skills that contribute to successful career development.

In addition, Ms. Veena Venugopal discussed alternative career opportunities in both the private and government sectors, as well as in private schools and NGOs. The session further examined emerging interdisciplinary areas of Psychology, including organizational and workplace psychology, cyber psychology, and consumer and marketing psychology.
The programme concluded with an interactive question-and-answer session, during which students were able to clarify their doubts and seek guidance regarding future career prospects in Psychology. Overall, the session proved to be highly insightful and was well received by the students.

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FIRST AID CARE FOR ROAD CRASH VICTIMS WORKSHOP

St. Joseph's College of Commerce hosted a crucial first aid training workshop on 13 November 2025 for its first-year BA students, delivered by a specialised team from NIMHANS. The session was led by Dr. Gautham M. S., Additional Professor of Epidemiology and Head of the WHO Collaborating Centre for Injury Prevention, along with Ms. Karthika K. N., Project Coordinator, and Mr. Ravi H. I., Field Data Officer.

India continues to face staggering numbers in road crash fatalities, with nearly 1.5 lakh deaths recorded annually. Even more concerning is that 20 to 50 percent of victims die before reaching a hospital, often due to delayed first response. The resource team stressed that timely assessment, stabilisation and swift transfer by trained community responders can make the difference between life and death.

Students were taught core lifesaving skills, including rapid assessment of victims using the AVPU scale, checking the airway, breathing and circulation, performing the head tilt–chin lift, initiating CPR, controlling active bleeding and providing basic first aid for fractures. Techniques for safe victim handling and transport were demonstrated, enabling students to approach emergency situations with clarity rather than panic.

The session was highly interactive, allowing participants to practise each skill under expert guidance. The trainers also introduced students to the Good Samaritan Law, reassuring them that any bystander who assists an accident victim in good faith is legally protected.

Informative, engaging and deeply relevant, the workshop empowered students with practical knowledge and the confidence to respond effectively in emergencies. It strengthened the college's commitment to nurturing socially responsible young citizens equipped to act when every second counts.

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ANNUAL REPUBLIC DAY LECTURE SERIES

The Annual Republic Day Lecture Series, a flagship event, hosted by the Department of English at St. Joseph's College of Commerce, Bengaluru, was held on the 4th of February, 2026. Every year, the college invites a renowned public intellectual to deliver a lecture on contemporary socio-political and cultural challenges faced by the Indian Republic. The Eighth Edition of the lecture, this year, was delivered by Ms. Teesta Setalvad, Indian Civil Rights activist and Journalist, on the title 'Towards Strengthening Indian Democracy: A Personal Reflection'.

The lecture began with Ms. Setalvad's reflection on the journey of Indian democracy. She referred to India as a Democracy in the making facing a downward marker in the recent political ecosystem. She spoke on the "counter-revolution" and attempts made by today's political parties and capitalists to hollow out the Constitution of India. She commented on the abdication of democratic responsibility by the media through the spread of propaganda, rampant misinformation and disinformation.

Ms. Teesta Setalvad further spoke of India's Autocratization through reports from VDEM, calling India one of the fastest rising Autocracy. She also spoke on changes in Foreign Policies and brought into discussion the Non-Alignment Movement onto the critique of exploitation of public resources and national reserves by crony capitalists. Further commenting on the incarceration of journalists under UAPA, she spoke on the nature of the Indian state and raised questions on its condition.

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Ms. Teesta Setalvad also spoke on the Election Commission and challenges to free and safe elections that India faces. She commented on how the Right to Vote is an inalienable right of every Indian citizen and how only 60-65% of citizens are registered voters in India. She further spoke on Hate and its venture into politics, speech and violence used in the imagination of Hindurashtra or Hindu Nation. She also referred the audience to the Fight Hate Guide available through Citizens for Justice and Peace (CJP), a non-profit organization founded by Ms. Setalvad.

The lecture concluded with a Q and A session which allowed the audience to directly interact with Ms. Teesta Setalvad. In all, through the lecture, the audience was made aware of disinformation and the problems of content that enables Hate, and were left to contemplate on how to break the algorithm of hate.

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WORKSHOP ON GENDER SENSITIVITY

The Gender Sensitivity Workshop was conducted on 2nd February, 2026 between 3.15 pm and 4 pm for all classes of BA in Xavier Hall, 4th Floor. Ms. Hemalatha Anirudh, Health Psychologist and LGBTQIA+ Affirmative Practitioner was the resource person for the session who conducted interactive discussions on gender stereotypes and biases, and various strategies to identify and reduce inequality.

The Session focused on identifying normalisation of gender stereotypes through several case studies. Students were asked to identify the particular bias, its impact and differences in attitudes toward gender. Scenarios of workplace and other activities were presented to students who successfully identified biases and attitudes towards marginalized genders.

Further, resolution or possible solutions to handle such issues was discussed. The Session also focused on non-conforming gender pronouns and its use, providing means for inclusion in various spheres. Finally, the session concluded with an interactive Q and A session which helped students understand the importance of gender sensitivity.

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MYSURU CULTURAL VISIT

On 20th February 2026, the students of BA went on an industrial visit to Mysore to explore its cultural and historical landmarks. The trip was both educational and enjoyable, giving everyone a chance to learn outside the classroom. The group visited Jaganmohan Palace, Mysore Palace, and St. Philomena's Cathedral.

At Jaganmohan Palace, the students explored an impressive art gallery filled with traditional paintings and historical artifacts. They learned about the Mysore style of painting and admired the detailed artwork displayed in the halls.

The visit to Mysore Palace was one of the highlights of the trip. The grand architecture, colorful stained glass ceilings, and beautifully decorated durbar halls left everyone amazed. The students immersed themselves in the history of the Wodeyar dynasty and how the palace played an important role in royal ceremonies.

The final stop was St. Philomena's Cathedral. The tall spires and peaceful atmosphere created a memorable experience for the students. Overall, the visit was informative and engaging, helping students understand Mysore’s rich heritage in an interesting way.

UNTIL NEXT YEAR

As this academic year draws to a close, the Department and the Artium Association reflect with gratitude on a journey marked by learning, creativity, collaboration, and growth. Throughout the year, the Department has fostered a vibrant academic and cultural environment through a range of lectures, workshops, discussions, festivals, and student-led initiatives.

Each event and activity has contributed to a shared experience of intellectual engagement, creative expression, and personal development. These moments have not only enriched academic learning but have also strengthened the sense of community that lies at the heart of Artium.

The Department extends its sincere appreciation to all students, faculty members, alumni, resource persons, and collaborators whose enthusiasm, dedication, and contributions have made this year both meaningful and memorable. Their collective efforts have played a vital role in sustaining the spirit of inquiry, creativity, and excellence that defines our community.

As we look ahead, we do so with optimism and anticipation for new opportunities, experiences, and achievements. Until the next edition, we celebrate the journey we have shared, the stories we have created, and the community we continue to build together.