



AUXILIUM COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(Nationally Accredited with 'A' Grade by NAAC)

An ISO 9001:2015 Certified Institution

Affiliated to Bharathidasan University, Tiruchirappalli,

Regunathapuram PO., Karambakudi TK., Pudukkottai (DT) - 622302

MEDIA MELA – 2024

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| Activity Name | New Media and Communication for Innovation |
| Date of Activity | 10.01.2024 – 11.01.2024 |
| Mode of Conduct | Offline |
| Time | 11.30 am |
| Participants (offline) | Students: 300 Faculty: 12 |
| Description | <p>The Mediathon 2024 is organized at Auxilium College of Arts and Science for Women at Regunathapuram by AIIC was a resounding success, reflecting a comprehensive and well-thought-out approach to exploring the theme of "New Media and Communication for Innovation." The meticulous planning of Mediathon 2024 was evident from the onset, with a well-timed notification sent to Heads of Departments ensuring enthusiastic participation from both students and faculty. This strategic approach fostered a high level of preparedness, setting the stage for a vibrant and engaging event. Spanning two days, the event was ingeniously segmented into competitive and celebratory activities. The competitions, held on the first day in the multipurpose hall, were not just contests but a celebration of creativity, engaging students in a manner that was both competitive and encouraging.</p> <p>The event kicked off with an inaugural address by Dr. M.S. Jeya Pushpam, President of AIIC, setting a tone of inspiration and motivation. The day progressed with a series of competitions - the "Best in My Hometown" photo contest, the "Slogan Contest", the "DIY Waste Out of Best" creativity challenge, and the "Music Contest" - each judged by esteemed faculty members bringing their unique perspectives and expertise. The second day began with enlightening presentations by Vice President Dr. Santiago Theresal V, and Mrs. Surya, Assistant Professor of Computer Science. Their discussions on new technologies and the pivotal role of media and communication in innovation set a thought-provoking backdrop for the day's competitions in logo design, TED Talks - shorts, poster making, and photo booth ideas.</p> <p>The event saw participation from over 300 students and 12 faculty members, a testament to the college's dedication to nurturing creativity and fostering meaningful</p> |

communication. The winners' announcement during the closing ceremony was a moment of pride and joy, celebrating the hard work and talent of the participants. Concluding with a group photograph, Mediathon 2024 left an indelible mark on all participants, encapsulating moments of collaboration, learning, and innovation. This event not only highlighted Auxilium College's commitment to excellence in education but also its role in equipping students with the skills and insights needed for the digital age.

Mediathon 2024, with its focus on new media and communication, has undoubtedly contributed to the holistic development of students at Auxilium College. The event stands as a beacon of innovation and creativity, fostering an environment where ideas flourish and future leaders are born.

Photos

