



## **THE MEDIA CELL** **Society Report 2022-2023**

Name of the Society: The Media Cell

Name of the Staff Advisor: Prof. John Varghese

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<b>S.NO.</b>	<b>TITLE OF THE EVENT</b>	<b>EVENT DETAILS</b>
<b>1</b>	<b>INDEPENDENCE DAY FLAG HOISTING CEREMONY</b>	<p>The Media Cell helped organize and execute the official flag hoisting ceremony in college this year.</p> <p><b>Mode of event: Offline</b> <b>Date(s) of event: 15<sup>th</sup> August 2022</b></p>
<b>2</b>	<b>PUBLICITY PARTNER FOR ONAM 2022</b>	<p>Collaborated with The Malayalam Literary Society for their flagship annual Onam Celebration to cover the event and create a short film on it which was uploaded on the Media Cell Official Instagram Page.</p> <p><b>Mode of event: Offline</b> <b>Date(s) of event: 10<sup>th</sup> September 2022</b></p>
<b>3</b>	<b>INTERVIEW WITH DR VIJENDER SINGH CHAUHAN</b>	<p>The Media Cell sat down with Dr. Chauhan, associate professor at Zakir Hussain College on Hindi Divas in collaboration with Hindi Sahitya Sabha. The conversation was on Literature History, Media and Gender. This was released on The Media Cell YouTube.</p> <p><b>Mode of event: Offline</b> <b>Date(s) of event: 2<sup>nd</sup> October 2022</b></p>

4	<b>THE MEDIA CELL PODCAST- 'UNDER THE CAFÉ TREE' ON SPOTIFY</b>	<p>The Podcast for the Media Cell was launched this year and we had two episodes one with Mr. Dias Antony from the History Department and the second one with Rev. Dr. Monodeep Daniel. They were released on Spotify and YouTube.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event:</b>  <b>Episode 01- 16<sup>th</sup> October 2022</b>  <b>Episode 02 - November 26 2022</b></p>
5	<b>THE MEDIA CELL DISPLAY SCREEN</b>	<p>The Screen designing team carried out the first ever and only display screen at college on a weekly basis. The screen became the source of information on upcoming college events, holiday updates, a photo chosen from entries received by junior members for, 'Click of the Week', and Stephanian Facts. The screen also had publicity clips and posters when various societies collaborated with the Media Cell for publicity partnerships.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: Throughout the year</b></p>
6	<b>ALLNUT RESIDENCES 100 YEARS CELEBRATION</b>	<p>In the month of October, the Media Cell assisted the Alumni Association of college to shoot a video for their YouTube of the Allnut North and South Blocks and later covered the event held for the same. The video is uploaded on the Alumni Association's YouTube.</p> <p><b>Mode of the event: Offline</b>  <b>Date(s) of the event: 22<sup>nd</sup> October 2022</b></p>
7	<b>EVENT COVERING</b>	<p>The Media Cell was invited to cover and report multiple events happening in college, where the team conducted interviews. These video compilations are posted on YouTube. To name a few of them, Bazm E Adab Lunch, Debating Society's Pro-Am Debate, BA Programme Society's Slam Poetry Competition, and the North East Society's Annual Lunch.</p> <p><b>Mode of the event: Offline</b>  <b>Date(s) of the event: Throughout the year</b></p>

8	<b>NEWS UPDATES AND CONTENT CURATION ON INSTAGRAM</b>	<p>As a journalism society, the Media Cell involved junior members of college to write riveting pieces on world and domestic news and events to keep the college community informed of the same and posted them on Instagram.</p> <p><b>Mode of event: Online</b>  <b>Date(s) of event: Throughout the year</b></p>
9	<b>INTERVIEW WITH MR. SATENDRA SINGH</b>	<p>The Civil services forum in collaboration with the Enabling Unit conducted a talk session with Mr. Singh who is an alumnus of college and a civil servant posted in Pondicherry. Our team sat down with him for an interview uploaded on YouTube.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: 9th November 2022</b></p>
10	<b>THE MEDIA CELL ORIENTATION</b>	<p>To acquaint the new batch of first year junior members in college with the society and its activities and engaging them further, the Media Cell held its orientation which saw a huge turn out and was an interactive session.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: 22<sup>nd</sup> November 2022</b></p>
11	<b>RHODES SCHOLARS INTERVIEW 2022</b>	<p>The interview team sat down with two of the five Rhodes Scholars of 2022 from India, Syed Muhammed Khalid and Vedanta Thapar who are junior members from college. The talk with them has been uploaded on the YouTube and has more than 2000 views.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: 3rd December 2022</b></p>
12	<b>TALK AND INTERACTIVE SESSION WITH AKASH BANERJEE</b>	<p>The Media Cell hosted Mr. Akash Banerjee for a talk in college on the them, <b>‘Risks of Running Alternatives to Mainstream Journalism: Navigating Pitfalls and Challenges.’</b> A huge number of junior members joined and had a very interactive session with many questions, with the speaker.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: 16<sup>th</sup> January 2023</b></p>

13	<b>VLOG MAKING COMPETITION</b>	<p>The Media Cell organized a competition for the first-year junior members- A Vlog Making Competition on the theme, ‘A Day in my life College Video’ to feature the winner on YouTube. The event was announced December and the winner was declared in January, being Anita Saju, from B.A. (H) History. Her vlog was put up on our YouTube Channel.</p> <p><b>Mode of event: Offline and Online</b>  <b>Date(s) of event: December 2022 - January 2023</b></p>
14	<b>MEME MAKING COMPETITION</b>	<p>The Media Cell organized a meme making competition for junior members in college to combine journalism with the plethora of memes on the Internet today. Junior members could make memes on the themes of Economics, Politics, business et cetera. The winner was Poorti Arora, from B.A. (H) History.</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: 8<sup>th</sup> February 2022</b></p>
15	<b>INTERACTIVE TALK SESSION WITH MR. PARANJOY GUHA</b>	<p>The last event for this academic year was a talk session with Mr. Paranjoy Guha on the theme, ‘Making Mass Media Truly Effective.’</p> <p><b>Mode of event: Offline</b>  <b>Date(s) of event: 28<sup>th</sup> April 2022</b></p>