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School of Communications
Presents

**Media & Communication
Symposium**

XTRAORDINAIRE 2022

September 2, 2022

Exploring the Mediascape in the Age of Consumer Revolution



Mr. Amitabh Biswas

Marketing Head - Times Chronicles,
Times Influence & Zoom TV



Mr. Prasad Karat

Vice President, PRactice



Ms. Anitha Balachandran

Animation Filmmaker



Ms. Pooja Tolani

Script Writer, Sacred Games - Season 2



XIM UNIVERSITY
School of Communications

presents

XTRAORDINAIRE 2022

Media & Communication Symposium

Exploring the Mediascape in the Age of Consumer Revolution

2nd September 2022, Friday

Mini Auditorium, New Academic Block, XIM University, New Campus

Time	Event	Led by/Speaker
10.00 am - 10.10 am	<i>The audience will be seated in the Mini Auditorium</i>	
Inauguration Ceremony 10.10 am – 10:30 am	Introduction to the Event	Ms Ocean Singh (UG - III) Students, School of Communications
	Welcome Address	Dr Arpita Saha Faculty Coordinator, Xtraordinaire 2022
	Lighting of the Lamp	
	Opening Address	Dr V. Vijay Kumar Academic Dean, School of Communications
	Inaugural Address	Prof. Fr. S. Antony Raj, SJ Registrar, XIM University
	Vote of Thanks	Ms Elizabeth Paul Elenjical (PG - II) PG Students Secretary, School of Communications
10.30 am – 11.30 am	Season 1: <i>Shifting Influences in the Media Industry</i>	Mr Amitabh Biswas Marketing Head – Times Chronicles, Times Influence & Zoom TV
11.30 am – 11.45 pm	Break	
11.45 pm – 12.45 pm	Season 2: <i>Animation Filmmaking: The Future Perspective</i>	Ms Anitha Balachandran Animation Filmmaker
12.45 pm - 1.45 pm	Lunch Break	
2.00 pm – 3.00 pm	Season 3: <i>Bending the Narrative: Exploring Scriptwriting</i>	Ms Pooja Tolani Script Writer, Sacred Games 2
03.00 pm - 03.15 pm	Break	
3.15 pm - 4.15 pm	Season 4: <i>Public Relations: Trends and Challenges</i>	Mr Prasad Karat Vice President, PRactice
Valedictory Ceremony 4.15 pm – 4.30 pm	Distribution of Certificates	
	Vote of Thanks	Mr Mohak Ranjan Beuria (UG - II) UG Students Secretary, School of Communications