



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu

FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

Title : National Workshop on New Age Advertising: Skills and Techniques

Date : October 10, 2022


Resource Person : Mr. Ravindran Solomon
Vice President, Senior Creative Director, Wunderman Thompson.

No. of Participants : 180

Focus on : Skill Development

Outcome : Students acquired skills in advertising and got introduced to new age techniques in the arena of advertising. Students benefited with expertise ideas on social media, digital advertising and it extended a pavement for career building

Invitation/Brochure



Fatima College (Autonomous)
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Mary Land, Madurai - 18

The Department of Journalism and Mass Communication Organizes a **National Level Workshop** ON **New Age Advertising: Skills & Techniques**

With **Ravindran Solomon** Vice President, Senior Creative Director, Wunderman Thompson

October 10, 2022
Registration - Rs 300/-
EARLY BIRD OFFER @ Rs 250/- Before Oct 03, 2022
For Registration: <https://forms.gle/NcTeDumxLqpxfSfDA>

Pay @ Indian Bank Koodal Nagar Branch
A/C No: 6858229929 IFSC Code: IDIB000K150
A/C Holder: Principal and HOD JMC Department

Venue: Jubilee Hall, Fatima College
Contact: 6185824463 / 9994466406 | jmc@spectrum@gmail.com

Profile of the College
Fatima College (Autonomous), Mary Land, Madurai, is a Postgraduate College for women affiliated to Madurai Kamaraj University. It is a Catholic minority institution established and run by St. Joseph's Society of Madurai for the Congregation of the Sisters of St. Joseph of Lyon, France. This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyon and the real and heroic sacrifice of Rev. Sr. Rose Bernadette, the founderess of the College.

Fatima College has established a reputation for excellence in all aspects of higher education. It has endeavored itself to the People of Madurai by imparting value based holistic education to young women with the objective of giving preference to the rural and economically backward women and first-generation learners. It is re-accredited with 'A++' by National Assessment and Accreditation Council of India with a GDPA of 1.82 on a 4-point scale.

Profile of the Department
The Department of Journalism and Mass Communication started in the year 2015 and offers an Undergraduate Programme in Journalism and Mass Communication. The programme equips the students with knowledge and skills that would enable them to become media professionals, through a perfect combination of theoretical and practical courses. The students benefit from the experiential learning offered through internship trainings and field visits to Radio Stations, TV Channels and the Press. They gain research experience through research projects. They produce Documentary and short films and bring out a Lab Journal every year. The well-equipped Recording Studio and Media Lab help them in acquiring the necessary skill sets. The Spectrum Club facilitates the showcasing of the diverse talents of the students. The Value added and skill-embedded Crash Courses offered as off-class programmes make them ready for career in the media industry with the tailor-made syllabus to suit the needs of all students. The MEd signed by the Department with Sathangudi Academy offers the perfect platform for intense training in script writing, film making, television production, photography offered by professionals.

Objective of the workshop
Our world has shrunk into our smartphones. Therefore, the need for sharper, intuitive and eye-ball grabbing communication that touches the heart is becoming paramount. While traditional advertising still has its pride of place in today's marketing game plan, the focus is on digital advertising which is powered by data. This workshop strives to bring a bird's-eye-view of both traditional and digital advertising today, with a quick look into the operations of an advertising/digital agency and career possibilities. Those who aspire to lead a career in the field of advertising or to update and upgrade their advertising strategies and skillsets can benefit from this workshop.

NEW AGE AD - Video Contest
I Prize - Rs 1000/-
II Prize - Rs 750/-
III Prize - Rs 500/-

Patrons
Dr. Sr. M. FRANCISCA FLORA
Secretary, Fatima College
Dr. Sr. G. CELINE SAHAYA MARY
Principal, Fatima College

Convenors
Dr. S. SAIRA BANU
Head | Dept of JMC
Ms. S. JENO MARY
Assistant Professor | Dept of JMC
Ms. S. ARCHANA
Assistant Professor | Dept of JMC



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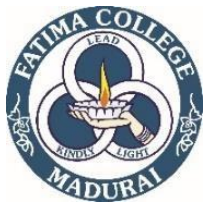
Report:

The Department of Journalism and Mass Communication organised a National Workshop on New Age Advertising: Skills and Techniques on October 10, 2022. 180 students from the colleges in and around Madurai participated in the Workshop. New Age Ad-video contest was also conducted alongside the workshop for the participants. The cash prize of Rs 1000, 750 and 500 was given away to the winners securing first, second and third place respectively. The workshop emphasised on the basics and development of advertising where resource person detailed on all the nuances of advertising with utmost enthusiasm and made it an extremely interactive one. The workshop concluded with an advertising exercise which tapped the talents of the participants.

Photos



The Resource person Mr. Ravindran Solomon, addressing the gathering



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The Resource person Mr. Ravindran Solomon and HOD Dr. Saira Banu giving away the cash prize to the winners of the contest



Participants taking group photo with the resource person and the faculties



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Participants keenly listening to the session



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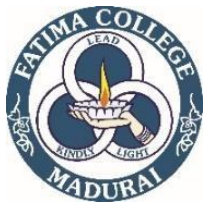
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Participation List

SERIAL NUMBER	NAME	COLLEGE
1	Ram Prasath. B	VHNSN
2	Bharathkumar. K	VHNSN
3	Jerome Antony. J	VHNSN
4	Gajendran. S	VHNSN
5	Sugan Kumar. A	VHNSN
6	Suganya Devi. S	VHNSN
7	Alagu Lakshmi. A	VHNSN
8	RamyaDharshini. R	VHNSN
9	Lakshmi Prabha. K	VHNSN
10	Jaya Harini	VHNSN
11	Karnan. S	VHNSN
12	Manoj Kumar. D	VHNSN
13	Vijaya Ram Vishagan	VHNSN
14	Ragu Balaji	VHNSN
15	Vijaya Raman	VHNSN
16	Kalidass. V	VHNSN
17	Mohamed Anas. S	VHNSN
18	Dhana Pooja	VHNSN
19	Naga Priya	VHNSN
20	Sathya Priya	VHNSN



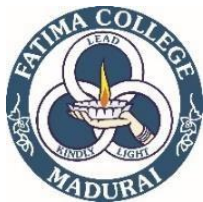
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21	Sneha	VHNSN
23	Sakthivel	VHNSN
24	Dr. S. Tamil Selvi	VHNSN
25	Dr. L. Joshua Paul Moses	VHNSN
26	Dr. S. Thana Pandi	Alagappa University
27	Kingslyn Joel. V	Kalasalingam University
28	Vinoth. G	Kalasalingam University
29	Elizabeth Rani Paul. V	Kalasalingam University
30	RubanSantha Kumar. J	Barathiyar University
31	Anna Poorani. B	Barathiyar University
32	Hariharan. V.A	Barathiyar University
34	Siva Pooja. S	Barathiyar University
35	Vignesh. S	Barathiyar University
36	RadhilaRamakrishnan	Barathiyar University
37	Keerthana. R	Barathiyar University
38	Arutchselvar. M.R	Barathiyar University
39	Ravi. A	Barathiyar University
40	Cibi L.S	Barathiyar University
41	Swetha. M	Barathiyar University
42	MangalaNayaki. S	Barathiyar University
43	Arun	Madurai Kamaraj University
44	Vishwaa	Madurai Kamaraj University
45	Dr. V. Thiruveni	Madurai Kamaraj University
46	Dr. S. SaleemaRabiyath	Madurai Kamaraj University



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47	S.M.A. Maria Therasal	St. Mary's College
48	Shwetha. R.S	Lady Doak College
49	Suji Shekinah. G	Lady Doak College
50	Yuga Priya. C	Lady Doak College
51	Udyathi. A	Lady Doak College
52	Dhivya. S	Lady Doak College
53	Dhuruvan. V	SACS MAVMM Engineering College
54	Arun Raj. B	Bishop Heber College
55	BasteenMathvram (Arockia Doss)	Media Povofok
56	AshlowVarshika. A	Arulanandar College
57	Dhanusiya. V	Arulanandar College
58	Divyadharshini. A	Arulanandar College
59	Joel Jabez. R	Arulanandar College
60	Lenin. R	Arulanandar College
61	Anni Jasmine Joshiba. A	Arulanandar College
62	Abitha. P	Arulanandar College
63	Chandra Sekar Pandian	Arulanandar College
64	K.C.K.S. Athiyamam	The American College
65	Karan Raj. M	The American College
66	Pradeep.K	The American College
67	Ram Kumar. A	The American College
68	Harini.M	The American College
69	RubanRajkumar. R	The American College



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71	Shifani. N	The American College
72	Lourdhu Darwin. J	The American College
73	Tavish	The American College
74	Balaji Kannan. M	The American College
75	Aravindhan. G	The American College
76	Raghul. B	VHNSN
77	Akilah Lakshmi	The American College
78	Rakesh. J	The American College
79	Ajith Kumar. T	The American College
80	Manikandan. C	The American College
81	Hari Hara Praveen. S	The American College
82	Bhuvaneshwari. S	The American College
83	Udhaya Prakash. V	Subalakshimilakshmicollege of science
84	Vinothini. M	Subalakshimilakshmi college of science
85	Sushmitha Suresh	Subalakshimilakshmi college of science
86	Boomika. T	Fatima college
87	Hema Suja. N	Fatima college
88	Kamali Muthu. V	Fatima college
89	Katija Reeshman. E	Fatima college
90	Lakshitha J	Fatima college
91	Lathika. P	Fatima college



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92	Manjula. M	Fatima college
93	Mugil. M	Fatima college
94	Priyadharshini. R	Fatima college
95	Shuruthi. C	Fatima college
96	Siva Priya. S	Fatima college
97	Subhashini Ishwarya. S	Fatima college
98	Vedasmrithi. P.R	Fatima college
99	Yuvashree. K	Fatima college
100	Anandha sorubini	Fatima college
101	Aishwarya. V	Fatima college
102	Dharani. A	Fatima college
103	Harini. D	Fatima college
104	Kaviya. M	Fatima college
105	Mathina. K	Fatima college
106	Meena. K	Fatima college
108	Swarna Meena. R	Fatima college
109	Vinothini. M	Fatima college
110	Kavitha. C	Fatima college
111	Sarumathi. V	Fatima college
112	Amreen. S	Fatima college
113	Joycilin Soosan. A	Fatima college
114	Amrin. M	Fatima college
115	Sri Harini. S	Fatima college
116	Divya Bharathi. R	Fatima college



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118	Abirami. B	Fatima college
119	Anitha. M	Fatima college
111	Anushiya S0herly Teres. R	Fatima college
112	Deepika. K	Fatima college
113	Gayathri. M	Fatima college
114	Halima Hathoon. M	Fatima college
115	Harini. M	Fatima college
116	Haritha. R	Fatima college
117	Janani. K.S	Fatima college
118	Janani. P	Fatima college
119	Kaleeshwari. P	Fatima college
120	Kanmani. T	Fatima college
121	Leena. D	Fatima college
122	Mahalakshmi. B	Fatima college
123	Maharani. M	Fatima college
124	Parvatha Varthini. K	Fatima college
125	Rabia Hasina. J	Fatima college
126	Raja;akshmi. K	Fatima college
127	Rizwana Sulthana. S	Fatima college
128	Salma. M	Fatima college
129	Shiyamala Devi. S	Fatima college
130	Soufiya Yasmine. K	Fatima college



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132	Sujitha Thirisa. K	Fatima college
133	Suruthi. M	Fatima college
134	Swetha. M	Fatima college
135	Tamilkani. M	Fatima college
136	Thamarai Selvi. V	Fatima college
137	Vaishalini. J	Fatima college
138	Arockia Blessy Bastina. H	Fatima college
139	Arockiya Lincy. M	Fatima college
140	Florence. M	Fatima college
141	Roslin. S	Fatima college
142	Sirilla . J	Fatima college
143	Sushrutha. J	Fatima college
144	Deepsi. R	Fatima college
145	Darthy. E	Fatima college
146	Prathisha. J	Fatima college
147	Vishnu Priya. G	Fatima college
148	Annai Vasuki. A	Fatima college
149	Amirtha Varshini. M	Fatima college
150	Sowmiya. J	Fatima college



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152	Varshini. M	Fatima college
154	Kiruba Jasper	Fatima college
155	Persiya. X	Fatima college
156	Joe Thirsha. A	Fatima college
157	Partha Sarathi Privai. S	Fatima college
158	Yasin Banu. K.M	Fatima college
159	Jehoshima. G	Fatima college
160	Mahesha. S	Fatima college
161	Alagu Meenakshi. M	Fatima college
162	Dhayapari. S	Fatima college
163	Satha Sri. S	Fatima college
164	Jovica Sharan. J	Fatima college
165	Abirami. B	Fatima college
166	Swetha. K	Fatima college
167	Poorani. R	Fatima college
168	Harsha. S	Fatima college
169	Sushmitha. V	Sacred Heart College
170	Reena Angel. A	Sacred Heart College
171	Joslin Rathna Kumari. P	Sacred Heart College
173	Gautham. M	Sacred Heart College



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175	Jonus. J	Sacred Heart College
176	Naren Karthick. D	Sacred Heart College
177	Ganesan. M	Sacred Heart College
178	Subash Anthony. M	Sacred Heart College
179	Suryatharan. D	Sacred Heart College
180	Daniel Illagovan	Sacred Heart College


Signature of the HOD

Head
Department of Journalism
& Mass Communication
Fatima College (Autonomous)
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