

Loyola College (Autonomous)

Chennai – 600 034.

All about All India Radio (AIR): Report on the Guest Lecture on August 26, 2016

Mr. Kamalanathan, former Director, All India Radio (AIR), Chennai, delivered a Guest Lecture entitled as 'All about ALL India Radio (AIR)' to the students of M.Voc. Digital Journalism in the Department of KAUSHAL Kendra, Loyola College, Chennai.

In the Guest-Lecture Programme held on August 26, 2016 at 11.25 AM, he shared his experiences while working in AIR and serving the organisation for 36 long years. He was very popular as 'Kamal' among his listeners in Coimbatore region where he started his career as a Programme Announcer to become a Programme Producer within five years.

He has interviewed Great playback singers like T.M. Soundararajan, P. Suseela, L.R. Easwari, P.B. Srinivas, Sirkali Govindarajan, A.L. Raghavan, Malaysia Vasudevan and Music-Director MSV.

He briefed the students on different types of listeners and different types of programmes suitable for various age groups and target audience. He explained the power of the medium before the emergence of other medium and adaptation of new technologies and new techniques in Programme production. While concluding he emphasised the need for seeking internships in AIR to get a better understanding of Radio in its various formats.



Mr. J. Kamalanathan interacting with the M.Voc. Digital Journalism students