



DEPARTMENT OF ENGLISH (SHIFT II)

LOYOLA COLLEGE
(AUTONOMOUS)
CHENNAI

NATIONAL-LEVEL
WORKSHOP ON
INITIATION INTO
JOURNALISTIC
WRITING



AD WRITING

VENUE: MCA HALL
DATE: OCT 4TH 2019

To register:

<https://forms.gle/cxMbYFrokrngnUcNQ9>

*Register Online and pay at the venue.
Pay Rs 150 for Scholars and Students;
Rs 250 for Faculty*

ORGANISERS
DR SUPRIYA SAM
PROF. SHARMILA RANI
PROF. TIPSTON



9791145936

SPEAKERS

JOURNALISTIC WRITING:

J SAM DANIEL STALIN
BUREAU CHIEF, NDTV
10.00AM TO 11.30AM

REPORTING

DANIEL THIMMAYYA
CHIEF REPORTER
THE NEW INDIAN EXPRESS
11.45AM TO 1.00PM

COPY WRITING

CRAIG LOBO
COPYWRITER
AMPERSAND COMMUNICATIONS
2.00PM TO 3.00PM

AD WRITING:

KARAN DASWANI
CREATIVE HEAD,
FINGERPRINTS
3.00PM TO 4.00PM

AD WRITING ETHICS & MARKET RESEARCH

S AMRITHA
ASSISTANT PROFESSOR
DEPARTMENT OF ENGLISH
CHRIST UNIVERSITY
BENGALURU
4.30PM TO 6.30PM

