

Date: Tue, 12 Mar 2024 14:25:20 +0530

From: "regr" <regr@pu.ac.in>

To: dui@pu.ac.in

Subject: Fw: Registration open for Media Matters 2024: National Symposium organised by EMRC, Puducherry

----- Forwarded Message -----

From: EMMC Symposium <demmc.sym@pondiuni.ac.in>

To: vc@pu.ac.in, regr@pu.ac.in, vikram nayyar <vikramnayyar9976@gmail.com>

Sent: Tue, 12 Mar 2024 13:26:09 +0530

Subject: Registration open for Media Matters 2024: National Symposium organised by EMRC, Puducherry

Respected Sir/Ma'am,

Greetings from Pondicherry University!

We are happy to announce that the registration is now open for Media Matters 2024: National Symposium organised by EMRC, Puducherry.

Registration link:

<https://www.google.com/url?q=https%3A%2F%2Fforms.gle%2F36xGLrJkxQmgk58dA&sa=D>

We seek your assistance in furthering the *"Skilling India" mission** and implementing the **National Education Policy 2020**, which aims to develop skilled and confident youth.

The Educational Multimedia Research Centre, Puducherry, is organising a National Symposium, **Media Matters 2024**, as a part of the Viksit Bharat @2047 programme - **Empowering Youth for Future Communications**, being organized in collaboration with our partners, the **Department of Electronic Media & Mass Communication* (*DEMMC), Pondicherry University**; **AWARE**, **Auroville**; Ananda Rangapillai Library and Directorate of Distance Education, Pondicherry University.*

We aim to spread the light and delight of knowledge and nurture virtues and skills in India's youth. Students (undergraduate, postgraduate and doctoral) of any Indian educational institution (central, state, private etc.) are eligible to participate in the National Symposium. On filling out the registration form, a copy of the student ID and Aadhaar card have to be uploaded as proof of identity which must be brought along by the student.

Circulate

Kindly nominate some students from your esteemed institution to participate in this experiential symposium. The brochure and poster are attached to this mail.

Website link: <https://sites.google.com/pondiuni.ac.in/empoweringyouth>

Click here for registration details:

<https://sites.google.com/pondiuni.ac.in/empoweringyouth/about/registration-details?authuser=0>

The welcome desk opens on 11 April at 2 pm at the Convention cum Cultural Centre, Pondicherry University.

The inaugural address is by Guest of Honour, **Dr. V.T.M. Charle,** motivational speaker and actor in 839 films, including Vetrikodi Kattu, Oru Oorula Oru Rajakumari, Poove Unakaga, Varusam Pathinaru, En Uyir Thozhan, Kadhaluku Mariyathai, Friends, Gopura Vasalile, Maanagaram etc.

The invited speakers are:

Dr. Anandana Kapur, an alumna of the Harvard Kennedy School and Ash Centre for Democratic Governance and Innovation.

There will be an introductory address by the invited mentors followed by a cultural evening with music, dance, and other performances hosted by the students of DEMMC.

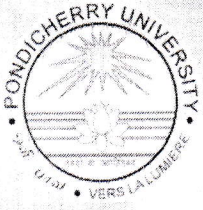
The following two days, the* 12th *& *13th* of *April*, will put the participants through a combination of *workshops* and *7* *learning tracks* offered by professionals across the field which are to be held in venues located at both Pondicherry University and Auroville.

Warm regards,

Dr. Radhika Khanna
Organising Secretary
Director i/c, Educational Multimedia Research Centre (EMRC)

Associate Professor & Head i/c, Department of Electronic Media & Mass
Communication (DEMMC), School of Media & Communication
Pondicherry University
Puducherry

----- End of Forwarded Message -----



National Symposium

on

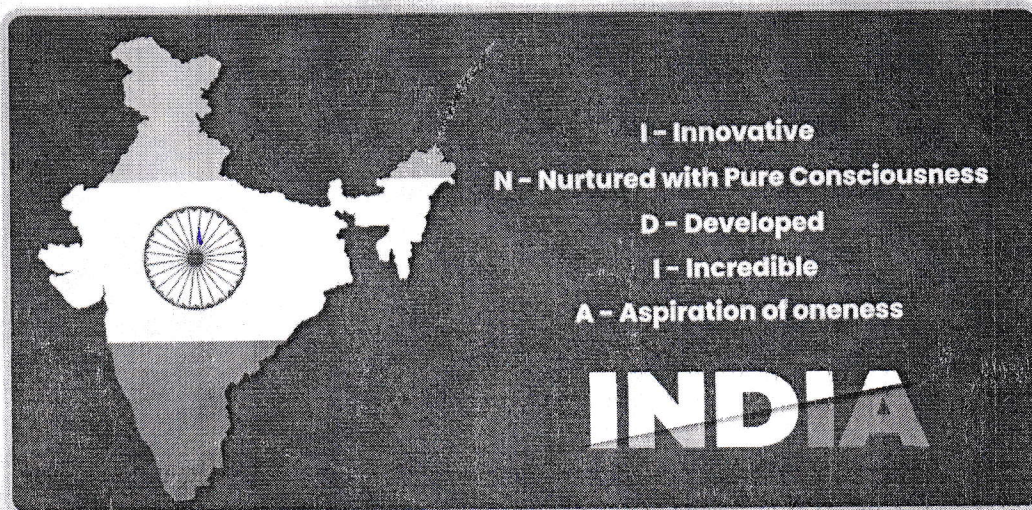
Empowering Youth for Future Communications



Join us at Puducherry and Auroville for Media Matters 2024

11th - 13th April 2024

**Spreading the light and delight of knowledge
Nurturing virtues and skills in India's youth**

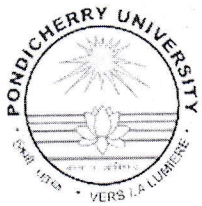


Concept note

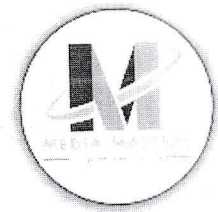
As a step forward in offering creative and transformative education, Educational Multimedia Research Centre (EMRC), Puducherry @ Pondicherry University in collaboration with the young minds and hearts of the Department of Electronic Media and Mass Communication (DEMMC), Pondicherry University; AWARE, Auroville International Township; Ananda Rangapillai Library, Pondicherry University and the Directorate of Distance Education (DDE), Pondicherry University aim to make a meaningful contribution to VIKSIT BHARAT @2047 by bringing the dynamic youth of India to Puducherry and Auroville for an innovative and experiential symposium, Media Matters. This is organised with the able support of the students and alumni of the DEMMC from across the country. Together, let us contribute our mite to the development of India.

Seven Learning Tracks on offer

The tracks offer hands-on activities, workshops, and expert mentoring, culminating in a chance to showcase your work at a public screening/exhibition on the final evening.



National Symposium



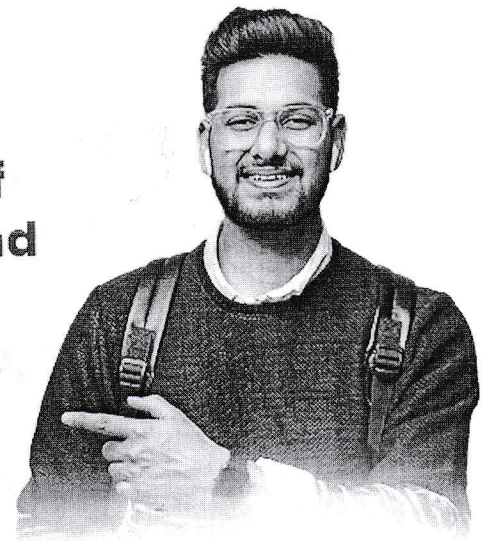
Empowering Youth for Future Communications
11th - 13th April 2024

Spreading the light on virtues & knowledge
Nurturing virtues and skills in India's youth



**Come, be a part of
Media Matters – and
let's shape the**

presenting future,
together!



WALK 1
A Journey into Studio-based Media Production

WALK 2
When Pictures Lie: Images in a Post-Truth World

WALK 3
Shutter Stories: Unveiling the Essence of Photojournalism

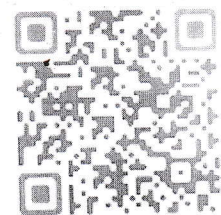
WALK 4
Know the Truth: You can be a Fact-Checker!

WALK 5
Decoding the Flow: Digital Media and the
Social Media Ecosystem

WALK 6
Creative Writing 101: Discovering
Your Inner Storyteller

Organized by
Educational Multimedia Research Centre, Puducherry,
Pondicherry University

Co-organizing partners
Department of Electronic Media and Mass Communication,
Pondicherry University
AWARE Auroville
Ananda Rangapillai Library, Pondicherry University
Directorate of Distance Education, Pondicherry University



For more details,
scan the QR code

For any queries, contact
demmc.svm@pondiuni.ac.in