

Sree Narayana College, Kollam.

Media Club

2021-2022

The Media Club of Sree Narayana College, Kollam aims at fostering a media culture and aptitude for this sector among the students. It 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. 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 2021-2022.

Photography Contest :Nature and Life

The Media Club of Sree Narayana College, Kollam in association with IQAC, the Post Graduate and Research Department of English and Department of Journalism and Mass Communication of Sree Narayana College organized an online photography contest on the topic "Nature and Life" as part of World Environment Day. 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 around them and to sensitize them to environmental issues like pollution, global warming, impact of climate change, etc. and to make them realize the need for sustainable development. The contest was open only to students of our college.

SREE NARAYANA COLLEGE KOLLAM

Department of mass communication & Journalism
in association with Media Club
Presents



PHOTOGRAPHY CONTEST

THEME : NATURE AND LIFE

Deadline : 5PM- 05 June 2021

One entry per person

Mobile phone camera photographs are allowed

e-certificates will be issued for selected photographs

Submit your photographs to journalism.snc@gmail.com

Contest is open only for Students of Sree Narayana College

Reimagine. Recreate. Restore. Together

WORLD ENVIRONMENT DAY

JUNE 5 2021





International Webinar

Digital Journalism: The Future Ahead

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
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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



Date
**18
june
2021**

Mrs SUCHITHRA PILLAI
Content Strategist, Google.

Join us on Zoom meeting



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

www.Docku.com

Public Relations Council of India- The Chapter Inauguration

The Media Club of Sree Narayana College, Kollam in association with the Department of English and Mass Communication & Journalism had tied up with the Public Relations Council of India, (PRCI) and started its new chapter of Young Communicators Club (YCC) at Sree Narayana College, Kollam on 24.08.2021.

Public Relations Council of India (PRCI) is a pan-India Communication Exchange forum with its presence in 38 Indian cities and towns. This premier network connects PR, Media, Commercial and Public Service Advertising, Marcom, Academia in Communication and students. PRCI provides Industry professionals an opportunity to serve their community by encouraging high ethical standards in their respective areas of work and is the first forum to offer accreditation to professionals in the stream.

YCC aims to effectively and regularly communicate with purpose and responsibility towards a better society and bring in accountability in leadership, while helping each other becoming good citizens of the country. To bridge the gap between the academics, corporate and society that helps all becoming corporate ready and knowledgeable & responsible professionals and alert & considerate citizens.

The Chapter Inauguration Function was held on 24.08.2021, 10 AM by

Bipatsu Kumar Sahu, Director Governing Council, PRCI and World Communication Order. Dr. R Sunilkumar, Principal, S.N.College,Kollam, presided over the function. Dr M B Jayaram, Chairman Emeritus PRCI, Dr T Vinaykumar, National President PRCI, Sri US Kutty, National Secretary General, Smt Chinamayee Praveen (National Head) and Sri Ram C Menon (State Coordinator) were present in the function along with Smt. Radhika B (Head, Dept of English and Journalism, S.N.C.& Co-ordinator -Media Club) and Vaishnav V S (Faculty Cordinator, SNC) .Ms.Radhika B and Vaishnav V S felicitated the function.

Five Students from the Department of English and Journalism and Mass Communication were selected as the office bearers of Kollam, Sree Narayana College Chapter.

Femina Thomas (III Year BA JMC – President)

Abhishek Krishnan (II Year BA JMC – Secretary)

Sarath Babu (III Year BA JMC - Vice President)
Haseeb Roshan (II Year BA JMC – Joint Secretary)

Anjana S (III Year BA JMC – Treasurer)

The students took oath on the online meeting. The program had an audience of more than 200 students from all over the college.

Link of the Programme: <https://drive.google.com/file/d/1cNsi-7l1BPRMXdTslIFeahs6YdMzN2f/view?usp=sharing>

SREE NARAYANA COLLEGE, KOLLAM
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in association with
Department of English and Journalism & Mass Communication &
IQAC and Media Club, SNC
PUBLIC RELATIONS COUNCIL OF INDIA
INAGURATION
of
YOUNG COMMUNICATORS CLUB (YCC)
Sree Narayana College Chapter, Kollam

Dr. R Sunilkumar
Principal
Sree Narayana College
Kollam

Sri M B Jayaram
Chairman Emeritus &
Chief Mentor, PRCI

Guest of Honour
Bibhatsu Kumar Sahu, MCIPR
Director Governing Council
PRCI & World Communication Council

Dr.T.Vinay Kumar
National President,
PRCI

U.S. Kutty
National Secretary General
PRCI

Chinmaye Praveen
National Head,
PRCI YCC

Ram C Menon
Director
PRCI YCC kerala

Radhika. B
HoD
English & Journalism

Vaishnav V S
Faculty Coordinator

Femina Thomas
President,
YCC Chapter SNC

Date : 24.08.2021
Time : 10.30 AM

Google Meet
ALL ARE INVITED

Young Communicators Club
PRCI
youth for change communication

Webinar on Evolution and Future of Journalism

The Media Club of Sree Narayana College, Kollam in association with IQAC, the Post Graduate and Research Department of English and Department of Journalism and Mass Communication & PRCI-YCC Sree Narayana College, Kollam Chapter organized a webinar on Evolution and Future of Journalism on 25 September 2021.

Manoj K Das, Managing Editor Asianet News Network, was the invited spokesman for the Lecture. Principal, Dr R Sunil Kumar presided over the function . Ms. Radhika B,(HoD, Dept of English and JMC & Co-ordinator -Media Club) welcomed the gathering. Mr. Vaishnav V S(Faculty Cordinator) and Mr Sabarinath Bahuleyan(Faculty JMC) felicitated the function. Ms Sivamol S (Faculty JMC) gave the vote of thanks.

The webinar aimed to open new insights for the Undergraduate Students of Sree Narayana College, Kollam particularly from Journalism and literature streams.It gave them an opportunity to interact and listen to Sri Manoj K Das who has over thirty years plus media expertise in Journalism and Media Management.

Students were able to clear their doubts about the real-world media practices that they learn from their syllabus and understand its challenges and realities in the field. The lecture gave immense sights and possibilities and ideas for the students about the future of Journalism and current trends and practices of journalism.

The interaction session lasted more than 30 minutes with more than 15 curious students interacted with the speaker and the attendance of the online meeting was 145.

Link to the Programme:
<https://drive.google.com/file/d/16WE6FB6k8ET4p0wpGDq58Z6G7fIHCKlz/view?usp=sharing>



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Department of English & Journalism and Mass Communication
PRCI - YCC Sree Narayana College Kollam Chapter & IQAC
in association with Media Club, SNC

Webinar on

EVOLUTION & FUTURE OF JOURNALISM



Resource Person

Sri. Manoj K Das

Managing Editor, Asianet News Network

Date
25

Time
5 PM

September 2021



Dr. R Sunilkumar

Principal

Sree Narayana College
Kollam



Dr. T Vinay Kumar

National President


Public Relations Council
of India

 Google Meet

ALL ARE INVITED


Gandhian Film Fest

The Media Club of Sree Narayana College, Kollam in association with IQAC, the Post Graduate and Research Department of English and Department of Journalism and Mass Communication of Sree Narayana College organized a film fest on October 2, 2021. The programme “Gandhian Film Fest” was conducted as part of Gandhi Jayanti in order to propagate the life and teachings of Mahatma Gandhi to the students. The films Gandhi (1982), Hey Ram (2000), The Making of the Mahatma (1996) and the documentary Mahatma Gandhi-Dying for Freedom were screened through telegram. The students enjoyed the films and it was a new, unique and refreshing experience for them. Using films as an instructional methodology enhances the teaching learning experience. The films and the documentary helped the students to understand the life, teachings and ideologies of Gandhiji as well as the freedom struggle. The aim of the film fest 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 was set.



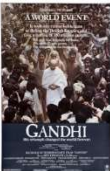
SREE NARAYANA COLLEGE, KOLLAM
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Department of English & Journalism and Mass Communication
in Association with Media Club SNC & IQAC




Coordinator
Ms. Radhika B
Coordinator, Media Club
HoD Dept of English & JMC

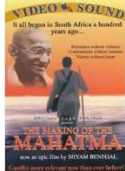
Gandhi (1982)




Hey Ram (2000)



The Making of the Mahatma (1996)



Mahatma Gandhi - Dying for freedom
DW Documentary



FILM SCREENINGS ON TELEGRAM CHANNEL [DJMC SNC MEDIA CLOUD](https://t.me/JMCSNC)
LINK : t.me/JMCSNC

National Webinar
on
Opportunities in Public Relations and Corporate Communications

The Media Club of Sree Narayana College, Kollam in association with IQAC, the Post Graduate and Research Department of English and Department of Journalism and Mass Communication & PRCI-YCC Sree Narayana College, Kollam Chapter organized a national webinar on Topic Opportunities in Public Relations and Corporate Communications on 27 November 2021.

Industry leading Pioneers of PR and CC, Ms Nisha Khetan and Ms Saleela Kappan (Founders, RED Communications) were the resource persons for the function. Principal, Dr R Sunil Kumar presided over the function along with Ms. Radhika B,(HoD, Dept of English and JMC), Mr. Vaishnav V S(Faculty Cordinator) , Mr Sabarinath Bahuleyan, Ms Sivamol S (Faculty JMC) .

The programme was purely career oriented which introduced and explained about the real industry scenario behind public relations and corporate communications. The emerging trends and industry standards of corporate communications were introduced to the undergraduate students through the webinar. The need of public relations on the corporate sectors, the nature of jobs and scopes were also discussed with the students. Students were also able to know about the processes of corporate communication through the Audio-Visual PowerPoint presentation lecture by the eminent subject experts.

The interactive session lasted for more than 30 minutes and more than 17 curious students interacted with the speaker. The attendance of the online meeting was 159.

Link to the Program: https://drive.google.com/file/d/1FwmV_zx-TsgJpUq2R_QaUtb4K8IzfnFV/view?usp=sharing



SREE NARAYANA COLLEGE, KOLLAM

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Department of English & Journalism and Mass Communication
PRCI - YCC Sree Narayana College Kollam Chapter & IQAC
in association with Media Club, SNC

National Webinar on **Opportunities in PR & Corporate Communications**



Resource Persons

Ms. Nisha Khetan
Partner, Cubic Communications

&

Ms. Saleela Kappan
Founder, RED Communication

Date **Time**
27 **10.30 AM**
November 2021

 **Google Meet**
ALL ARE INVITED

Elocution Competition- National Youth Day

The Media Club of Sree Narayana College, Kollam in association with the Post Graduate and Research Department of English and Department of Journalism and Mass Communication & NSS unit of Sree Narayana College, Kollam and Kerala Youth Welfare Board organized an elocution competition on January 12th as part of National Youth Day . The topic of the competition was ‘Relevance of Swami Vivekananda’s Visions in the Present Scenario.’ Several students participated in the competition. Anand Vijayan from the Mathematics department grabbed the first prize and Al Shifana Nazreen from the department of English got the second prize. Trophies and certificates were distributed to the winners.







കേരള സംസ്ഥാന
 യുവജന ക്ഷേമ ബോർഡ്
 ജില്ലാ യുവജന കേന്ദ്രം, കൊല്ലം



ജനുവരി 12

ദേശീയ യുവജന ദിനം



പ്രസംഗമത്സരം

വിഷയം : വിവേകാനന്ദ ദർശനങ്ങളുടെ
 സമകാലിക പ്രസക്തി

2022 January 11, 10.30am
 G2 Seminar Hall , SN College, Kollam

സഹകരണം

NSS UNIT 27 A,B &
 Department of English and Journalism &
 Mass Communication And Media Club
 SREEE NARAYANA COLLEGE,KOLLAM

Career Guidance Programme
in
Animation, VEX, Multimedia & Gaming

The Media Club of Sree Narayana College, Kollam in association with the Post Graduate and Research Department of English and Department of Journalism and Mass Communication of Sree Narayana College and Maya Academy of Advanced Cinematics (MAAC) organized a career guidance programme in animation, VEX, multimedia & gaming to the final year under graduate students of English and Journalism and Mass Communication on March 3,2022.

Visal Devdas conducted the session and he talked about the job opportunities of animation and multimedia. He urged the students to give their thoughts a digital edge. The session informed the students about the different job options available to them after completing graduation.

Ms.Radhika B ,Co-ordinator-Media Club& Head, Dept.of English and Journalism and Mass Communication, Sree Narayana College,Kollam welcomed the gathering. Mr.Vaishnav V.S, Asst Professor on contract,Dept.of Journalism & Mass Communication,Sree Narayana College ,Kollam delivered the vote of thanks.



SREE NARAYANA COLLEGE, KOLLAM
ATAL 'A' BAND INSTITUTION 2020
Affiliated to the University of Kerala
(Reaccredited by NAAC with 'A' Grade)

Career Guidance Program
in
Animation, VEX, Multimedia & Gaming

Offered by
**Department of English and Journalism & Mass Communication
& Media Club, SNC**

in Association with
MAYA ACADEMY OF ADVANCED CINEMATICS (MAAC)

Date : 3 March 2022 Time : 1.30 PM Venue : Room No.F25

ALL ARE INVITED







An online cloud platform in telegram which was formed to share critically acclaimed world movies to the students continued to share movies of international and national acclaim.. 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.