

GUEST LECTURE ON CREATIVITY IN TELEVISION PRODUCTION

On the 7th of August 2022, Thiru. A. PA. Raja, a popular lyricist in Tamil, was invited to the department of Kaushal Kendra, Loyola College as the resource person. The session began at 9.00 am with the honouring of the resource person by Prof. Narashiman with a shawl followed by Prof. Keerthi presenting a memento. Interestingly, the intended lecture session turned out to be an extremely interactive session. Mr. Raja answered the questions posed by students and clarified their doubts. Students seemed too interested to know about the experience of the resource person in the field of digital television and media. The resource person responded to the questions and queries raised by students patiently and proactively. One could witness a high level of enthusiasm and interest in the students.



Highlights of the interaction:

A student asked, "Why are lyrics these days not as powerful as they used to be in the past?", to which the resource person responded by highlighting the impact due to the changing times. He emphasized that the contribution of students to society is of paramount importance, and they should speak up for people in need.

He shared his experience in writing 'Kutty pattas' and 'Patra vaitha nerupu' songs and the time taken to compose the songs. He shared that he took 2 full days for the former one and 1 day for the latter one. He further said that songs can touch one's soul and can penetrate deep into one's life. When one of the students asked about the concept of neutrality, he said that there is nothing called neutral; it is either good or bad, and nothing in between. He ended his sharing by fondly addressing the students 'Ok nanbargale' in Tamil meaning 'OK friends', which revealed his cordial and friendly spirit. A vote of thanks was proposed by Prof. Arokiaraj, who thanked the resource person and the students of 21PDJ for making it a grand success. The session ended at 11.30 am.