



ALAGAPPA UNIVERSITY

A State University Established in 1985

Vallal Alagappan Valagam

KARAIKUDI 630 003.Tamil Nadu, India

www.alagappauniversity.ac.in



Vallal Dr. RM. Alagappa Chettiyar

2017



Accredited with
A+ Grade by NAAC
(CGPA :3.64)

2018



Graded as Category-1
&
Granted Autonomy

2023



Rank: 30

2018



Swachh Campus
Rank : 4

2023



ASIA Rank : 199

2023



ASIA Ranking -122
Young Universities Ranking - 138

Department of Journalism & Mass Communication

இதழி

மின்னிதழ்



E- Magazine
JANUARY- JUNE 2023



ALAGAPPA UNIVERSITY

Department of Journalism & Mass Communication



Prof. A.Senthil Rajan
Registrar
CO PATRON



Prof.G.Ravi
Vice-Chancellor
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Prof. N.Arunachalam
Ho/ ic
The Editor in Chief

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I MA-JMC



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இதழ்



From the Editor in Chief

Dear Readers,

Magazines are a great source of current affairs and news updates. Staying informed about the world is not only important for general knowledge but can also be beneficial for academics and career development. Reading print magazines offers a break from the constant digital screen exposure that's become the norm in today's society. It's a chance to unplug, reduce eye strain, and enjoy a tactile reading experience. Magazines often showcase creative content, whether it's in the form of art or innovative ideas. Exposure to these creative elements can inspire your own creativity and help you think outside the box of academics.

"Ithazhi" called a journal in Tamil expressing feminine gender of the journal, is an e-magazine of the Department of Journalism and Mass Communication at Alagappa University, providing news and information. It also played a role in entertainment and culture by nurturing journal preparation skills among prospective media and mass communication students by providing space to showcase their creativity. They have published stories, poems, essays, and articles that have informed, entertained, and inspired readers. They have also helped to shape the way people think about the world around them.

"Ithazhi" has been conceived and given birth only because of the noble thoughts and pragmatic philosophy of **Prof. G. Ravi, Vice Chancellor, Alagappa University**, Karaikudi, who is the soul instrument for this publication for the development of prospective media and journalism students. Ithazhi on behalf of the journalism and mass communication communities, expresses sincere gratitude to him for opening a new path for young guns in the field of media.

We expected your continued support to read the e-magazine and express your views for the development of journalism and mass communication.

Prof. N. Arunachalam
Head i/c
Editor in Chief



தமிழுக்கும் கல்விக்கும் அருந்தொண்டாற்றிய சான்றோர்களுள் குறிப்பிடத் தகுந்தவர்
வள்ளல் டாக்டர். ஆர்.எம் அழகப்பச் செட்டியார்க்கு சமர்ப்பணம்

வள்ளல் வாழ்த்து

"கோடி கொடுத்த கொடைஞன் குடியிருந்த
வீடும் கொடுத்த விழுத்தெய்வம் - தேடியும்
அள்ளிக்கொடுத்த அழகன் அறிவூட்டும்
வெள்ளி விளக்கே விளக்கு

முன்பெருந் தவத்தால் தோன்றி
முயன்றெமைக் காக்கும் வள்ளல்
அன்பினால் அழகப்பாவின்
அறம்பணி போற்றி செய்வோம்

PONGAL CELEBRATION- 12/01/2023

The student of Journalism and Mass communication has organized and conducted pongal celebration in 12 January 2023. Students gathered in traditional attire, prepared sweet Pongal and celebrated it according to the traditions. They conducted various games that reflected Tamil traditions. This year Pongal celebrations have taken on a special significance as communities come together to celebrate resilience and unity in the face of challenging times. Despite the challenges posed by the pandemic, students have found innovative ways to celebrate while adhering to safety protocols.



VOTERS DAY PLEDGE - 25/01/2023



Voters day Pledge - 25.01.2023 The Department of Journalism and Mass Communication has taken Pledge on 25.01.2023 at 11:00am. The pledge reminds us every citizen has the basic right to vote. He or she has the right to select his leader to whomever they think is capable of leading the nation, solving the problems of common people, bringing about change, etc.

National Voters Day is a significant root of India as the future of the country lies in the leader that we choose. With this we've learned our responsibility and duty of the voters to the nation.

International Conference on the Holistic Outcomes Multicultural Education- 30.01.2023



It is an International Conference about Multicultural education it has conducted by department of journalism and mass communication on 30.01.2023 at convocation seminar hall.

This session about Multicultural education considers an equal opportunity for learning beyond the simple trappings of race and gender. It includes students from varying social classes, ethnic groups, sexual identities, and additional cultural characteristics.

The conference provides a platform for interdisciplinary dialogue and knowledge exchange, focusing on "Multiculturalism and Diversity in Social Education: Enhancing Inclusive Learning and Teaching in Higher Education".

ALUTES-02/03/2023 TO 04/03/2023



The cultural club of Alagappa University organized ALUTES 2023 on March 2, 3 and 4, 2023, and conducted various competitions. The students of journalism and mass communication participated in various competitions like skit, mime, group dance, mimicry, solo singing, art, elocution, etc. They secured awards for photography, skit, mimicry, Tamil poetry, and Tamil elocution. Many other students from departments of Alagappa University also won various competitions in the Alutes fest.

In the end, the fine arts department won the overall prize followed by the students of journalism and mass communication who won runner-up champion award in front of Prof. G. Ravi, vice-chancellor, Alagappa University, Andrews, anchor from Vijay TV and the audience.

Every day is a great memory to
learn something new .

PROFESSIONAL EDITING WORKSHOP- 07/03/2023



Workshop on Professional Editing on March 7, 2023, Mr. M. Odyappan, Film Editor, Chennai, gave hands-on training on editing skills to the students.

This session about Video editing is the art of manipulating and combining video files to create a completed video project. Video Editors will cut together film clips, alter and correct sound mixing, add digital effects, and make other essential technical changes to video files with this students learned about the functions of video editing .

This session is useful for our students along with the interaction to editor Mr. Odyappan and learned about different software and its uses.

VILLAGE EXTENSION PROGRAM- 10/03/2023 TO 12/03/2023



The students from the Department of Journalism and Mass Communication in collaboration with the Department of Oceanography organized and travelled to Nemathanpatty village, Nanadukathan for the Village Extension Programme of Alagappa University. A total of 40 students participated in this programme for 3 days (March 10, 11, 12 2023). They undertook various social welfare activities at Nemathanpatty village.

The students from the Department of Journalism and Mass Communication in collaboration with the Department of Oceanography organized and travelled to Nemathanpatty village, Nanadukathan for the Village Extension Programme of Alagappa University. A total of 40 students participated in this programme for 3 days (March 10, 11, 12 2023). They undertook various social welfare activities at Nemathanpatty village.

Second day (11.03.2023) students from the Department of Journalism and Mass Communication has presented a street play about corruption and other social political issues to the people of Nemathanpatty village. After breakfast, various competitions like elocution, and photography competition were organized for the students and the best performers were awarded.

Day three (12.03.2023) the day started with the field visit to Kanadukathan palace and village maintenance. By this village extension programme students developed their gratitude and personal skills.

WORLD THEATRE DAY has conducted by Department of Theatre and Film Studies and our department journalism and mass communication studentns has participated in this theatre day programme.

We have done performance regards the theme of social and political issues to the audience presented in the LCTL palaniappa chettiyar memorial auditorium. Our team has organized by the prof. Dr. N. Arunachalam, Department of journalism and mass communication, Prof. Dr. G. Kalaiarasan, head of the Department of Journalism and Mass Communication.

WORKSHOP ON ANIMATION- 15/03/2023



A workshop on animation on March 15, 2023. Mr. S. Athithan, Center Head, 3D and VFX Mentor, Madurai, offered hands-on training about animation to the students. The session of 2D or 3D animation helps the students to learn about the special effects, multiple technologies, insights of animations, roles and responsibilities of animators etc.,

A filmmaking technique by which still images are manipulated to create moving images. And this session is useful to learn software and designing principles.

CURRENT TRENDS IN SOCIAL MEDIA AND PRINT MEDIA WORKSHOP- 21/03/2023



A seminar on current trends in social media and print media on March 21, 2023, Prof. G. Ravi, Vice-Chancellor of Alagappa University, presided over the function. Kavingar Mr. Muthunilavan, orator and writer, offered a special lecture about the current trends in social media to the students.

It is a Live-streaming programme, they gave information about the predictive advertising, voice assistants like Siri or Alexa, about AI and its Changing techniques, TikTok's massive hit and social media. with this student developed their knowledge and skills over the current trends of social and print media.

WORLD THEATRE DAY-20/03/2023



ALAGU AARAM- 30/03/2023 TO 01/04/2023



The cultural club of Alagappa University organized alagu aaram fest 2023 on march 30, 31, and april 1, 2023, and conducted various competitions. The students of journalism and mass communication participate as a volunteer. It is a three day programme and it is also conducted for denimed colleges under the Alagappa university.

Day one 30.03.2023 - literary events has conducted among the students of many colleges participated in alagu aaram fest.

Second day 31.03.2023 - Theatre Events has conducted and chief guest Mr. kanjakarupu has inaugurated this program.

Third day 01.04.2023 - dance events has conducted and chief guest director seenuramasamy has inaugurated this function.

Foods were provided to the students volunteer of the programme for three days.

INDUSTRIAL VISIT - 06/04/2023



Lenin created an enthusiasm among the students about the field of radio jockey and interacted with them in a extraordinary way. Our department journalism and mass communication students learned about the functions of recording room, editorial room at kadal osai FM and we have our own funtime at pamban bridge and dhanushkodi.

NATURE PHOTOGRAPHY

Nature photography is a beautiful and rewarding form of photography that focuses on capturing images of landscapes, wildlife, plants, and other elements of the natural world. It often involves exploring and experiencing the outdoors to find the perfect shot .

Nature photography involves capturing images of the natural world, including landscapes, wildlife, plants, and natural scenes. It often aims to convey the beauty, diversity, and fragility of nature, as well as to inspire awe and appreciation for the natural world.

To excel in nature photography, it's important to have a good understanding of your camera gear, including your camera body, lenses, and other accessories. Additionally, knowledge of basic photography principles such as composition, lighting, and exposure is crucial.

Patience and persistence are key traits for nature photographers, as capturing the perfect shot often requires waiting for the right moment, such as the perfect lighting or the ideal animal behavior.



Many nature photographers also advocate for conservation and environmental protection, using their images to raise awareness about environmental issues and the importance of preserving natural habitats.

WOMEN IN NATURE PHOTOGRAPHY



Women have made significant contributions to the field of nature photography, capturing stunning images of the natural world and bringing attention to environmental issues. Some notable women in nature photography include:

1. Annie Griffiths: A renowned photographer and one of the first female photographers for National Geographic, Griffiths has captured breathtaking images of landscapes and wildlife around the world.
2. Cristina Mittermeier: As a marine biologist and photographer, Mittermeier focuses on conservation photography, using her images to raise awareness about the importance of protecting the oceans and marine life.
3. Frans Lanting: Known for her work documenting wildlife and ecosystems, Lanting's photographs have been featured in numerous publications and exhibitions, highlighting the beauty and diversity of the natural world.
4. *Art Wolfe*: With a career spanning over 40 years, Wolfe is known for his stunning images of wildlife, landscapes, and indigenous cultures, showcasing the beauty and diversity of the natural world.
5. *Melissa Groo*: A wildlife photographer and conservationist, Groo's work focuses on capturing intimate and emotional portraits of wildlife, highlighting the beauty and vulnerability of the natural world.

These women, among many others, have not only captured stunning images of nature but have also used their work to advocate for conservation and environmental protection. Their contributions have helped to inspire others to appreciate and protect the natural world.

M. SAHANA
I - MA JMC

மக்கள் மனதில் நடிக்கர் மனோபாலா



சினிமாவில் மனோபாலா:

மனோபாலா(1970)-ல் அதாவது அவருடை (17)-வது வயதில் உலகநாயகன் கமலஹாசன் உதவியுடன் இயக்குனர் பாரதிராஜா-விடம் உதவி இயக்குனராக சேர்ந்தார்,பின்பு(1979)-ல் வெளிவந்த பாரதிராஜா-வின் படைப்பான "புதிய வார்புகள்" என்கிற படத்தில் உதவி இயக்குனராக பணியற்றுவதன் மூலம் தமிழ் சினிமா-வில் தடம் பதித்தார்.

இயக்குனராக மனோபாலா;

உதவி இயக்குனராக பல படங்களில் உழைத்து கொண்டிருந்த மனோபாலா இயக்குனராக 1982-ல் "ஆகாய கங்கை" என்கிற படத்தை கார்த்திக் மற்றும் சுகாசினி-யை வைத்து இயங்கினார் .அதற்கு பின்பு ஜெய்சங்கரை வைத்து (1985)-ல் "பிள்ளை நிலா" என்கிற படத்தை இயங்கினார்.

அதற்கு பின்பு (1987)-ல்...நடிகர் விஜய்காந்த்-யை வைத்து "சிறைப்பறவை" என்கிற படத்தை இயங்கினார்,இந்த படம் மக்களிடம் மிகப்பெரிய வரவேற்பை பெற்றது,மீண்டும் அதே வருடம் "சூப்பர் ஸ்டார் ரஜினி"-யை ஊர்காவலன் என்கிற படத்தை இயங்கினார் இந்த படமும் மக்களிடையே மிகப்பெரிய வரவேற்பை பெற்றது,பின்பு மனோபாலா



*சதுரங்க வேட்டை(2014)
*பாம்பு சட்டை(2017)
*சதுரங்க வேட்டை 2(2021)

விருதுகளுடன் மனோபாலா;
மனோபாலா பன்முக கலைஞராக வளம் வந்த
போது

*தமிழ்நாடு அரசு சிறந்த நகைச்சுவை நடிகர்
என்ற விருதுனை (2011)-ல் மனோபாலாவிடம் வளங்கியது.

*மனோபாலா தயாரிப்பில் வெளிவந்த "சதுரங்க
வேட்டை" திரைப்படத் திற்க்கு "சிறந்த தயாரிப்பாளர் என்ற
விருதினை "simd"மனோபாலாவிடம் வளங்கியது.

இப்படி பல திறமைகளுடன் மக்களை சிரிக்கவும்
சிரிக்கவும் வைத்த ஒரு படைப்பாளி, இன்று நம்முடன்
இல்லை என்பது.. பலருக்கும் வேதனை அளிக்கிறது..
படைப்பாளி மனோபாலா மண்ணிற்குள் சென்ற ஆழத்தை
விட மக்கள் மனதிற்குள் சென்ற ஆழம் அதிகம்...
இவ்வலகில் வாழும் அனைவரது உள்ளத்திலும் மனோபாலா
என்று தனி இடம் உள்ளது...

C. MATHI ARASAN
I - MA JMC

BEAUTY HACKS BY SUJITHAKALAI



Removing pigmentation using organic methods involves using
natural ingredients known for their skin-lightening properties.
Here are some organic remedies that may help:

1. *Lemon Juice*: Lemon juice contains citric acid, which has
bleaching properties. Apply fresh lemon juice to pigmented
areas, leave it on for about 10 minutes, and then rinse off
with lukewarm water.
2. *Aloe Vera*: Aloe vera gel has soothing and healing
properties. Apply fresh aloe vera gel to the pigmented areas
and leave it on for 30 minutes before rinsing off.

*எம் புருசன் தான் எனக்கு மட்டும் தான்(1989)
*மல்லு வேட்டி மைனர்(1990)
*மூன்றெழுத்தில் என் மூச்சிருக்கும்(1990)
*தென்றல் சுடும்(1989)
*வெற்றிபடிகள்(1991)
*பாரம்பரியம்(1993)
*தூரத்து பச்சை(1987)
*மூடு மந்திரம்(1989)
*கருப்பு வெள்ளை(1993)
*அன்னை(2000)
*நைனா(2002)
*முற்றுகை (1993)
*சிறகுகள்(1993)
*நந்தினி(1997)

பல்வேறு படங்களை இயக்கி
மனோபாலா மக்கள் மனதில் பதிவானார்.

ஹிந்தியில் மனோபாலா:

மனோபாலா தமிழில் பல
வெற்றிப்படங்களை இயக்கி முடித்துவிட்டு அடுத்ததாக
ஹிந்தியில் படம் இயக்க ஆரம்பித்தார்,மனோபாலா
ஹிந்தியில் இயக்கிய முதல் படம் "mera pati sife mera hai"
(1990)-ல் வெளிவந்தது.

கன்னடத்தில் மனோபாலா;

மனோபாலா கன்னடத்தில்(1986)-ல் "டிசம்பர் 31"
என்கிற படத்தை இயக்கினார், அந்த படம் மக்கள்
இடையே வரவேற்பை பெரவில்லை.

நடிகராய் மனோபாலா;

தமிழ்,ஹிந்தி, கன்னடம் ஆகிய மொழிகளில்
படங்களை இயக்கிய மனோபாலா,அடுத்ததாக
குணச்சித்திர வேடங்களில் நடிக் ஆரம்பித்தார், பின்பு
பல படங்களில் நகைச்சுவை நடிகராகவும், துணை
நடிகராகவும் நடித்து மக்கள் மனதில் நீங்கா இடம்
பிடித்துள்ளார்.

3. ***Turmeric*:** Turmeric has anti-inflammatory and antioxidant properties. Make a paste using turmeric powder and lemon juice or milk. Apply this paste to the pigmented areas, leave it on for 15-20 minutes, and then rinse off.

4. ***Honey*:** Honey has moisturizing and skin-lightening properties. Apply raw honey to the pigmented areas, leave it on for about 20 minutes, and then rinse off with lukewarm water.

5. ***Apple Cider Vinegar*:** Apple cider vinegar contains acetic acid, which may help lighten pigmentation. Dilute apple cider vinegar with water and apply it to the pigmented areas using a cotton ball. Leave it on for a few minutes before rinsing off.

6. ***Green Tea*:** Green tea contains antioxidants that can help protect the skin and reduce pigmentation. Brew green tea, allow it to cool, and apply it to the pigmented areas using a cotton ball. Leave it on for 15-20 minutes before rinsing off.

7. ***Oatmeal*:** Oatmeal can gently exfoliate the skin and improve its texture. Make a paste using oatmeal and milk, and apply it to the pigmented areas. Gently massage the paste into the skin and then rinse off with lukewarm water.

It's important to note that natural remedies may not provide immediate results and may not be suitable for all skin types. It's advisable to do a patch test before trying any new remedy and consult with a dermatologist if you have sensitive skin or are unsure about using these ingredients.

M. SUJITHA
I - MA JMC

CUISINE OF CHETTINADU

karaikudi

Karaikudi is a town located in the Sivaganga district of Tamil Nadu, India, and is known for its association with the Chettinadu region. Chettinadu cuisine, originating from the Chettinadu region, is a vibrant and spicy cuisine that is famous for its use of aromatic spices and a variety of ingredients. Karaikudi is considered one of the main hubs of Chettinadu cuisine, known for its rich culinary heritage and traditional cooking methods.

Chettinad cuisine is characterized by its distinct flavors, which are achieved through the use of a variety of spices such as star anise, marathi mokku (dried flower pods), stone flower (kalpasi), and black stone flower (kalluppu). The cuisine also makes use of a variety of vegetables, meats, and seafood, with dishes ranging from spicy chicken and mutton curries to seafood specialties like fish fry and prawn masala.



The cuisine of Karaikudi, a town in the Sivaganga district of Tamil Nadu, is famous for its unique and flavorful dishes. Karaikudi cuisine is part of the Chettinad cuisine, known for its spicy and aromatic flavors. Here are some key features of Karaikudi cooking style:

1. **Spices:** Karaikudi cuisine is characterized by its generous use of spices. A wide variety of spices such as cinnamon, cloves, cardamom, fennel, cumin, and peppercorns are used to create rich, complex flavors.

2. **Masalas:** Freshly ground masalas (spice mixes) play a crucial role in Karaikudi cooking. These masalas often include a blend of roasted spices, coconut, and other ingredients, which are ground to a paste and added to dishes for flavor.

3. **Use of Coconut:** Coconut is a key ingredient in many Karaikudi dishes. Grated coconut, coconut milk, and coconut oil are commonly used to add flavor and richness to curries and gravies.

4. **Meat Dishes:** Karaikudi cuisine is known for its wide variety of meat dishes, including chicken, mutton, and fish. These dishes are often cooked with a combination of spices and coconut to create rich, spicy flavors.

5. **Rice Dishes:** Rice is a staple in Karaikudi cuisine, and many dishes are centered around rice. Biryanis, pulao, and variety rice dishes like lemon rice and tamarind rice are popular.

6. **Snacks and Sweets:** Karaikudi cuisine also includes a variety of snacks and sweets. Some popular snacks include murukku, thattai, and seedai, while sweets like paal kozhukattai (rice flour dumplings in sweetened coconut milk) are also enjoyed.

Overall, Karaikudi cuisine is known for its bold flavors, use of aromatic spices, and the skillful use of ingredients to create a diverse range of dishes.

V. NITHYA SRI
I - MA JMC

யார் யாசகர்?



பிறக்கும் குழந்தையை கேட்கும் தாய்;
கடையில் பொம்மை கேட்கும் குழந்தை;
குழந்தைக்காக விலை கேட்கும் தந்தை;
இளமையில் வேலை கேட்கும் இளைஞன்!
முதலாளியிடம் சம்பளம் எதிர் பாரக்கும் தொழிலாளி;
தொழிலாளியிடம் பலனை எதிர்பார்க்கும் முதலாளி;
மக்களிடம் ஓட்டு கேட்கும் அரசியல்வாதி!
அரசிடம் உரிமை கேட்கும் போராளி!
வயதான காலத்தில் அரவணைப்பு கேட்கும் பெற்றோர்கள்;
பெற்றோரிடம் முதியோர் இல்லம் கேட்கும் பிள்ளைகள்;
இதில் அனைவரும் தேவைக்காக கையேந்துகிறார்கள்!
இதில் பிச்சைக்காரன் மட்டும் என்ன விதிவிலக்கா?
யார் யாசகர்

K. GANESH
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- 1. Mindfulness and Meditation:** Practice mindfulness to stay present and reduce anxiety. Meditation can also help calm the mind.
- 2. Regular Exercise:** Physical activity can reduce stress hormones and increase endorphins, which are natural mood lifters.
- 3. Healthy Diet:** Eating a balanced diet can support your mental health. Avoid excessive caffeine and sugar, which can increase anxiety.
- 4. Adequate Sleep:** Ensure you get enough restful sleep, as lack of sleep can contribute to stress and anxiety.
- 5. Stress Management Techniques:** Explore techniques such as deep breathing, progressive muscle relaxation, or yoga to manage stress.
- 6. Social Support:** Talk to friends or family about your feelings. Sharing your thoughts can help reduce stress.
- 7. Time Management:** Prioritize tasks and set realistic goals to reduce feelings of being overwhelmed.
- 8. Limit Stressors:** Identify sources of stress and try to minimize or avoid them when possible.
- 9. Seek Professional Help:** If stress becomes overwhelming, consider talking to a mental health professional for guidance and support.

EFFECT IN REDUCING STRESS AMONG STUDENTS EXPOSITORY





“My Happiness is boundless, limitless, because my happiness does not consist naturally in my own happiness, but my happiness consists in the happiness of the thousands of students young and old, boys and girl that read in our vast educational campus” - Dr.RM.Alagappa Chettiar



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