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# **ACADEMIC ACTIVITIES 2018-2019**

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**PG DEPARTMENT OF COMMUNICATION**



## **DEPARTMENT OF COMMUNICATION**

### **ACTIVITIES – 2018 – 2019**

*(Conferences, Seminars, Webinars, Workshops, Industrial Visits, Field Trips, Talks, Campaigns, etc.)*

- **Rukmini Lakshmiathy Endowment Lecture**

The PG department of Communication, Women's Christian College, organized the **Rumini Lakshmiathy Endowment Lecture 2019**. **Mr. Mukund Padmanabhan**, Editor, The Hindu, delivered the lecture titled 'The Newspaper in the Age of Social Media'. Principal Dr. Lilian I Jasper welcomed the gathering and Dr. D. Punitha, Head of Department of PG Communication introduced the speaker. 'We are no longer consumers, but are now the creators of information' said Mr Mukund. He also spoke about the integrated newsroom and various stages of its integration.





- **Seminar on ‘Women and Media’**

The PG Department of Communication, Women’s Christian College (WCC) in collaboration with the Department of Tamil, WCC organized a one-day seminar on ‘Women and Media’ on February 14, 2019. The students of the PG Department of Communication and the undergraduate students who have taken Tamil as their second language attended the seminar.



Although today's women have been contributing significantly as writers, editors and other media professionals, they still struggle for equality in media. Women who work in media play a powerful role in determining how media portrays women in our society. They also contribute towards making the content for media more realistic and multi-dimensional. This seminar brought to light the role of women in media and the struggles and opportunities in their journey.



The seminar began with the welcome address by Dr. Lilian I Jasper, Principal, Women's Christian College. Dr. D Punitha, Head, PG Department of Communication delivered the Seminar dynamics. This was followed by the lectures of the invited speakers.

Here's a brief summary of each speaker's address along with their profiles:

### **1. Dr. K. Bharathi, Author & Academician**



Dr. K. Bharathi highlighted about the various radical Tamil films of the past which have featured strong and bold women and have broken the stereotypes of the patriarchal society. Her lecture shed light on the struggles that filmmakers faced to break these stereotypes. In her opinion though the portrayal of women has been changing there is still the urging need to further break the gender roles. She emphasizes that this could only be possible if more number of enthusiastic and revolutionary women start viewing media as a career option.

## **2. Ms. Kavitha Muralidharan, Independent Journalist**



Ms. Kavitha Muralidharan spoke about the initial difficulties and the contemporary developments in the work lives of women political journalists. She said that media, especially the field of journalism, offers inspiring career options, which provide rewarding experiences. Her lecture included insights from her own experience working as a political journalist while covering the Sri Lankan crisis. She said that though there are fewer women journalist in comparison to men, their contributions to the society have been equally appreciable.

- **Workshop**

A workshop on '**Reporting for Television**' was conducted by Priyamvatha P, Deputy Editor, **India Today Television** and Alumna of the department on 27th February 2019. Students had hands on experience in reporting for television news.



- **Guest Lectures**

1. Ms Preethi S, VJ and RJ, alumni of the department (batch of 2016), delivered a guest lecture on **‘Tips on Video and Radio Anchoring’** to the students of MA Communication on 11th July 2018.



Ms Preethi S, RJ and DJ, delivering the lecture on **‘Tips on Video and Radio Anchoring’** to students of MA Communication

2. J. Kamalanathan, Retired Director, All India Radio delivered a lecture “Structure of All India Radio” on November 30th 2018 for the students of Ist and IInd M.A. Communication.



3. R. Jai Krishna, AGM – Public Policy and Public Affairs, TV18 Broadcast Ltd., New Delhi, interacted with the students of M.A. Communication and M.A. English on the topic "Building Careers in Media" on Friday, December 14, 2018.





- **Public Relations Campaign - ‘Stanya-Nurturing for a healthier tomorrow’**

The valedictory function of the public relations campaign titled ‘**Stanya-Nurturing for a healthier tomorrow**’ was held on 15<sup>th</sup> October 2018. The campaign created awareness about the importance of breastfeeding. Super singer 6 title winner Mr. Senthil Ganesh, his wife Mrs. Rajalakshmi and actor Ms. Sonia Bose were the guests of honour for the event and Dr. H Vanathi from Kanchi Kamakoti Child Trust Hospital addressed the audience and gave insights on the importance of breastfeeding.

The campaign was also conducted at Tara’s Home, a women’s hostel in College Road. The campaign was well received by the students of W.C.C.



Glimpses of the campaign at WCC