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Greetings and best wishes!

Literature and media are the mirrors of the society. Truer reflections will enable members for proximal existence with reality. Dreamier and far from truth portrayals will only distance members away to further crisscrossing divisions. Literature leans towards aesthetics that could derive a lenient description while media thrives on accurate and truthful accounts that pave way for informed decision-making. Hence, it is even more important for media producers and innovators to act more responsibly. Creativity is the hallmark of literature and it adds spice to the description in the media out-put. Intersecting points are one too many for both literary musings and journalistic endeavours. This prompted us to embark on an ambitious venture to convene experts and scholars from both the fields under common umbrella for deliberation. Centre for Media Studies joined hands with Periyar University and this received welcome response. An assortment of social issues was deliberated offering both journalists and litterateurs space for negotiation. The conference volume bears testimony to the response of the academic community representing all hues and strata. As the Head of the Department of Journalism and Mass Communication I express my heartfelt thanks for all who joined hands with us to make this conference achieve great relevance and success.

Sincerely,

Dr V Natarajan

