

## **Report of the Webinar**

**Medium Message and the Mayhem: The Changing Audience Culture**

**16 May 2021, 10 A.M.**

**Convenor: Ms. Indu R. (Assistant Professor of English)**

**Co-ordinators: Mr. Arun Ravi (Assistant Professor of English)**

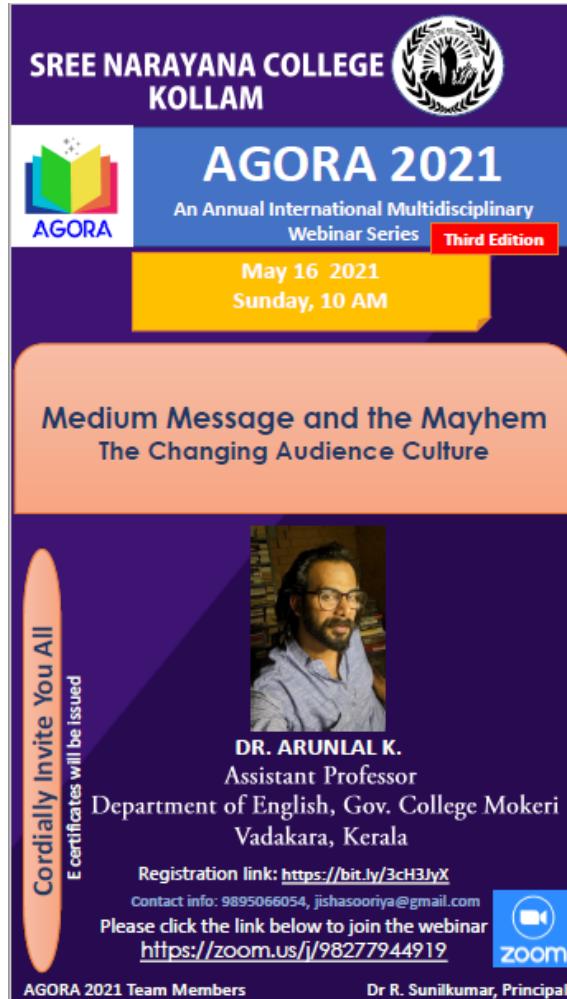
**Dr Anjana Thampi (Assistant Professor of English)**

A webinar on the topic **Medium Message and the Mayhem: The Changing Audience**

**Culture** was organised by the Department of Journalism and Mass Communication on 16 may 2021 at 10 A.M. through zoom platform as part of the AGORA seminar series 2021 of the college. The session began in a formal way with Ms. Radhika B., Head, Department of English and Journalism delivering the welcome address and introducing the resource person Dr Arunlal K., Assistant Professor of English, Government College, Mokeri. The Principal of the college Dr R. Sunilkumar delivered the presidential address which was an eye opener to the ensuing keynote speech. Dr Arunlal began his keynote address stressing the dilemma and the resultant confusion in the state of existence of people where the real has become virtual and the virtual has become the real. In the context of the covid pandemic he highlighted how cultural transactions which were possible in the real world has become staled and paved way for the negotiation of boundaries limiting our mobility. Citing Marshall McLuhan and drawing on the post-truth era, his whole lecture centered on the collusion and convergence that has become typical and the hallmark of media where we expect everyone to comment on everything. This change in audience culture has brought in a drastic transformation in the epistemic validation of knowledge in which we all feel that we are in an echo chamber. The session winded up in a formal way by Ms. Geetu R. Prasad, Assistant Professor of English proposing the vote of

thanks. As many as 180 people which include academicians and students from other institutions participated in the webinar.

Due to time constrictions the paper presentation session was scheduled on 20 may 2021 at 2.00 P.M. Altogether there were twelve paper presentations and the session was chaired by Ms. Anaswara R. Krishnan. The convenor of the webinar Ms. Indu R., Assistant Professor of English welcomed the chair and students. The paper presentation by students was followed by discussions and deliberations which further opened the nuances of the topic. The session concluded in a formal way by Dr Anjana Thampi, Assistant Professor of English proposing the vote of thanks.



  
Principal  
Sree Narayana College  
Kollam

