



St. Philomena's College (Autonomous)
Affiliated to the University of Mysore
Reaccredited by NAAC with B++ Grade



**INTERNATIONAL
WEBINAR ON
COMMUNICATION
IN THE DIGITAL ERA**

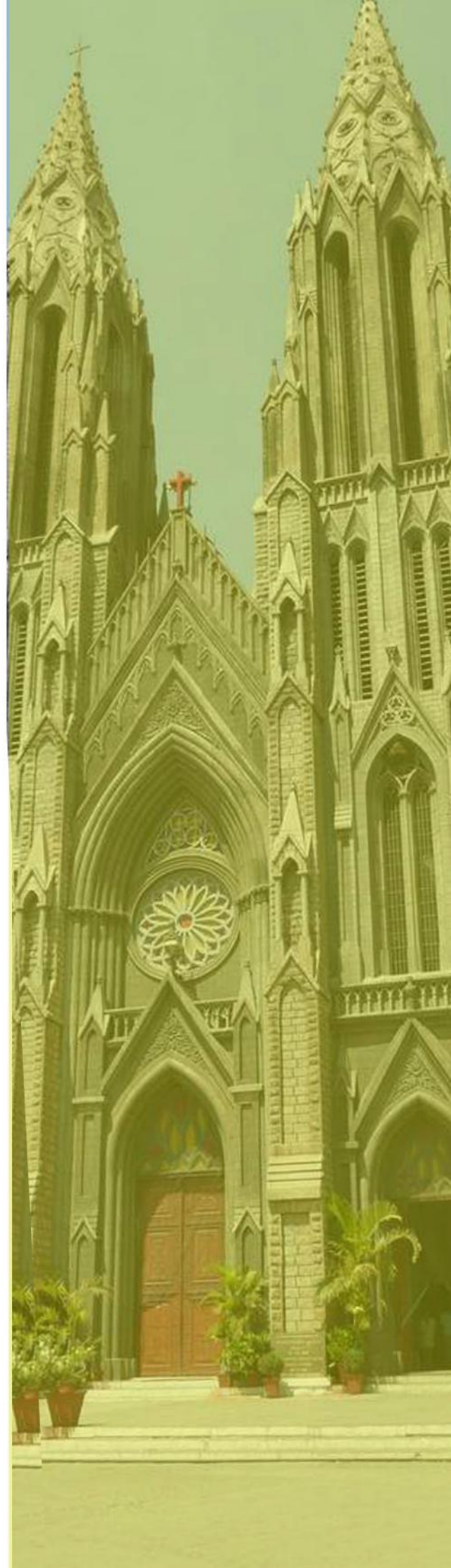
**Organised by
Department of Journalism & Mass Communication**

November 10th - 12th, 2020

www.stphilos.ac.in

ABOUT THE MANAGEMENT

Mysore Diocesan Educational Society (MDES) is a Registered Society established by the Catholic Diocese of Mysore in the year 1966, to administer, manage, and co-ordinate for the efficient and smooth functioning of its institutions. It is one of the best known Catholic Educational Societies promoting the cause of Educational Ministry even in the remote villages of Karnataka. Presently MDES administers 130 institutions from Nursery to Post-Graduation levels in the four districts of Karnataka namely Mysore, Mandya, Kodagu, and Chamarajanagara. MDES has accomplished in the field of education through its yeoman service which has borne rich dividends touching the lives of more than a lakh students, transforming them and bringing about visible progress, not just in cities but also in remote rural areas. MDES institutions alumni have crossed boundaries and have left their indelible mark in different sectors. To provide quality education to girl students MDES has started St. Joseph's College for women at Sathagalli (Commerce and Arts). His Excellency Most Rev. Dr. K. A. William, the Present Bishop of the Catholic Diocese of Mysore is heading the MDES.



ABOUT THE COLLEGE



A Bishop's dream and a Maharaja's magnificence culminated in the establishment of St. Philomena's College on October 9, 1946, with the motto 'Caritas in Scientia' i.e. 'Love through Knowledge'. His Excellency, Rt. Rev. Dr. Rene Feuga, the first Bishop of Mysore, vacated his mansion to make room for classes. The Wodeyars of the Mysore Royal family encouraged the Catholic Diocese of Mysore in its maiden venture into higher education. The College was declared open by His Highness Sri Jayachamarajendra Wodeyar, the Maharaja of Mysore, a rare honor and privilege for any institution. It was history in the making in more ways than one and the first group of 380 Philomenites was aware of it. They knew that they were stepping into the very first Private First Grade College in the Royal City, affiliated with the University of Mysore. Even more importantly, St. Philomena's College was the first private Degree Science College in the erstwhile Mysore Region. All through her fledging years, the college's future was shaped by teachers of outstanding caliber, among them the doyen of the Modern Movement in Kannada poetry, Prof. Gopalakrishna Adiga, and the renowned space scientist and former Chairman of ISRO, Prof. U.R. Rao, and a host of other great pioneering Principals and teachers. Now, 74 years later, the student strength has multiplied manifold, new buildings have been constructed, courses and infrastructure has proliferated. Traditional courses co-exist with the newer, more challenging, and contemporary courses such as Biotechnology, Biochemistry, Microbiology, Electronics, Computer Science, Social Work, Communication and Journalism,



and UGC sponsored vocational courses (B.Voc) in Health Care Technology, Media & Entertainment, and Web Developer. Besides, there are 11 Postgraduate courses namely Chemistry, Physics, Computer Science, Biochemistry, Mathematics, Social Work, Economics, English, Communication and Journalism & Commerce. At undergraduate level B.A., B.Sc., B.Com., BBA., BSW., BCA., & BBA (Tourism and Hospitality Management). The college has excellent infrastructure with a digital library, almost all classrooms are equipped with LCD projectors, the entire campus is networked with OFC, spacious playgrounds, and a newly built Indoor Stadium. St. Philomena's college is verily a global village with students from 19 different states of India and 29 countries of the world. Despite a very varied cultural, religious, and racial composition on the college campus, the students and the members of the staff feel at home. The college became autonomous in 2011. The University Grants Commission (UGC) declared the college as 'College with Potential for Excellence' in the year 2010. The college attained Autonomous status in 2011 and was reaccredited by NAAC with an 'A' Grade with a CGPA of 3.58 in the year 2014. Since 01.04.2015 the UGC has recognized the college as 'College of Excellence'. As the college races past all these milestones in history with many signposts standing out along the way, it is gearing itself to become a University. Our College is affiliated with the University of Mysore which was established on July 27, 1916. It is the sixth oldest University in the country and the first in the state of Karnataka. Also, in a sense, it is the first university of the country to be established outside the limits of British India. The university was founded as a result of the efforts of the benevolent and visionary Maharaja of erstwhile Princely State of Mysore His Highness Shri Nalvadi Krishnaraja Wadiyar – IV (1884-1940), and the then Diwan Sir M. Visvesvaraya (1860-1962). It was the first University to be accredited by NAAC in 2000 with Five Star Status and now accredited with a CGPA score of 3.47 out of 4. The university is now ranked 27th in the India Rankings 2020, NIRF-MHRD, Government of India.

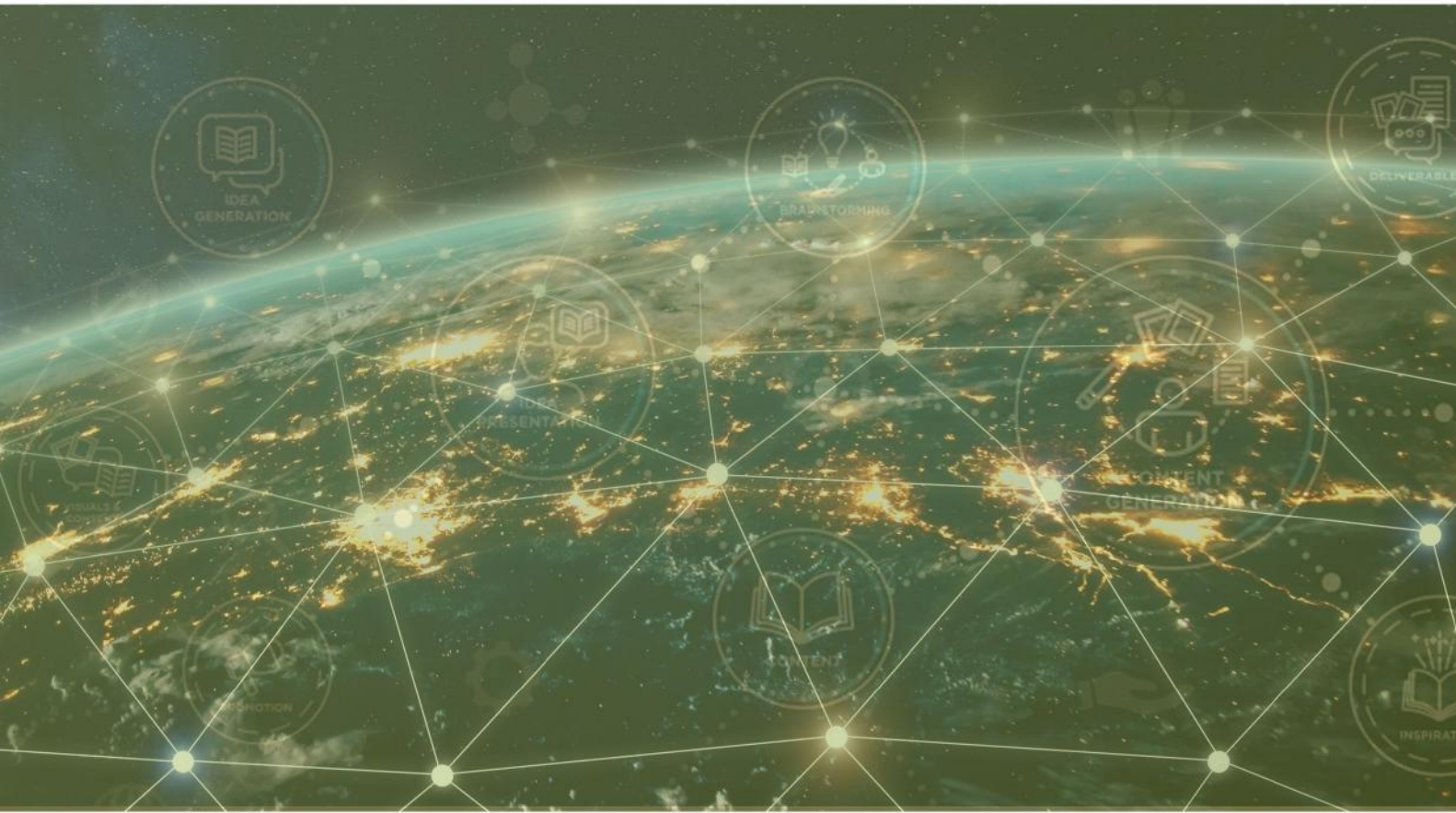
ABOUT THE DEPARTMENT



The Post Graduate Department of Journalism & Mass Communication was established in the year 2013 and was recognized as Research Centre in the year 2018. The department boasts of qualified faculty along with encouraging environment to pursue higher studies in Journalism & Mass communication. The department offers two-year programme in M.A with core papers along with open electives & inter-disciplinary papers for holistic development of the students.

The department has a state-of-art studio with latest editing softwares coupled with high end editing desk giving more stress on skill component. To encourage students to hone various skill sets the department brings out wall magazines, news production, radio production and short film production. Apart from the hands on experience the department strives to cater to the best of its ability by organizing field visits, seminars, conferences, presentations coupled with classroom teaching to make students adept at the ever changing field of media.

ABOUT THE WEBINAR



Communication is a way for people to connect over information, news, feelings, and so forth. But the way in which people connect has evolved, leading to new communication opportunities and challenges.

Technology permeates our world with smartphones, tablets, e-book readers, and other resources that enhance transportability and the accessibility to communication mediums.

Communication is a vital leadership skill, and the Digital Age has changed the way people communicate. While technology contributes to the noise that often distracts or interrupts people from sending or receiving messages effectively, it can be a great asset for better communication.

KEY SPEAKERS



Presidential Address

Msgr. Leslie Moras
Episcopal Vicar
MDES, Mysuru



Key Note Address

Prof (Dr) N. USHA RANI
Distinguished Professor and ICSSR Senior Fellow
DOS in Journalism and Mass Communication
University of Mysore, Mysuru
(November 10th, 3:00 pm)



First Speaker

ABHIRANJAN JAGANNATH
Application Development Manager
Accenture, Melbourne, Australia
Topic: E-mail Etiquette & Business Communication Skills
(Nov 10th, 3:30pm)



Second Speaker

NEHA MALLOLI
Senior Test Analyst
GBST, Brisbane, Australia
Topic: Soft Skills For women- an Industry perspective
(Nov 11th, 3:00pm)



Third Speaker

SHOURABH.V
University of Otago, Dunedin
New Zealand
Topic: Sports Coverage in the digital era
(Nov 11th, 4:00pm)



Fourth Speaker

DIVYALAKSHMI NAMBIAR
Content writer & content Strategist
California, USA
Topic: Content Writing
(Nov 12th, 3:00pm)

PROFILE OF THE SPEAKERS

Dr. N.Usha Rani

Dr. N.Usha Rani is a retired Professor in the Department of Journalism & Mass Communication in the University of Mysore, Mysuru. She has two masters' degrees, one in Education and the other in Journalism. She has a Ph.D in Journalism. She is the former Director of EMMRC-Educational Multi Media Research Centre, established by the University Grants Commission, in the State of Karnataka. She was instrumental in the establishment of EMMRC in the University of Mysore in 1995, with a mandate to produce educational media products for the students of higher education. She was instrumental in establishing Professional TV Studio in the University of Mysore, Prof. Nadig Krishnamurthy Audio Visual Studio in the Department of Studies in and Journalism & Mass Communication, A-V Editing Studio, Dept of Studies in Journalism & Mass Communication, University of Mysore, Drushti – the Computer Lab for the Centre for Education of Visually Challenged, University Library, University of Mysore and Two Small Lab facilities at Kuvempu Institute of Kannada Studies' Library and University Fine Arts College Library.

A media educationist, she has won the prestigious American Fulbright Fellowship twice (1990-91 & 2006-07), which is a rare distinction in India. She has also been awarded with the Canadian Advance Faculty Research Fellowship (2002) and conducted research at McGill University, Montreal, Canada. She studied television production and international broadcasting at Newhouse School of Public Communication, Syracuse University, Syracuse, USA. She has also done internship at WXYT Fox TV Station, USA. She was a senior research fellow at the Southern Illinois University, Carbondale, IL, USA. She has won two National Awards for producing best educational TV documentaries. During her tenure, EMMRC won nine national awards for producing distinctive educational TV programmes. She has few books and many research publications to her credit. She teaches Writing for Media, Theories of Communication and Communication Research Methods to the Master's students and Ph.D scholars in the University of Mysore. She has contributed immensely to the development of CBCS - Choice Based Credit System in the University of Mysore as a core member of the Expert Committee and has oriented teachers and students in the CBCS mode of education. She was instrumental in the starting of MPhil. in Area Studies - Karnataka Studies in the University of Mysore for the first time in the country. She is the founder - editor of an international social science research journal- Journal of Media and Social Development in the University of Mysore. She has contributed to the creation of knowledge and scholarship in the area of media studies, journalism and social development. She is currently serving as the Professor and Coordinator of University Grants Commission's University with Potential for Excellence (UPE) Project in the University of Mysore. She worked on following projects:

Abhiranjan Jagannath

Mr. Abhiranjan Jagannath is an Independent self-starter, capable of setting, maintaining and achieving goals within a fast-paced environment with insightful experience across high-growth environments and complex projects.

He is a person with many feathers in his cap and well known for immense work experience with Great technical Skills, some of the key contributions of his career are designing Journal Transformation,

Strong experience in keying out Very Rough Order of Magnitude (VROOM) and Order of Magnitude (OOM), And being a leader of a team, he has designed and built POCs.

As a Trainer, Mr Abhiranjan has Conducted training on Effective Communication for all new recruits at Infogix Bangalore.

He has Won "Hats Off" award from Subex in 2014, "Pat on the Back" award from Telenor Global Services and "Bravo" award for carrying out a critical interconnect billing activity for TEO-Lithuania at Subex.

Abhiranjan Jagannath is currently associated with top companies around the globe. A computer science Engineer and Master in business administration, Abhiranjan is a Skillful Engineer with strong leadership qualities and Administration knowledge makes him an expert in the field. Now he is working as senior Manager for Accenture at Melbourne, Australia.

Neha Malloli

Hailing from Mysuru, Neha completed her Bachelor of Engineering in Information Science from JCE followed by Masters in Computer Science in software engineering in the University of Texas at Dallas, Texas, USA. She has previously worked as Software Test Engineer at LSI India, NetApp Bangalore, Engineering Intern Kansas, USA, Senior Test Analyst, Professional Services at NCR CORP, Melbourne.

Ms. Neha Malloli is a certified Professional Scrum Master, Business Analyst and an ISTQB Certified Tester, "The Python Bible™ - Everything You Need to Program in Python | Udemy MOOC |2018 and Introduction to User Experience Design | Georgia Institute of Technology, Coursera MOOC. Her core competencies also include Communication in women's organization in Texas, USA. At present Senior consultant Engineer at Brisbane, Australia.

Shourabh V

Shourabh worked as a Freelance Feature Writer/Sports Journalist/ Sports Photojournalist for Star of Mysore. He has also done content writing, research and editing, featured in weekend supplements and human interest stories. He was a Sports Photographer and Sports Writer Intern/Publisher for Outlook India Live blogs and Text commentary for Indian Premier League (IPL)-2019. Sports Administration and Operations Intern-Inspire Institute of Sport (IIS). He is a graduate in Sports Management and M.A. in Media and Communications, Manipal University, Manipal. He has handled following assignments- Operations and Facility Center Management, Equipment Procurement, Travel logistics and Accommodation, Content writing for Khelo India Reports, official documents etc. Sports Event Management, Venue Management, Match-day operations and Social Media.Karnataka Premier League, KSCA Mysore

Divyalakshmi Nambiar

Presently a freelance content writer & content strategist, D. Nambiar is a journalist by education and work experience with stints in mainstream journalism (print), online journalism, and travel Journalism.

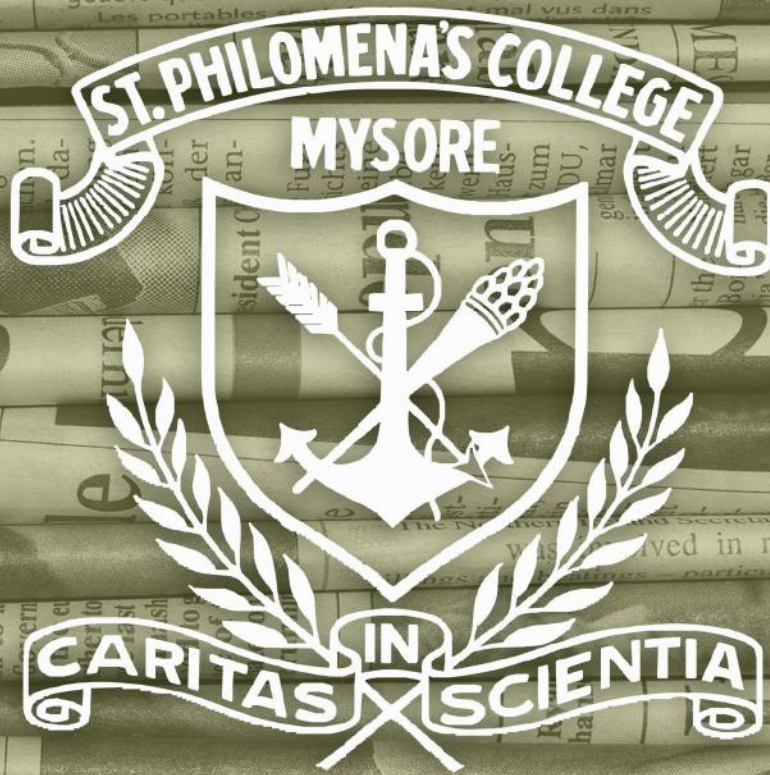
She took to blogging so as to keep in touch with writing while she took a break from the job scene. However, a travel – blogger she will always be, she swears.

Tripping has always been an interest; something she's always been 'in for,' be it a trip to a far-away-destination, an or attraction in her –figurative– backyard, or even a long drive. So there were no second thoughts when it came to picking out a niche, she says.

Travelling gives her a high. So does writing. Hence the name of the blog - Topsy from the TRIPTravel Journalism record: D. Nambiar's first internship was at a Travel Trade magazine. Her first job was also at Travel Trade publication. Travel writing: Topsy from the TRIP is where she's specifically been doing 'Travel Writing.'

**WE INVITE • STUDENTS • RESEARCH SCHOLARS • ACADEMICIANS
• PROFESSIONALS FROM VARIOUS EDUCATIONAL INSTITUTIONS
AND INDUSTRIES TO JOIN THE WEBINAR. WEBINAR WILL BE
STREAMED LIVE.**

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DR. SUKANYA : 9341151434

DR. VAGDEVI H.S: 9945505759