

REPORT OF THE PROGRAMME CONDUCTED



Dept. of
Sree Sankara College Kalady

Title of the activity	MG University film festival Inaugural Ceremony Covered by B&J Students
Date and Time	07/12/2017
Resource person	
Nature of activity	
Type of Activity	,
Linkage Activity	
Convener	
Number of participants	0

The following is the report prepared by the students of B Voc Broadcasting and Journalism, 2016-19 batch.

'Lumiere 2K17' to conclude today

Hasnath P N

Kalady: 'Lumiere 2K17', the two-day film festival of MG University will draw a close today. The fest was inaugurated at Sree Sankara college auditorium on Thursday, Seventh December by veteran script writer John Paul Puthussery.

Report of the activity

John Paul conveyed the significance of influence being imparted upon the lives of people by cinema. He also rendered a glimpse of history over the cinemas. ``Umpteen people were against cinema in the infancy, religious oppositions turned into the forms of violence. The era of drama invoked a revolution in Kerala which also possessed the hatred of the oppositions. Even then, strikingly, drama created prominent changes in the livelihood of citizens. When you consider the yesteryears of cinema, we could perceive the emergence of great works from the roots of challenged societies. Director is the one who always focused the real human life. Such cinemas created tremendous changes. When you watch the cinema, you could empathize yourselves. So cinema is the medium of great moral and cultural values'', he said in his speech.

The current challenges confronted by cinema in the wake of Sanjay Leela Bansali's 'Padmavati' was highlighted in the inaugural address of C K Salim Kumar.

Principal Dr. K. A. Ajithkumar, Mr Harikumar, M G University General Secretary Shilpa Surendran and convenor K V Abhijith also spoke in the function.

Outcome of the activity

