



SAINT CLARET COLLEGE, ZIRO

DEPARTMENT OF MASS COMMUNICATION

DEPARTMENTAL SEMINAR

On

“Exploring the Landscape of Media
Communication in Arunachal Pradesh”

CHAIRPERSON

Dr. Seigoumang Chongloi

Asst. Prof.

Department of Anthropology

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Concept Note

Arunachal Pradesh's media landscape is characterised by a dynamic blend of traditional and modern media outlets, which highlights the various cultural and geographical features of the state. The following are some crucial facets of media communication in Arunachal Pradesh:

In Arunachal Pradesh, traditional media like radio, television, and newspapers are still extremely important for the dissemination of information, even in the face of technological improvements. Local publications such as the *Echo of Arunachal*, *Eastern Sentinel* and *The Arunachal Times* offer news and pertinent information to the people of the state, and All India Radio (AIR) airs programmes in regional tongues to reach outlying areas.

With the rise of popularity of digital media, the number of media outlets are increasing. Apart from the varieties of contents presented by the private media outlets, Doordarshan Kendra Itanagar, carries shows in regional tongues, offering news, entertainment, and educational programming.

In the recent time, we have witnessed the surge in the growth of film making. The state is slowly becoming a hub for documentary makers, given the wide range of cultural diversity found in the state.

Social media and the internet have completely changed how Arunachal Pradesh's media is distributed, opening up new avenues for citizen journalism and information sharing. Social media platforms are used by online news portals like *arunachal24.in*, *CDCN* and *Arunachal Today* to interact with viewers and deliver real-time news updates.

Although the number of media outlets in Arunachal Pradesh is increasing, a number of obstacles still exist, such as poor internet connectivity, a lack of suitable infrastructure, linguistic diversity, and geographic constraints. Furthermore, political constraints and media control might impede the state's independent journalism and freedom of speech.

The media communication environment in Arunachal Pradesh is characterised by a combination of conventional and contemporary channels, tailored to meet the specific requirements and obstacles faced by the region's heterogeneous populace.

With the ongoing advancements in technology and improved connectivity, media outlets in Arunachal Pradesh are expected to become more and more important in providing information, education, and empowerment to the people of the state.

The seminar's strength is its thorough examination of many facets of media communication, from traditional news reporting to modern sites like YouTube. The seminar's examination of media communication in news reporting, visual arts, movies, and alternative media demonstrates how diverse current communication is. The seminar's goal is to increase knowledge, spark discussion, and spur creativity in media communication techniques by looking at these various fields; in the end, the department of Mass Communication, SCCZ hopes to make society more aware, involved, and cohesive.

About Department

Saint Claret College Ziro is the only undergraduate college affiliated to Rajiv Gandhi University, Itanagar which offers a full-fledged professional B.A program in Mass Communication. The department has competent and committed faculty, specializing in Advertising PR, Print, Electronic, Computer Applications, Developmental Communication, and New Media. It also has various facilities and technologies such as Recording Studio, Latest Modern Gadgets, iMac, DSLR Cameras, HD Professional Camera, Sound Recorders, Audio Mixer, Studio Monitors, Microphones, mobile gimbals, etc.

Year of Introduction of Programme: 2013

Vision: To become a premier institution of higher education in media studies in NE India, committed to providing specialized knowledge and skills in Mass Communication and Media Studies to the youth, enhancing their employability and service potential for society, and contributing to research in research-related fields.

Mission: To motivate, facilitate, and mould students with specialized knowledge and skills in Mass Communication, media studies and related fields, build self-confidence, integrity, professional ethics and professional excellence to become responsible agents of fourth and fourth estates to effect constructive social.

Programme Schedule

- Host: Ms. Meena Taku and Mr. Takar Killo
- Welcome Address: Ms. Sorang Mina
- Lighting of the lamp
- Rationale of the Seminar: Mr. Kara Gambo
- Keynote Address: Chairperson

Technical Session: (10 Minutes + Q & A 2 Minutes)

1. 'Media Influence; Newspaper coverage of Deforestation in Arunachal Pradesh'
Ms. A. Emeni Jenny
 2. 'Cognitive Process of Visual Arts through Photography in Ziro'
Mr. Haobijam Chinglemba Meitei
 3. 'Understanding Local Content Creators' Intent in Ziro'
Mr. Michi Tarung
 4. 'Understanding the Landscape of Film Industry of Arunachal Pradesh'
Mr. Takam Isaac Nachung
- Plenary Discussion: Chairperson
 - Release of 'The Claretine Gazette' Volume X, Issue I.
 - Brief on World Theatre Day: Ms. Heni Puying
 - Vote of Thanks: Ms. Ramter Jilen
 - National Anthem

Advisory Board

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