

What it takes to be a media person?

Students pursuing Diploma in Visual Communication at LIVE had an opportunity to understand what it takes to be a media person on 1st October 2016.

The guest speaker was Mr. D.I. Aravindan, journalist, writer, critic and translator. His career ranged from work at *India Today* to *Kalachuvadu*, *Ulagatamizh*, *Nam Thozhi*, *Chennai Namma Chennai* and *The Hindu*, over a span of 25 years.

If you are already familiar with him, it's possible that you've come about any of his published works like *The Mahabharatha* for children and novels like *Payananam* and *Ponnagaram*. His work reflects his interests that revolve around social issues, women empowerment and fine arts. So it comes as no surprise that he appeared on the debate show *Neeya Naana* on Vijay TV.

He said: "What does it take to be a media person? Content and creator. That's it. It doesn't require a fancy studio and team, a producer, or a distributor. If you genuinely have something to say, and it is something new, you will find your medium, your channel and audience. This stands especially true in today's day and age, where YouTube and such like platforms are creating media stars who never went to media school. They have a story to tell, do you?"

The lecture was followed by an interactive session. Students probed into some of the social issues concerning reservation, the Cooum River, differing reports on the same event and the role of media in society. Mr. Aravindan's elaborate replies included how we can't equate problems and demand the same treatment for both. However if you see a problem not getting resolved, you still have the power to address it, write about it and empower yourself and others. Knowledge is power.



Mr. D.I. Aravindan makes a point.



Viscom student K. Niranjan Kumar introducing the guest.