



DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(Autonomous)

Re-Accredited by NAAC with A++ Grade in 3rd Cycle
College with Potential for Excellence, Linguistic Minority Institution
Affiliated to University of Madras, Arumbakkam, Chennai – 600 106



PG DEPARTMENT OF JOURNALISM AND COMMUNICATION

The PG Department of Journalism and Communication its inception in the year 2015 with 6 students; through the years the department has grown to more than 150 students now.

The Department works with an underlying vision to impart holistic education and mold undergraduates as confident and ethical journalism professionals and also instill the foundation of academic research and ignite social awareness and responsibility.

The Mission of the department includes: Educating to critically analyze social, cultural, economic, and geo-political scenarios of the contemporary era. Develop skills to appreciate and analyze media text. Cultivate conscience to function in accordance with media laws and ethics. Inculcate knowledge and expertise to develop media content. Grooming students to perform in a state-of-art media environment.

More than 20 events were conducted for the Academic year 2023-24; the prominent among them are:

JMC News Bulletin 100TH Episode Celebration 24th July, 2023

- JMC is the first news production in our campus that is wholly run by the student community. Pre-production, Production and post-production are all managed exclusively by the students of Journalism department. It was Launched on Feb 9th 2023 and now celebrating 100th episode on 24th July 2023.
- Our news production is done in two languages that is both in English and Tamil. Every Monday or Saturday, a special episode titled Feature news is being broadcast. A team of around 10 members worked behind this success

and each one took up a different role such as director, news reader, script writer, editor and so on



JMC 100th Episode Celebration at AV Room

Program on Podcasting and Postcrossing - Dr. T. Jaisakthivel, 17TH August 2023

The main objective of the session is to learn the emergence, importance and growth of podcasting as a medium of creative communication. In the context of Podcasting, students were introduced to a new communication element called "Postcrossing", wherein postcrossers worldwide communicate through custom-designed postcards establishing connections.

Dr. T. Jaisakthivel is an Assistant Professor in the Department of Journalism and Communication, University of Madras. He is also an expert in Radio Broadcasting technologies, Podcaster, International Radio production, Philatelist and also a Postcrosser. Dr. Jaisakthivel addressed the students of the PG Department of Journalism & Communication about the special skills to be developed for establishing a career in the media industry.



Dr. T. Jaisakthivel -Program on Podcasting and Postcrossing

**“Scoreshot”- First International Sports Photography Competition and Exhibition,
21st and 22nd September 2023**

- The PG Department of Journalism & Communication and the **Sports Development Authority of Tamil Nadu (SDAT)** worked in collaboration to embrace the spirit of Sportsmanship as per UGC Guidelines by inaugurating the two-day sports photography exhibition with the predominant objective of glorifying the work of Sports Journalists nationwide.
- **Mr. Meganatha Reddy, IAS, Member Secretary, SDAT** inaugurated the expo and addressed the students on maintaining their psychological capacity. He motivated the students on how to build and portray them with confidence. He encouraged the students to take up a field of expertise by sharing his own experience..
- The Expo not only showcased talents of sports journalists worldwide, it also had an expo of Vintage Cameras from Dr. Arun’s Photography Museum, ECR, Chennai. This initiative helped students to view the vintage cameras and to know more about the same.



“Scoreshot”- First International Sports Photography Competition and Exhibition

Launch of Street Photography Club- “Nermuganilai”, 22nd September 2023

- The Department of Journalism and Communication of Dwaraka Doss Goverdhan Doss Vaishnav College Launched the Street Photography Club “Nermuganilai” by the resource person Mr. Naveenraj Gowthaman on 22.09.2023. The session commenced with an introduction to the various style of street photography, accompanied by an explanation of photography techniques. Following this, a walking guest, V. Sathish Senior Photographer, Vikatan attended the event. He came and shared his experience of being a Sports Photographer and he shared his moments with M.S.Dhoni.

Outcome of the Programme:

- ✓ Understanding the street photography language.
- ✓ Produce photographs under different composition.
- ✓ Developed a heightened interest in the field of street photography.



Mr. Naveenraj Gowthaman Launching "Nermuganilai" Street Photography Club

Positive Journalism in Digital Age by Dr. C. Velayutham, 13th October, 2023

- The Department of Journalism and Communication of Dwaraka Doss Goverdhan Doss Vaishnav College conducted a Seminar on **Positive Journalism in Digital Age** on 13.10.2023 from 03.00 pm to 04.30 am at **AV Room, Ganga Block, Orientation by Dr. C. Velayutham**, Assistant Professor (Selection Grade), Department of Media Science, Anna University, Guindy, Chennai. The session started with story-telling, which opened the way to discuss moral values and perspective differences among students. Following that, he moved on to the relevance of positive journalism and the suitable examples in the new digital era. At the end of the session, the resource person explained how to publish and expanded the possibilities of publishing positive journalistic content in the current scenario.



Dr. C. Velayutham interacting with students

Environmental Protection and climate change awareness – Ms. S. Padma Priya, 1st Feb, 2024 and 2nd Feb 2024

- The PG Department of Journalism and Communication of Dwaraka Doss Goverdhan Doss Vaishnav College in collaboration with the Institution's Innovation Council conducted a Capacity Development Program on "Environmental Protection and Climate Change awareness" by Ms. Padma Priya, State Deputy Secretary in DMK – IT Wing & Founder & Managing trustee of Vidhai Vidhaipom as a part of their UG Courses on Environmental Sciences and Environmental Journalism. It happened as a 2-day event with a seminar presentation of Day 1 and the Field Work on Day 2.

The Session commenced with an introduction focussing on the need for preserving the nature and the surroundings to have a sustainable and healthy future. The speaker explained various personalities who has put in little efforts to preserve their surroundings with clear explanations. Followed by which the speaker gave a understanding on varied trees and plants in our surroundings and also gave the suggestive measures of preserving the same for the better and healthy future.

The location chosen for the field work was Govt. Boys High School, Mogappair. The students of the PG department of Journalism & Communication had a exposure to the planting process behind the construction of Miyawaki forest.

They prepared soil, they planted saplings in grow bags and indeed set up the already grown saplings in places as instructed by the in-charge of the forest.



Ms. S. Padma Priya interacting with students at AV Room



Our Students after filed work at Govt. Boys High School, Mogappair



Ms. S. Padma Priya discusses Miyawaki forest planting techniques with students

TechClave 2024 – First International Conference & Conclave, 16th February 2024

- The PG Department of Journalism and Communication of Dwaraka Doss Goverdhan Doss Vaishnav College, Arumbakkam, Chennai organised the First International Conference TechClave 2024 with the underlying theme of Journalism and Media in Digital Scenario.
- The inaugural session of the conference had the presence of our esteemed Principal along with the Guest of Honor, Mr. Rangaraj Pandey, Journalist, Pandey School of Journalism and the Conference Chair Dr. Velayutham, Asst Prof, Dept of Media Studies, Anna University.
- Followed by the Inauguration, there was a Panel Discussion entitled, Debunking Fake News in the Digital Scenario with Dr. Arulchelvan Sriram, Associate Professor, Dept of Media Sciences, Anna University as the Panel Moderator. The Panelists of the session included, Mr. Sam Daniel, Bureau Chief, NDTV; Ms. Induja, Editor, YourStory; Ms. Sugitha Sarangaraj, News7.



Mr. Rangaraj Pandey receives honors at D.G. Vaishnav College



Panel Discussion on Debunking Fake News in the Digital Scenario