

Sree Narayana College, Kollam.

Media Club

2019-2020

The Media Club of Sree Narayana College, Kollam aims at providing encouragement and technical knowhow on the various mass communication media. It also gives an opportunity to the students to be creative in media and to enhance their creative skills. It enables students to develop an understanding of the effects of mass media on themselves as individuals and also upon society and to build up skills to deconstruct media messages by making them understand the constructed nature of media.

The Co-ordinator of the Media Club is Mrs. Radhika B., Assistant Professor of English and the members include Dr. Jayan S., Assistant Professor of Malayalam, Dr. Smitha Prakash, Assistant Professor of Malayalam, Dr. Dayana Sajjanan, Assistant Professor of Commerce, Smt. Chinnu Chandran, Assistant Professor of English, Dr. Nikhil Chandra, Assistant Professor of Chemistry, Smt. Praseeja P.J., Assistant Professor of Commerce, Smt. Preetha V.K., Assistant Professor of Malayalam and Dr. Bera R. Uday, Assistant Professor of Sanskrit.

The Media Club of Sree Narayana College, Kollam, organized several programmes. A one day workshop on "Film Making" was conducted on 18th December 2019 in association with the Department of Journalism and Mass Communication. Film director Mr. D. Ajayaghosh was the chief guest and he enumerated on the components of film making and also the various steps involved in the process of making a film. He discussed the planning and care that is needed in film making and elaborated on the pre-production, production and post-production activities.

The aim of the seminar was to make the students familiarize with the discrete stages including an initial story, idea, screenwriting, working out the shooting location, casting, shooting, sound recording, editing, and screening the finished product and distribution.

An online cloud platform in telegram was formed to share critically acclaimed world movies to the students. The aim was to foster global awareness of life and culture to the students, as visual clips provide a greater understanding of the time and era and also of the locale in which the story is set.

Discussions and review of movies were organized, in association with the Department of Mass Communication and Journalism, as it plays an important part in understanding the films better. Different aspects of a film like the effectiveness of the storyline and dialogue, the importance of background, the role played by photography, costume, the use of darkness and light, performance of actors, the importance of editing, were discussed. Students were also made aware of how to interpret and analyse movies objectively.

These activities helped the student community to widen their knowledge about films, film making, film appreciation and also the various elements and techniques involved in the media. The activities also helped the students to become aware of various career opportunities in mass media and also the significance and impact of conveying messages through media.





