

## **Sree Narayana College, Kollam.**

### **Media Club**

**2020-2021**

The Media Club of Sree Narayana College, Kollam provides students with the opportunity to express their ideas and talent through media, communication and journalism. The main purpose of the Media Club is to provide an opportunity to the students to be creative in media. Using media, they will collaborate together while getting hands-on experience. It also 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 Smt. Chinnu Chandran, Assistant Professor of English, Dr.Smitha Prakash, Assistant Professor of Malayalam, Smt.Preseeja P.J., Assistant Professor of Commerce, and Dr.Bera R.Uday, Assistant Professor of Sanskrit.

The Media Club of Sree Narayana College, Kollam, organized several programmes during the academic year 2020-2021. A webinar on “Polyphony of Folk Songs” was conducted on 03<sup>th</sup> August 2020 in association with the Department of Journalism and Mass Communication and IQAC. Mr. Rahul Gandhi , Folklore Researcher, Director of Thudi Folklore and recipient of Kerala Government’s Young Talent Award was the chief guest and he enumerated on the different types of folk songs and how it reflects the culture of different communities in Kerala. The session was a very interactive one and with examples he discussed about the origin of some folksongs and how it is related to the life of the people and how important are folksongs in determining and understanding the life, culture and social practices of people. He also talked about the connection between folksongs and Malayalam language.

The aim of the seminar was to make the students aware of the importance of folklore as an art form and how it reflects the beliefs, hopes , aspirations , rituals, tradition and culture of the people from whom it originated and how important are

folksongs, which has become so popular in the twenty first century, from the anthropological, historical, literary and artistic perspective .

An online cloud platform in telegram which was formed in 2019 to share critically acclaimed world movies, documentaries and also photographs and other media that should not be left ignored, continued to share acclaimed movies and documentaries. 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. These movies, documentaries and photographs were also aimed at sensitizing students to environmental, gender and refugee issues.

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.

An online photography contest was conducted on the topic “Life in Pandemic Times.” Out of the several entries received three were selected and the students were given certificates of appreciation. It was aimed at encouraging students to observe their world even when the world was locked down due to the pandemic and the photographs reflected the dull monotony of lockdown days.

An RJ hunt was also conducted in order to enhance and encourage communicative and interactive skills among the students. Students were encouraged to send a one minute audio clip on any topic showcasing the power of their voice and they could use either Malayalam or English. The aim was to find talented students and to make them industry ready.

These activities helped the student community to widen their knowledge about folklore, films, documentaries, photography, film appreciation, the dos and don'ts of being a RJ 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.



## 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 Journalism and Mass Communication

&

I.Q.A.C

Organize

## WEBINAR

on

## 'Polyphony of Folk Songs'

Time  
**3 PM**



Date  
**03  
Aug  
2020**

### Rahul Gandhi

Folklore Researcher

Director of Thudi Folklore

Recipient of Kerala Government's Young Talent Award

Co-ordinator : Radhika.B, Asst. Professor of English, S.N.C

Contact : 9633000715

media.snckollam@gmail.com

Please register via Google Form Link Below





## SREE NARAYANA COLLEGE KOLLAM

Affiliated to University of Kerala  
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### MEDIA CLUB SNC

In association with

Department of Journalism & Mass Communication

## Online Photography Contest

TOPIC : ' Life in Pandemic times'

Last Date of Submission – 02.09.2020

e-Certificates will be Provided for all qualified entries.  
Certificate of Merit will be Provided for Winners

Email [media.snckollam@gmail.com](mailto:media.snckollam@gmail.com)

#### Rules and Regulations

- Mobile Phone Camera Photographs are Allowed
- The contests are open for online submissions only, through the Google form link provided below
- Submissions will not be accepted once the deadline lapses
- Images should be no larger than 10 MB. Photos must be in JPEG format.
- Only one entry per person.
- You are required to provide a unique title & description for each image submitted.
- All submitted photos must be original, there must be no border(s), logo(s), copyright marks, identifying marks, or any other visible references and/or marks on the image
- Basic editing, including colour correction & enhancement, and cropping of the Photo is acceptable, provided any such editing does not affect the authenticity and/or genuineness of the Photo.





Sree Narayana College, Kollam

Atal A band Institution  
NAAC Re-accredited with A Grade

Media Club, SNC  
in association with  
Dept. of Journalism & Mass Communication.

Present

Last date - 21 March 2021

One entry per Participant

RJ  
hunt



Contest Guidelines.

Contest is open for online submissions only.

English and Malayalam languages can be used.

The RJ should first introduce Radio SNC and then introduce themselves.

Topics related to religion and politics are prohibited.

Style of communication must be casual and interactive.

Mail a one minute audio clip on any topic showcasing the power of your voice to [journalism.snc@gmail.com](mailto:journalism.snc@gmail.com).

Contest is for SNC, Kollam students only.