

**Media exposure visit to the School of Media Studies, Loyola College
by
BA Sociology III year students, Stella Maris College, Chennai**

Date: Saturday, October 29, 2022

Time: 11:00 AM to 01:15 PM

Venue: Visual Communication Department

Welcome and introduction: The session started off with Rev. Dr. A. Irudaya Raj giving the students of Sociology a short introduction on Media and why it is relevant to students of Sociology. Trailers of Ponniyan Selvan I and Kantara were shown in the Preview Theatre of the department. Father related it to social reality especially the rights of tribal/indigenous communities and provided insights into the overview of the day and on the technical facilities of media part of the visit.

Panel Discussion by Experts and Interaction:

Rev. Dr. A. Irudayaraj: After introducing all the speakers for the day, Fr. Irudayaraj also lectured us on the contemporary media presence and how effective it is. Fr. Irudayaraj also addressed queries relating to gender equality in the media industry and emphasised the value of life for others. *"Be the change you want to be"* was his concluding message. Father also reiterated 'Individual responsibility' and contribution to society. This sociological perspectives on media made it very relevant and relatable

Dr. Alex Parimalam, Former Professor Visual Communication and Academic Coach, briefly spoke about the different types of audience giving relevant examples of current TV shows which all of us could immediately relate to. Specific reference was made to the visual content of media and how it appeals to the audience. He inspired students to access Paulo Freire's 'Pedagogy of the Oppressed' citing the role of the book in his teaching career. A theoretical study on types of audiences became practical and applicable after listening to Dr. Alex's approach of the topic.

Mr. Abul Faiz, founder of the A&F communications from the Loyola Kaushal Kendra briefed us on the history and evolution of media and its accessibility to different parts of India. He presented interesting variations of the same context in AM, Cylone Radio and FM. He also demonstrated how the acting style changes with improved technology (examples of scenes including loud voice and hand movements to minimum dialogue combined with close-up shots). During students' interaction, Mr. Abul Faiz clearly brought to light the reality of the media world.

Mr. Narasimhan, the last speaker of the session, from the Loyola Kaushal Kendra, enlightened us about the technological advancement in Korea being the factor for current popularity of K-culture (Korean culture) among youth and its impact on them. He also spoke about the power of Citizen journalism and Digital journalism including mobile journalism. The power of people with the availability of the platform. He spoke about Spot News and covered Media Ethics and the Social responsibility of citizens as well. Mr. Narasimhan's presentation was significant and inspiring for the students who are in the verge of selecting specialization for Higher Studies.

Question and Answer: There was meaningful interaction with the questions from the students of Sociology covering News Authenticity, Gender equality and Media and Politic.

Visit to facilities / Labs: Loyola faculty accompanied students and explained the different facilities and the technical advancements and their relevance. The students saw the various facilities such as Blue Mat, Green Mat, Editing Suite, Newsroom, Loyola FM, Animation and other media labs. Students and were also encouraged to ask questions.

Conclusion: The visit ended with *Group Photograph* and students thanked the Head of the Department of Visual Communication and the faculty who shared their expertise. Within the short span, Loyola School of Media Studies lead by the Visual Communication Department created an impact. The third-year students from the Department of Sociology, Stella Maris College in connection with their Sociology of Media paper experienced Media resources and tools to get a good feel of their paper behind the scenes. This meaningful collaboration enabled by the warm and welcoming support of Loyola college opened up the avenue for immense possibilities and potentials for cross learning, exchange of expertise and resources.

