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ACADEMIC ACTIVITIES 2020-2021

DEPARTMENT OF VISUAL COMMUNICATION

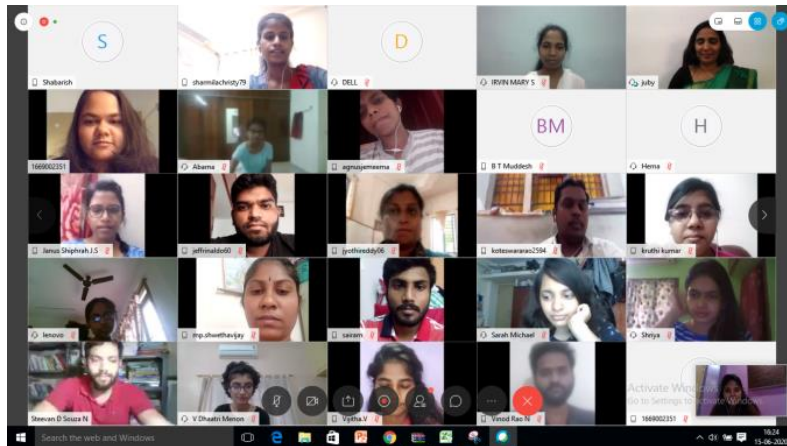
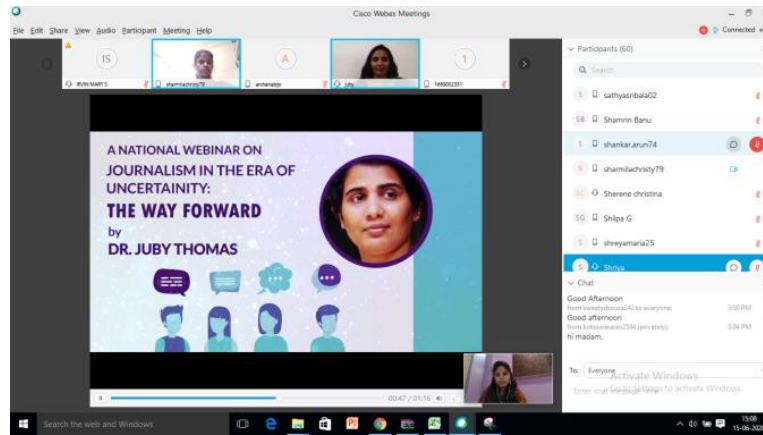


DEPARTMENT OF VISUAL COMMUNICATION

ACTIVITIES – 2020 – 2021

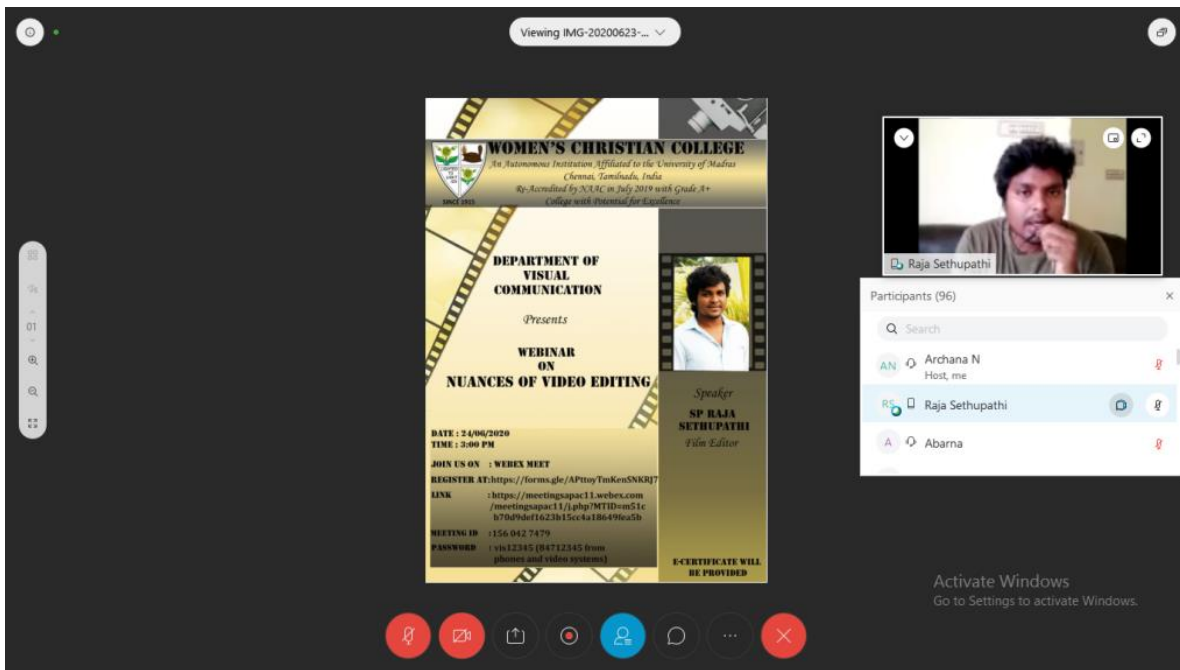
(Conferences, Seminars, Webinars, Workshops, Industrial Visits, Field Trips, Talks, Campaigns, etc.)

1. A national webinar on the topic **“Covid communication and consumption narratives: A discourse analysis”** was organized by the department on June 11, 2020, to explain the importance of audience psychology in media content creation and the impact of advertisements on society during the pandemic and to sensitize students on various socio-political and gender issues in communication. **Dr. Uma Vangal, a film professor, media scholar, and gender activist,** was the resource person. 160 students benefited from the seminar.
2. A national webinar on the topic **“Journalism in the Era of Uncertainty: The Way Forward”** was organized by the department on June 15, 2020. The objective of the webinar was twofold: Firstly, to illuminate students on the expansive opportunities within journalism and, secondly, to enlighten the public amidst the uncertainties of the times. The focus was on unraveling the inner workings of newsrooms, equipping individuals to discern and combat misinformation, particularly in the context of the pandemic's data, often unverified. This backdrop has posed significant challenges to journalists and researchers in their endeavor to furnish the public with precise and reliable information. **Dr. Juby Thomas, an Indian social scientist, columnist, and academician in the Department of Media Studies at Kristu Jayanti College, Bangalore,** was the resource person. 90 students benefited from the seminar.

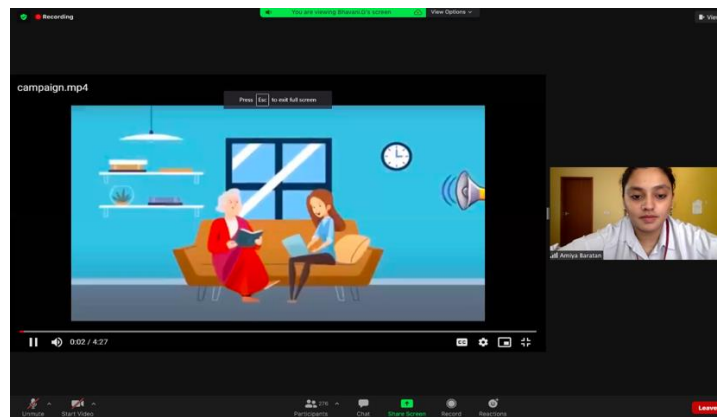


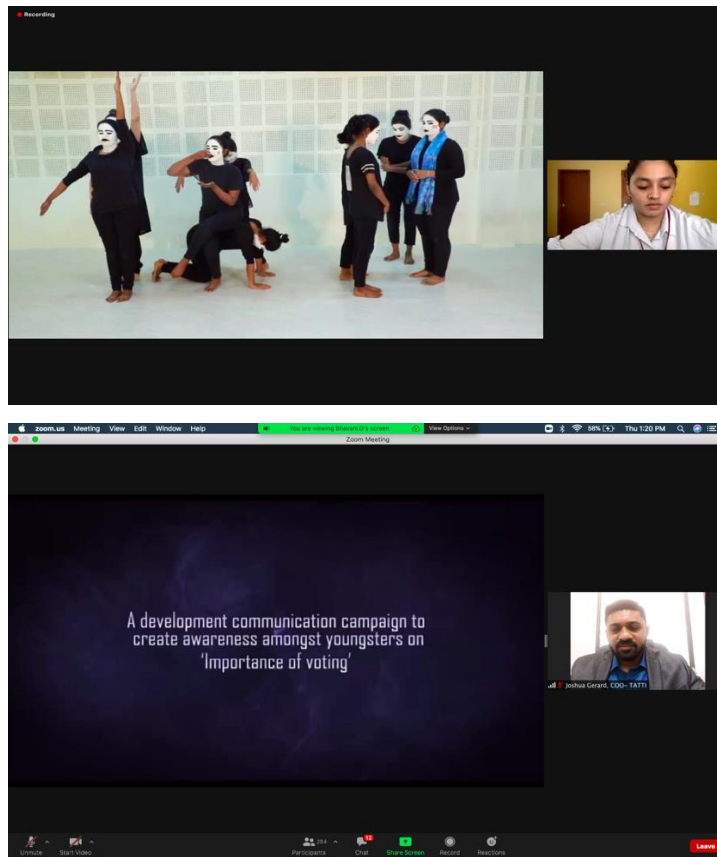
3. A national webinar on the topic **“Web Radio in the Era of Digitalization”** was organized by the department on June 19, 2020, to elaborate on the production of modern radio, the challenges faced by terrestrial radio from streaming platforms (web and mobile), and the technological and regulatory challenges faced by the digital audio entertainment sector. **Dr. Jai Sakthivel, Assistant Professor, Department of Journalism and Communication, University of Madras, Chennai**, was the resource person. 129 students benefited from the seminar.
4. A national webinar on the topic **“Nuances of Video Editing”** was organized by the department on June 24, 2020, to educate on the nuances of the different genres in video editing, reinstate the importance of narrative elements in stories, and discuss

the appropriate use of editing effects and transitions. **Mr. SP Raja Sethupathi, film editor**, was the resource person. 130 students benefited from the seminar.



5. A development communication campaign on the topic “**#Why Vote**” was organized by the department on March 11, 2021, to create awareness about voting for youngsters and how to be responsible citizens. The final-year students conducted this social media campaign to research and understand the new media, utilize the medium for the welfare of society, and educate the first-time voters on the importance of voting and why their vote matters for the Tamil Nadu election in 2021. **Mr. Joshua Gerard, founder and president of the NGO Chitra Foundation**, was the resource person. 205 students benefited from the seminar.





6. A one-day seminar on the topic **“Emerging Trends in Social Media: Novelty and Entrepreneurship”** was organized by the department on March 17, 2021, to familiarize students with new digital products and services and how to best utilize YouTube for their entrepreneurial ventures. The seminar helped the students understand what makes for a good strategy in highly uncertain business environments and offered them a complete overview of social media content creation. Through five sessions, various aspects of social media for entrepreneurial ventures were explored. The first session strengthened students’ understanding of the framework for a business plan and the scope for media students on YouTube. The second session elaborated on the need for channel branding and novelty to sustain. The third session enlightened students on social media ethics and the issue of plagiarism. The fourth session reflected on social media marketing strategies and revolved around concepts such as bidding and buying, social media ads, and measuring social ad performance on YouTube and other platforms. The final session explored various funding avenues available for women through government and non-government policies. 140 students benefited from the seminar.