

The Department of Journalism at St Aloysius College (autonomous) organised a talk on Emerging Trends in Content Creation for New Media. On the 24th of May 2022, the Mr. Rjath Rao, a freelance journalist and content creator, served as the programme's resource person. Mr. Rajath stated Make a niche for yourself. Memelords WhatsApp and Instagram statuses are highly sought after by a specific target audience. If you like memes and see that their status is about memes, they are in high demand. The AIDA formula is as follows: Attraction, interest, desire, and action