

# **Story-telling Redefined in the Era of Short Form Journalism: Workshop Conducted by Veteran Journalist Sugadev**

**By A. Padmanabhan, 20-UDJ-044**



## ***Resource person Sugadev addressing the students.***

Stories are a part of life. since it signifies how a situation is described, felt and anticipated. It brings joy, sorrow, regret and various other emotions depending on the type of story that is recited. The workshop on the topic Storytelling in the Era of Short-form journalism, conducted by veteran journalist P.Elayaperumal alias Sugadev on 27th April 2022.

It was an eye opening how storytelling art is still relevant, and it cannot be dethroned by short form journalism. Especially since the story always has a place in a conversation and there's no two ways about it. The resource person of the workshop Mr.P.Elayaperumal, popularly known as Sugadev, professional with a self-explanatory, effective CV to validate his prowess in the field of journalism for more than 4 decades. He was the media advisor for the US Consulate in Chennai and former magazine editor, Dinamani.

The resource person kicked off with a reference about Thirukural, 1330 couplets in 7 words, as the prime example for short form journalism. Because it conveys an immense amount of meaning with just 7 words. This assumes relevance in the post-internet era, where recreation and entertainment are preferred over serious and long-form journalism. Gaining knowledge becomes secondary, insta-gratification becomes the prominent center of life.

## Technology and Journalism



Technology has been a game changer in terms of how life functions. It has played a major role in the transition from an analogue life to a fully controlled digital life. Mr.Sugadev highlighted how stories are supposed to be comprehensive and deep since every sentence signifies a certain scene or moment which can make the whole story cohesive and meaningful. Even when it comes to short form journalism, it has to be short, sharp and have a connection with its audience. In other words, news can be concise and short, but stories must be expansive and clear.

Engaging the reader through metaphorical phrases and idioms is a strong part of storytelling which short form journalism cannot have a chokehold in. The audiences are very diverse and varied and each person has a knack towards something, and it is the writer's responsibility to pertain to the readers emotions and imbibe the feeling of realisation and gaining knowledge. The workshop helped the students understand how it is crucial to find your forte and maximize your potential in terms of writing and storytelling. Mr.Elayaperumal was instrumental in inculcating those qualities.

**Master of the ceremony:** Akshaya Blessy, 20-UDJ-040

**Welcome address:** Malathi A, 20-UDJ-015

**Introduction of the resource person:** Thamizhnila R, 20-UDJ-006

**Vote of thanks:** Enoch Mathew Thomas, 20-UDJ-031

**Photography & Videography:** Tinku Raja, 20-UDJ-016 D & Joanrithika S,  
20-UDJ-004

**Poster design:** Kishore Aravind R, 20-UDJ-043 & Jonathan Craig Dsouza,  
20-UDJ-012