

Report - National Conference on Ethical implication of Social Media and Journalism in the Digital Era.

The Program Started at 10.am with the Lighting of Lamp by the Dignitaries on the Dias, Followed by Gayathri Mantra and Tamizh Thai Vazhthu. The Welcome address was given by Dr.R.Ramani, HOD, Department of Visual Communication. The Chief Guest and the Management Members were felicitated.

The Inaugural Address was given by Our Hon.Chairman Sri. Rajalal Nichani Sir, and the special address was given by our Principal Dr.V.Hemalatha, The introduction of the Chief Guest Dr. Kiran Prasad, Professor, Department of Journalism and Communication, Padmavathi Mahila University, Tirupati was given by Dr. R.Ramani, Head, Dept. of Visual communication.

The Thematic address was given by Dr. Kiran Prasad on the topic “**New media and E-Journalim: culture, Experience and ethics in the digital eco system**”. The inaugural session was completed by the vote of thanks proposed by Mrs. J.Jennifer Evangeline, Assistant Professor, Department of Visual Communication.

The technical session - I started at 11:30am. The Chief Guest Dr.Raja ISR Co-ordinator the Oxford College of Business Management, Bangalore, was introduced by Dr.R.Ramani, Head, Dept. of Visual communication. Then the keynote address was given by Dr.Raja on the topic “**Ethical constraints in Social Media**”.

The chief guest Dr.S.Jebaseeli Assistant Professor, Department of Commerce, Don Bosco Arts & Science College, Kilpauk, Chennai, was introduced by Mrs.J.Jennifer Evangeline, Assistant Professor, Department of Visual Communication. The special address was given by Dr.S.Jebaseeli on the topic “**Social media in education**”.

The famous Ad- Filmmaker Aazam CEO, Director, ADTECHIES was introduced by Mrs.J.Jennifer Evangeline, Assistant Professor by Department of Visual Communication. The special address was given by Mr.Aazam on the topic “**Social media & its effects**”.

The Valedictory Session started at 1:30 pm with the Paper Presentation by research scholars and students. R.Sathiamoorthy, Research Scholar, VISTAS, Vels University, Chennai, Presented a paper titled “The Trend of media convergence with movies and its importance”. , Dr.A.Balasubramanian, Assistant professor, Sindhi college, presented a paper on the topic

“The oscillatory and non-oscillatory properties of linear homogeneous difference equations and its applications to the real life”.

S.Madhumidha, Assistant Professor, Theivanai Ammal College for women, participated in the event along with her students P.Kavitha & N.Santhana. In addition 10 Faculty members from various colleges presented their papers on different titles. Selected 30 papers were published in the book with ISBN number. The published books were distributed to all the presenters.

Welcome Address and Conference Event overview was given by Dr.Ramani, Head, Department of Visual Communication. The introduction of the chief guest for the valedictory session was given by Mrs.P.Sudarani, Head, Dept of Tourism & Travel Management. Special Address on the topic “**Social media & Advertising**” was given by the chief Guest Mr. R. Raghuram, HOD, Dept. of Visual Communication, DRBCCC Hindu College, Pattabiram. The dignitaries distributed the Certificates to the presenter’s and participants. Vote of thanks was proposed by H. Badri Narayanan, Assistant Professor, Department of Visual Communication. The Valedictory Session ended with the National Anthem at 3:00pm.



