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Elitty Beauty makes your eyes speak

Priyanka Gond

BENGALURU: Elitty Beauty, India's first makeup brand designed for Indian skin colour exclusively for teen beauty made its impressive debut at Under 25 Summit 2023.

A two-day event called the Under 25 Summit 2023 brought together students, creatives, and thought leaders on the same ground. The event was hosted at Embassy International Riding School on March 4 and 5.

Mudrika Sharma, campus ambassador of Elitty Beauty said to The Beacon, "Teen skin can be frustrating, so we are here to provide every teen with paraben, sulphate and cruelty-free products that are dermatologically tested."

Established in July 2022, the beauty brand offers a range of products, including eyeliners, kajal, mascara, lip gloss, nail polish, lip and cheek tint, tinted bb cream, and hydrating face mist.

"I am obsessed with all six of their dramatic eyeliner shades which are economical, too. I would advise every girl to buy these," a customer said.

The products are priced between Rs 99 to Rs 1699. "We now have special deals available, ranging from a flat 10% discount to buy 2 get 2 free," added Sharma.

Elitty Beauty provides five unique makeup kits that cater to the different moods of a teenager. These kits are perfect for gifting one's younger sister. They are available on platforms such as Amazon, Flipkart, Myntra, and Purple and also on their websites.

Social media sparks migrant exodus

Sowmya A

The migrant workers and employers of Tamil Nadu are concerned after the rumour of Bihar migrants being hanged for speaking Hindi made rounds.

Recently, BJP leader Prashant Umrao tweeted claiming that 12 migrants from Bihar were hanged to death in Tamil Nadu for speaking Hindi. Though the tweet was deleted after some time, this created fear among both the migrant workers and the employers as the migrant workers started leaving the state in the fear of being lynched by the locals.

Kesavan Muruthy (name changed), owner of a manufacturing unit in Tamil Nadu, is worried after the day-to-day work at manufacturing units got halted.



Migrant workers waiting at railway station to leave the state

The Hindu

"As the migrant workers working in my unit left abruptly without any notice, the production has been affected," he said. Revealing that almost 25-30 migrant workers from Bihar work for one of his units, he expressed concern that he was

unable to produce any goods in that unit from Saturday.

Speaking to The Beacon, Kesavan said that they were unable to locate where the migrant workers went. Being in the field of manufacturing for more than two decades, he said

that he never faced any such consequences before. "My friends in the same industry who own industries in different places of Tamil Nadu are also facing the same issue," he added.

A migrant worker who wanted to remain anonymous

revealed that they wanted to leave the state after they learnt about the issue through WhatsApp, but they couldn't figure out a way to reach their hometown. "Since we don't know the local language it was tough to understand what was going on. Since the Tamil Nadu Government initiated a campaign to spread awareness in several regions, we feel safe now. But I'm unsure about my friends and relatives who work in different places in Tamil Nadu," the source said.

A migrant worker from Tiruppur, died while crossing a railway track on Friday, March 3. On social media platforms, this was dubbed as a murder committed by the locals and led to the gathering of migrant workers at the railway station.

Revitalising the relics of coastal history

Ashish Bhandarkar

The need to collect and preserve the relics from ancient civilisations of the coastal belt of India is felt more than ever, as such initiatives will be the building block for the reconstruction of our coastal history and museums will play a quintessential role in this endeavour, said BA Vivek Rai, former Vice-Chancellor, Kannada University, Hampi.

Aloyseum, the museum of St. Aloysius College, Mangalore, added two new artefacts, a splinter of the basement rocks of Pokhran and a digital version of palm leaf manuscripts



Aloyseum in St. Aloysius campus

Special Arrangement

of Drona Parva, a chapter in Gadugina Bharatha written by Kumara Vyasa, to their collection. On Friday, March 3, SA Krishnaiah, Director of Studies, Oriental Archives Research Centre, Udipi, handed it over to Melwin J Pinto, Rector, St.

Aloysius College Institutions.

The splinter of the basement rock belonged to the outside area of the Pokhran-II nuclear test site, conducted in 1998. The palm leaf manuscripts of Drona Parva, which were already in pos-

session of Aloyseum, were given to Krishnaiah to develop a digital version. The digitised version consists of five volumes totalling 200 pages.

"The splinter of the basement rock of Pokhran was presented to me by Colonel late B Ramachandra Rao; it belongs here because St Aloysius College was his alma mater," Krishnaiah said. He also stressed the need to preserve Sritale (Talipot) trees whose leaves were used to write manuscripts since the inception of Indian civilisation but are being relentlessly felled due to some superstitions.

Documenting the mosaics of the past

Jesbin Sam Mathew

BENGALURU: The Chola dynasty has consistently elevated Indian culture throughout the world, said Kamini Dandapani, author of the book "Rajaraja Chola: King of Kings."

The Bangalore International Centre hosted an event named 'Chronicles of Ancient Glory' on March 3 and held a panel discussion.

The event portrayed the history of the Chola dynasty, its administrative prowess, including the production of fine Chola bronze, and all other facets of the Chola civilisation. Devi Yesodharan, the author of Empire, a fictional book about the Tamil ruler Rajendra Chola, was the event's mediator.

Speaking to The Beacon, Dandapani said, "Rajaraja Chola's outward display of his enormous temple economy was exceedingly brilliant; Brihadiswara Temple is an example of that."

She also stated that although the lives of women during the Chola era were not entirely liberating, there were certain strong women like Sembian Mahadevi who had a significant impact on many aspects of Chola society.

A voice for the voiceless

Jenett Jose

CAMPUS: Maltese-American comic book artist and journalist Joe Sacco aims to provide a voice for the marginalised and oppressed through his works. Sacco's focus is on exposing injustices faced by these individuals and telling their stories.

Sacco spoke about his approach to journalism and the role of comics in reporting during an online conversation with Dr Arul Mani on March 4, as a part of a series of interactions at "Blue Pencil - Our Festival of Writing and News Art". Sacco emphasised

his focus on giving a voice to those who are marginalised and oppressed and exposing the injustices they face.

His focus on reporting and getting the story right, even when it challenges one's preconceptions, is a valuable reminder of the significance of journalistic integrity. "I've always felt that journalism should be at its core and should be a very noble profession," he said.

Sacco emphasised the importance of objectivity and accuracy. It is essential to get the story right and report it fairly and unbiasedly. To better

understand the situation and the people involved, Sacco stressed the importance of being on the ground, observing and asking questions.

Comics can convey complex ideas and emotions, and Sacco believes it is a powerful medium for storytelling. He stated that comics can be used to tell stories that might not be possible through traditional journalism.

Sacco reiterated his commitment to journalistic integrity, and his belief in the power of art to convey both the visual and narrative aspects of a story.

Em'brace'ing the glory

Anuja Jose

Mohamed Salah became Liverpool's all-time top scorer in the English Premier League (EPL), beating Robbie Fowler's previous record.

On March 5, the Red Devils suffered a humiliating defeat of 7-0 against 12-time EPL winner Liverpool FC at the former's home stadium, Anfield.

Salah broke Fowler's record of 128 goals by scoring twice against United, bringing up his total goals to 129 in the EPL. Talking to Sky Sports, Salah said, "It's very special. I can't lie. It was

always in my head since I came here. I am going home with my family to have camomile tea and celebrate."

Salah added that they weren't in the position they wanted to be in but hoped that the win would give them the push they needed.

Liverpool's coach Jürgen Klopp spoke to Sky, "First half it got a bit wild. But we scored an incredible goal. The finish was pretty good. All top performances. It was perfect. Everybody has to feel us; everybody has to know we are still around. That's what we have to be from now on."