



FACULTY OF Arts and Law

NAME OF SCHOOL

School of Media and Communication

NAME OF DEPARTMENT

Journalism and Mass Communication

NAME OF EVENT

**'Deconstructing images, and photographs: Denotation,
Connotation, and Myth'**

Type of Event: Guest Faculty

National Webinar

Date of Event (21st of October 2021)



Content of Report

1. Introduction of the Event
2. Objective of the Event
3. Beneficiaries of the Event
4. Details of the Guests
5. Brief Description of the event
6. Photographs
7. Brochure or creative of the event
8. Schedule of the Event
9. Attendance of the Event
10. News Publication
11. Feedback of the Event
12. Link of MUJ website



Introduction of the session

The academic course of 'Visual Culture' discusses different concepts and theories around signs, symbols, and icons. Besides, it is the visual that shapes everyday experiences. Often these experiences help us in understanding a mediated reality. Besides, in the deconstruction of photographs, images, and our understanding of a mediated reality we use the lenses of Denotation, Connotation, and Myth as espoused by the French semiotician Roland Barthes. Through this session, the students were able to develop the skills necessary to perform a critical analysis of visual texts and further create an understanding of how the visual operates.

URL of the session: [My files - OneDrive \(sharepoint.com\)](#)

The objective of the Session

The objective of the session was to create a paradigm of knowledge on scientific methods of critically analysing visual images.

Beneficiaries of the Event

The third-semester students of the degree course Bachelors in Journalism and Mass Communication (BJMC) were the participants.

Details of the Guest Faculty Member

Prof. Karman (<https://gim.ac.in/faculty/karman-khanna>) is an Assistant Professor in the communication area at Goa Institute of Management. His career trajectory has traversed through media firms ranging from outdoor (Ronak Advertising) to print (Packt Publishing), and public relations (Adfactors) before joining academics. Winning a national level award for his animation film "The Need of New Drugs for Tuberculosis" by the CSIR-OSDD and Vigyan Prasar piqued his interest in storytelling.

Besides, since my long association with him from our doctoral days at MICA, I find him as an individual with curiosity and a constant thinker. He is a wonderful human being, who practices empathy and compassion through his communication. He is a wonderful Kalimba player for the last few years he has found his love in playing the Kalimba, and he could be found



mesmerising his audience at 'thegoankalimba
<https://www.instagram.com/thegoankalimba/>'. He is a painter, a thoughtful, and a creative
artist.

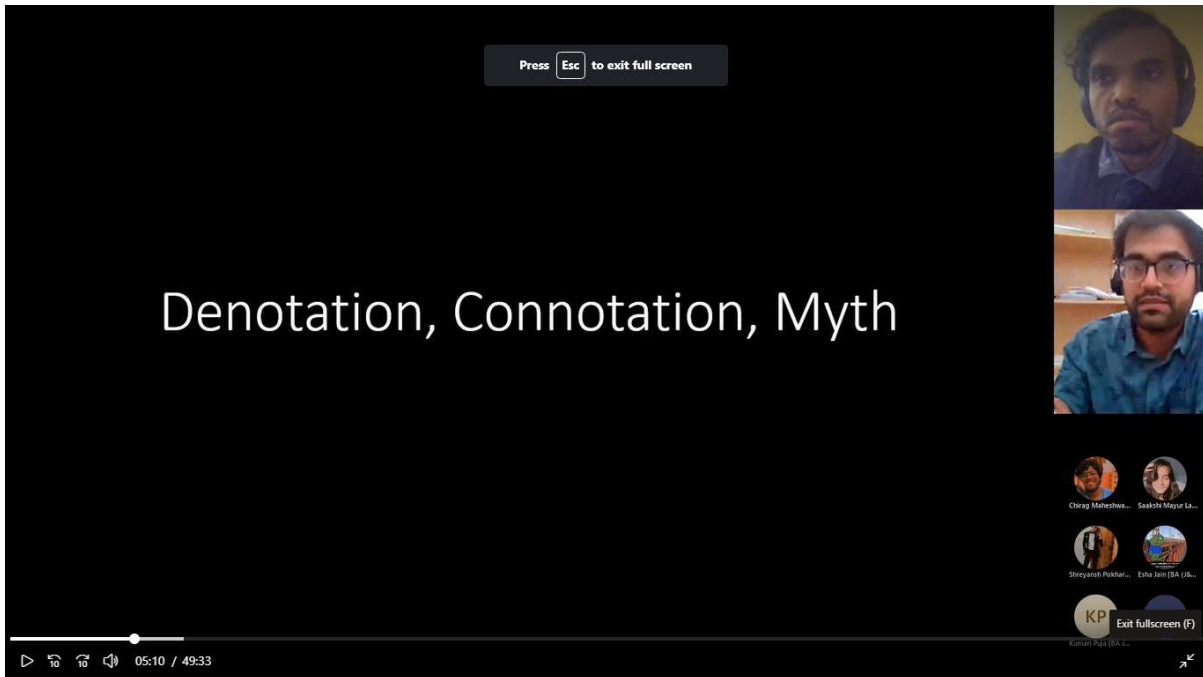
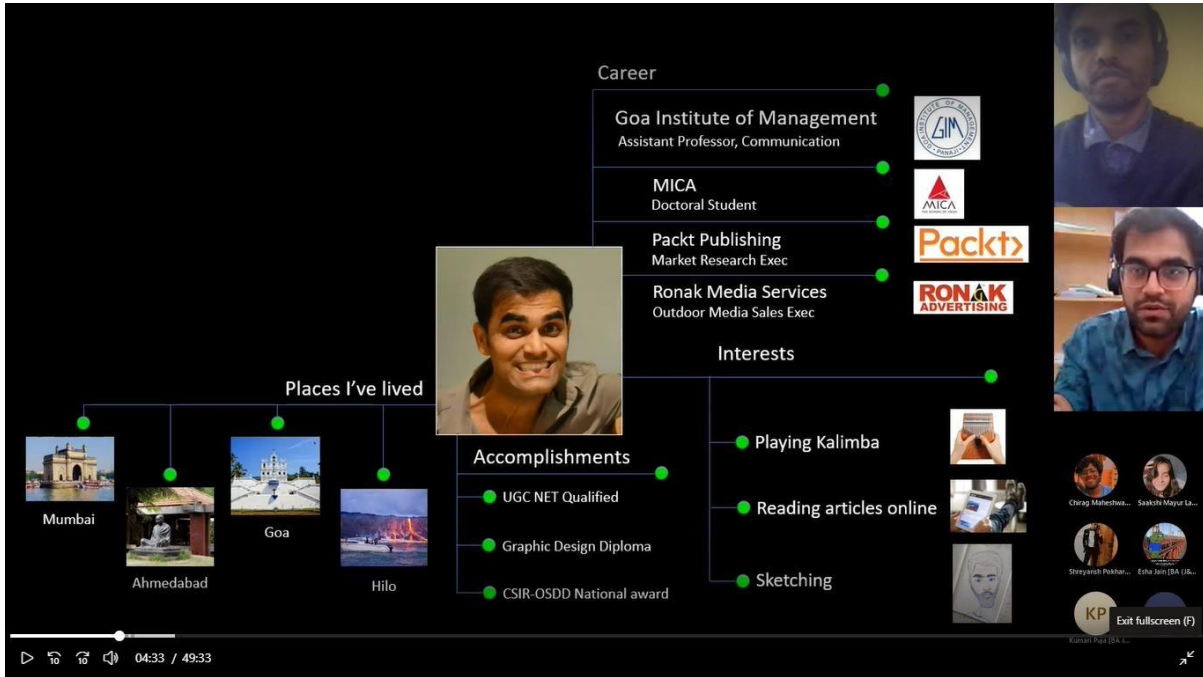
Brief Description of the event

On the 21st of October 2021, Prof Karman Khanna, Assistant Professor affiliated with Goa Institute of Management facilitated a lecture on Visual Culture. The title of the topic was 'Deconstructing images, and photographs: Denotation, Connotation, and Myth'. The session was delivered for the third-semester students studying in the degree course known as Bachelors in Journalism and Mass Communication.

Prof. Khanna took the help of different advertisements, and photographs and asked the students on sharing their understanding of those images. As the students started their thoughts on different artefacts present in the visual texts, the session became quite interactive. Almost every student, had a unique and different interpretation of the images. Whilst students were sharing their understandings, Prof. Khanna introduced the lens of deconstructing visual narratives through the lenses of 'Denotation, Connotation, Myth' as espoused by the French semiotician Roland Barthes.

The session was quite informative and intriguing for the students. Besides, the students found the session relevant, as it helped them to understand the perspectives of both the advertiser and the audience. Riya, a first-year student of the program gave the vote of thanks. Besides, through expressing her gratitude toward Prof. Karman Khanna, she acknowledge that how the students were intrigued with this new knowledge on the deconstruction of visual narratives. The session could not have been a success without the support of Dr Subhash Kumar, HOD of the Department of Journalism, and Mass Communication, and Prof. Amitabh Srivastava, Director of School of Media and Communication.


3 to 5 photographs of the event or screenshots of the event (if online) with captions





Press **Esc** to exit full screen

What do you see on your screen?



Chirag Maheshw... Sakshi Mayur La...
Shreyansh Pishkar... Esha Jain (BA) (L...

KP Exit fullscreen (F)

10:51 / 49:33



The screenshot shows a Zoom meeting interface. The main content is a slide with the following text:

Connotation

- 'Connotation' tends to be a personal association for individuals alongside being associations that are largely agreed upon within a culture or subculture

At the bottom of the slide, there is a video player control bar showing a progress bar at 21:33 / 49:33. To the right of the slide, there is a grid of participant video thumbnails. The top row shows two participants: a man with a beard and a man with glasses. The bottom row shows four smaller thumbnails with names: Chirag Maheshw..., Sakshi Mayur La..., Shreyansh Pishkar..., and Esha Jain (BA) (L...). Below these thumbnails are icons for 'KP' and '+9'.



The screenshot displays a video player interface. The main content is an advertisement for Maggi 2-Minute Noodles. The ad shows a yellow packet with the Maggi logo and '2-Minute Noodles' text. Below the packet, a bowl of noodles is shown with the text 'Your Favourite Masala Taste' and 'Masala'. The video player has a progress bar at the bottom indicating 42:48 / 49:33. On the right side, there is a list of participants in a video call, including Chirag Maheshwari, Sakshi Mayur, Shreyansh Pishkar, and Esha Jain (BA). There is also a 'KP' icon and a '+9' button.



• Marcel Danesi has suggested that 'in a basic sense, the semiotic study of advertising is a study of connotation' (1999, 103). Much of the seductive power of advertising drives from drawing on associational meanings, so that we don't even realize that we are influenced (Heath, 2012). In the 'elaboration likelihood model' of persuasion, this is the power of the 'peripheral route', which operates affectively rather than cognitively through connotations, metaphors, and symbols, without any explicit message, information, or argument (Petty and Cacioppo, 1986).

Participants: Chirag Mathew..., Sakshi Mayur La..., Shreyansh Pishkar..., Esha Jain (BA (H...), KP, +9

43:51 / 49:33

Schedule of the event

21st of October 2021 – 11h30 – 12h20



Attendance of the Event (insert in the document only)

Kritika Singh Pundir [BJMC - 2020]
Shreyansh Pokharna [BA (J&MC) - 2020]
Mahesh Sharma [BJMC - 2020]
Harshit Agarwal [BJMC - 2020]
Harshit Agarwal [BJMC - 2020]
Karman Khanna
Riya [BA (J&MC) - 2020]
Vihaan Mehta [BJMC - 2020]
Kumari Puja [BA JMC - 2020]
Chirag Maheshwari [BA (J&MC) - 2020]
Shruti Agarwal [BA (J&MC) - 2020]
Saakshi Mayur Lakhani [BJMC - 2020]
Esha Jain [BA (J&MC) - 2020]
Divyam [BA (J&MC) - 2020]
Shubham Singh Shekhawat [BJMC - 2020]
Divya Tripathi [BA (J&MC) - 2020]
Chanchal Sharma [BA (J&MC) - 2020]
Aditya Sharma [BJMC - 2020]
Lovely Lalwani [BJMC - 2020]
Suhani Agarwal [BA (J&MC) - 2020]
Maitraiya Kulshreshtha [JMC - 2020]
Avanish Gupta [BA (J&MC) - 2020]
Sheetal [BA (J&MC) - 2020]
Aayat Arora [BJMC - 2020]
Aayat Arora [BJMC - 2020]
Shrayansh Sharma [BJMC - 2020]
Shrayansh Sharma [BJMC - 2020]
Navdeep Singh Pareek [BA (J&MC) - 2020]


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Sign and Seal of the Head of the Department



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