

ALAGAPPA UNIVERSITY

(Accredited with "A+" Grade by NAAC (CGPA:3.64) in the Third Cycle & Graded as Category-I University and
Granted Autonomy by MHRD-UGC)

KARAIKUDI - 630 003

Date: 1.4.2019

A Two-day Workshop on Entrepreneurship Skill Training in Videography & Editing was organised by the Department of Lifelong Learning in association with University Business Collaboration Centre, Alagappa University, Karaikudi, on 28th & 29th March 2019 in Amphitheatre of the Faculty of Education.



Dr.P.Sivakumar Prof & Head i/c, Department of Lifelong Learning, welcomed the gathering. He highlighted the importance of imparting skill training to the students of Mass Communication and Journalism in Videography and Editing. He said the students will be given intensive practical training on various techniques of videographic editing.

Presiding over the inaugural session of the workshop, Prof.N.Rajendran, Vice-Chancellor, Alagappa University, said that serious learning of theoretical aspects of a subject is important and equally important is concentrating on the practical aspects. Only then the students can acquire real knowledge and mastery over the subjects. Highlighting the importance of reading habit, he told the audience that books he read deeply and avidly helped him in the long run to occupy the highest position in the University. He stated that a good teacher's first passion and responsibility should be learning his subject enthusiastically and thoroughly; and his creative teaching should inspire his wards to evince keen interest in learning the subject avidly. He exhorted the students to be creative and innovative for their progress and in this context he cited the lines from Robert Forst's poem "The Road Not Taken".

The chief guest Mr.S.Marimuthu, Chief Editor, Arena Animation, Madurai explained how to edit raw footages and cited the importance of editing. He also dwelt on the principles of editing. Referring to the increasing importance given to videography in today's context, he asked the students to learn the art of videography. He also referred to various job avenues available in the field of videography and editing to students of mass communication.

Dr.A.Morarji, Co-ordinator, UBCC, offered his felicitations. He said that mastering this skill is the need of the hour for journalism students. Dr.N.Johnson, Assistant Professor Department of Lifelong Learning, proposed a vote of thanks.

Prof.H.Gurumallesh Prabu
REGISTRAR