

Women's
Christian
College

Since 1915

Lighted to Lighten



ACADEMIC ACTIVITIES

2022-2023

DEPARTMENT OF VISUAL COMMUNICATION

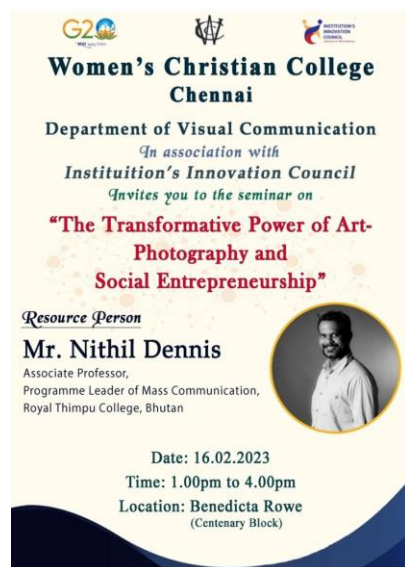


DEPARTMENT OF VISUAL COMMUNICATION

ACTIVITIES – 2022 – 2023

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

1. A seminar on the topic **“The Transformative Power of Art – Photography and Social Entrepreneurship”** was organized by the department on February 16, 2023, to give insightful knowledge of how photographic skills can be used for social entrepreneurship. **Mr. Nithil Dennis, Associate Professor, Programme Leader of Mass Communication, Royal Thimpu College, Bhutan**, was the resource person. 145 students benefited from the seminar.



The poster features logos for G20 India 2023, Women's Christian College Chennai, and the Department of Visual Communication. The text reads: 'Women's Christian College Chennai, Department of Visual Communication, In association with Institution's Innovation Council, Invites you to the seminar on "The Transformative Power of Art-Photography and Social Entrepreneurship"'. It identifies Mr. Nithil Dennis as the Resource Person, an Associate Professor and Programme Leader of Mass Communication at Royal Thimpu College, Bhutan. The seminar is scheduled for February 16, 2023, from 1:00pm to 4:00pm at the Centenary Block.



2. A seminar was conducted by the department in association with the Institution Innovation Council on the topic **“Innovative Entrepreneurship”** on February 20, 2023, from 12.30 p.m. to 1.30 p.m. The resource person for the seminar was **Ms. Sruthi Jayachandran, Founder and Creative Director of the Big Box Theory**. The session gave an innovative idea for starting a new business by identifying the needs of society. Around 90 students attended the seminar.



The poster features logos for G20, Women's Christian College, and Institution's Innovation Council at the top. The text reads: "Women's Christian College Chennai", "Department of Visual Communication", "In association with Institution's Innovation Council", "Invites you to the seminar on 'Innovative Entrepreneurship'", "Resource Person Sruthi Jayachandran", "Founder & Creative Director of The Big Box Theory, A bespoke gifting Venture.", "Date: 20.02.2023", "Time: 12.30 pm to 1.30 pm", "Location: VisCom Studio". A circular photo of Sruthi Jayachandran is on the right.

**Women's Christian College
Chennai**

Department of Visual Communication
*In association with
Institution's Innovation Council*
Invites you to the seminar on

**“Innovative
Entrepreneurship”**

Resource Person
Sruthi Jayachandran
Founder & Creative Director of The Big Box Theory,
A bespoke gifting Venture.

Date: 20.02.2023
Time: 12.30 pm to 1.30 pm
Location: VisCom Studio



3. A two-day international conference was conducted by the department in association with the PG Department of Communication and the Department of Tamil on the theme “**Narratives on Media Culture and Society**” on March 28 and 29, 2023. The conference started with a keynote address by **Prof. Arthur Asa Berger**, a renowned media scholar, who spoke on the topic of "Myth and Mirth." A special address was given by **Prof. Ujjwal Anu Chowdhury, Executive Director, International Online University, Dubai, and Strategic Adviser, Daffodil International University, Dhaka**, on the topic “Media Convergence and its Impact on Content.” A special address was given by **Prof. Mark Deuze, Professor of Media Studies, University of Amsterdam, Netherlands**, on the topic “The Glitch Uncanny and Dizziness of Freedom: Articulating Media Studies.” In addition to the lectures and panel discussions, more than 40 scholars from around the world presented their research papers at the conference, covering a wide range of topics related to media, culture, and society. The conference concluded with a valedictory address by **Prof. Graham Murdock**, who spoke about the need for efficient cooperation in the media and how technological advancements can lead us to a dystopian future if we do not use them responsibly.

