

KU's MERC organises webinar on Digital Storytelling

UNICEF officer urges students to focus on good stories

Srinagar, Jan 11: Kashmir University's Media Education and Research Centre (MERC) organised a webinar on Digital Storytelling to train its students with new tools and techniques of telling stories using digital media platforms.

Idhries Ahmad, Communication Officer at UNICEF, was the key speaker at the webinar, which was attended by MERC faculty members and students of three batches presently pursuing their studies at the department.

"The story should have a soul and it must be truthful and credible. The storyteller should be passionate to tell the story, which has to be strong. Language doesn't matter," Ahmad said.

If the story is not so powerful and engaging, the audience will move to something else, he said.

Urging students to focus on good stories, develop interviewing skills, understand tools and techniques and work hard, Ahmad said, "Technology is just the medium to tell the story. Understanding the craft is more important."

Giving his tips to the students on video narrative, he highlighted the need to create a hook to attract the audience.

"You need to make sure that there is enough material to satisfy the expectations of the audience. As they scroll the newsfeed, the first few seconds of the video are critical to catch their attention," he said.

Earlier, while initiating the webinar, Dr Aaliya Ahmed, HoD MERC, said, "Digital age is the age of storytelling. You have now many platforms to tell your stories. Digital environment is fast paced and vibrant and offers tremendous opportunities as we witness during the pandemic".

"Digital storytelling has assumed significance in today's world," she said.

In the concluding remarks, senior faculty and former HoD MERC Mr Nasir Mirza appreciated the efforts aimed at equipping the students with essential knowhow of being good storytellers in the framework of 21st century.

"It is heartening to see the MERC alumni serving people as members of prestigious organisations," he said, praising UNICEF for its humanitarian work.

Dr Syeda Afshana, Associate Professor, moderated the webinar.