

IRIS

Department of Communication Media Magazine



AUXILIUM COLLEGE (AUTONOMOUS)

ACCREDITED BY NAAC WITH A+ GRADE WITH A CGPA OF 3.55 OUT OF 4 IN THE 3RD CYCLE
GANDHI NAGAR, VELLORE - 632 006, TAMIL NADU, INDIA.

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EDITORIAL

I am happy and proud to bring out “IRIS” the Department of Communication Media Magazine, in its Decennial Year.

“IRIS”, the first of its kind is a long awaited magazine of the Department of Communication, named after the Greek female Goddess of Communication. “IRIS” also means “Exposure”, and plays a very important role in the camera as it is adjustable.

The magazine IRIS is the result of the hard work and dedication of students and the faculty and it has successfully accomplished its objective with the prestigious contribution of the staff and students. With immense pleasure I present this magazine and thank all the staff members who are part of the Editorial Board for their time, effort and their contribution rendered to make “IRIS” a dream come true. This magazine is not just a periodical publication but has content of information to enrich yourself with the knowledge of Media with its currents trends and technology.

I am sure that the positive attitude, hard work, sustained efforts and innovative ideas exhibited by the young associates will surely stir the mind of the readers and take them to the world of taintless joy and pleasure. All these, I believe would spur invention and enterprise in the young minds. This magazine will give a glimpse of the Creative and innovative spirit of the Department of Visual Communication.

I take the opportunity to thank all the contributors especially the past and present faculty members of the Department as their contribution is that which makes this magazine endearing to the readers.

Sr. Juliana Victor FMA



Editorial Team

Sr. Juliana Agnes Victor

Mrs. Radhika M.

Mrs. Saranya P.

Ms. Priyanka P

Designer

Ms. Dhanalakshmi

Sivaranjini

Harini

Students Contribution

Radhika B.

Gayathri K.

Nivedha

Sivaranjani

Harini

SECRETARY MESSAGE

It gives me great pleasure to felicitate the staff and students of the department of Visual Communication as you celebrate the 10th year and reach a milestone in the history of your Department and the College.

I appreciate the department for this Under graduate degree which is an interesting and an innovative course where one can prove your creativity and your ability with the current trends in the media world. This is a dream fulfilled and I'm sure that many young girls have benefitted from this Department and are shining brightly in the society today.

Dear Students, Your active participation will help you to explore, express and influence others about the use of media in a creative way. As Don Bosco, Our Father and Founder says that, ***“Do not put off till tomorrow the good you can do today. You may not have a tomorrow.”*** Let us strive to master the craft and do the best with all resource that is given to you to become a good and honest citizen.

The infrastructure and facilities too have been greatly improved to provide an atmosphere conducive to learning. May the students who pass out of this course realise their responsibility of building a better world to benefit the learner and the community at large and build a harmonious environment. The call for innovation and creativity has never been as pressing as in this 21st Century. You must be ready to rise to the challenges now, or we might lose it.

May the Department grow from strength to strength in the coming years, along with the alumnae, contribute not only to the quality of life but also to the betterment and the progress of this Department and be a blessing to many young ones who would enter the portals of this campus.

I congratulate the staff, the students, the parents and well wishers for joining hands in providing quality education.

With every good wish and prayer for God's blessings on your further endeavours in the mission of education. I wish you every success in the future dreams.

Sr. Samala Amalapovam

Secretary



PRINCIPAL'S MESSAGE

At the outset I would like to wish and congratulate the Staff and students of the Department of Visual Communication as they celebrate the Decennial Year of the Department. I also appreciate the department for bringing forth this magazine "IRIS", they have made an effort and have worked hard to bring out this magazine.

I am thankful to the dedication and commitments of the faculty, and students of our department. May you continue to attain the vision and mission of our College. I hope that the students make use of all the facilities and opportunities available and become more confident, academically bright and morally strong.

I wish and pray that the students of may imbibe the qualities of human values and become socially conscious, intellectually competent, culturally relevant, morally upright, religiously vibrant and emotionally balanced. May the motto of the College, "Knowledge and Virtue" help you to reach the heights of glory.

God Bless You!

Sr. Regina Mary

Principal



History of the Department

Auxilium College at the 50th year of its foundation in 2004, launched a novel Postgraduate Degree called the Electronic Media affiliated to Thiruvallur University, which granted permission to start this new Degree Course under the Semester Pattern. The course commenced with just 10 students and two staff members. In 2007 the College obtained its Autonomy and so a new syllabus was framed for this Course. After a year of Autonomy the Department began a feeder course in 2008 an Undergraduate Degree Course - B.Sc. Visual Communication with 24 students, thus the Department gradually took its root. Today, the Department known as the Department of Communication Media.

Since the inception of the undergraduate course in 2008, the department has been consistent in graduating students and motivating them to be effective communicators to make a difference in the society today. Many students have been placed in Media Industry and are working in various capacities in the media field.

Objective of the Department:

To enable women to become effective communicators and responsible media users and consumers through media awareness, education and development of communication skills

Vision of the Department:

To produce creative media personnel who can contribute to the transformation of society.

Flag Colour and Stone:

Citrine is the stone of the department, Citrine otherwise known as Success Stone bright and full of energy, its emanates positivity, joy, Success and hard work. The colour is pale golden yellow.

The young and energetic staff motivates the students in their curricular, co-curricular and extra curricular activities guiding them to face the challenges in the media world. The staff has varied experience in the media field, in video editing, public relations and corporate communication and, web designing and developing.

The staff also updates their knowledge through seminar participation and presentation of research papers in national and international conferences

- Participated and presented papers at the National Seminar on “Impact of New Media on Education” on Sep 18, 2013
- Conducted a song analysis session for the Media Club Members in Mary Immaculate Convent, Tirupattur in August 2014.
- Co-presented a paper at the International Conference on Media and Communication (i-come) at Langkawi in Malaysia on Oct 18 &19, 2014
- Reviewed 3 research papers as part of peer review at International Conference on Media in Oct 2014.
- Attended training in 3D- Max and Clay modeling to update knowledge of animation software.
- Presented a paper at the International Conference on Increasing Employability of College Graduates conducted by Vellore Institute of Technology on 30th and 31st January 2015.
- Presented papers at the National Conference on Indian Media: Towards a Public Interest Paradigm conducted by Women’s Christian College on 26th and 27th February 2015.

2. Curriculum – Innovations in the curriculum design:

2.1. Inter disciplinary Programmes:

- For UG students, the paper on Film Appreciation, Women and Media and Advertising are some of the papers that were offered as the Non-Major Elective
- Drawing and Basic Photography are the Skill Based Electives, which are offered for all the Departments.

2.2. Job – Oriented:

- The Department offers Certificate Courses on Photography and Video and Audio Editing using the latest software for interested students of any department.
- During the 3rd semester UG and during the 2nd and 3rd semester PG students undergo one-month internship in different television news channels, radio & FM channels and production houses. These enable the students in increasing their chances of securing jobs.

2.3. Relevance of the Curriculum:

The students who have passed out from the Department, are placed in coveted jobs in TV channels, such as Sun TV, Makkal TV, Sky TV, Jay TV, I TV and Vendar TV in Chennai as Reporters, Editors, Programme Coordinators, Executive Programmer, PRO etc., and a few are teaching in Colleges. Some of them are working as web designers and also as freelancers.

3. Teaching/Learning

3.1. Infrastructure Facilities:

The Department offers excellent environment facilities for indoor and outdoor shooting, a preview theatre, a library with subject based books for Study and Reference. An Audiovisual library with Movies, Documentaries and Audio CD's are also available in the Department. An Audio and video recording and editing laboratory with centralized air condition and a lab for computer graphics with 28 computers are also available. The following Media Journals such as Nizhal, and Media Watch are also available in the Department.

Besides these facilities there are also other aids for teaching - like the smart classroom, guest lectures, reporting and field trips.

3.2 ICT/ Projects/ Field visit/ Institution Visit:

- ❖ Visit to DBICA for Short Film Festivals
- ❖ Visit to Prasad Studio and Academy
- ❖ Visit to Auro 3D Theatre
- ❖ Visit to Abhirami Theatre for an International Short Film Festival
- ❖ Visit to Dakshina Chithra Cultural Heritage House for Photography exercise
- ❖ Visit to Media Technology Exhibition in Chennai Trade Center
- ❖ Visit to Hyderabad

3.3. Extra Curricular and Co-curricular activities of the department:

The activities of the department are conducted to enhance the students' skills. Some of the activities are voice dubbing, photojournalism, film review, one-minute speech, re-enactment, radio jockeying, CD-cover design and drawing, face painting, stone carving...

3.3.1. Short Film Festival:

The Department launched a novel short film festival in 2012 called the Auxilium Cinema Fete to encourage young student film makers and to provide them a platform to showcase their talents. The Festival in its maiden year had participation from students across colleges in Tamil Nadu and cash awards were given to winning movies selected by an eminent jury. In the decennial year of the department in 2014, the State Level Short Film festival has more prominence with participation of renowned jury and students. The best movies are appreciated with cash awards, certificates and mementos.

3.3.2. Workshops and Seminars:

Art Workshops, Photo Expo and Photo Exhibition are conducted annually for the Visual Communication Students to enable the students to under the basics of drawing and painting, the art of taking good and professional photographs and to expand the knowledge of students.

The department conducted a National Seminar on “Impact of New Media on Education” which had active participation from research scholars from across India. The Best research and student papers were awarded and appreciated and the presence of an eminent jury gave valuable exposure to participants. All the papers were published into a book with ISBN number for this new subject - New Media on Education.

The department prepares an audio-visual presentation of the Annual College Day Report every year. The department also prepares ads and does audio recordings for sister institutions.

Quality Sustenance of the department:

The course is designed to be very practical and semi-professional to improve job prospects for students. The students fare well in the department securing good results in examinations. The students through internship programmes, short film/documentary productions, and research projects increase their chances of employment in reputed news and media organizations. Regular workshops and short film festivals train them in event management, skill development and give exposure to industry experts. Also, external experts are called for specialized classes on drawing and photography. The software and equipments are updated at a frequent interval.

Strengths

Solid infrastructure facilities, low staff to student ratio, availability of professional guest lecturers, and being the only institution offering media courses exclusively to women in Vellore district are major strengths.

The department has the technical facility to offer Video/ Audio Editing and Recording during special programmes or celebrations organized by other departments, and also take up Video coverage of all the major programmes of the college.

Best practices of the Department:

- The Department has instituted scholarships for the student in the Department.
 - Digi Vision Endowment scholarship for I year Post Graduate student who is good in academics and deserving.
 - Sharon Endowment scholarship for a deserving II year Under Graduate student.
 - Indira Gandhi Merit scholarship for a deserving I year Under Graduate student.
- Recognition Awards
 - Sr. Mary Bagyam Rolling shield for the Highest Percentage of Marks in the Semester Examinations.
 - Packiam Victor Rolling Cup for the best outgoing student of Visual Communication.
- The Department conducts the past – pupils meeting every year. Regular Contacts are maintained with the Alumni.

Highlights of the Department:

- Audio and Video Production
- Production of Short Films and Documentaries
- Audio Recordings for various programmes.

NOTABLE WORKS OF THE DEPARTMENT

INCHARGE OF PROGRAMS

- The department of visual communication has been given charge any one of the important college common programs like College Union Inauguration, Valedictory Day, Gratitude Day, College Day, Convocation Day, Christmas Day celebration.
- All the academic important activities of the college such as college union inauguration, Muthamizhvizha, sports day events, Christmas day, Pongal celebration, Gratitude day, College day, Youth Fest, Valedictory day, all those celebrations have been recorded and edited by the department.

DIAMOND JUBILEE CELEBRATION:

Adding to the credits of the department, the department has made a special coverage for the Inauguration of Diamond Jubilee function which was held in our college in the academic year 2014.

The college celebrated its Diamond jubilee in the year 2014 which was a grand occasion, since it was entering into its 60th year.

Mother Provisional – Rev. Sr. Magnificat Soosai, Secretary – Rev. Sr. Amala Samala, Principal - Dr. Sr. Eugini Fathima Mary, they felicitated the award winners, silver Jubilarians and retiring staffs during the occasion.

Guest of honor - Kalviko Dr. G. Vishvanathan (Chancellor of VIT University, Vellore. The Department made its collaboration in preparing the Audio visual presentation “Auxilium at a glimpse” was presented to the gathering.

MEDIA CLUB

The Media Club comes under the Groups and Movement and the club activities of the college. The students who are interested join this club. There are regular meetings conducted and also activities take place. The students are informed about the Media world and formative talks are given based on Media and also other Media matters, this helps the students to get an update of the Media today.

Objective of Media Club : To become Effective Communicators, and Responsible Media Users and Consumers, through Media Awareness and Education, and to promote goodness, generating trust and opening way for communion and peace.

Motto : Use Media Educate Society

Plan and Project : To become effective communicators and become expressions of God plan, made in the image and likeness of our Creator, we should express and share all that is true, good and beautiful.

(Message of Holy Father, World Day of Communication 2018)

Regular Activities

- Reading daily Newspaper and Magazines
- Awareness of the influence of Media in day today situation
- Being informed about the latest technologies
- Discussion on the current issues
- Film once a month and discussion to be conducted
- Film on the life of saints.
- Materials given by the Province

Activity

- Poster Presentation
- Preparation of An Advertisement



- Photo Language

WORKSHOPS ON PHOTOGRAPHY

World Photography Day:

World Photography Day is observed worldwide on 19th of August every year with a lot of zeal and enthusiasm. The day is not only celebrated by the staunch followers of photography, but all the people across the globe irrespective of their professions and interests come together and inspire the coming generations to understand the importance of photography. On this particular day the students of our department exhibited Photographs on different categories.

PHOTO EXPO:

Photography is all about light, composition and most importantly emotion which open door in to the past, but they also allow a look into the future- said by Larry Wilder and Sally Mann. The main subject and backbone of the visual communication streams is photography in justifying the statement every year the department has organized the PHOTO EXPO event. Experts from the field of photography and Advertising have been called for this event to share their experience and knowledge with our students. Students works have been exhibited and competitions also conducted for the students to explore in the field of photography.

In the academic year 2009 -2010

Resource person

Mr.Thirumani - A short film director and film Critic. He made a presentation on photography techniques and how to make best photograph to our students.

In the academic year 2010-2011

Resource Persons

Mr.Anto – Professional Photographer &Documentary Film maker

Mr.Palani - Documentary Film maker

Mr.Thirumani – A short film director and film Critic.

During the event the students had valuable interaction session with resource persons and they explained about basics of photography.

In the academic year 2013-2014

Resource persons

Mr. Prabhu Ramakrishnan - A versatile personality as an Ad- photographer, cinematographer.

Mr.AnanadChandrababu - a photo-journalist, Who also an artist acted in many Tamil box office hits like ‘Naduvulakonjapakkathakanum; Neram.

Mr. B. Balaji - a well-known talented artist and also running an art academy a DOT imagine institute.

During the session Mr.Prabhu addressed the gathering and clarified the students doubts and gave tips on how one can become a good & famous photographer.

In the academic year 2015-2016:

Resource person - Mr. Saravanan – Proprietor of Saranya studio.

He examined the photographs of the students and gave his valuable comments. He also enriched students with advance photography techniques and conducted a workshop on lighting and video production. The team from saranya studio gave a live demo about different features of latest cameras.

In the academic year 2016-2017

Resource person - Mr.Balaji –Proprietor of Balaji studio

He explained about the various techniques of photography and presented demo session on 5D camera and Helicom camera techniques to the students.

In the academic year 2017 - 2018 - Resource Persons:

Mr.Niresh Kumar - (Professional Advertising Photographer and Associate Director)

Mr.Dinesh - (Chief Photographer –Focus Photography)

Mr.Raja - (Still Photographer – Film Industry)

They explained about photography Techniques and especially the usage of shutter speed, aperture and ISO settings. They also made demo sessions on how to make different lighting setup with different tone of persons. This workshop come exhibition made our students to enrich their knowledge in the field of photography

WORKSHOP ON GRAPHIC DESIGNING

Workshop is a brief intensive educational program that focuses especially on techniques and skills in a particular field. Various workshop program was conducted by the department to produce hand on experiences in the media field.

WORKSHOP ON GRAPHIC DESIGNING AND ANIMATION RESOURCE TEAM FROM SCRIBBLE MEDIA AND L-STUDIO

They conducted a demo session on 2D&3D animation, Graphic Designing (Photoshop), 3D studio Max and Maya. In addition they also screened 2D and 3D animation movies.

CLAY MODELLING:

RESOURCE PERSON - MR. JALAGANDESWAR - a clay modeler in tinks granite and also worked in some of the Tamil &Telugu movies as a clay object designer.

A one day workshop on clay modelling was conducted to the students and the staffs of the department. It was a nice experience to the students as to perform the character modeling in 3d animation. He thought the students in learning the measurements character modeling using the clay.

ART WORKSHOP ON MINIATURE ART WORK

RESOURCE PERSON: Mr. SRINIVASAN - Expert in the field of miniature Art work.

He explored in the field of chalk piece Carving, poster color paint, Portrait Drawing and clay Modelling. He gave hands on practical exposure to the students in the clay molding and in chalk piece carving. He also made the displays of his own artworks like 300 chalk piece sculptures and scribbling portrait drawings of great leaders.

WORKSHOP ON SPECIAL EFFECTS

RESOURCE PERSON: Mr. RAM – Assistant Editor - He shared about film making process and enriched our students about the various techniques of post-production unit. He also demonstrated the softwares ADOBE PREMIERE PRO & ADOBE AFTER EFFECTS to the students.

ART WORKSHOP ON 2D and 3D Drawings

RESOURCE PERSON: Mr. BALAJI BALASUBRAMANIYAN - Artist for DOT imagine Institute. He explained about the key concepts of 2D,3D and 4D drawings. Students gained the knowledge on the topics lighting, cartoon sketches, human figures.

ART WORKSHOP ON WATER COLOUR PAINTING

RESOURCE PERSON: Mr. ARUN OVAN – Architect and freelancer artist at Bangalore.

He explained about the various techniques of water color painting and he exhibited his master piece works in the water color painting. Students have learnt new techniques and basic inputs in the water coloring.

ART WORKSHOP ON BLACK MAGIC PRODUCT AND VIDEO PRODUCTION

RESOURCE PERSONS:

P. KALAI KOVAN –Business Development Manager SRM Technologies Private ltd.

K.S GOWTHAM RAJ- Application specialist CAMIXEL Technologies.

BALAJI SWAMINATHAN-Support Engineer SRM Technologies Private ltd.

From SRM Technologies and Black Magic Products the team of four Members animated the one-day workshop about black magic products and its uses in the film industry. They also explained about the play out and the live telecasting features. They also made a presentation on hierarchy of media organization and the budget details of launching media channels.

Auxilium Cinema Fete:

The Department conducted Short film festival – **Auxilium Cinema Fete** on 20th September 2012 in the College Auditorium. Entries of Short films were called for from Colleges across the State. Selected 15 short films were screened on the occasion and after careful analysis of technical quality, subject importance and creative richness movies were selected for the award. Cash prize, certificate and a memento were given to the winners and participation certificate to all the rest. Thiru Balaji Sakthivel a renowned Film maker, screenplay writer and Director was the chief guest of the day. The chief guest explained the art of film making by providing valuable insights and tips to the participants. He said, “It depends on your thinking process,” and advised the students to focus them on real life issues.

The students who participated in large numbers had the opportunity to interact directly with the young film makers and raised intelligent questions for discussion. Ms. Amudha Arockia Mary, assistant professor of the Department of English – Auxilium College - also a short film

Here was another opportunity to conduct the short film festival “cinema fete 2014 ‘on 17.9.14. The chief guest of the function was the Kollywood filmmaker, Myna and Kumki fame Director Mr. Prabu Solomon. Mr. Thirumani, short film maker and Mr. Balaji , popular Artist & also

the director , DOT imagine institute , Vellore were the jury members. Rev. Sr. Amalorpavam offered the felicitation on the occasion of decennial year of the PG Department of Communication Media. Dr. (Sr) UginiFathima Mary delivered the presidential address to the gathering and the chief guest gave his motivational speech to the young upcoming directors of the student community. And finally the short films selected by the internal jury were screened and judged by the chief guest and the jury members of the function. The best short film was rewarded with cash prizes and certificates.

I prize: Sadigalillaiyadipaia – Naveen Raj of Saraswathi College of Arts & Science, Tindivanam

II prize : Password – Baskaran, Saraswathi College of Arts and Science , Tindivanam

III prize : Mattram - M. Sachin, St. Thomas College of Arts and Science, Chennai

CAMPUS INTERVIEW

The Department has arranged Campus Interview along with an Animation studio “FIVE ELEMENTS”. The Technical Crew from FIVE ELEMENTS Mr. Karthick –Technical Coordinator, Mr.Prabakaran – Client Coordinator conducted the Creativity Test and Personal Interview session for the Final year students of Visual communication.

INTER-DEPARTMENT ACTIVITY

INTER-DEPARTMENT ENGLISH DRAMATICS

2008 – 2009

Theme – “If you can dream it you can do it”.

I and II visual communication depicted the life of Charlie Chaplin.



2013 -2014

Theme - “patriotism” Depicted the story of “Joan of arc”

- Priyanka S.
- Monika P.
- Annie Catherina S.
- FarheenNaaz K.
- Soniya G.
- PrincyPavithra J.

2015-2016

Theme - “Alice in Wonderland”

- Monika
- Shrestha Varma . - Won the BEST PERFORMER Award

2017 – 2018

Theme – Women in literature – Violet roses of Eton - Won III Place

- Gayathri R.
- SathyaPriya P.
- Sujatha K.
- Hilda Christina J.
- Kaviya G.
- Krishika R.
- Poonam A.
- Ujwal Jain R.
- ArshiiyaZainab F.
- Abisha B.

INTER-DEPARTMENT – TAMIL DEPARTMENT

2008 – 2009

Theme – Andraya Kadal & Indraya Kadal

Students depicted past and present love.

2014 - 2015

Event - Tamil Mozhivaram -III Place

- Kothai R.
- Pavithra M.

Theme - “MANITHA VAZHKAYIL AYUL KAPITIN MUKKYATHUVAM”

- Pavithra K. – III Place

2017 -2018

Theme – Kavithaikatchipaduthudal – I Place

- Induja R.
- Gayathri R.
- Preethika M.
- Nivetha P.

Dance competition – III Place

- Sathiyapriya P.
- Gayathri R.
- Induja R.
- Preethika M.
- Nivedha P.

FIELD TRIPS

To enlighten the students with the practical exposure in the field of Media Various field trip were organized for the students.

PLACE-DBICA CHENNAI-WORKSHOP SHOP ON MEDIA AND YOUTH

In the year 2008 -DBICA conducted a three days’ workshop on the youth and Media, the staff and students from the communication department along with the HOD – Sr. Juliana, took part in the workshop. During that three days’ workshop many topics have been discussed – the first day session went on with – communication and social change, Media and its impact

on the society. In the second day the discussion was about Introduction to cinema, Cinema and Spirituality. Third day started with group activity session about Designing Media education programme.

PLACE- PRASAD STUDIO AND DAKSHANACHITRA

In the year 2014 - 2015 the students and the staffs went for an industrial visit to Prasad studio and Dakshanachitra. At first the students visited the L.V. Prasad film & TV academy. Saligramam, Chennai , it was a nice experience for the students to know the techniques of shooting in the sets (artificial sets) . Mrs. Uma Vangal assistant professor in Prasad studio took around the studio and explained the overall process of the studio setup, audio mixing, editing, and etc. Then, the students & and staff had visited Dakshanachitra, muthukadu, Chennai. It is a center for the living tradition of art, folk, performing arts, craft & architecture of India with an emphasis on the traditions of the south Indians. Through this trip the students have learned the different categories of south Indian traditions.

PLACE - HYDERABAD

In the year 2016-2017 the students were taken to visit the city of Hyderabad as a part of their learning experience. They visited several places like Golconda Fort, Birla Mandir, NTR garden, Lumbini park, Nehru zoological park, Salarjung art Museum, chowa Mahal and Ramoji film city which gave the students a good learning experience about film production and as an eye opener for their future works.

PHOTOGRAPHY EXHIBITION

The staff and students visited “Image Today” a photography exhibition held at Chennai Trade center. During the exhibition they had hands on practical experience on pixel blazer software which supports the Photoshop to design photo album especially wedding album. They visited many stalls and one of that had more than 40 collection of old cameras being exhibited. They

also had a chance to watch demo of Ronin-S Gimbal stabilizer for DSLR camera it has feature like controlling the camera using the apps in the cellphone and you can able to rotate the camera for 180 degree. Mr. Senthilkumar kandha Krishnan chief guest of the day, a popular photographer and won many National Awards and 30 gold medal for his passionate

photography works. Our students had a chance to meet him in person and they have seen his work which was exhibited on that day. On the whole it made our students to expand and enrich their knowledge in the field of photography.

VENUS THEATRE - Movie “KANNE KALAIMANE”

As a part of Extension activity the staffs and final year students of visual communication department attended the special movie screening session of “Kanne Kalaimane” which was arranged and invited by the cinematographer of the Movie Mr. JalandarVasan. He started his cinematography career in Vellore VIT. Students were enriched with lots inputs on cinematography and techniques through this film and they had a small interaction with the cinematographer of that movie Mr. Jalendharvasan.

YOUTH EXCHANGE PROGRAM

INDIA – SRLANKA YOUTH Exchange program is an initiative made by the college to startup the youth exchange program from the year of 2015. This program is to enhance the mutual collaboration and international peace among Two countries. The team of Auxilium college had visited the Srilanka for a period of 7 days and they were engaged in youth related activities with Srilankan delegates. MS.RENUKA R. from I M.SC Electronic Media opted to join the Youth Exchange programme. She actively participated in various cultural programs and Talk shows which were held at Srilanka.

SALESIAN YOUTH MOVEMENT

To celebrate the Bi-Centenary year of Don Bosco the young people from 53 various countries gathered in Italy and Turin. They were engaged in different activities like trekking, games, singing, dancing, Prayer, Meditation and they also had the chance to meet Rector Major and

Mother General. Ms. ANNIE CATHERENA from visual communication was one among the youth to represent our college and joined the Salesian Youth movement.

INDIAN MALAYSIA YOUTH EXCHANG PROGRAM -IMYE

A Crew of 28 students from Auxilium College participated in the IMYE Program. The motto of this program was to enhance the mutual collaboration and International peace among Two Countries. This trip was organized by Audacious Dreams foundation. From the department of communication Media Ms. GAYATHRI, Ms. KOMAL and Ms. POOJA and Ms. VANDHANA have participated in the youth exchange program. During the trip they had a chance to meet the chief minister of the state & youth minister and Indian council members in Malaysia. They also visited many important places like the parliament of Malaysia and assembly hall. They were very much enriched by this International trip.

LAURELS WON BY THE STUDENTS
Association Activity

S. NO.	YEAR	EVENT	PRIZE	NAME OF THE STUDENT
1.	2011	Photo Expo	First Second Third	R.Dhivya - II viscom B.Neelavathi - II viscom P.Dhanalakshmi - II Viscom
2.	2011	Photo journalism	First Second	M.Geethapriya - II viscom S.Dhivya - II viscom
3.	2011	One Minute Speech	First Second	O.Anila Arathi Raj - III Viscom M.Dhivya - III Viscom
4.	2013	Photography	First Second Third	Jayashree - III Viscom Renuka.R - III Viscom Monika - III Viscom
5.	2013	Script Writing	First Second Third	Komathi - II Viscom Renuka.R - II Viscom Dixshitha - II Viscom
6.	2013	Face Painting	First Second Third	Annie Catherina - I Viscom Maheswari - I Viscom Vishali - I viscom
7.	2013	Scene Enacting	First Second	Dhanalakshmi - III Viscom & Avanthiya - II Viscom Adline -III Viscom & Priya -II Viscom
8.	2014	Photo Expo	First Second Third	Dhanalakshmi P. - I M.Sc E- Media Caroline - II English Angeline Sylvia - I Viscom
9.	2015	Fashion Design	First Second Third	Mythili.R - III Viscom Ashwini - III Viscom Pavithra K - III Viscom
10.	2015	Radio Jockey	First Second Third	K.Pavithra - I Viscom Divyalakshmi N - I Viscom M.Pavithra - I Viscom
11.	2015	CD Cover Design	First Second Third	Annie Catherena - II Viscom Angeline Sylvia B. - II Viscom Ragini S. - II viscom
12.	2015	2D Animation	First Second Third	Renuka R - III Viscom Jayashee B - III Viscom Saravanapriya L - III Viscom
13.	2015	Photo journalism	First Second Third	Annie Catherena - II Viscom Lavanya R.S - II viscom Nancy Ralphina A - II Viscom

S.NO	YEAR	EVENT	PRIZE	NAME OF THE STUDENT
14.	2015	Photo Expo	First Second Third	Komal T - II Viscom Divyalakshmi N - II Viscom PrincyPavithra J - III Viscom
15.	2016	Face Painting	First Second Third	Gayathri R - I Viscom Poorani A - I Viscom Rajalakshmi B.N.R - I Viscom
16.	2016	ADZAP	First Second	ShreshtaVarma. P - II Viscom Pavithra M. - II Viscom
17.	2016	Collage	First Second Third	Annie Catherena. S - III Viscom Lavanya. P - III Viscom Rebecca. A - III Viscom
18.	2017	Fruits and vegetable Carving	First Second	Sathiyapriya P. Sathiyapriya S. Radhika B. - III Viscom DeepalakshmiB Kirthika.S Kaviyashree.B Aishwarya.P - I Viscom Anitha Josphine. Z Poorani.A - III Viscom Agnes Mary.V - II Viscom Jaya Priya.V Abisha B Krishika R - I Viscom
19.	2017	Photo Expo	First Second Third	Preethika R - II Viscom Gayathri R Radhika B - III Viscom Nancy Ralphina - I Msc.Ele Media
20.	2018	Magazine Cover	First Second Third	Anitha R - III Viscom Hilda Christina - III Viscom Sujatha K - III Viscom
21.	2018	Photo Journalism	First Second Third	Preethika M. - II Viscom Gayathri K - II Viscom Sivaranjini P - II Viscom
22.	2018	Wealth from Waste	First Second	UjwalJain.R Lavanya P - I Viscom KavyaShree B - I Viscom
23.	2018	Pic Pro	First Second Third	Pooja S. - I Viscom Komal R - I Viscom Vandhana A - I Viscom

24.	2018	Pebble Art	First Second Third	Ujwal Jain R. & Kaviyashree- II Viscom Krishika R, Lavanya P & Monika D - II Viscom Jayapriya V. & Harisudha R. - II Viscom
25.	2018	Tree Painting	First Second Third	Indhuja R, Harini V and Deepalaksmi.D - III Viscom Aayisha Siddiqua R, Preethika M and Sangeetha S, - III Viscom Gayathri K., Sivaranjini P, Agnes Mary V, Sudharshana A. - III Viscom
26.	2018	Photo Expo	First Second Third	Kaviya.G - II Viscom KaviyaShree.B - II Viscom Harisudha.R, Jayapriya.V - II Viscom

LAURELS WON BY THE STUDENTS
Inter Colligate Activity

S.No	Year	Competition	Conducted by	Prize won	Participants
1	2008	PSA	DBICA	2000 Cash Award	Ashwini II M.Sc Electronic Media
2	2009	PSA	DBICA	Third prize	Sathya Mary II M.sc Electronic Media
3	2015	Speech Competition	LIC	Third Prize	Pavithra.K II viscom
4	2015	Face Painting	Manonmanium Sundaranar university	First Prize	Annie Catherena
5	2015	Collage	Manonmanium Sundaranar university	First Prize	Annie Catherena & Anitha.R
6	2018	VJ Hunt	ShaSun Jain College Chennai	First Prize	SathiyaPriya.P III Viscom
7	2018	Face Painting	ShaSun College Chennai	Second Prize	Nivedha.P II Viscom Gayathri.R III Viscom
8	2018	Oyyaram(costume Design)	Asan Memorial College	First Prize	Krishika.R I Viscom Poonam I Viscom
9	2018	Photography	ShaSun Jain College Chennai	Second	Indhuja.R III Viscom

SPORTS ACHIVEMENTS

2008 -2010

CHESS TOURNAMENT – I PLACE

- Sumithra Devi. S

2013-2014

FOOTBALL INTRAMURAL TOURNAMENT- WINNER

- Annie catherina S.
- FarheenNaaz K.

CRICKET INTRAMURAL TOURNAMENT

- Angeline Sylvia
- Meenakshi

BASKETBALL INTERCOLLEGIATE MATCH

- Annie Catherina S.

BASKETBALL OPEN TOURNAMENT- WINNERS

- Shresta Varma P.
- Monika S.
- Annie Catherina S.

BASKETBALL INTERDIVISIONAL TOURNAMENT- III PLACE

- Annie Catherina S.
- Monika. S.
- Shrestha Varma P.

2015-2016

BASKETBALL INTRAMURAL - WINNERS

- Monika. S.
- Shresta Varma P.

RALLY-1500 METERS-III PLACE

- Tharanghini N.

2016-2017

BASKETBALL INTRAMURALS – RUNNERS

- Monika S.
- ShreshtaVarma P.
- Tharangini V.
- SudharshanaA.
- GayathriK.
- NivedthaP.

2017-2018

BASKETBALL INTRAMURAL – I place

- Gayathri K.
- KomalR.
- VandhanaA.

Throw Ball OPEN TOURNAMENT -I place

- SnehaR.

Kho-Kho – RUNNER

- Janani R.

VOLLEYBALL OPEN TOURNAMENT - WINNER

- Tharanghini N.

2017-2018

SHUTTLE BADMINTON – RUNNER UP

- Hilda Christina J.

VOLLEYBALL INTERCOLLEGIATE TOURNAMENT – WINNER

- Indujah R.

A Silent Contributor to the Oblivious Service of 'Media Literacy'

Neema Varghese

A 5-year old girl asked her father what 'scandal' means. Intrigued, the father asked where she heard it and she answered that there is a scandal in Pollachi and people are upset about it! << *Children are sensitive and quick to pick up emotions* >> A 7-year old boy giggled uncontrollably when his girl classmate said she wanted to become a police officer when she grows up. When questioned by his class teacher why he was amused, he said, "girls cannot fight robbers". << *Children are impressionable and quick to form knowledge based on what they see or hear* >>

Our children today are not learning about the world from their parents, or homes or from schools alone. There is a whole lot of learning happening from the biggest invader of our lives, the 'Media'. Media has penetrated every facet of a person's life; be it as a source of news and entertainment, or as a device for talking, sharing, emailing, as a clock, calculator, calendar, and most times of all as the palm held constant company through social media, gaming and video apps. Children are sensitive and easily impressionable, and quick to absorb and believe what they hear and see. There is no way children can be totally shielded from exposure to media, and they are soaking in information quickly about social roles, behavior, culture, social structure and even language due to its constant and inseparable presence in our lives.

Culturally, media is now a part of our festivities, social gatherings, and even familial celebrations. We cannot keep from it, we cannot avoid it, nor can we remain without it. Imagine, a generation of media consumers who are molded (even though unintentionally) by the content they consume; are influenced more by the serial characters than by real life models, and trust news sources blindly and form strong opinions based on the reports they see.

I once saw a Facebook post from a senior colleague of mine who had shared a link for a limited gift offer from a well-known confectionery company. One had to click and fill up the form presented in the page for availing the gifts, or so said the post. Instead of clicking on the link, I googled if there was indeed an offer like this from this company. I was shocked to see reports of fake pages being circulated in the company's name and how people were falling victims by revealing their personal information to phishers. I realized that my senior colleague had fallen prey and when he filled up, he invariably gave consent for the same link to be shared among his contacts. A 50-year old person had been duped and he was becoming a channel for others

to fall prey. Why did this happen? Are we not sometimes illiterate when it comes to handling social media? How much media literacy do we have, and how much do we pass on to the next generation?

A 17-year old who saw a report about a political scandal gathered her friends to organize a dharna in support of one group involved in it. She had developed an opinion and she in turn became an opinion leader who convinced others who acted upon her influence. How did she check the validity of the report? Did she and her friends identify with the cause or with the emotional discourse by the studio reporter?

We give far less importance to media literacy than we should as parents, teachers, and elders. We are ourselves illiterate and expect the new generation to pick thing up the right way (and even guide us). The usage 'pick them at the bud' comes to mind and this is exactly what should be done to have a generation of smart media users who can say the difference between fake and malicious, and the real and useful.

The Communication Media department at the Auxilium College is one of the smallest in the campus, but nevertheless a department which has been discharging a very critical service of molding batches of young women who are educated about media technology, media culture and media usage. Most students come from rural pockets in and around Vellore who do not have proper guidance on media as well as lack the awareness about the positive and powerful uses of media for social change. They make meaningful contributions by learning to critically evaluate media content, clearly understand the utilization of media productions in ushering change, and most importantly, by becoming literates in media. As students go on to higher studies and then on to become anchors of different families, they act as agents of social impact by sharing, educating and motivating people around them in the proper and optimal consumption of media. I am proud to have been a part of this seemingly oblivious contribution, and cherish several good memories in the company of the students and educators of the department. Here's a good example of 'education for change', and I wish the department all the best.

*Ms. Neema Varghese - a former faculty
in the Department of Communication Media, Auxilium College
and now works as Digital Marketing Consultant at Corporater Inc, Chennai.
She is a part-time research scholar at VIT University
and studies about the social effects of media,
especially of advertising in the digital age.*

THE ROLE OF WOMEN IN THE MEDIA FIELD

Ms. Saranya P.

Women Education in India

In the Independent India the perspective about women is changing day by day. In the period of 1950 and late 1960`s Women education was not encouraged in our society. It was crucial period for women society they have undergone lot of struggles and injustice especially in the education level. Generally there was a common belief in our society that Men only will carry the responsibilities like maintenance of the family in simple terms they are income generator. So in that connection people encourage the birth of male child than female which is still prevailing in our society especially in the interior Tamilnadu.

After some period the perspective about women`s education has changed slightly. Girl children were allowed to continue their school education but only few percent of them have moved for the higher education. In the higher education systems they preferred courses which provides job opportunities in the teaching profession and office work related works. From the period of 1990 and 2000 the enrollment ratio of girl children in the higher education level has increased comparatively with previous periods. Now the vision has widened on the engineering field, Medicinal aspects, Information Technology, Psychology, Science streams, Fashion, Arts, Social work, Business Administration, and not but not least Media profession. Now women are ruling in all areas and they have proved that they were equally good with men in the all aspects of job.

Women in Media Profession

Media profession is generally Male dominant society but in the 21st century lots of women are working in the different corners of Media profession. They are playing a vital role in the different aspects of Media field. Like as follows

NEWS DEPARTMENT IN BROADCAST MEDIA AND PRINT MEDIA

- Reporter
- Sub editor
- News Editor
- Cinematographer
- News producer
- News anchor.



- Public relation officer

PROGRAM PRODUCTION IN TELEVISION & RADIO

- Writer,
- Director,
- Script writer
- Content writer,
- Program producer
- Cinematographer,
- Editor,
- Television Anchors
- Radio Anchor

ANIMATION AND DESIGNING

- Designer
- Ad creator,
- Animator,
- Logo designer

WEB DEPARTMENT

- Web designer,
- Web content developer
- Web Publisher
- Designer
- Digital Marketing Manager

TECHNICAL ASSISTANT

- IT sector
- Designer
- HR Manager
- PRO –Public relation officer
- Creative Heads
- Technical Heads

TEACHING PROFESSION

- Teachers
- Lecturers

- Assistant Professor
- Professor

If the women wants to achieve in the media field they should possess the following qualities creativity, courage, hard work, communication skill, positive mind set, self esteem and honesty.

Talented Indian Women Journalists Working In Electronic Media

Mini Menon the ex-Miss Indian title holder currently works as the **executive editor in Bloomberg UTV**. Mini is special in compare with other Miss India winners as majority of them chosen movies, fashion and modeling as their career but Mini has chosen the challenging journalism as her career. Mini's journalism career has started with TV I then shifted to Star TV Network.

Mayanti Langer is a **TV Sports journalist** and has acted as the host for lots of popular sporting events. She has anchored the 2010 FIFA World cup and 2010 Commonwealth games. She had undergone the anchoring for FIFA beach football media coverage. She has worked as the host and executive producer for popular Zee Sports channel program Football cafe. She has conducted lots of programs and interviews related to Football show telecast-ed on Zee Sports channel.

Shereen Bhan holds the responsibilities of **Delhi Bureau chief and Executive editor in CNBC TV18**. She has started her journalism career in famous anchor and TV personality Kiran Thapar's production house, Infotainment Television. Next she joined in current affairs category in UTV news and conducted various programs in the channel. Then she moved to Star and SAB TV and at present Shereen working in a preferential post in CNBN 18. Shereen has won the Women of the Year award presented by Federation of Indian Chambers of Commerce and Industry in the year 2005.

Sagarika Ghose is working as the **Deputy Editor in CNN**. She has started her career as a journalist in Outlook, The Indian Express and Times of India and next joined in CNN. On showing talent in journalism she got FICCI award in 2006 and GR 8-ITA award in 2009. Sagarika is the first woman to participate as an anchor in BBC popular show Question time India. Along with her journalism career Sagarika is a good writer of novels and till now she has released two novels. Sagarika has completed graduation in History and then M Phil degree.

The above mentioned women journalist are fulfilling their job tasks perfectly and are standing as an inspiration for lots of young girls wishing to join in the challenge career of journalism. Women journalists are performing well and achieving great success in the field of journalism.

Conclusion

This article provides an insight for the girls and their parents regarding the media education and the scope of media profession. Media profession is not just meant for only acting career more than that there are lots of creative jobs are available with good scale. This article wants to create a good perception about media field among the society.

THE INTERNET AS AN EDUCATIONAL TOOL

SR. JULIANA VICTOR

Introduction

Internet has become part and parcel every person and there is no constraint for age. Even the just born are highly techno informed. In many ways, it is difficult to discuss any aspect of contemporary society without considering the Internet. Many people's lives are saturated so thoroughly with digital technology that the once obvious distinction between either being *online* or *offline* now fails to do justice to a situation where the Internet is implicitly *always on*. Indeed, it is often observed that younger generations are unable to talk about *the Internet* as a discrete entity. Instead, online practices have been part of young people's lives since birth and, much like oxygen, water, or electricity, are assumed to be a basic condition of modern life. As Donald Tapscott put it, "to them, technology is like the air." Thus, in many ways, talking about *the Internet* and education simply means talking about contemporary *education*. The Internet is already an integral element of education in (over)developed nations, and we can be certain that its worldwide educational significance will continue to increase throughout this decade.

The educational impact of the Internet is not straightforward. At a rudimentary level, it is important to remember that well over half the world's population has no direct experience of using *the Internet* at all. While this is likely to change with the global expansion of mobile telephony, the issue of unequal access to the most enabling and empowering forms of Internet use remains a major concern. Moreover the *traditional* forms of classroom instruction and paper-and-pencil examinations suggest the educational changes being experienced in the Internet age are complex and often compromised. In addressing the topic of "the Internet and education" we therefore need to proceed with caution.

For many commentators, the Internet has always been an inherently educational tool. Indeed, many people would argue that the main characteristics of the Internet align closely with the core concerns of education. For instance, both the internet *and* education are concerned with information exchange, communication, and the creation of knowledge.

Thus, in light of the Internet's capacity to allow these activities to take place on a vast and almost instantaneous scale, the educational implications of the Internet are understandably often described in grand terms.

“The Internet isn’t just a powerful tool for communication. It’s arguably the most potent force for learning and innovation since the printing press...”(Bush and Dawson 2013)

The implications of the Internet for education and learning can be understood in at least four distinct ways. First, is the potential of the Internet to offer individual learners increased freedom from the physical limitations of the *real world*. This is often expressed in terms of reducing constraints of place, space, time, and geography, with individuals able to access high-quality learning opportunities and educational provision regardless of local circumstances. The Internet is therefore portrayed as allowing education to take place on an *any time, any place, any pace* basis. Many commentators extend these *freedoms* into a transcendence of social and material disadvantage, with the Internet perceived as an inherently democratizing medium. Secondly, the Internet is seen to support a *new culture of learning*—i.e., learning that is based around *bottom-up* principles of collective exploration, play, and innovation rather than *top-down* individualized instruction (Thomas and Seely-Brown 2011). The Internet allows learning to take place on a *many-to-many* rather than *one-to-many* basis, thereby supporting *socio-constructivist* modes of learning and cognitive development that are profoundly social and cultural in nature. The Internet is therefore seen as a powerful tool in supporting learning through *authentic* activities and interactions between people and extended social environments. Thirdly, the capacity of the Internet to support a mass *connectivity* between people and information is felt to have radically altered the relationship between individuals and knowledge. It is sometimes argued that the Internet supports forms of knowledge creation and knowledge consumption that differ greatly from the formal schooling and mass instruction. From this perspective, *learning* is understood as the ability to connect to specialized information nodes and sources as and when required. Thus being *knowledgeable* relates to the ability to nurture and maintain these connections. As George Siemens (2004) puts it, learning can therefore be conceived in terms of the “capacity to know more” via the Internet rather than relating to the individual accumulation of prior knowledge in terms of “what is currently known.”

Fourthly, the Internet is seen to have dramatically *personalized* the ways in which people learn—thereby making education a far more individually determined process than was previously the case. The Internet is associated with an enhanced social autonomy and control, offering individuals increased choice over the nature and form of what they learn, as well as where, when, and how they learn it.

Education is therefore a wholly controllable aspect of one's personal life, with the Internet facilitating a *digital juggling* of educational engagement alongside daily activities and other commitments (Subrahmanyam and Šmahel 2011). Indeed, Internet users are often celebrated as benefiting from an enhanced capacity to self-organize and *curate* educational engagement for themselves, rather than relying on the norms and expectations of an education *system*.

Conclusion

The Internet should not be seen as a ready *solution* to apparent inefficiencies of *twentieth-century* education institutions or practices—it will not lead automatically to more engaged or motivated learners, more highly skilled workforces, or rising levels of national intelligence and innovation. Instead, it is likely that many of the *problems* of contemporary education are primarily social and cultural in nature, and therefore require social and cultural responses.

As such, while there is plenty of scope for the increased use of the Internet within education, any claims for *change* and *improvement* should be seen as contentious and debatable matters, rather than inevitable trends that educators have no choice but to adapt to. The role of the Internet in *improving, transforming, or even disrupting* education is a deeply complex and ideologically loaded matter that goes well beyond technical issues of how to personalize the delivery of educational content, or support the production and consumption of online content. The future of education may well involve increased use of the Internet—but will not be determined by it. The Topic “the Internet and education” needs to be approached in a prudent manner. The predominantly optimistic rhetoric of transformation and change that currently surrounds the Internet and education distracts from a number of significant conflicts and tensions that need to be better acknowledged and addressed.

SELFIE AS AN AESTHETIC WAY OF COMMUNICATION AMONG YOUTH

PRIYANGA G.

Selfie is the slang term for self portrait, a photograph you take of yourself, usually taken using a mirror or with a camera held at arm's length. The act of taking and sharing selfies has become widely popular due to digital cameras, the internet, the ubiquity of social media platforms like Facebook and, of course, because of people's endless fascination with their own image.

In 2013, the Oxford Dictionaries announced their word of the year to be “selfie”, which they define as “a photograph that one has taken of oneself, typically one taken with a smartphone or webcam and uploaded to a social media website.” Indeed, the photographic self-portrait is surprisingly common in the very early days of photography exploration and invention, when it was often more convenient for the experimenting photographer to act as model as well. In fact, the picture considered by many to be the first photographic portrait ever taken was a “selfie”. The image in question was taken in 1839 by an amateur chemist and photography enthusiast from Philadelphia named Robert Cornelius. Setting up his camera at the back of the family store in Philadelphia, Cornelius took the image by removing the lens cap and then running into frame where he sat for a minute before covering up the lens again. On the back of the image he wrote “The first light Picture ever taken. 1839.”

The selfie – an aesthetic of realism

The Oxford Dictionary recently named selfie, the practice of taking and distributing a selfauthored photograph of oneself using a smartphone, its word of the year for 2013. Invariably, the commentary that typically accompanies such a proclamation has bubbled up in order to assess, and in some cases decry, yet another media phenomenon brought about by a purportedly narcissistic culture awash with front-facing camera phones and obsessed with celebrity and self-promotion. Although I am sure some of this commentary has its merits, I think far too often public discourse about social media, and digital culture more broadly, is inclined to focus on the novelty of new forms of communication instead of considering the

extent to which these innovations are actually a continuation of already existing media practices. Which is to say, from my point of view, it is worth thinking about how something

like selfies actually functions to reinforce as well as disrupt the norms associated with self-authored media content. At its most elemental, taking selfies is photographing oneself in order to share those images with other people. This inclination, of course, is not new. From a psychoanalytic perspective, for instance, one could argue that such an activity is just another manifestation of an enduring propensity to represent what we imagine our identity to be to others. At the same time, selfies embody a form of representation that is, like so much social media, increasingly abundant and highly dependent on immediacy. For example, many of us share images throughout the day using handy mobile devices in order to capture a happening, however banal, in real time (I am quite fond of texting photos of food). In this scenario, the value associated with something like selfies not only comes from immediacy, it is also derived from the way that selfies use the author's face to code an image with a personalized and, therefore, intimate quality. Authenticity From the perspective of media studies scholars such as myself, this intimacy is one of the most interesting aspects of a phenomenon like selfies because it connects the practice to a more pervasive interest in media that uses amateur performers — whether they are on reality TV, YouTube or webcams — to affect an aesthetic of realism and authenticity. Thought about in this context, the contours defining our media landscape are reflected in the various ways in which selfies are now coming to exist in our daily lives. As already mentioned, selfies are very similar to other kinds of social media practices that encourage us to curate and regularly tend to online personas. They are also another instance in which ubiquitous digital technology provides a seemingly egalitarian form of self-promotion. Because so many of us have smartphones and accounts on Twitter, Instagram and Facebook, we all have the ability to publicize ourselves.

Implications of sharing oneself on social media:

The social media platforms have a growing importance in our lives since they are the places where we “showcase” our living experiences. They also reflect a variety of dimensions regarding our position in the virtual and physical social life. Both of these factors make people to play certain characters in the social arena. The Social Network is gaining more and more importance in today's world and has a deeper impact on the society as to the traditional media.

Social media enables identity expression, exploration, and experimentation; something natural for the human experience. It is the agencies in real life, which provide a source of names for

different sectors, that inspire the internet communities and the interactions they make within themselves. It is essential to comprehend the motives of agencies to have an understanding of the group interactions on social platforms. The enable individuals present themselves to others and determine the way they would like to be perceives in addition to helping them connect and interact with people, and participate in the activities they wish. Communicating online offers many ways to connect with others: individuals may or may not use their real names, and they can open as many accounts as they want to. This study explores practical aspects of identity construction, relating to issues virtual communities and social media. It also analyzes the probable reasons that individuals feel the need to create a virtual identity for themselves as well as “the spiral of transformation”, that is, the creation period goes ahead of the internet to reach the real life. This study also aims at concentrating on the virtual communities appearing in the social networks while questioning their social and cultural qualities and values.

SUGGESTIONS:

- Not to take selfies
 - ✓ Travelling in bike
 - ✓ In railway stations
 - ✓ Hill stations
 - ✓ Dangerous zone

CONCLUSION

Selfie plays a major role in youth's day to day life and creating an impact on them. Youth want to present them in a beautiful way to get more attention in the society through post and by getting many likes and comments. They also need some awareness to overcome from selfie addiction.

TELEVISION PROGRAMMES A BOON OR BANE FOR CHILDREN - AN OUTLOOK

Ms. Radhika.M

It is hard to avoid television if you are children. People in the home are usually tuned in to TV – siblings as well as parents. In some homes, television is perpetually “ON” even without anyone watching. It is common for parents and caregivers to use TV as a substitute babysitter. Also, many parents buy videos that they think can make their children smart. But how does watching TV really affect children?

TV viewing takes away time from both reading and improving reading skills through practice (Comstock, 1991). Children watching cartoons and entertainment channels during pre-school years have poorer pre-reading skills at age 5 (Macbeth, 1996). Also, children who watch entertainment channels in TV are also less likely to read books and other print media (Wright & Huston, 1995).

So from the above statements we come to a decision that TV is Unavoidable for a family. The Impact of Serial is a Psychological Phenomenon on the Society. One among the Family Members wants to view Soap opera. This article focuses on the various aspects of Television programmes affecting the young children in their Progress and their Attitude, Character, and Moral Values.

Each and every programme has its own positive and negative impacts. TV serials have a greater effect on children’s mind. Nowadays many shows spoil the environment of the family. Most of the parents think it is safe, if their child views a children’s entertainment channel such as Cartoon Network, Pogo, Nicketc., But they fail to recognize the dreadful effect that these channels create to the young children.

As we all know, children are more likely to imitate and adapts one’s behaviour into their own because they can easily relate to what is shown on television. Surely there will be a lot of behavioural changes in children if they are exposed to excessive violence shown on television. These kinds of programmes will encourage these children to be aggressive in both their behaviour and in their thoughts. Not only that, they will also be more likely to be influenced with what they see regularly like smoking and drinking scenes which are shown

frequently in these television programmes and even commercials. This will encourage the development of such unhealthy habits at an early age (Bora, 2009).

Aggressive attitudes, values and behaviour change can be increased by watching violent shows, particularly among children. The effects are measurable and also long lasting. Some of the television programmes show violence scenes with hitting, punching, stabbing with all the other types of violence. Television programmes use fake guns and fake blood to represent the violent acts during acting and these make the violence shows on television fake (Kaufman, 2004). Violent scenes on television may not be a great deal for the adults because adults know the difference between reality and fantasy unlike children, who know nothing about it or not clear about the difference between reality and fantasy. Most of the time, children will tend to settle their problems in wrong way, as they see a lot of violence scenes on television.

According to a psychological research, Children can be negatively affected by violence shown on television. Watching violence on television leads to three major effects. Firstly, children will be less sensitive to pain and suffering of others. Secondly, children will be more fearful of the world around them. And finally, they might behave aggressively towards the others. (Abelard, 2008). ACT against Violence (cited in Kaufman, 2004) states that children cannot give it a context of what they watch even though they know what they are watching. They will react equally to animated violence and real violence due to the weak link between their fantasy and reality. They cannot judge commercials versus regular programmes or reality versus fantasy. Hence, they will show more aggressive behaviour after watching the violent scenes.

TV exposes your kid to negative influences, and promotes negative behaviour. TV shows and commercials usually show violence, alcohol, drug use and sex affirmatively. The mind of your children is just like clay, which forms early impressions on what it sees, and these early impressions determine how he/she sees the world and affects his/her grown-up behaviour. For instance, research has shown that children who are more exposed to media violence, behave more aggressively as children and when they become older too. They are taught by TV that violence is the way to resolve conflict – as when a TV hero beats up a bad guy to subdue him.

Children who watch too much TV are usually overweight, according to the American Medical Association. Children often snack on junk food while watching TV. They are also influenced by commercials to consume unhealthy food. Also, they are not running, jumping, or doing physical activities that burn calories and increase metabolism. Obese children, unless they change their habits, tend to be obese even when they become adults. A recent study confirms this finding, suggesting that even just an hour of TV is associated with childhood obesity.

A 2014 study published in the *International Journal of Cardiology* suggests that children aged 2 to 10 who watch TV for more than two hours a day is 30% more likely to be at risk for blood pressure compared to those who spend less time in front of TV. Lack of physical activity increased the risk even more – by 50%. The lead researcher Dr Augusto Cesar de Moraes, from the University of Sao Paulo, Brazil, warned that the condition can cause cardiovascular problems later in life. The findings are consistent with an earlier 2009 study.

TV watching also affects a child's health and athletic ability. The more television a child watches, even in the first years of life, the more likely he is to be obese and less muscularly fit, according to a study by the University of Montreal. Even though your kid does not aspire to be a football star, his/her athletic abilities are important - not only for his/her today's physical health, but predicting how physically active he/he will be as an adult.

Sleeping disorders and sleeping patterns among children have been altered by television viewing. In order to get healthy sleep, we need regular sleep schedules. Thompson & Christakis (2005) state that watching television makes children to have more irregular sleep disorders. Children need to get enough sleep so that their brain can work and think carefully. If they do not have enough sleep, their brain will be very tired and cannot think carefully which will indirectly make their brain to be slow. When their brain is slow, it will affect the development of the children. Besides that, the development of children will be affected by the sleeping problems because they need to have enough sleep to grow. The growth at this age is very important and the growth rate should not be affected by anything so that the self-development will not be interrupted.

Every hourly increase in daily television watching from two and a half years old is also associated with bullying by classmates, and physical prowess at kindergarten, said Professor Linda Pagani of the University of Montreal and the CHU Sainte-Justine children's hospital.

Some experts, however, believe that TV is not all that bad. They qualify though that viewing TV can be good if it is done in moderation, and if the programme being watched is selected:

Some TV shows can educate, inform and inspire. It can be more effective than books or audiotapes in teaching your children about processes like how a plant grows or how to bake a cake.

Studies show that children who watch educational and non-violent children's shows do better on reading and math tests than those who do not watch these programmes.

Children who watch informative and educational shows as preschoolers, tend to watch more informative and educational shows, even when they get older. They use TV effectively as a complement to school learning. On the other hand, children who watch more entertainment programme watch fewer informative programmes as they get older (Macbeth, 1996).

Preschoolers who viewed educational programmes tend to have higher grades, are less aggressive and value their studies more when they reach high school, according to a long-term study (Anderson, et. al, 2001).

Scientists from the University of Siena found that children experience a soothing, painkilling effect by watching cartoons. So perhaps, a little entertainment TV can be a source of relief to children who are stressed or are in pain.

Finally, think about what your child could be doing if he/she is not watching TV. It would be great if the alternative is to read a book, engage in outdoor play, or having an intelligent talk with you. But if the alternative is simply for him/her to sit around and do nothing, whine about being bored, or start a fight or a conflict, then letting your child watch TV is a better option.

So as a parent, we are more responsible for our children's growth. We should take little initiative to select a programme which has moral values and at the same time with some entertainment. Educational toys and games will make your child to progress better in their life.

According to the American Academy of Paediatrics, the children will be less influenced to the negative effects of watching violent shows on television by the help of media education. Some studies have shown that media education can make the children to have less violent behaviour after watching violent shows on television (Kyla, 2009). This shows that media education can help the children to control their aggressive behaviour even though they have

watched a lot of violence shows. Hence, it is not wrong for the parents to try the method of providing their children with media education.

The following recommendations have been made to solve the problems of children attitude that has been affected by the television programmes:

- Provide the young ones with media education
- Monitor on what they are watching
- Discuss the contents of the shows with young ones
- Guide the young ones in choosing the proper content.

Children's advocates are divided when it comes to solutions. Although many urge for more hours per week of educational programming, others assert that zero TV is the best solution. And some say it's better for parents to control the use of TV and to teach kids that it's for occasional entertainment, not for constant escapism. That's why it's so important for you to monitor the content of TV programming and set viewing limits to ensure that your kids don't spend too much time parked in front of the TV.

CULTURAL TRANSFORMATION AMONG YOUTH BY THE IMPACT OF CINEMA

Ms. Priyanga. G

Cinema are meant for entertainment when it was initialized, it has captured the concentration of everyone and it also creates an impact on audience. Kind of style and behavior shown on the screen performed by various actors are always initiated in real life. The movies are mainly for entertainment, but few consider it personally and carry it to the extent of practicing different abnormal and non-practical facts.

Especially students whose thoughts are fresh to make strong foundation in their career are derived in wrong direction. We can't say that cinema are never true. Even though many censors are launched to reduce the effect of this impact, they fails.

The movie creates a way of speaking that spreads through the youth of the nation and they try to imitate it. Mostly 8-14 age group students were influenced because they feel what is

being displayed is real and try to live in the world of imagination. So they are easily influenced by the modern culture by the mode of cinema. Today's youth are mostly attracted towards the

Love films and they expressed that they feel happy when watching movies and listening to songs than other sequence. They also keep on trying to imitate foreign culture, which has been done by their favorite actor/actress. They are more found of repeating the punch dialogues.

Even though they know that cinema is portraying negative thing, they are following some activities in their life to look stylish and updated.

As a coin has two sides, media also has both positive and negative things, from that we should prefer the right thing to our life.

MEDIA AND NETWORKING

- GAYATHRI.K, III B.Sc. VISCOM

The year 2019 has only just begun, but a number of emerging technologies are poised to make a huge impact on our lives for the rest of the year and into the future.

Social media and social networking play an imperative part of people's lives around the world. There are some who debate whether it is improving communication skills. Sitting behind a computer communicating with cyber friends can be easy and fun but can weaken a person's verbal communication skills. I will not only focus on the negative impacts on communication because there are some positive impacts on communication through social media. Accessibility that one has to the internet through smart phones, tablets, computers, and other mobile devices has made accessing information and connecting with people a touch away in some cases. People are communicating almost all day every day through texting, e-mail, and the ever-expanding social media. Because it has had such a modern explosion in popularity and usage, social media has become the new norm when it comes to communicating everything from huge life events like engagements and the birth of children to minute particulars like what one ate for dinner. Social media has had one of the most substantial impacts on how people communicate within the past decade.

Communication skills are exemplified by use of social media networking. Social media networking allows for a communication outlet. Social media is being utilized by students, parents, businesses, and religious organizations. It is being used in many forms by many

different platforms for many reasons. The social network, Twitter, appears to be one of their first choices with celebrities' tweets being the topic of many news discussions.

Communication has improved greatly by emerges and continual growth of social media. Social media has evolved communication to new heights. The ease of access and growth makes it very beneficial to everyone from pastors to politicians. As social media evolves, communication will improve and continue to soar to new heights. The positive impact on communication definitely overcomes the negative and makes it very beneficial.

GOLDEN PHASE OF LIFE

Life is unpredictable. College life is one of the most interesting stages of life. It's an opportunity to explore and learn, one of the best phases of an individual's life. I had no idea of how I joined my under graduate in this college. I have experienced quite a few basic challenges where I have been carved out to be a perfect human. On the very first day, I had an orientation which helped me to know about my fellow mates. We, freshers had a very warm welcome by our seniors and they made us feel comfortable into this new atmosphere.

Days passed by and I came to know about my course in depth and started to admire. I got interest to know about each and every subject either theory or practical. I took utmost effort to perform my best in all aspects I could. Queries, misunderstandings, fights, brawls, assaults and such on one hand, friendship, care, affection, loyalty, respect, togetherness on the other hand. My heart was melted and frozen with all these multiple emotions. Thrilling excursions, industrial visits, attending competitions in various other colleges, departmental activities were all a glimpse of enthusiasm and enjoyment. Life skills are one important concept where I was able to gain more on every aspect. I came to realize that the knowledge we gained at high school was just knowledge but college increased that knowledge and helped me to overcome any obstacle in my career path. I thoroughly enjoyed my three successful years in this college.



Life at college is the time when the teenage years end and we are thrown out in this big society with new beginnings. This phase of life equipped me to handle challenges in life and is a strong foundation for upgrading knowledge. It might be good, it might be bad, it might also be weird, it might not interest you but days spent are just a blend of joy and hardships. I am

overwhelmed when I thank all my staffs who were a part of my college journey, who guided, supported, encouraged and withstood with us all the time. I really will miss this college, a huge establishment of my city. “Once an Auxilian, Always an Auxilian.”

- GAYATHRI.K
III B.Sc. Visual Communication.

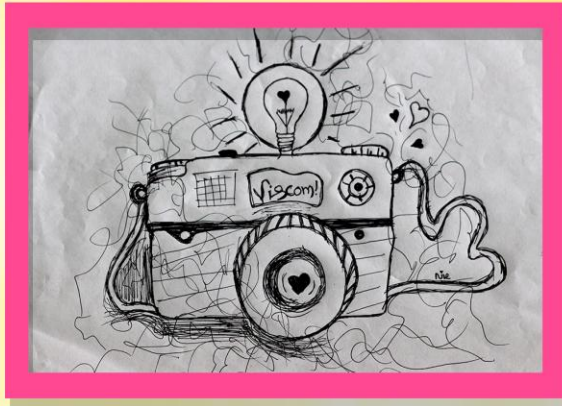
Film Fest & Seminar



Decennial Year



Artworks



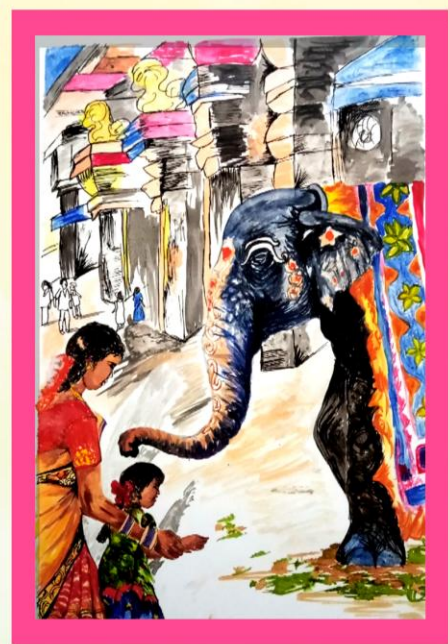
Nivedha .P
III B.Sc. Viscom



Nivedha .P
III B.Sc. Viscom



Nivedha .P
III B.Sc. Viscom



Nivedha .P
III B.Sc. Viscom



Gayathri .K
III B.Sc. Viscom



Gayathri .K
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## Quiz Time

1. Sivaji Roa Gaikwad is the real name of a South Indian Super Star? Who is he?
2. Which was the first Talkie film made in India?
3. Who directed the popular Hollywood movie Gandhi?
4. What is the name of the biopic on Dhirubhai Ambani?
5. What was the background of the film Chak De?
6. What was the disease which the protagonist had in the movie Taare Zameen Par?
7. Which was the first Indian film which used Dolby sound?
8. Which State in India has most number of Cinema theatres?
9. What is Fusion music?
10. What is a Ghazal?

### Answers

1. Rajnikanth
2. Alam Ara
3. Richard Attenborough
4. Guru
5. Exploits of Indian Women's hockey.
6. Dyslexia
7. 1942 – A Love story
8. Andhra Pradesh
9. Where two styles eg. Western and Hindusthani are mixed.
10. Poetic expressions of love and pain with rhyming couplets.



**Department of Communication Media  
Auxilium College, Katpadi - 632006.**