

Creative Writing for Convergence Media

The present time is for trans-media Journalism, students must become expert in trans-media Journalism, said Mr. Yashwant Vyas, an Author, Journalist and Group Editorial Adviser of Amar Ujala Newspaper. He interacted with the students in an online session on 15th May 2021. School of Media and Communication, Manipal University, Jaipur organized an interactive session on Creative Writing for Convergence Media in which more than 85 participants from all over the country participated.

Mr. Vyas suggested that try to understand the data, if you are aware of data, you can create a story, generate a story from the previous story, the story behind the story and many more. Now, journalists make narrative and then they write a news story. We must be aware of the readers first, for those people you are writing a story.

He added that social media is a tool that can multiply the noise. Mainstream media like newspaper is different from social media because of trust. People still have trust in newspapers. Now, this is a challenge for all of us to create trust in digital media. Our copywriting style must be for trans-media that will be useful for all media platforms. Dr. Subhash Kumar, HOD, Journalism and Mass Communication welcomed the speaker while Prof. Amitabh Srivastava, Director, School of Media and Communication gave the vote of thanks. Dr. Amit Sharma and Dr. Avneesh Kumar were the coordinators of the event.



**MANIPAL UNIVERSITY
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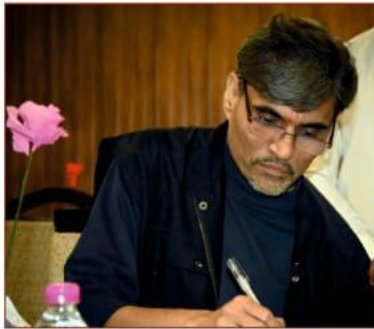


School of Media and Communication Manipal University Jaipur

Presents

An Interactive Session On “Creative Writing For Convergence Media”

Time: 11 am to 12 noon Date: **Saturday, 15th May, 2021**



Mr. Yashwant Vyas

Author, Journalist, Translator and Group Editorial
Adviser of Amar Ujala Newspaper Group

Gracious Presence:

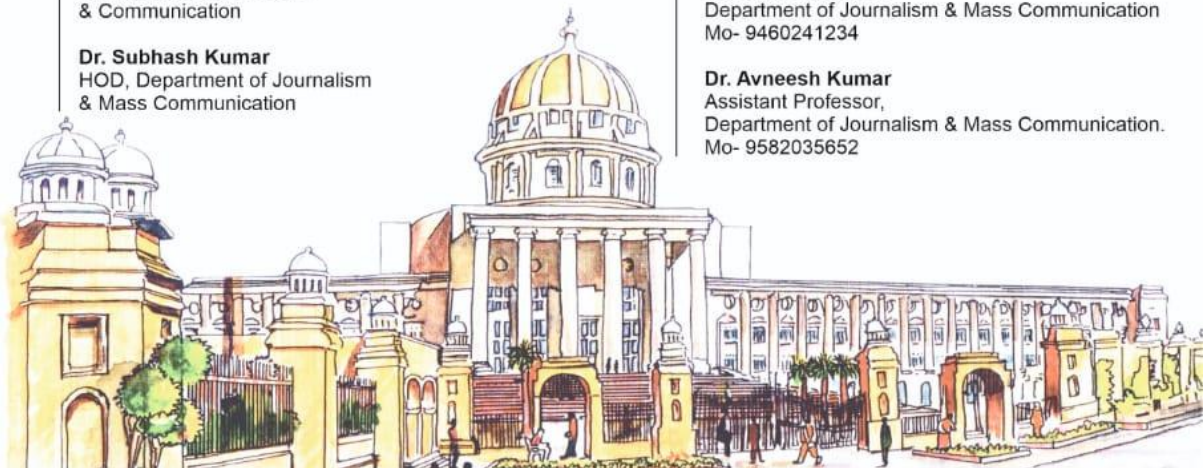
Prof. Amitabh Srivastava
Director, School of Media
& Communication

Dr. Subhash Kumar
HOD, Department of Journalism
& Mass Communication

Coordinators:

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