

XIC ORIENTATION FOR ACADEMIC YEAR 2017-18

The Orientation Programme of XIC's 48th Academic year 2017-18 was compered by Ms. Aparna Bagwe, Librarian. It was scheduled on June 29th and 30th 2017 at the St. Xavier's College Hall. The XIC Management, Staff, Course Heads, students and their parents/guardians attended the Orientation Programme. The theme for this academic year is "**Media Convergence for Empowerment**".

The Orientation programme began with the screening of National Anthem followed by a Prayer and welcome address by **Director, Fr. Lawrence Ferrao SJ**. Dean and Board Member, **Dr. Jehangir. B. Mistry**, gave a brief report informing the students of academic challenges at XIC.

The **Key Note speaker** was *Dr. Fr. Roy Pereira, Director of International Programs, Dept. of Chemistry and Neuroscience, St. Xavier's College*. Quoting the XIC theme for the year "Media Convergence for Empowerment". He asked the students what they understood by this theme. He also requested all students to exchange their own cell phones with neighbours – three seats away! Students felt uneasy without their phones! Fr. Roy discussed through a Power Point presentation, the various aspects of Convergence-Technological, industrial, Social Networking and Textual (story+media). Media changes occur in 50 year cycles.

He gave his own experience of studying abroad. It was just not new content but how his thinking was changed as he experienced life abroad. He talked about platform neutrality, Community Radio and altering power dynamics via social media.

Towards the end of his speech he talked about the 'addiction' to social media. Our Brain needs quite time to be more creative. Calm down, leave your media gadgets (mobile) for some time. "Think of the ethics involved in Social Media usage. He asked whether Social Media breaks down walls: or "build walls?" He ended with a meaningful song.

Each Course Head and the Course Coordinator introduced themselves. This was followed by the screening of the entire XIC family. The Orientation ended with XIC Anthem in the College Hall. The students then proceeded to their respective lecture rooms for the briefing by the Course Heads, followed by alumni experiences. Course-wise alumni were invited. Rohan Pasricha and Shiwani Nailwal of Journalism & Mass Communication, Adip Puri and Sanam Shah of Public Relations & Corporate Communications, Pulak Sarmah and Saurov Kakoti of Advertising & Marketing Communication, Anand Kamath and Nida Shaikh of Film, Television, Tanishqaa Singh and Lavvanya Iyer of Communication for Development. The Alumni were excited to meet the new batch of their respective courses. They shared their experience at XIC and their respective job in the Corporate world

The second day of the Orientation had interesting session on 'Optimising Strategies for Classroom Survival' conducted by **Fr. Terence Quadros SJ**, *Student Counsellor of St. Xavier's College* and a session on 'An evening of ice-breakers and making friends' conducted by **Fr. Gordon Daniells SJ**, *Head Corporate Extension Services, XIC*.

Director Fr. Lawrie concluded the 2nd day Orientation by a 'summing-up' session where-in he very sensitively touched upon the daily routine to be followed by the students with film and music clips.

