

MediaCon 2024

MediaCon 2024, the two-day International Conference conducted by the School Of Communication and Media Studies at St Joseph's University on 23 and 24 January 2024 was a grand success. The theme of the conference Media, Politics, and Governance. The inauguration was a grand affair and included Mr. Pawan Khera, Chairman of Media and Publicity, Indian National Congress (INC), and Prof. Rajeev Gowda, Former MP, and national spokesperson of the INC as the keynote speakers. They were accompanied by Dr. Anupama Sharma, MCJ Coordinator, Ms. Vidisha D'souza, HOD, School of Communication and Media Studies, Rev. Fr Richard Rego SJ, Dean, School of Communication and Media Studies, Dr Melwin Colaco, Registrar, St Joseph's University.

This was followed by a panel discussion on the topic "Freedom of speech: The state of play. The way ahead." It brought together a group of experts who discussed upon and shared their experiences on the current situation of freedom of speech in India. The panellists were Paranjay Guha Thakurta, a senior journalist, Siddique Kappan, journalist and writer, Aishwarya Mahadev, lawyer and politician, Pooja Prasanna, editorial head, The News Minute and Brijesh Kalappa, advocate, Supreme Court of India.

On day two, there was an eclectic panel on advertising and public relations moderated by Dr Naresh Rao, Professor, Christ University. The panelists included Niranjana Natarajan, Founder & Creative Director, Why Axis Advertising LLP; Radha Radhakrishnan, Fractional Chief Communication Officer; Ramamoorthi Narayanan, Marketing and Brand Consultant and Sumathi Chari, Director and Senior Partner, PR Hub. The discussion threw new light on political agenda and the art of communication.

This was followed by an engaging international webinar moderated by A V Varghese, the webinar was joined by Chris Brown, Foreign Correspondent, CBC News, Moscow, Russia; Mazhar Abbas, Geo News, Senior Analyst & Columnist for Daily Jang; Y P Rajesh, South Asia Breaking News Hub Chief & Lead Writer, Reuters; Jeanette Rodrigues, Managing Editor South Asia, Bloomberg LP and Atul Ranjan, Senior Analyst/India Correspondent with NNA, ASIA at Kyodo News.

The two-day conference saw the presentation of 49 academic papers by students, academicians and media professionals exploring a range of themes from 'Present day issues in media landscape' to 'Media, social movements, and democratic governance.' The two-day conference concluded with certification distribution and a valedictory ceremony and was a big success.

For the Images of the MediaCon, kindly refer to the Photo Gallery: <https://sju.edu.in/gallery/83>

