

Loyola College (Autonomous)

Chennai – 600 034.

Guest Lecture on “Development Communication”

Vanessa Peter, Policy Researcher and Social Activist with the Information and Resource Centre for the Deprived Urban Communities had provided a series of special lectures for the students of B.Voc. & M.Voc. Digital Journalism, on 11th, 30th & 31st January 2017 at the Multimedia Lab, KAUSHAL Kendra, Loyola College.

The series of lectures commenced with a brief overview on Development Communication. The role of media in catalysing social change was elaborated in this session. The various platforms that could be used to bring about social change were discussed in detail. The role of mainstream media and the emergence of alternative media platforms were discussed.



The second session was about “Conflicting Rights - Respecting Dissent”. The students were provided inputs on the various paradigms of human rights discourse. The importance of objective reporting was discussed in detail. The need for respecting dissent was also elucidated in this session.



Making Effective use of Democratic Spaces was a session where the students were made aware about the importance of resolving issues within the democratic framework. The sub-section titled “know your rights” provided a holistic view on the various means available for a citizen to fulfill his/her basic needs and how to assert for the same when denied. The role of media in ensuring that a citizen avails his/her basic need was also explained with examples.