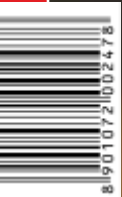


March 2018

NATIONAL MEDIA SEMINAR

Department of Media Studies, Thunchath Ezhuthachan Malayalam University



Media and
Cultural Diversities

Media Studies

The department of Media Studies offers Ph.D., MPhil and Master of Arts programme in Journalism and Mass Communication. So far three batches of M.A. Journalism and Mass Communication and two batch of MPhil has been produced. The course is designed in such a way that encompasses all the latest technological advances demanded by the industry. Theoretical classes are aided with the new communication technology abetted smart class rooms. The department has the State of the Art studio floor, editing suit and dubbing booth with all the latest equipment by which students are systematically trained and encouraged to make their own audio-visual and new media productions as part of the course.

The syllabus is designed in semester system adhering to the CBCS scheme that covers all aspects of journalism and mass communication enterprise. In the first and second semester print media and radio production are given prominence leading to the visual media, film and new media in its third semester and ending with a master thesis in its fourth semester. We also extend our services to Akshaya online radio project that is an initiative institutionalised with the Kerala government. Meritoriously selected students are also sent to Tubingen University in Germany as part of an exchange programme. Our University also have taken initiative to give financial and academic support for the students to participate in the reputed seminars, workshops including International Film Festival of Kerala, Biennale etc. Well experienced teaching and guiding faculty and technical staff involve in moulding a best careerist out of the students who are enrolled for the course.

Dr. R. Rajeev Mohan
Convener

Concept note

India the culturally vivid congregate has a total of twenty nine states and seven union territories to its geographical bound. Human livelihood differs on par with the nature of land that varies from plains, mountains, seaboard, dessert, hills and peak areas. Culture may be well defined as a form of belief system and social habits followed and ideally approved by a particular commune. Communicating the ideology of a commonly accepted social practice was made possible with the prominent medium prevailed then and now. By the dawn of a globally connected media network it brought a means of sharing the so called civilised or modern ways of lifestyle. Reflections of such media messages redefined the accrued cultural practices into a globally established social context. Global market equations and multinational corporate interests intervene to mould every media messages into a homogenous consumerist culture. Mass Media turns to be an industry overlooking the diverse cultural and social practices in total. This media reality needs to be scrupulously observed and vehemently discussed for a critical discourse. Considering a heterogeneous country like India the role of media is substantial. This seminar aims at elucidating the media performance from an academic point of view and its repercussions over the society at large. For making it possible a mix of proficient media educators from various parts of the country, adept media practitioners and researchers are invited for sharing their knowledge in latest themes of relevance.

Prof. Anil Vallathol
Vice Chancellor, Malayalam University

March 21

- Inaugural Session : 09.30 AM – 12.30 PM
 Welcome : Dr Rajeev Mohan R
 Assistant Professor, Department of Media Studies
- Presidential Address : Registrar in Charge
- Inauguration : **Prof G Ravindran**
 HOD, Department of Journalism and Communication,
 Madras University
- Keynote Address : **M S Sreekala**
 News Editor, Mathrubhumi News
Topic: Caste Equations of News Room
- Vote of Thanks : Pranav K
 (Chairman, Students Union Malayalam University)



Session II: 01:30 PM – 03:00 PM

Prof G Ravindran
*Topic : Material and Materialities of
 Communication and Culture*

Session III : 03:01 PM – 04:30 PM

Research Paper Presentations
Theme : New Media and New Culture
 Chairing : **Dr. SR Sanjeev**
 (Asst. Professor, Dept of Journalism, Mar Ivanious College)

Cultural Programmes (05:00 PM – 07:00 PM)

March 23

Session I: 09:30 AM – 11:00AM
Research Paper Presentations
Theme : Media and Representation
 Chairing : **Parvathi Chandran**
 (Asst. Professor, Dept of Journalism, St. Xavier's College)

Session II : 11:01 AM – 12:30 PM
Research Paper Presentations
Theme : Media - Agenda, Politics
 Chairing : **Dr. P.P. Shaju**
 (Associate. Professor, Dept of Journalism, Mary Matha College)

Session III: 01:30 PM – 04:30 PM

Valedictory Function
 Inauguration : **Prof. Anil Vallathol**
 Vice Chancellor, Malayalam University

Keynote Address : **Alakanandha R**
 Assistant News Editor, Asianet News
*Topic: Transition from News Anchor
 to News Presenter*



March 22

Session I: 09:30 AM – 11:00 PM
Nisha Purushothaman
 Chief News Producer, Manorama News
Topic: Reporting from Conflict Zone



Session II : 11:01 AM – 12:30 PM
Dr Sapna M S
 Asst.Professor, Dept. of Communication &
 Journalism, Mysore University
Topic : New Media and Politics



Session III : 01.30 PM – 03:00 PM
VP Rejeena
 Senior Sub Editor, Madhyamam Daily
*Topic : Malayali's Media world:
 Challenges and Opportunities*



Session IV: 03:01 PM – 04:30 PM
Research Paper Presentations
Theme : Caste and Religious Equations of Media
 Chairing : **Smitha EK**
 (Asst. Professor, Dept of Journalism, Tanur Govt. College)

Cultural Programmes (05:00 PM – 07:00 PM)

Students'
 Photo Essay

Environment
 Caste & Religion
 Socialisation
 Agenda
 Blog
 Follow
 Photo
 Breaking News
 Online
 Discourse
 Television
 Facebook
 Convergence
 Tweet
 Practice
 Network
 Technology
 Mass Media
 News Value
 News priority
 New Media
 Representation
 Social
 New Culture

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Anto P Cheerotha - 9562296726

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