



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

NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK
Rank: 30

2018

MHRD
GOVERNMENT OF INDIA
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
JULY - DECEMBER 2023



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”



ALAGAPPA UNIVERSITY

Department of Journalism & Mass Communication



Prof. A.Senthil Rajan
Registrar
CO PATRON



Prof. G.Ravi
Vice-Chancellor
CHIEF PATRON



Prof. N.Arunachalam
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K.Alagumani
I MA-JMC



M.Kanimozhi
I MA-JMC

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இதழ்

தலையங்கம்

இதழியல்மற்றும்மக்கள் தொடர்புத்துறை மாணவமாணவிகளால் வார்த்து எடுக்கப்பட்ட இதழி மின்னிதழ், ஒப்புயர்ஆளுமை, தனித்துவம் பெற்ற ஆகச்சிறந்த இயற்பியல்துறை அறிவியலாளர், மனிதநேயப்பண்பாளர் அழகப்பாபல்கலைக்கழக துணைவேந்தர் மூத்தபேராசிரியர் முனைவர் க. ரவி அவர்கள் நல்லாசியுடன் தற்போது அனைவரின் வாசிப்பில் இன்னும் வளர்ந்து உச்சம் தொட, நம்பிக்கைகொண்டு அடுத்த அடி எடுத்து வைக்கிறது. படித்துக்கற்றதை, படிக்கும்போதே தொழில்சார்ந்து செயல்படுத்தும் போது நம்பிக்கைகள் தன்னம்பிக்கைகளாக உயர்ந்து, எதிர்கால வேலைவாய்ப்பை தற்பொழுதே உறுதிசெய்யும் வாய்ப்பை, இதழி மின்னிதழ் மாணவமாணவிகளுக்கு தந்து தானும் வளர்கிறது.

புதியகல்வி ஆண்டில் தங்களை இணைத்துக்கொண்ட எதிர்கால இதழியல் மற்றும் ஊடகத்துறை மாணவமாணவிகளை இதழி வாழ்த்தி வரவேற்கிறது. பல்கலைக்கழகத்தில் க(லை)ளைகட்டிய ALUTES-2023 கலை விழாவில் மாணவர்களின் திறன்கண்டு, இதழி மகிழ்ந்து பங்கேற்ற அனைவரையும் வாழ்த்திப்பாரட்டுகிறது. தேசம் கொண்டாடிய விடுதலை நாளில் இதழி உங்களோடு சேர்ந்து நம் நாட்டு விடுதலைக்காக இன்னுயிர் ஈன்ற தியாகிகளுக்கு வீரவணக்கம் மற்றும் அஞ்சலியைச் செலுத்துகிறது.

கிராமங்களே இந்தியாவின் அடிப்படைஎன்று சொன்ன அண்ணல் மகாத்மகாந்தி அவர்களின் சொல்லுக்கு இணங்க பல்கலைமாணவர்கள் மூன்று நாட்கள் கிராமங்கள் சென்று அங்கேயே தங்கி அந்தகிராமத்தின் வளர்ச்சிக்கு விரிவாக்கப்பணிகளை செய்து வந்தது மிகுந்த போற்றுதலுக்கு உரியது. இந்த கிராமத்தங்கல் விரிவாக்கத்திட்டம் அழகப்பா பல்கலைக்கழகத்திற்கு உரியதனித்துவம் ஆகும்.

இதழி மூலம் மாணவமாணவிகள் தங்கள் படைப்பாற்றல் திறனை வெளிப்படுத்தி வருவது மிகுந்த நம்பிக்கையைத் தருகிறது. அனைவரும் தொடர்ந்துவாசியுங்கள்.....

பேராசிரியர். முனைவர். நா. அருணாசலம்
துறைத்தலைவர் & தலைமை ஆசிரியர்



Pledge against drug abuse - 11.08.2023

The Department of Journalism and Mass Communication took a "pledge against drug abuse" on August 11, 2023, at 11.32 a.m. The pledge against drug abuse reminds us of the ill effects of drug abuse. Students took an oath to educate others on the subject and to eradicate the illegal use of drugs in society.



During the Independence Day celebrations held on August 15, 2023, the students of Journalism and Mass Communication performed a skit criticizing corruption and other political issues present in the country. They voiced out the issues in the society in the form of 'Therukooththu' - a traditional folk art. A Ghost character was utilized to symbolize the social issues. They created an awareness about the required social change through their skit. Prof. G. Ravi, vice chancellor of Alagappa University and other dignitaries expressed positive reviews about the skit.



Independence day - 15.08.2023



The cultural club of Alagappa University organized and conducted various competitions on account of Independence Day 2023. Thiru. R. Abhimanyu, II MA JMC, received second prize for the elocution competition held on August 14, 2023, from Prof. G. Ravi, vice chancellor of Alagappa University, during the Independence Day celebration.

Sadbhavana Day Pledge - 18.08.2023



The Department of Journalism and Mass Communication took the Sadbhavana Day pledge on August 18, 2023, at 11 a.m. The pledge of Sadbhavana Day reminds us to be united despite differences. It ensures the protection of the harmony of the country. Sadbhavana Day reminds us to resolve all differences through dialogue and constitutional means without resorting to violence.

Fresher's Day – 25.08.2023



**Every day is a great memory to
learn something new .**



The Department of Journalism and Mass Communication conducted Fresher's Day on August 25, 2023, to welcome first-year students to the university. Various events were organized to entertain and give a memorable welcome to the newly joined students.

Social Justice Day Pledge – 15.09.2023

The Department of Journalism and Mass Communication took the Social Justice Day Pledge on September 15, 2023 at 11.30 a.m. The pledge reminds us about the social responsibilities of individuals to protect and cherish social justice. Students, being the young generation, initiators of change, learnt about the importance of social justice and promised to strive for the justice of every individual despite caste and creed.



Senior citizen's day - 22.09.2023



The National Service Scheme Unit No.89 conducted a spot photography competition on account of Senior Citizen's Day. Selvi. M. Sahana(II MA JMC) received first place, Thiru.S.Venkadesh (II MA JMC) received second place, and Selvi.V.Sabarithaa(I MA JMC) received third place in that competition. They expressed their creativity in capturing pictures on the topics 'intergenerational bonds' and 'ancestors in nature'. Prof. G. Ravi, Vice Chancellor of Alagappa University appreciated them and presented certificates and prizes to them.

ALUTES – 04.10.2023 to 06.10.2023



The cultural club of Alagappa University organized ALUTES 2023 on October 4, 5, and 6, 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 skit, mimicry, English poetry, and Tamil elocution.



Prof. G. Ravi, vice chancellor of Alagappa University, and Thiru. K. R.Periyakaruppan, Member of Legislative Assembly and honorable cooperative minister, presented a memento to Dr. N. Arunachalam, Head of the Department, Department of Journalism and Mass Communication, for leading the organizing committee of ALUTES 2023 and making all the necessary arrangements needed to conduct the competitions.



KALAINGAR 100

**KALAINGAR
CENTENARY
CELEBRATION
SEMINAR - 09.10.2023**



Department students presented papers

The Department of Journalism and Mass Communication, in collaboration with the Department of History, conducted a national seminar on account of the Kalaingar Centenary celebration on October 9, 2023, at Convocation Seminar Hall.

Dr. K. Krishnamoorthi, Head of the Department, Department of History welcomed the gathering and spoke about Kalaingar. M.Karunanidhi. Following that, Dr. N. Arunachalam, Head of the Department, Department of Journalism and Mass Communication, offered a speech on the motive behind organizing the conference. Prof. G. Ravi, vice chancellor of Alagappa University, delivered the presidential address. He stressed the various schemes introduced by Kalaingar to promote education. He highlighted the contributions made by Kalaingar Karunanidhi to Alagappa University during his period. Prof. Suba. Veerapandiyar, General Secretary of DravidarIyakaTamilarPeravai, presented his keynote address on the contributions of "Kalaingar Karunanidhi on education".

He also suggested the books and journals thorough which students can learn more about Kalaingar Karunanidhi and his contributions to the society.

Dr. K. Parandhaman, Asst. Professor, Department of History, offered his gratitude for the dignitaries and students who participated in the event.

The conference ended with a concluding ceremony. Dr. N. Arunachalam, Head of the Department, Department of Journalism and Mass Communication, welcomed the gathering and spoke about the successfully conducted conference. Prof. G. Ravi, vice chancellor of Alagappa University, delivered the presidential address. He appreciated the organizing committee for bringing a book with all the research papers in a short span of time. Thiru. M. M. Abdhulla, Member of Parliament, Pudhukottai, delivered the keynote address. He appreciated the paper presenters and awarded them with certificates of appreciation. Dr. K. Krishnamoorthi, Head of the Department, Department of History thanked the participants and dignitaries for their presence.

**National Nutrition Month celebration
-16.10.2023, 17.10.2023**



The Department of Women's Studies conducted various competitions on account of National Nutrition Month. The students from the Journalism and Mass Communication Department participated in various events, exhibited their talents, and secured certificates of appreciation from Prof. G. Ravi, Vice Chancellor of Alagappa University.

Lecture entitled "Roles and Responsibilities of Media Professionals" - 04.12.2023



The Department of Journalism and Mass Communication organized a guest lecture entitled "The Roles and Responsibilities of Media Professionals" by Thiru. G. Sridhar, Social Media Executive, Thanthi TV is a former student of Alagappa University. The students obtained information on how social media is a tool for sharing news information and what rules and responsibilities individuals hold while expressing a news content online. They had an interaction session to clarify their doubts with the invited lecturer. They gained insights into the functioning of the present-day media industry.

**Invited Lecture on "News Reporting" -
30.11.2023**



A special invited lecture on news reporting will be held on November 30, 2023. Thiru. G. Bharanidaran, Assistant Professor, Department of Visual Communication, Jamal Mohamad College, Tiruchirappalli, acted as a resource person. The students gained knowledge about the process of news writing and methods to do it online. They tried out a few exercises with the guidance of Thiru. G. Bharanidaran, to understand the practical application of the lecture.

**Invited lecture on "Media:
opportunities and challenges" by Dr.
S. Moorthy- 07.12.2023**



The Department of Journalism and Mass Communication conducted an invited lecture on "Media: Opportunities and Challenges" on December 12, 2023. Dr.S.Moorthy, a member of the Tamil Nadu Text Book Writing Committee, and Alagappa Alumini acted as the resource person. He shared his valuable knowledge on various opportunities that exist in the media industry and the day-to-day challenges faced by media professionals. Students obtained knowledge on how to handle such challenges and succeed in the media industry.

Village Extension Programme – Kandannur

27.10.2023 to 29.10.2023

The students from the Department of Journalism and Mass Communication in collaboration with the Departments of History, Women’s Studies, Theatre and Film Studies, Politics and Public Administration, Education (M. Ed), Economics and Library Science organized and travelled to Kandannur, near Puthuvayal for the Village Extension Programme of Alagappa University. A total of 150 students participated in this programme for 3 days (October 27, 28, 29, 2023). They undertook various social welfare activities at Kandannur village.

First-Day: 27.10.2023

The students reached V.E. Ramanathan Chettiar Marriage Hall, Kandannur at 10.30 a.m. Prof. G. Ravi, vice chancellor of Alagappa University, professors of various departments, Kandannur councillor and ward members initiated the rally to create awareness about the ‘ill effects of drug abuse’ to the people of Kandannur village. After lunch, the students visited Muniswaran temple and refurbished the lake. The first day of the extension programme ended with an ice-breaking session among students, which helped create a new bond among the students of various departments.

Second-Day: 28.10.2023

The day started with refurbishment at the Shivan Temple in the village. Post breakfast, they organised a programme for women’s empowerment involving the people of the village. After lunch, students took a survey about government schemes utilized by the people of the village. The students of the Theatre and film studies presented a street play at the intersection of Kandannur and Palayur. They ended the day with an interaction session with games and other activities.

Third-Day: 29.10.2023

The students visited the government veterinary hospital as a part of the fieldwork activity and conducted a medical camp for the people of Kandannur village. After breakfast, various competitions like elocution, and photography competition were organized for the students and the best performers were awarded. The students from the departments of Theatre and Film Studies, History, Women’s Studies and Politics and Public Administration, performed an eye-opening drama on the ‘unethical disposal of plastics. Post lunch, a concluding event for the village extension programme was organised and conducted by the students. Thiru. Mangudi, MLA, Karaikudi, Councillor of Kandannur village and Registrar and Controller of Examination of Alagappa University presided over the event and awarded the best performers of various competitions and activities held during VEP 2023.



National Colloquium on LifeSkills for Employability in Mass Media- 12.12.2023



The Department of Journalism and Mass Communication collaborated with the Department of Lifelong Learning in conducting a national colloquium on life skills for employability in mass media on December 12, 2023, at the convocation seminar hall. Prof. G. Ravi, vice chancellor of Alagappa University presided and inaugurated the National Colloquium. Prof. V. Manickavasagam, Accreditation Advisor and former registrar of Alagappa University delivered the keynote address. He stressed the importance of life skills for all professionals, mainly for mass media students. Students from various departments of Alagappa University participated and presented their research papers. These research articles were combined and published as a book by both departments.

Disney's cartoons are known for their whimsical characters, vibrant colors, and memorable storylines, which have captivated audiences of all ages for generations. In addition to entertaining audiences, cartoonists also have the power to influence public opinion and spark social change. Political cartoonists, for example, use their art to comment on current events and satirize politicians and public figures. Their cartoons can be powerful tools for conveying complex ideas in a simple and accessible way, making them valuable contributors to public discourse.

Cartoonists also play a significant role in the world of publishing, creating illustrations for newspapers, magazines, and books. Their work can help to enhance the overall message of a publication and engage readers in a way that text alone cannot. Overall, cartoonists are skilled artists who use their talents to entertain, inform, and inspire audiences around the world. Through their creations, they bring joy and laughter to people of all ages, making the world a brighter and more colorful place.

Ashika Jasmine .R
I.M.A J&MC

Dept. of Journalism and Mass communication
Alagappa University Karaikudi

A Journey Through "The Midnight Library"



Matt Haig's novel "The Midnight Library" has captivated readers worldwide with its poignant exploration of regret, choices, and the myriad possibilities that life offers. Published in 2020, the book continues to resonate with readers, prompting introspection and a deeper understanding of life's complexities.

At the heart of "The Midnight Library" is the character of Nora Seed, who finds herself in a mysterious library between life and death, where each book on the shelves represents a different life she could have lived. As Nora navigates these alternate realities, she is confronted with the consequences of her choices and the paths not taken.

One of the most compelling aspects of the novel is its exploration of the nature of regret. Through Nora's journey, readers are prompted to consider their own regrets and the ways in which they shape our lives. The book challenges the notion of a "perfect" life and encourages acceptance of one's choices, however imperfect they may seem. "The Midnight Library" also delves into the concept of parallel universes and the idea that every choice we make creates a new reality.

The Art and Influence of Cartoonists



Cartoonists are artists who specialize in creating cartoons, often with the intention of conveying a message or eliciting a reaction from their audience. These skilled individuals use a variety of techniques to bring their creations to life, including drawing, painting, and digital illustration. While many people may think of cartoons as simple drawings, the art form is actually quite complex and can encompass a wide range of styles and themes.

One of the most famous cartoonists of all time is Walt Disney, whose creations, such as Mickey Mouse and Donald Duck, have become iconic symbols of American culture.

This concept adds a layer of complexity to Nora's journey, highlighting the interconnectedness of our decisions and the infinite possibilities that exist within the fabric of time. At its core, "The Midnight Library" is a celebration of life and its infinite possibilities.

It reminds us that every choice we make has the power to shape our lives in profound ways, and that it is never too late to change course and pursue our true passions. As we journey through life, "The Midnight Library" serves as a reminder to embrace the unknown, to take risks, and to live with purpose. It encourages us to explore the depths of our souls, to confront our fears and regrets, and to ultimately find peace in the knowledge that our lives are rich with possibility

Juveriya banu. S
I M.A J&MC

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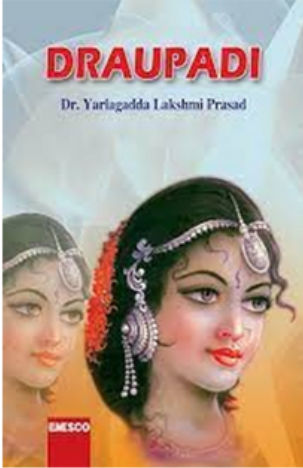
Her emotional and physical struggles with these five men are clearly expressed in this novel. As readers, we also take the emotional roller coaster ride with her through Yarlagadda Lakshmi Prasad's words. Understanding his Draupadi is the best way to understand every woman in our life. She relates to every woman in a person's life.

Draupadi wins the hearts of not just her husbands, but also the readers. This 2010 Sahitya Academy award-winning novel is capable of giving the readers a different perspective on the Mahabaratha and several aspects of one's personal life.

Sabarithaa. V
I M.A J&MC

Dept. of Journalism and Mass communication
Alagappa University Karaikudi

Draupadi – Panchali's Mahabaratha



India's epics revolved around the women in the stories. Yet the stories always portray the men's perspective. Yarlagadda Lakshmi Bharathi's "Draupadi", a Sahitya Academy award-winning Telugu Novel, takes you through the Mahabaratha in a different route.

Mahabaratha, an important epic, that forms the root of the holy Hindu scripture Bhagavat Gita, is viewed through the eyes of Draupadi. From the moment of her birth, Draupadi forms the destiny of every individual involved with the Mahabaratha war.

This Novel shows the world all that runs in the mind of Draupadi, especially when she visits the war grounds after losing all her sons. The lost lives and Kundhi's past disturb her mind, taking herself and the reader on a ride through her reminiscence.

Having five husbands, Panchali tries her best to save the relationship she has with each of them. She faces lots of insults and hurts from one husband, showers love to one husband, receives tonnes of love and affection from one husband, and cares like a mother to another husband.

அன்புள்ள தேநீரே!

பருக மறந்த வேலையில்
ஆடை எனும் வெட்கத்தால்
உனை மறைத்துக் கொள்கிறாய்,
பருங்கினாலோ உன் இனிமையில்
எனை மறக்கச் செய்கிறாய்.



கனிமொழி. மு
முதுகலை முதலாம் ஆண்டு,
இதழியல் மற்றும் மக்கள் தொடர்பியல் துறை,
அழகப்பா பல்கலைக்கழகம், காரைக்குடி.

எது நிஜம்?

உணரும் வரை
உண்மையும்
ஒரு பொய்தான்

புரிகின்ற வரை
வாழ்க்கையும் ஒரு
புதிர் தான்

மதியரசன்
முதுகலை இரண்டாம் ஆண்டு,
இதழியல் மற்றும் மக்கள் தொடர்பியல் துறை,
அழகப்பா பல்கலைக்கழகம், காரைக்குடி.

பயில் இடைப்பயிற்சி

இதழியல் துறையைத் தேர்ந்தெடுத்துப் படிக்கும் புதிய தலைமுறையினர், முதுகலை முதலாம் ஆண்டு இறுதியிலும் மற்றும் இரண்டாம் ஆண்டு தொடக்கத்திலும் பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) செல்வது பாடத்திட்டத்தின் வரையறையாகும். பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) என்பது ஒரு பயிற்சி மற்றும் எதிர்காலத்தில் வேலைக்கு செல்வதற்கு ஊடகம் சார்ந்த, பத்திரிக்கை நிறுவனங்கள் மற்றும் அரசு நிறுவனங்களில் பரந்த அளவிலான வேலைவாய்ப்புகளுக்குப் பயன்படுத்தப்படும் ஒரு சிறந்த வாய்ப்பாகத் திகழ்கிறது.

பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) செல்வது பாடத்திட்டத்தின் நோக்கம் என்றாலும், வேலைக்கு செல்வதற்கு முன் களம்சார்ந்த பணி அனுபவங்களை தெரிந்து கொள்ள பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) ஒரு சிறந்தத் தளமாக விளங்குகிறது. பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) செல்லும் மாணவர்கள் தங்களின் அறிவாற்றல், தனித்திறமை, ஆர்வம் மற்றும் படைப்புத்திறன் ஆகியவற்றைப் பயிற்சியாக மேற்கொண்டு ஊடகத்துறையில் வேலைவாய்ப்பினை தாங்களே ஏற்படுத்திக் கொள்ள இத்தளம் சிறந்தவொன்றாக அமைகிறது.

தான் படித்துக் கொண்டிருக்கும்பொழுதே பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) வாய்ப்பினை பெரும் மாணவர்கள் சிறந்த ஆளுமைத்திறனை வளர்த்துக் கொண்டு இதழியல் துறையில் தனக்கென தனியொரு அடையாளத்தை ஏற்படுத்திக் கொள்ளவும், மக்களுக்கான மகத்தான பணிகளைச் செய்யவும் இது ஒரு சிறந்த வாய்ப்பாக அமைகிறது.பல்வேறு துறைகளில் பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) மூலம் எண்ணற்ற வேலைவாய்ப்புகளை மாணவர்கள் ஏற்படுத்திக் கொள்ள இத்துறை சிறந்து விளங்குகிறது.

இப்படிப்பட்ட பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) வாய்ப்பை அழகப்பா பல்கலைக்கழக இதழியல் மற்றும் மக்கள் தொடர்பியல் துறை அது தம் மாணவர்கள் சீரிய முறையில் இரண்டு முறைப் பயிற்சி பெறுவதற்கு ஏற்ப பாடத்திட்டத்தை வடிவமைத்து அதன்மூலம் வெற்றியும் கண்டுள்ளது.

இதுபோல் இரண்டமுறை பயில் இடைப்பயிற்சிக்கு (இன்டெர்ன்ஷிப்) செல்லும் நடைமுறை அழகப்பா பல்கலைக்கழகத்துக்கே உரிய தனித்துவமும் சிறப்பம்சமாகும்.

இந்த இருமுறை பயில் இடைப்பயிற்சி (இன்டெர்ன்ஷிப்) மூலம் இங்கு படித்த மாணவர்கள் பெரும்பாலும் அத்துணைபேரும் இதழியல் மற்றும் ஊடகத்துறையில் சிறந்த ஆளுமைகளாக பணியாற்றி வருகிறார்கள் என்பது இதற்குரிய சிறப்பம்சமாகும்.

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“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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