



**DEPARTMENT OF B.VOC.**  
(VISUAL COMMUNICATION TECHNOLOGY)  
**St. JOSEPH'S COLLEGE (Autonomous)**

*Special Heritage Status awarded by UGC Accredited at A Grade (3<sup>rd</sup> Cycle) by NAAC  
College with Potential for Excellence by UGC DBT-STAR & DST-FIST sponsored College*

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Website : [www.sjctni.edu](http://www.sjctni.edu)

**Lecture on "Social Media Writing Skills"**

A Special lecture on "Social Media Writing Skills" was organized on 12<sup>th</sup> March 2021 at department AV Hall. Mr.T.Vijay, Social Media Executive (South Zone), Press Information Bureau, Ministry of Information and Broadcasting has shared his knowledge and experience on Writing for Social Media with the students. Students from III B.Voc Vis.com and III B.Sc Vis.com were participated. All the students were actively participated and had a wonderful interactive session with him.

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**Social Responsibility in Short Films**

Department of Visual Communication Technology and National Service Scheme (NSS) of St. Joseph's College jointly organized a film screening on 17<sup>th</sup> March 2021. Mr. R.A. Thomas, Short film Maker and Film Actor, Founder of Maatram organization, has given a special talk on "Social Responsibility". Mr. Baskaran, Photographer of Times of India, Associate Cameraman for Alaipayuthey, Siraisalai films, Founder of Cockroach Productions has delivered a thought provoking speech and shared his experience in media. Both the resources persons have motivated the students to produce more short films with social responsibility themes. After that, the short film named "Mann" was screened. After the film screening the resources persons had an interactive session with the Vis. Com students. Students gave their feedback and clarified their doubts regarding the short film.

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