

## **Loyola College (Autonomous)**

**Chennai – 600 034.**

### **Role of a Digital Journalist:**

### **Report on the Guest Lecture on September 10, 2016**

Mr. Senthil Kumar, Chief Copy- Editor, Femina Tamil, addressed the students of B.Voc. and M.Voc. Digital Journalism on 'Role of a Digital Journalist' in the Department of KAUSHAL Kendra, Loyola College, Chennai.

In the Guest-Lecture Programme held on September 10, 2016 at 11.25 AM, Mr. Senthil Kumar lectured about the difference between the Print and Digital journalism. He pointed out the shelf-life of various mass media starting with Print as 12 hours, for TV as few minutes, for weekly and monthly magazines as one week and one month respectively. "But the shelf life for Digital media is infinite."

He explained to the students as to how Digital Journalism is a convergence of text, audio and visual media. According to him a citizen journalist too can be considered as a digital journalist as the individual can report news from anywhere at any point of time. He explained to the students the hierarchical set-up in the Editorial section, shedding some light on the Chief Community Officer. He emphasized in his concluding remarks that one needs to develop a nose for news and build contacts for gathering news to shape-up as a good journalist.



Mr. Senthil Kumar interacting with the students of B.Voc. Digital Journalism