

Lectures on Visual Storytelling delivered at MUJ

Department of Journalism and Mass Communication, MUJ organizes expert lectures on Visual Storytelling

The Department of Journalism and Mass Communication conducted expert lectures on Visual Storytelling on 20.11.2023 (Monday). The objective of these lectures was to make the students understand the importance of visuals and how they play a key role in the process of storytelling.

The speakers are associated with Village Square, which is a journalism platform about rural India. The Village Square is an industry MoU partner with the Department of Journalism and Mass Communication, MUJ.

Dr Vaishali Kapoor, Associate professor from the Journalism and Mass Communication department, MUJ started the session by welcoming the guest speakers, Ms. Pallavi Shrivastava and Ms. Sanjana Kaushik. She introduced and invited them to share their valuable insights.

Guest speaker Pallavi stated the fact that Mass Communication and journalism is a vast ocean and one must grow a network to learn the skills of journalism. She talked about how media has transformed from hard-copy newspapers to online platforms. She went on to discuss “What are the social issues media should be talking about? “, “How different stories require mixed factors or tools of narration”, and “What is and should be the role of media”. During her session, she showed many photo stories where visuals spoke louder than words and explained the relevance of images in attracting people to read about the whole story by pointing out every little detail about it. As her session came to an end she said that “People connect with people”, stories don’t require the association of powerful personalities with them to attract the readers, but it should have the element that tap at the place in readers mind or heart where it build some kind of connection between.

Second session was hands-on learning based lecture, where the speaker Sanajana Kaushik explained the difference between “different and opposite” by asking logical questions. For the second activity she distributed the students in two equal groups and ask them to narrate a story related to any past events that is motivating and come up with the main strength of the group. Her session was based on how to unlock self-potential.

Both the sessions were highly motivating and interactive. By the end of the session both the speakers explained the internship and fellowship opportunities at Village Square and asked the students to connect with them for any queries. The program ended with a formal vote of thanks by Dr. Ram Pratap Singh, assistant professor the Department of Journalism and Mass Communication. He thanked the speakers for their useful insights and contribution towards MUJ.





Department of Journalism and Mass Communication

In association with E-cell

Presents

Expert lectures

On

VISUAL STORYTELLING



Sanjana Kaushik
Partnerships Manager,
Village Square

Date- 20 November , 2023
Time- 10 a.m onwards
Venue- 105, 2AB



Pallavi Srivastava
Associate Director- Content,
Village Square

Organised by-
School of Media & Communication

Gracious Presence

Prof. Komal Audichya
Dean
Faculty of Arts

Gracious Presence

Prof. (Dr.) Fakira Mohan Nahak
Head
Department of Journalism
and Mass communication

Event coordinator

Dr. Vaishali Kapoor
Dr. Ram Pratap Singh
Department of Journalism and
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