

AGENDA

ORGANIZING COMMITTEE

PATRONS



Rev. Dr. Pavulraj Michael, SJ
Rector



Rev. Dr. K. Amal, SJ
Secretary



Rev. Dr. S. Mariadoss, SJ
Principal

CONVENER

Dr. S. Tamilarasi M.Sc., M.Phil., NET., Ph.D.
Head of the Department

ORGANIZING SECRETARIES

Dr. E.V. Prabha M.A., NET., Ph.D.
Assistant Professor
K. Ramya M.Sc., NET.,
Assistant Professor

MEMBERS

G. Sathish M.Sc., M.Phil.
Assistant Professor
N. Srimohana Priya M.Sc.
Assistant Professor
P. Harini M.Sc.
Assistant Professor
C. Jawahar M.Sc.
Assistant Professor
J. Robinson M.Voc.
Assistant Professor
X. Maria Bastin M.Sc.
Assistant Professor

- Deadline for Registration: 29th September 2024
- Registration fee: Rs. 150/- (Offline mode)
- Registration fee: Rs. 100/- (Online mode)
- Registration Link: <https://forms.gle/QUa9KHawdZHiCXeQ9>
- Lunch will be provided for offline participants

(E- certificates will be provided)

CONTACT PERSONS:

Dr. E.V. Prabha (7373014511)
K. Ramya (9489114628)

sjcviscom_24

SJCViscom

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ST. JOSEPH'S COLLEGE
(AUTONOMOUS)

Accredited at A++ Grade (4th cycle) by NAAC
Special Heritage Status Awarded by UGC
College with Potential for Excellence by UGC
DBT - STAR & DST - FIST Sponsored College
Tiruchirappalli - 620002



DEPARTMENT OF VISUAL COMMUNICATION

ORGANISES

A ONE DAY NATIONAL LEVEL SEMINAR ON

ARTIFICIAL INTELLIGENCE

&
MEDIA

(HYBRID MODE)

1ST OCTOBER 2024



09:30 AM - 4:30 PM



SAIL HALL

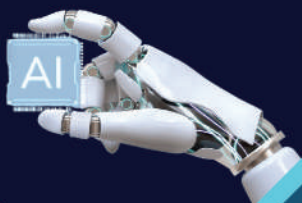


ABOUT COLLEGE

St. Joseph's College is an affiliated First Grade College of the Bharathidasan University. It was established in 1844 by the Fathers of Society of Jesus (The Jesuits). It was affiliated to the then Madras University in 1866. The College celebrated its centenary in 1944 and sesquicentenary in 1995. The College is owned by the Society of St. Joseph's, a body registered under Societies Regulation Act(1860), having its office at Tiruchirappalli. This Jesuit College trains young men and women of quality to be leaders in all walks of life so that they may serve the people of the nation in truth, justice and love.

ABOUT DEPARTMENT

The Digital era has given way to enrich the ever blooming media courses with creativity and uniqueness in grooming young creators with the knowledge of media techniques blended with social values and responsibilities. The Department of Visual Communication Technology was started in the year 2014 with a UGC sponsored undergraduate programme B.Voc Visual Communication Technology with a Unique feature of Multi Entry and Multi Exit. The curriculum shapes the students to be specialised in Sound Engineering and Sound Designing, Cinematography, Scripting Video Editing, Photography, 2D and 3D Animation, Direction, Graphic Designing and Advertising. With the advent and exposure to new media technology the students are also able to create blogs, vlogs, podcasting, online audio and video content creation and is equipped to showcase their talents in various new media networks. The Department has started an undergraduate programme B.Sc Visual Communication in the year 2018 and a post graduate programme M.Sc Visual Communication in the year 2024. The Department have the real time infrastructure which includes Recording Studio, AV Hall, Production Room, Green Room, Acting Workroom, Multimedia Lab and Drawing/ Visual art.



RESOURCE PERSONS



Rev. Dr. A. Irudayaraj S.J.
Assistant Professor
Dept. of Visual Communication
Loyola College
Chennai - 600 034



Dr. Shourini Banerjee
Assistant Professor
Dept. of Visual Communication
The American College, Tallakkulam
Madurai - 625 002



Dr. S. Dinesh Babu
Asst. Professor (Sr. Gr)
Dept. of Visual Media and Communication
Amrita Vishwa Vidyapeetham
Kochi - 682 041



Rev. Dr. S. Santiago S.J.
Assistant Professor
Dept. of Computer Science
St. Joseph's College (Autonomous)
Tiruchirappalli - 620 002



Dr. Manash Pratim Goswami
Professor
Dept. of Journalism and Mass Communication
North-Eastern Hill University
Shillong - 793 022

ABOUT THE SEMINAR

Artificial Intelligence (AI) is revolutionizing the media industry by transforming content creation, distribution, and audience engagement. Automated journalism tools generate news stories and reports, while AI assists in video editing, music composition, and scriptwriting. Streaming platforms like Netflix and Spotify use AI to offer personalized recommendations based on user preferences. In advertising, AI powers targeted campaigns and programmatic ad buying, optimizing marketing strategies. AI-driven chatbots enhance audience interaction, while sentiment analysis helps gauge public response. However, challenges like deepfakes, misinformation, and bias in AI systems raise ethical concerns. This seminar Artificial Intelligence (AI) and Media is crucial to understand these advancements, address challenges, and explore future trends in the industry, preparing media professionals to leverage AI responsibly and effectively.