



Xavier School of Communications

Hosted “Symposium 2018”

Passions and Pursuits: bridging the gap between learners and practitioners

Xavier University Bhubaneswar

Date: September 7, 2018

Venue: Conference Hall- I

“Passions and Pursuits: bridging the gap between learners and practitioners”

In the converged media landscape today, identifying the suitable platform to pursue one’s goals among the plethora of media sectors could be a challenging task for the budding professionals. Although, the idea of “story telling” to engage the audience continues to remain as the bedrock tenet, the form varies with the changing platforms. With the purpose of capturing the essence of the media industry today, the symposium offers an engagement of the learners with timely ideas, queries and debates in the fast-evolving media industry. It is an attempt to explore the passionate insights and the issues that constitute this vast industry. Prior to embark upon their journeys as professionals, the remarkable breadth of the discussion is expected to instill a comprehensive understanding and add vibrancy to their perspective.

Our Sessions: -

Public Relations and Advertising: Manipulation or Promotion - How far? How so?

If coherently expressed, advertising and public relations as means of persuasive communication have been fiercely challenged over the years due to its dynamism and has invoked several academic debates. On one hand, the relationship of media with that of advertising and public relations has produced disparate critiques which merit critical academic attention; on the other these sectors have seen exceptional growth over the past few decades. Digital storytelling and social listening are the trends that have and will continue to influence the future of the field. The unprecedented growth in the industry has left wide void which needs to be filled by young, fresh,

talented professionals. Therefore, delegating this clarion call to young minds to pursue and excel in this ever-growing industry is a task to be taken upon.

A Storyteller – behind the lens

As often said, the “camera is a save button for the mind’s eye”, a form of visual art that appeals to one’s aesthetic senses and demands out of the box thinking. A field that does not believe in the strict adherence to a rigid academic structure but calls for artistic narrations and philosophical analysis. Learning the technicalities is only a part of the enormous frame. From modes of realism to subjects of visual representation, budding professionals require directions from those who are established to guide them explore the facets of the sector drawing inspiration and making a niche market of their own. As far as representing the visual form of art goes in the Indian context, the audience is in a state of flux, still deciding what they like, providing a massive potential viewership given its evolving tastes. At this juncture, it is necessary to explore its relation to the cultural domain both theoretically and practically

Journalism: Reflection of Reality versus Destruction of Truth

Believed to be society in conversation with itself, journalism has come a long way since its inception and ever since has kept on evolving through the passage of time. As eras unfolded so did the power of journalism augmented itself to this macrocosm of information. A profession, characterized by ever-increasing turbulence and change, grappling to challenge the debilitating forces with an invincible spirit, it continues to contest the existing social orders. In a time when ethical journalism is only a metaphor restricted to the walls of the classrooms, and journalists are treated as mere information vendors, the need to re-examine the contours of journalism as a profession and as a service to society is need of the hour.

Brief Bio of Speakers

Public Relations and Advertising: Manipulation or Promotion – How far? How so?

Moderator: Dr. Purnima Anjali Mohanty

Dr. Samir Kapoor is presently Senior Vice-President and Branch Head of AdFactors PR in New Delhi. He is an engineer with an MBA in finance and marketing. He has also equipped himself with an PhD in Mergers and Acquisitions (M&A) from Aligarh Muslim University. He is currently involved in managing new business development, client servicing and media relations. He has more than two decades of experience and hence a deep knowledge about the industry.

Mr Sujoy Roy is currently Managing Partner (Creative) at Ogilvy & Mather Pvt. Ltd. Originally from Calcutta, Mr. Roy worked for Phoenix Ogilvy in Sri Lanka for three years before deciding to come back to his home town and create a layout for the future of advertising in Calcutta. He has managed to take

Ogilvy and Mather forward in leaps and bounds by working with cutting edge brands and continues to contribute immensely towards the advertising industry.

Mr. Kartik Iyer is currently the CEO of Happy McGarrybowen which is based out of Bangalore. He has a degree from Loyola Chennai in Visual Communication, Advertising, Film and Graphic Design. He presently specialises in Brand Building, Advertising, Ad Film Direction and Content creation. He was featured in the Fortune magazine in their 40 under 40 category. He has built a business from ground up which now operates on a global level.

Mr. S Chockalingam is presently the Creative Director at OPN Advertising. He specialises in popular marketing and promotional activities through multiple mediums which include print, television, radio, digital and social media. His agency helps in transforming organisations and putting them on a larger platform.

A Storyteller- Behind The Lens- Moderator Dr. Nadira Khatun

Ms. Rathika Ramasamy, Ms. Ramasamy is disputably one of India's pre-eminent wildlife photographers. She is passionate about birds and is specializing in bird photography. Her work has been appreciated and featured in several national and international publications as well as exhibitions.

Mr. Soundar Rajan is an Indian cinematographer, who has worked in the Tamil, Telugu and Malayalam film industries. His latest achievement is of year 2017 in which he won a critical acclaim for his work in Lakshman's action film Bogan.

Mr. Venkant Raman is the executive producer of Mirror Now. He has worked in NDTV as the senior video editor and as a News and production co ordinator in AAJ TAK.

Journalism: Reflection of Reality Versus Destruction of Truth, Moderator – Dr. Jolly Jose

Ms. Monobina Gupta, an alumni of Jawaharlal Nehru University, began her journalistic career as a trainee reporter with The Patriot. She has since worked in several newspapers including The Telegraph and Times of India. She has two books to her credit- *Left Politics in Bengal* and *Didi- A Political Biography*. She is currently the Managing Editor at TheWire.

Ms. Anwesha Banerjee is the Assistant Editor of EiSamay, a Bengali newspaper from The Times Group, India's largest news organization. Here, she is shouldering the responsibility of the National and International Desk. Being in charge of an entire desk, it is her duty to spread her interest from social issues to hardcore politics. For her leadership potential and passion for journalism, she was nominated by US Consulate, Kolkata for Edward Murrow Programme for Journalists, in 2015-16.

