

Report

The Media Club of Sree Narayana College in association with IQAC, The Post Graduate and Research Department of English and Department of Journalism and Mass Communication of SreeNarayanaCollege organized an international webinar on **Digital Journalism: The Future Ahead** on May 18,2021. Suchithra Pillai, Content Strategist at Google was the key note speaker.

Ms. Suchithra Pillai comes with over 15 years of experience in the field of journalism that spans around a wide range of business verticals. Started off as a newspaper reporter, working for leading media houses in India including The Hindu, Times of India, The New Indian Express and Dainik Jagran. She later ventured into new horizons exploring Magazine Journalism and SEO writing. After moving to the United States, she continued her journey exploring and writing about people, issues and community stories for many leading media publications in America. Her latest stint as Content Strategist with Google involves creating content and a distinctive personality for the artificial intelligence bot - Google Assistant. She also founded a video storytelling platform - 'Tell-A-Story' that creates video stories on intriguing topics and appears as a regular 'interactive news column' in many leading publications in the United States.

Ms. Radhika B, Co-ordinator-Media Club & Head, Dept. of English and Journalism and Mass Communication, Sree Narayana College, Kollam welcomed the gathering. Dr. R. Sunil Kumar, Principal, Sree Narayana College, Kollam inaugurated and delivered the presidential address.

Ms. Suchithra Pillai discussed the role of a content strategist in establishing and executing strategies to guide content activities and decisions that meet business and user needs. She also talked about the emerging field of artificial intelligence and also about the immense job opportunities of content strategists. It was a highly interactive session and students benefitted a lot. She also enumerated her growth from being a post graduate in English to a journalist and then to a content strategist at Google. Her speech was very informative and inspirational. Great avenues await those who have a mind to learn was her motto.

Ms. Chinnu Chandran, Asst Professor of English, Sree Narayana College, Kollam delivered the vote of thanks.



SREE NARAYANA COLLEGE, KOLLAM

Affiliated to University of Kerala
NAAC Re- Accredited with A grade

MEDIA CLUB S.N.C

in association with

Dept. of English, Journalism and Mass Communication

Organize

INTERNATIONAL WEBINAR

on

Digital Journalism : The Future Ahead

Time
12 PM



Mrs SUCHITHRA PILLAI
Content Strategist, Google.

Date
**18
june
2021**

Join us on Zoom meeting



Link : <https://zoom.us/j/96811748380>