



"The pen is mightier than the sword"

(ADailyNewsLetter)



### CAMPUS BUZZ



Nehru Arts and Science College observed World Cotton Day with the theme "Cotton, the Fabric of Our Lives." The event emphasized the importance of cotton in promoting sustainable development and responsible production.

### INDUSTRIAL VISIT



On 6th October 2025, 89 students from the Department of Criminology and Forensic Science, Nehru Arts and Science College, Tirumalayampalayam, along with two faculty members, visited Tamil Nadu Agricultural University (TNAU), Coimbatore, for an Industrial Visit.

### WORLD COTTON DAY



Today, 7th October 2025, the department of Costume Design and Fashion & Design Tech Club, celebrate 'World Cotton Day' with an inspiring Exhibition cum Awareness Poster Display held at A Block Lobby, inaugurated by our respected Principal Dr. V. Vijayakumar.



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# ACCOLADES Faculty Achievements



Dr B.David Jayaseelan, Assistant Professor, Department of Microbiology MPro Dr. Khang wen Goh Pro Vice Chancellor of INTI International University Malaysia Discussed about Research excellence

Dr. Joseph Mathew, Assistant Professor, Department of English, and Mr. Adarsh Narayanan, Assistant Professor, Department of Visual Communication, Nehru Arts and Science College, have co-authored and published a research paper titled "Reimagining Truth: The Role of AI-Generated Content in Shaping Media Ethics and Audience Trust in a Post-Truth Era." The paper was published in the SJCC International Journal of Communication Research, Vol. 2, Issue 1 (September 2025)

Article

**Reimagining Truth: The Role of AI-Generated Content in Shaping Media Ethics and Audience Trust in a Post-Truth Era**

P-ISSN: 3048-9334 | E-ISSN: 3048-9342  
SJCC International Journal of Communication Research  
Vol. 2 | Issue: 1 | September 2025  
pp. 72-82 | © The Author(s) 2025  
Permissions: sjccr@sjcc.co.in

Joseph Mathew<sup>1</sup> and Adarsh Narayanan<sup>1</sup>

**Abstract**

In the era of post-truth politics and algorithm-driven narratives, the rise of artificial intelligence (AI) in content creation has introduced both revolutionary innovation and profound ethical dilemmas in media production. This paper investigates how AI-generated content—ranging from automated journalism to deepfakes and synthetic voices—affects media ethics and reshapes audience trust. While AI offers opportunities for efficiency and personalization, it simultaneously raises concerns about misinformation, authenticity, accountability, and the erosion of journalistic integrity. The study explores real-world examples, scholarly perspectives, and regulatory responses to understand the balance between innovation and responsibility. Through a multidisciplinary approach, the paper argues for a redefinition of media ethics in alignment with evolving technologies and proposes frameworks to restore and maintain public trust in an increasingly mediated reality.

Journal of the English Literature Society  
Volume 11 Issue 5 September 2025 | www.jelsl.in

**From Silence to Flame: Lesbian Desire and the Crisis of Indian Patriarchy in Fire**

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Published online 30 September 2025  
DOI: <https://doi.org/10.5740/JELS.V11I5.05>

**ABSTRACT**

Deepa Malvi's Fire (1998) marked a critical turning point in Indian cinematic history, and only for its bold portrayal of a lesbian relationship that also for the intense cultural, political, and social debates it ignited across the country. This article revisits the layered reception of Fire within the Indian context, exploring how the film became a lightning rod for discourses surrounding gender, sexuality, tradition, modernism, and postcolonial identity. By examining the reactions of critics and the wider the literatures of lesbian theory, queer politics, and postcolonial critique, the article interrogates how cinematic and literary are positioned for postcolonial and cultural legacies in South Asia. Furthermore, it explores how the film's challenge to heteronormative paradigms and its reimagining of mythological and cultural symbols reflect traditional operations of Indian kinship. Drawing on scholarly responses and public outrage, the study underscores the importance of Fire as a seminal site of resistance that demands to be read as a lesbian film, and national narrative as a powerful critique of systemic oppression. Ultimately, Fire becomes a complex text not only for scholars, but also for the rethinking of cinematic agency and function in the face of social orthodoxy.

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Dr. Joseph Mathew and Dr. M. Richard Robert Raa Department of English published a research paper titled "From Silence to Flame: Lesbian Desire and the Crisis of Indian Patriarchy in Fire" The paper was published in Journal of the English Literature Society Volume 11 Issue 5 September 2025



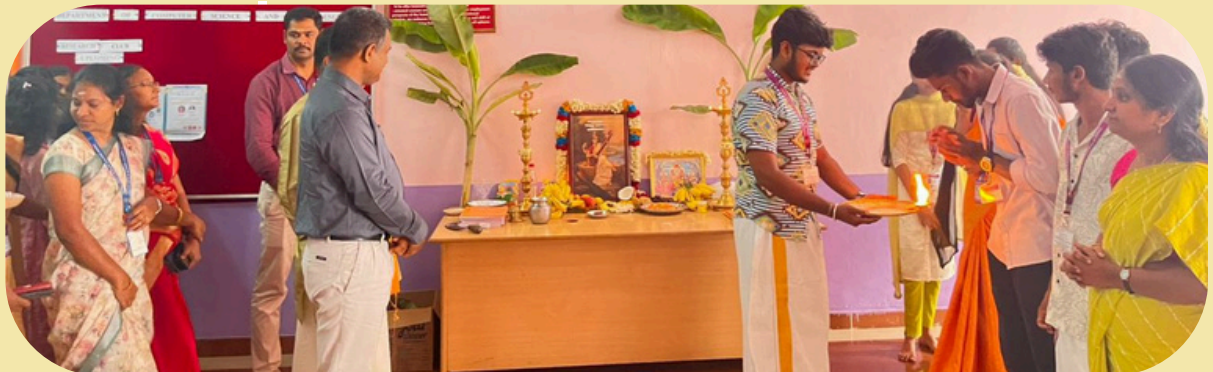
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Dr. Joseph Mathew and Dr. M. Richard Robert Raa successfully completed a workshop on Understanding Journals: Credibility, Selection & Avoiding Predatory Traps organized by Savitribai Phule Pune University on 30 September 2025

### POOJA CELEBRATION



“Joy is not in things; it is in us.” — Richard Wagner