

ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University
Re-accredited by NAAC with 'A' Grade with a CGPA of 3.49

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

About the College

St. Joseph's Degree & PG College, a leading name in the field of higher education, has earned several top prestigious rankings and 'A' grade by NAAC for its "Distinctive educational environment", which pays a shared focus on developing social and ethical values among the students, while equipping them with right knowledge and skills to meet the dynamics of the global market. One of the most prestigious affiliates of Osmania University, the college has deployed the academic flexibility of its Autonomous status to package a unique educational programme that is framed in collaboration with top notch academicians and industry experts to embrace the emerging trends in academics and industry. Apart from this several value add-on modules – certificate courses, life skills and job skills ensure that there is wholesome learning designed to empower and nurture leaders of the future.

About the Department

The Department of Mass Communication was started on 27th July, 2011 with the approval of Osmania University. The Department is offering BA Mass Communication and Journalism course and Masters in journalism and Communication. This programme enables the incoming students on mastering the tools of the digital-media technologies. The Department has a well equipped audio-visual studio. The audio recording studio consists of non-linear recording facility with Pro Tools 9Le. The Television studio has the latest technologies for online production. The computer lab consists of iMac5 computers.

Library/ Infrastructure Facilities

The department is equipped with:

- 3 Panasonic AVCHD cameras
- Recording studio
- Editing studio
- Production Control Room
- Audio Control room

- Various Software's for audio, video and design editing.
- Lab equipped with projector with good sound system

Details of Full Time and Part Time Faculty: Name, Qualification, Designation, Experience, Specialization

SN.NO	NAME	QUALIFICATION	DESIGNATION	EXPERIENCE	SPECIALIZATION
1	Fr. Kingston	LICENTiate	HOD, ASSOCIATE PROFESSOR	10	TELEVISION AND FILM PRODUCTION
2	P.L.VISWESHWAR RAO	P.hD	PROFESSOR	45	MEDIA MANAGEMENT, DEVCOM, PR, JOURNALISM
3	NAGARJUNA	MA-PRINT TECHNOLOGY	PROFESSOR	38	
6	GOWTHAM UYALLA	Masters of Arts in COMMUNICATION	ASSISTANT PROFESSOR	3	DEVCOM, ELECTRONIC MEDIA, DOCUMENTARY, MASS COMM THEORIES
7	SRIKANTH VARAKALA	Masters of Arts in Mass Communication and Journalism	ASSISTANT PROFESSOR	2	
8	APARNA SATHE	Masters of Arts in Mass Communication and Journalism	ASSISTANT PROFESSOR	1	
9	SHIVA GANESH	Masters of Arts in COMMUNICATION	ASSISTANT PROFESSOR	3	TV NEWS, FILM MAKING, ADVERTISING, PR

10	SHIVA TRISHUL	Masters of Arts in COMMUNICATION	ASSISTANT PROFESSOR	1	COMMUNICATION AND MEDIA, COMMUNICATION AND CULTURE, MASS MEDIA RESEARCH.
11	SAI KRISHNA	Masters of Arts in Mass Communication and Journalism	ASSISTANT PROFESSOR	1	DOCUMENTARY, PUBLIC RELATIONS, AUDIO PRODUCTION.

ORIENTATION DAY
OF
BA JOURNALISM AND COMMUNICATION (2016-19)
30th JUNE, 2016
Venue: Cellar, Time: 09:00 AM – 12:00 AM

The program started with an Invocation of the Almighty by **Fr.Kingston, Head of the Dept.** The welcome address was given by Ms.Aparna Sathe. The HOD gave a power point presentation detailing the Mission & Vision of the college. The students were acquainted with their duties & responsibilities. They were also informed about the various infrastructure facilities available to them.



It was followed by a PPT on the evaluation of the students' performance by Ms.Kiran Jyothi, Controller of Examinations, PG.

For any student, whether current or an alumni, his or her Alma Matter is matter of great pride and joy. Three senior students both from **BA Mass Comm** & the **JPE** stream namely Abhyudaya, Ahmed Urooj & Vedanth narrated their rich, valuable & exciting experiences. Something they were proud to cherish lifelong.

The **Principal, Rev.Fr.Vincent Arokiadas** addressed the young, eager & inquisitive minds and asked them to be more creative & innovative in their thinking and approach. **Prof.PL Vishweshwar Rao** threw light on the immense potential the stream/course has to offer. He said, in wake of globalization, liberalization & privatization, the media has undergone a sea change. He also spoke of the employment opportunities that awaited the students.



Fr.Kingston introduced the Faculty Members of the department to the students followed by the distribution of refreshments to all.

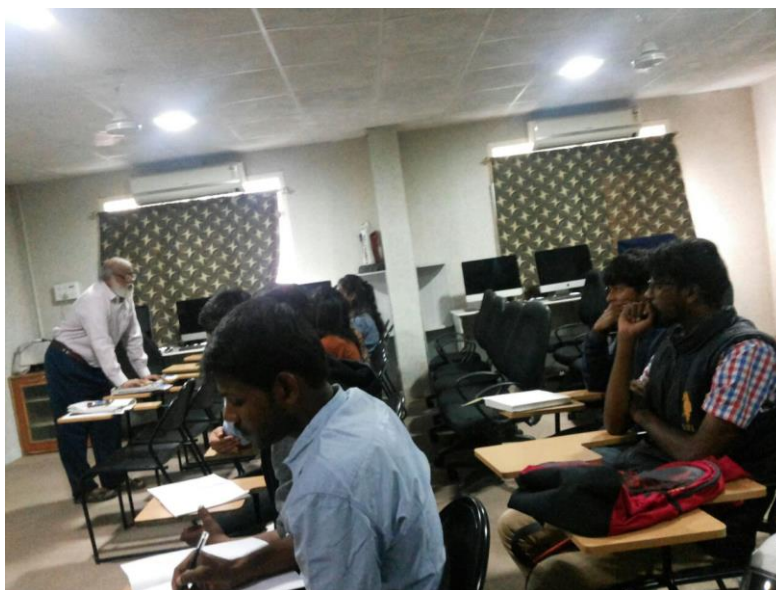


ORIENTATION DAY
OF
MA JOURNALISM AND COMMUNICATION (2016-19)

30th JUNE, 2016

Venue: Cellar, Time: 09:00 AM – 12:00 AM

The orientation program for MA I year students was held on August 3, 2016 in the Mass Communication Studio. Faculty member Ms. Aparna Sathe introduced the Principal, Director, HOD and other Faculty members. Addressing the gathering, Principal Fr. Vincent urged the students to take the course seriously with utmost devotion and discipline. He laid emphasis on the excellent faculty the College is proud of.



The Director Dr. P. L. Vishweshwer Rao assured the students on focus on each student while imparting and covering the syllabus. Professional competence will be inculcated during the course while the students carry out practical sessions. The HOD Fr. Kingston told the students around various sections of the Department and drew their attention to what they would need to perform. Another Faculty Member Nagarjuna spelt out the objectives of the course and gave an insight into various career opportunities they can have after completion of the MA studies.

Orientation/ Seminars/Conferences/Workshop/Film Festival attended by Faculty- In house & Outside

Seminar:

S.No	Name of the Faculty	Title	Seminar/ Workshop/ Conference/ FDP/FOP	Date	Organized
1.	Faculty of Mass Com Dept.	‘Looking through Gendered lens – Gender Sensitivity through Media’	Extension Lecture by Ms. Sumathi Nagesh	23 rd June ,2016	St. Joseph’s Degree College
2.	Faculty of Mass Com Dept.	State of the Arts Public Relations in India: Problems and Prospects	Guest Lecture by C.V. Narsimha Reddi	15 th July,2016	St. Joseph’s Degree College
3.	Faculty of Mass Com Dept.	Communication at Corporate level	Guest Lecture by Mr. Michael Fredrick	1st September, 2016	St. Joseph’s Degree College
4.	Faculty of Mass Com Dept.	Reporting: What is not taught in the class?	Guest Lecture by Mr. Srinivas Reddy	26 th September, 2016	St. Joseph’s Degree College
5.	Faculty of Mass Com Dept.	‘Research Interactive Session’	Workshop by prasheel, Srikanth and lawgone	23 rd December 2016	St. Joseph’s Degree College
6.	Faculty of Mass Com Dept.	Filmmaking Techniques WORKSHOP by L.V.Prasad Film Academy	Shiva Kumar and Krishnan	20-01-2017	St. Joseph’s Degree College

Extension Lecture – Interdepartmental Activity

ON

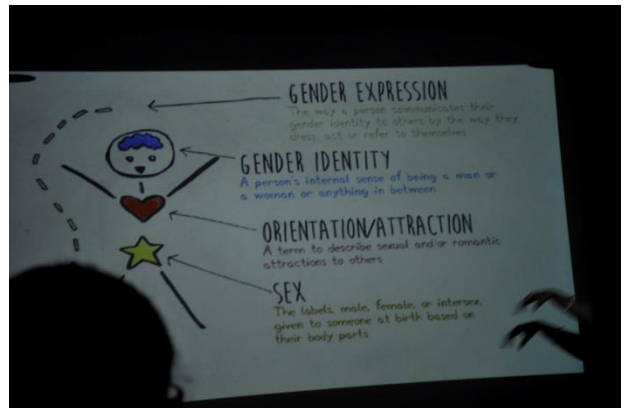
23-06-2016

TITLE: ‘Looking through Gendered lens – Gender Sensitivity through Media’

By Ms. Sumathi Nagesh

The second year MA Mass Communication and Journalism students had an Extension lecture on 23-06-2016. Ms Sumathi Nagesh who is the Visiting professor for the Department of English is the resource person, she delivered a lecture titled “Looking through gendered lens- Gender Sensitivity through media”

Ms. Sumathi is currently pursuing her Ph.d in Gender studies. She is working on ‘Gender and performance’, her main focus is on Media and performance.



To brief the topic, Media is often held responsible for portraying gender stereotypes and objectifying women. This lecture and discussion questions how we become aware of it? And, how do we rethink media's approach to gender issues. The students are enthusiastic about the concept of gender and had a productive

discussion on Media and Gender, discussing about how media inserts pessimist images/ideas about women. She told the students, as media professionals it is the responsibility of you to give some positive and balanced images/ideas of women in media.

Guest Lecture on Public Relations

15-07-2016

**TITLE: ‘STATE OF THE ART PUBLIC RELATIONS IN INDIA:
PROBLEMS AND PROSPECTS’**

By Dr. C.V. Narsimha Reddi

The Department of Communication organized a Guest Lecture on Public Relations with the titles, “State of the Art Public Relations in India: Problems and Prospects”. The lecture was held at Cellar in St. Joseph’s Degree and PG College.



Dr.Reddi started the lecture by quoting the three revolutions by Alvin Toffler namely Agricultural, Industrial and the present day Information Revolution. He mentioned how Marshall McLuhan coined the term “Global village” in the wake of liberalization, privatization and Globalization (LPG).



He mentioned how competitive the markets have become and there are virtual trade wars, television channel was aggressive communication. He said PR is all about “people”, voice of the people is the voice of god and the people are the masters in PR. PR is not window dressing and is not just attracting people, but lending credibility and forming long term mutual relationship with both the internal and external public. He said, there has to be synergy between PR and marketing in the sense that PR should be seen as the fifth ‘P’ after product prize place and promotion.



The students understood the concepts like state of the art public relations, PR as a strategic talk management function and the duties and responsibilities of a PR manager and also in detail the public relations process. The students posed questions at the end of the sessions. The most striking question was, ‘if the product is not good but still the public relations department is asked to promote

it. In this case what is the role of the PRO?' To which the Resource person is asking 'you cannot carve rotten wood'. The PR department and the PRO should carryout enough research and bring the feedback in his role as an antenna and submit the same to the top management so that the promotion and production of the substandard product is stalled.

Guest Lecture on PR and Corporate Communication

01-09-2016

TITLE: 'COMMUNICATION AT CORPORATE LEVEL'

By Mr. Michael Fredrick

Michael Fredrick is an ardent professional in the field of public relations. He was also the recipient of the best PR manager award instituted by Dr.C.V.Narasimha Reddy in the year 2011. He also received eight times the general manager award for the best PR from various GMs during his career in south central railway.

He recently retired as a senior public relations officer, Vijayawada division of south central railway. He is a PR consultant and is associated with a PR agency.



He spoke extensively how corporate communication can enhance the image and reputation of an organization. He said the PR manager acts as an information provider and reputation manager. He laid more stress on the crisis management and noted that in any crisis situation the PR department and corporate communication should put the public first and take the responsibility. He also said that a perfect PR manager must not say 'no comment' at any situation. He emphasized the need of using the modern tools of communication like the new social media for quick updates and response.

Guest Lecture on Public Relations

26-09-2016

TITLE: Reporting: What is not taught in the class ?

By K. Srinivas Reddy, Editor-Telangana Today

Mr. Srinivas Reddy, an eminent Journalist in the field of Telugu Journalism, had delivered wonderful lecture to the students on the method of writing and reporting to the Newspaper. He stressed on three important topics which are (1) Information collection. (2) Writing and (3) Desk. He told the students to collect the information from people who's suffering and told them to be sympathetic to them when you approach them to get the information. One must be very careful while covering issues on communal clashes. 'The method of collecting information while covering the Naxalite related issues must be dealt in a very subtle manner'- he says. Tackling the people during crisis is a very important point one must remember as a journalist. Questions must be asked in a very precise and must be very sharp.



Regarding the writing part, he says to stick to deadline. He is one of those journalists who is very particular about deadlines. He says the students to be very

clear on what they write and emphasizes the need to deal with stress. He asked the students to do a magic with the verbs and words. Relating to the Desk work, he told the students to finish a news item with 250 words of attraction with a crispy headline. Sub-heading is a very important point that must be placed. The need of right color, font size, design must be kept in mind while designing the news item. He also spoke about the newsroom structure and organizational structure.



Workshop on Broadcasting formats and script writing techniques

Event: Workshop

Resource Person: Fr.Kingston

Venue: St.Pious Degree College

Topic : Broadcasting formats and script writing techniques

Fr. Kingston had lectured on Broadcasting formats and script writing techniques at St. Pious Degree and PG college in Tarnaka. Around 120 students were present in the hall. The session had happened for three hours in the college. All the BA three years' students were present and listened to the lecture. The students had raised some doubts which were cleared by the Fr. Kingston. He explained about the techniques of script writing. The best methods to apply and the excellent qualitative tools were introduced to the student to write well while making a script. Fr. Kingston also spoke on the broadcasting techniques. The students have shown extreme enthusiasm and had a great time in learning the techniques of Broadcasting.

Research Interactive Session

23-12-2017

By Prasheel Anand Banpur, K Vineesh, KN Lawgone, and Srikanth

Date: 23rd December 2016

Venue: Studio

A Research Interactive session was conducted for the MA Second year students to give them a deep understanding in doing their Research, as part of their MA course. Two PhD Scholars from University of Hyderabad, Jawaharlal Nehru University and one Independent Researcher have come to the department to share their Research experience and give some valuable suggestions to the students. A pre-meet had happened among the Scholars after the students have chosen their research topics. The session started with the students' presentation of their topics individually.

The scholars picked up the relevant topics and guided accordingly. Each scholar had talked to 5 students. They have suggested the students to go through journal articles and do an extensive reading. The elements to place in the dissertation, the methodology to apply, how to frame the research questionnaire, defining the Research problem, data analysis were discussed with the students. The scholars have shared their knowledge in Research and the method of writing a full length Research paper. The students were also taught on how to chapter the Dissertation and the importance of procuring the articles from the referred journals.



Film Making Workshop on ‘Filmmaking Techniques’

20-01-2017

By Shiva Kumar and Krishnan

From LV Prasad Film Academy

A workshop on Filmmaking techniques was conducted for the BAIII, MAII and MAI students. Experts from LV Prasad Film Academy have come to share their knowledge in film making. Mr.Shiva Kumar and Mr.Krishnan have been in the Filmmaking field for the past 30 years and made several short films and documentaries. Students from Rachana Degree college, St.Pious Degree college and St.Francis Degree College have attended the workshop. They say that the film must engage the audience and should not be made in a boring manner. They have spoken on how the method of storytelling have been transforming for the past six decades. ‘Film is a collaborative art form’- says Mr.Shiva Kumar and adding to it he also told about Zafar Panii, an Iranian film maker who was house arrested and made a movie of his own life within the house. The team has showed the students two documentaries named ‘Bhopal files’ and ‘Interior cafe’ directed by Archana Borhale and Anurag Bose. They also spoke about Image capture, data management, digital work, offline data and sound and graphics. They also taught the students the color management, grading, script writing and the importance of visualization and observation. They spoke about crowd multiplication and set extension too.





Industrial Visits / Experiential Learning (Exhibs):

S. No.	Name of the Industry	Class	Date
1.	GEMINI MUSIC TV SHOOTING 'Uva' Program	BA I, II, III MCJ I, II	11th JULY, 2016
2.	AUDIO PRODUCTION FIELD VISIT TO RADIO CITY 90.1 FM	BA I, MCJ I	28TH July 2016
3.	GEMINI MUSIC TV SHOOTING 'UVA' Program – Friendship day special	BA I, MCJ I	2th August, 2016
4.	Development and Rural Communication FIELD VISIT TO Deccan Development Society, Pastapur, Zaheerabad.	MA MCJ 3 rd Semester	20TH August 2016
5.	GEMINI COMEDY TV SHOOTING 'Abbo Em Action Guru' Program Venue: College Premises	BA and MA	24st August, 2016
6.	GEMINI MUSIC TV SHOOTING 'Uva' Program – Dussera Special Venue: College Premises	BA and MA	1st October, 2016
7	Annapurnal Studios field visit and shoot	BA and MA	9 th December 2016

8	Talent hunt for RJ by Radio Mirchi	BA	07-01-2017
9	‘THE HINDU’ Printing press, Uppal	BA 1 (MCJ & JPE), MA 1 (MCJ)	14-03-2017
10	‘10tv’ Television Channel Visit	BA 1 (MCJ & JPE), MA 1 (MCJ)	13-03-2017
11	Janrise Advertising Agency	BA 2 (MCJ)	13-03-2017

GEMINI MUSIC TV SHOOTING

‘Uva’ Program

BA MASS COMMUNICATION (2016-19)

11th JULY, 2016

Venue: Mass Communication Studio, Time: 10:00 AM – 03:00 PM

The Department of Mass Communication and Journalism organized Gemini Music Channel shooting in our college. The Gemini Music did their show ‘Uva’ shooting in the Mass Communication studio. The BA Mass Communication students along with other department students participated in the show and showcased their talents. The Mass Communication department once again collaborated with mainstream channel and organized this shoot. Fr. Kingston, HOD and Mr. Gowtham, Faculty of Mass Communication accompanied the production personnel throughout the program and provided them with necessary needs.



For Mass Communication students this will help them to understand various concepts of how television program shooting takes place, especially the recorded TV program. The students will understand the role of Program producer, Director, Cameraman, Anchor(Video Jockey) and other technical and non-technical personnel. For all the students who participated in the show, this is unique opportunity for them to showcase their talents.



Gemini Music is one of the leading telugu music channel. This channel is based on music and youth programmes. 'UVA' is a youth based show where the young generation can showcase their talents like singing, dancing, playing musical instruments, debate on social issues etc.



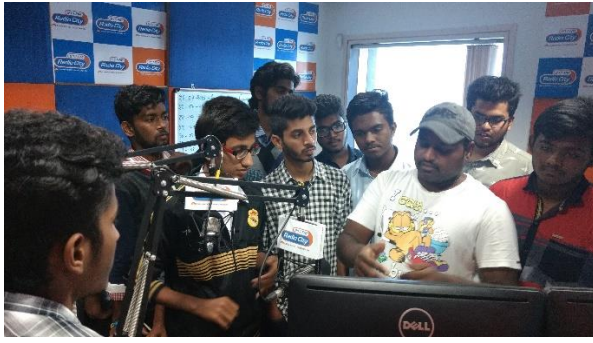
AUDIO PRODUCTION FIELD VISIT
TO
RADIO CITY 90.1 FM

28TH July 2016

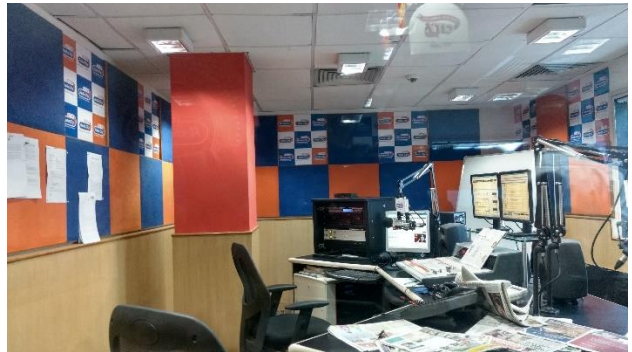
The field visit was conducted for BA I Mass Communication on 28th July 2016, all the students were present at the radio city office by 12:00 AM. Radio city 90.01 FM which is a reputed radio broadcasting channel is one of the first private radio station in India. Radio City is owned by Jagran group Ltd, the station is located in many cities in India. Mr. Gowtham and Mr. Sai Krishna the faculty of mass communication department coordinated the field visit.



All the students are explained about the production flow of the radio station, RJ Shiv one of the famous and award winning Radio Jockey with over 10 years experience, explained the students about the radio city programming strategy. Rj Shiv discussed about important aspects of the station like formats, commercials, RCS software, technical requirements etc to the students. One of the important aspects of the radio station is the RCS software, he also explained about how various sound elements are mixed and queued.



The students are shown live programming by RJ Shiv and also about the mixing. Rj shiv shared about his 10 years experiences in Radio city, and also gave some valuable tips for the aspiring RJ's and other people who are interested in working in radio stations. The students showed their gratitude towards the college and department for this wonderful fieldtrip.



GEMINI MUSIC TV SHOOTING
‘UVA’ Program – Friendship day special
BA MASS COMMUNICATION

2th August, 2016

Venue: Mass Communication Studio, Time: 11:00 AM – 04:30 PM

The department of mass communication and journalism organised Gemini music shooting of one of their program named ‘UVA’ on the occasion of friendship day, the shooting took place in Mass communication studio. Gemini Production Personnel brought to college all the production equipment and did a multi-camera setup. The BA Mass communication students of journalism and JPE department took part in this shoot and shared few things about their best friends and their memories and once again the mass communication department collaborated with the main stream media organisation for the event. Fr. Kingston, HOD of our mass communication department and Mr. Gowtham faculty of mass communication accompanied us till then end and provided with all the needs during the shoot.



The anchor started the programme by asking some random questions about each other, the students answered enthusiastically.

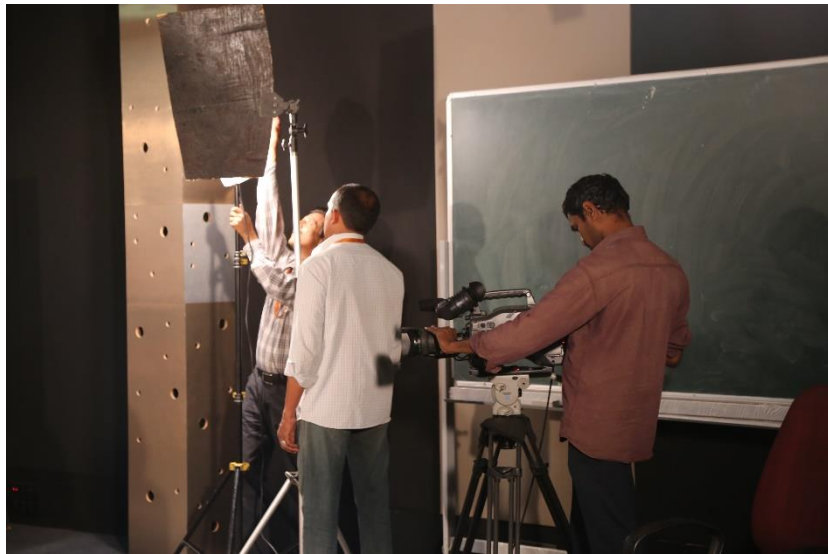
Students had four rounds, game rounds are musical chairs and collecting the balls, questioning round, recognizing your partners childhood picture and they even got to know about our studies like usage of three cameras and the importance of each camera and the way of anchoring.



Students also had great time had a great time with sun network and Gemini music and their amazing support and encouragement this is the youth base programmed and musical entertainment channel and Gemini is one of the best leading channels in south Indian industry this time the program was a special program on friendship day.



Students gave a feedback saying that, they all learned many things from this shoot and programs like editing, mixing, jumbling the clips and mainly camera work. They also mentioned special thanks to our college for providing this wonderful opportunity to learn many practical aspects of production, especially Fr.Vincent Arokiadas who supports us in each and everything event, Fr. Kingston and our mass communication faculty Mr. Gowtham.



Development and Rural Communication FIELD VISIT TO

Deccan Development Society, Pastapur, Zaheerabad.

20TH August 2016

The field visit was conducted for MA II Mass Communication on 20th August 2016, the students were present at the DDS Pastapur office by 10:30 AM. Mr. Gowtham, faculty of Mass Communication and journalism co-ordinated the field visit.



About Deccan Development Society:

The Deccan Development Society (DDS), is a two and half decade old grassroots organisation working in about 75 villages with women's Sanghams (voluntary village level associations of the poor) in Medak District of Andhra Pradesh. The 5000 women members of the Society represent the poorest of the poor in their village communities. Most of them are dalits, the lowest group in the Indian social hierarchy.

At the heart of all activities of DDS is the fundamental principle of access and control, which leads to the autonomy of local communities. The autonomy becomes far more important in a globalising world, shrinking national boundaries, and disappearing national sovereignties. In this context, it is crucial for local communities to take over certain spheres of autonomies to

protect themselves from being trampled over by invisible globalising forces. It is in this scenario that the women of the DDS sanghams have worked towards the following autonomies:

- Autonomy over food production
- Autonomy over seeds
- Autonomy over natural resources
- Autonomous market
- Autonomous media

Control over Media

Further amplifying their strength, the DDS women, in another remarkable initiative, have shown that given an opportunity, they can bring a new vision to the concept of media. Transcending their barriers of non-literacy, the DDS group of women have produced successful videos to raise dialogues within their Sanghams and inform the outside world of the accomplishments of their fellow women.

A stunning film, *The Sangham Shot*, produced with more than 75% contribution of visuals and sounds from the video women, has been making waves across the world. Their compelling statements on why they should have a media of their own are forcing the academic and development world to rethink media policies. The women have also established a Community FM Radio Facility, controlled and operated by themselves. Born from the collective aspiration of the women to own an alternative medium of expression the content and the form of which they can control, the DDS FM Radio is five years old and has canned nearly five hundred hours of programmes. In the face of the government's rigid rules which facilitates the ownership of media by media tycoons but excludes the communities, the DDS radio facility concentrates on narrowcasting. The programmes that are regularly produced and disseminated among the DDS communities through audio cassettes.

In 2001, the video and radio women formed themselves into a rural women's media collective known as the DDS Community Media Trust. Some of the recent films of the Community Media Trust include:

- Why are Warangal Farmers Angry with Bt Cotton [which has been translated into French, Thai and German]
- Future of Agriculture : a South Asia - Canada Dialogue
- Water, Life and Livelihoods

- Ten Women and a Camera
- A Radio of Their Own



What Students learned from the Visit ?

The students were introduced about the organization by Ms.Tejasvi D, CoOrdinator/Documentation of DDS. Throughout the presentation, Ms.Tejasvi showcased the glipms of DDS by presenting various videos and images along with oral presentation.



After the formal presentation the students went to the farm of DDS and obversed the techniques of PERMACULTURE way of farming and also exposed to the preparation Bio-fertilizers, Kistanna the in charge explained about various farming techniques. After the farm the students went to the Millet Godown and packaging unit of DDS . Students had there lunch from Café Ethnic, the restaurant owned and managed by DDS.



After the lunch the students visited Community Media Trust, where the students got exposed to the workspace of video women, where women transfer the raw footages to the edit suit, and the editing will be done. All the Community Media Trust Videos were shot by the video women themselves. Mollamma and Lakshamma the incharges of Community Media Trust explained about it to the students.



Then we went to Machnoor Village where Community Radio Station is located, along with Green School and Seed Bank. The students went to Community radio station, Algole Narsamma the incharge of the radio station interacted with the students and gave a basic introduction about the station and about the programs. The students then asked various questions about content of the programs and about the participation of the community. The Radio Jockeys of the station Narsamma and one more person did a live comedy dramatic skit for the students which informs listeners about the happenings around the area.

Then we went to Seed Bank where the seeds of various millets are stored in a traditional way, Lakshamma the in charge of the seed bank explained about the preservation of seeds and about the utilization of seeds. She explained the preservation techniques of seeds in a natural way and how we can utilize according to the seasons.

After the seed bank the students visited the Green School in the same premises where they visited the classrooms along with the in charge. The children who study in this school are the dropouts from various schools, here the students are divided into classes, and were given names of birds and trees, so that students will not feel discriminated. This school has a unique way of functioning, it doesn't function in a traditional way like other schools.

Then we came back to pastapur and finally visited the library of DDS. The students got exposure about the Deccan Development Society and its Media units. The feedback given by the students is good and were happy to know about DDS. The Coordinator of DDS Tejasvi D, told to students about the career opportunities in the Development communications field. The students showed their gratitude towards the college and department for this wonderful fieldtrip.

GEMINI COMEDY TV SHOOTING

‘Abbo Em Action Guru’ Program

BA MASS COMMUNICATION (2016-19)

24st August, 2016

Venue: College Premises

On 24th August 2016 Gemini Comedy Channel of Gemini TV shot a program “Abbo Em Action Guru” for about 2 hrs in the college campus. About 20 students from different streams participated in the program along with BA (Journalism & Mass Communication) students. For them it was a great learning experience.

The shoot was like a ‘On The Job’ Training’ (OJT) for the students. They learnt the finer aspects of handling the camera, light, focus, use of script, pre-production, post-production, etc. The participants were asked to repeat a famous movie dialogue of a well-known hero/actor. It was quite a hilarious experience as it created ripples of laughter among the participants as well as the audience. It was telecast on the ‘Gemini Comedy Channel’.

GEMINI MUSIC TV SHOOTING

‘Uva’ Program – Dussera Special

BA MASS COMMUNICATION (2016-19)

1st October, 2016

Venue: College Premises

On 1st October ‘Gemini Music’, one of the leading Telugu music channels shot a program under their banner “UVA”, a youth based show where the young generation can showcase their talents like singing, dancing, play musical instruments, debates on social issues.



Being the first day of the auspicious ‘Navaratri’ it was only apt to shoot and later telecast a special program titled “Campus Dussera.”



Around 10 girl students from the BSc stream participated. The program was shot in and around the college. It was marked with pomp and gaiety, with all the girls looking resplendent in their traditional & ethnic wear.



Report on Field Visit

To

Annapurna Studios

Date: 9th December 2016

Venue: Banjara Hills

The students of Department of Journalism and Mass Communication visited the Annapurna Studios on 9th December 2016 to participate in the comedy show hosted by Eenadu Television named as '*naa show naa ishtam*'. Around 80 students from all the classes who can understand and speak Telugu language were taken to the Studios and the faculty escorted them. The students reached the venue at 10am and the program started at 11am. The students actively participated in the entertainment show which lasted up to 4pm. Noted silver screen character artist and comedian *chalaaki chanti* hosts the show which gets telecasts in ETV. The show was telecasted in television on 14th December 2016. The same can be viewed in Youtube -

<https://www.youtube.com/watch?v=3aiwivgklgw> . The students made lot of fun by participating in the show and also got to see the entire Annapurna Studios. They also witnessed the multi-camera production in the studio where around 8 cameras were placed and show being recorded. They have got an experiential learning by participating and got to see the ‘Video Production’ process.





Talent Hunt for RJ by Radio Mirchi

Event: Talent Hunt

Resource: Radio Mirchi

Date: 07.01.2017

Radio Mirchi of Hyderabad in collaboration with Department of Mass Communication and Journalism had conducted a talent hunt show to identify the talents of the students. As part of the program the event organizers asked the students to perform the talents of the students of any kind. Students participated in singing, dance, rapping etc. They have conducted the talent at multiple level of filtering. Those who got selected were forwarded to the next level and were gifted by the Radio mirchi. The event organizers have used the college parking space to organized this event. Many of the department's BA students have participated actively in the event and also won prizes. The BAI student named Zama Khan anchored the event along with the Radio mirchi team. The program was started 11am on Saturday morning.

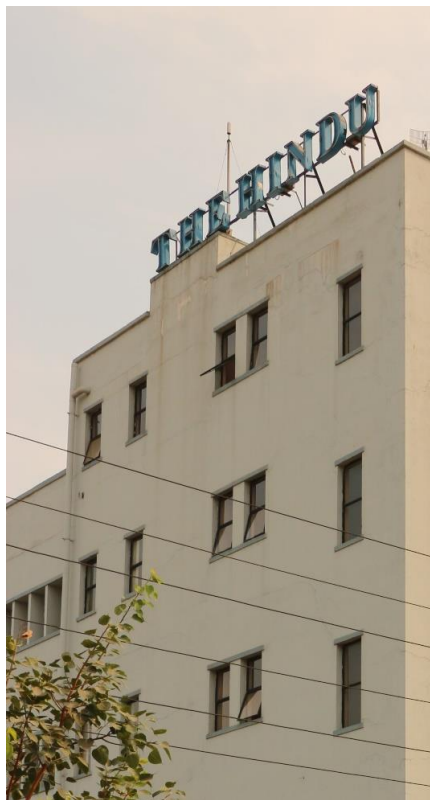
PRINT JOURNALISM FIELD VISIT
TO
“THE HINDU” PRINTING PRESS

14th March, 2017

Time: 03 pm

Classes: BA I (MCJ & JPE), MA I

As part of the field production for Print media students, the students of BA I and MA I visited the printing press of The Hindu Newspaper which is located at Uppal. The evolution of printing plays a very great role in the history of journalism. The printing machine is worth 100 Crores and is about 5 floors height. The technicians spoke about the how aluminum plates are prepared for printing and also how they are installed in the machines. They also showed the Stock room where huge bundles of paper is stored.



The technicians showed the whole process from preparing the PDF into aluminum plates and installing it to the machines and finally printing to packaging. The students saw the printing process and got enthralled with the experience. All the Telangana state editions and some from Karnataka editions are printed in this press. The students were happy about the visit and they are now aware of how the printing process happens.

TELEVISION PRODUCTION FIELD VISIT
TO
10 TV

13TH MARCH 2017

TIMING: 11:00 AM

CLASS: BA I (MASS COMM & JPE), MA (MASS COMM)-I

There was a field visit for the students of mass communication on 13th march 2017, MA I along with BA I made the presence. We went to 10tv which is a reputed News broadcasting channel. Total of 70 people attended the visit. Throughout the visit faculty of department of mass communication guided the students.



All the students are explained about the production flow of the news station. Technical director explained the production flow of the news programmes. The students are also told about the formats of the channel. The TD explained the News editing process. All the News channels have different Editing techniques. 10tv was using AVID and different editing softwares. One more key system explained is about how News bytes, linkers and commercials are queued and played.



Audio engineer explained recording, editing and mixing consol. The students are explained about the server room. The students got to know about the whole system of the station and about how News channels do the programmes. This will help them understand about all the aspects of the News Channel and they can plan what role they can do if they are planning to do a job.



FIELD VISIT
TO
‘JAN RISE’ - ADVERTISING AGENCY

14th March 2017

The field visit was conducted for BA II Mass Communication on 14th March 2017, all the students were present at the Jan Rise office by 1:30 PM. Jan Rise Advertising Agency which is a reputed Advertising agency is one of the leading private Ad agency in India. Ms. Aparna Sathe and Mr. K Shiva Ganesh the faculty of mass communication department coordinated the field visit.



All the students are explained about the production flow of the Ad agency, Ms. Hrithika- HR Manager and Mr. Rajesh Account manager with over 10 years experience, explained the students about the ad agency functioning strategy. Mr. Rajesh A/c manager discussed about important aspects of the ad agency account handling, client business handling, Creative strategy planning, Production of commercials, station like formats, commercials, RCS software, technical requirements etc to the students. One of the important aspects of the ad agency is the technical elements like Softwares, Creative team work, he also explained about how various commercial produced.



The students are shown the Ad agency work by Rajesh and also about the Production. Mr. Rajesh shared about his 5years experiences in Ad agency, and also gave some valuable tips for the aspiring Ad makers and other people who are interested in working in Ad Agencies. The students showed their gratitude towards the college and department for this wonderful fieldtrip.

International Conferences

S. No	Faculty & Department	Title of the programme	Date/ Month/Year	Paper Title	Place & Organization
1	Zaina Hazari	Conference in applied Psychology	2016	Perception of Psycho, personal growth initiative and fear of failure among EAMCET Aspirants	Bangalore
2	Shiva Thrishul	Conference on English Studies, Arts and Education	2016	Interpreting the Representational meanings of a movie: a case study of Kabali	IMRF – Pondicherry

National Conferences/Seminars (Presented):

S.No	Faculty &Department	Title of the programme	Date/Month/Year	Paper Title	Place & Organization
1	Kingston Jeganathan	National Conference On “Revolutionalising Business Practices In Digital Era” (Ncrbd)	2016	A Semiotic Diffusion Model for Management of Technology and Innovations in the Digital Era	Hyderabad

FDP attended Programs:

S. No	Faculty Attended	Title of the programme	Date/ Month/Year	Place & Organization
1	Fr. Kingston Goutam Aparna Sathe Shiva Ganesh Sai Krishna Shiva Thrishul	Case study analysis and Writing	2 nd July 2016	Hyderabad, St. Joseph's College
2	Fr. Kingston Goutam Aparna Sathe	Train the Trainer'' in collaboration with ISDC	13 th June 2016	Hyderabad, St. Joseph's College
3	Fr. Kingston Goutam Aparna Sathe	Soft skills workshop for teachers	14 th June 2016	Hyderabad, St. Joseph's College
4	Fr. Kingston Goutam Aparna Sathe	ICT in Teaching and Learning	10 th June 2016	Hyderabad, St. Joseph's College
5	Fr. Kingston Goutam Aparna Sathe	Becoming a Better Teacher	7 th June 2016	Hyderabad, St. Joseph's College

STUDENT ACHIEVEMENTS 2015-2016

S. NO	NAME	Class / Group	PRIZE	ACTIVITY
1	Kunal Satyajit	BA-I	1 st Prize	NUKKAD NATAK
2	Abhyudaya Karamchetu	BA –III	Articles in News papers	Around 16 feature stories

3	B.Shiva Kumar	BA-III	Merit Prize	Specialization in advanced multimedia
4	Abyudaya Karamchetu	BA-III	Merit award	Merit award-2016
5	Vedanth Vayuvegula	BA-III	Merit award	Merit award-2016
6	Ajay Kumar	MAII	4rd Prize	Inter college tournament for men in Power lifting
7	Pale Nageshwar Rao	MAII	Participation award	Cynosure, St. Pious Degree and PG College
8	T P Pranith Kumar	MAII	Participation award	Cynosure, St. Pious Degree and PG College
9	T P Pranith Kumar	MAII	5 articles in TOI	Times of India newspaper features

PAPER SETTERS:

S. No.	Name of the faculty
1.	Fr. Kingston
2.	Mrs. Laasya
3.	Mr. Gowtham
4.	Mr. Nagarjuna
5.	Prof. P.L. Visweshwar Rao

DETAILS OF STUDENT STRENGTH:

BA MCJ 1 ST	BA MCJ 2 ND	BA MCJ 3 RD	BA JPE 1 ST	BA JPE 2 RD	BA JPE 3 RD	MA MCJ 1 ST	MA MCJ 2 ND	TOTAL
39	38	42	28	29	11	15	17	219

JSR ACTIVITIES BY STUDENTS:

JSR – MA I

Class: MAI

Venue : Don Bosco Prem Sadan, Hayathnagar

Date: 18th February 2017



As part of Joseph's social Responsibility we, MAI (2016-18) visited 'Don Bosco Prem Sadan' girls home in Hayathnagar. The students were excited and enthusiastic on visiting the girls home. The home consists of 35 girls of different age group varying from 7-year-old little girl to a 10th standard girl. All the girls have heartily welcomed the students. The children started interacting with the

students and introductions took place. All the students and the children had a pleasant time playing, singing and dancing. The students arranged for lunch and all the people had a nice lunch, biryani. Our students talked to the girls and found out their problems. It was a very great experience. The girls were humble, lovable and sensitive. After knowing each other, the students and the girls exchanged their thoughts and lives. The girls had played musical chairs and the winner was gifted with a chocolate. We also had a formal session where everyone shared their day's experience. Both the students and the girls had a memorable experience and it was expressed by the kids by performing a small Dance. We all dispersed in the evening with a selfie.

Visit to Don Bosco Prem Seva Sadan, Hayatnagar

18-02-2017



The students of BA MCJ-I visited Don Bosco Prem Sadan home in Hayatnagar on 18th Feb 2017. A total of 30 students were present. This home belongs to the Secunderabad Don Bosco Nava Jeevan Society.

The students are present at Don Bosco by 09:00 AM. Saikrishna.K, the faculty and in charge of BA MCJ is present and coordinated the visit. The students were excited and enthusiastic on visiting the girl's home. The students organized some games and performed dance and other

arts. Even the children performed dance and sang songs. The students and children interacted and were joyful together.

The Students have organized lunch for the girls. The girls had played musical chairs and the winner was gifted with a chocolate. We also had a formal session where everyone shared their day's experience. Both the students and the girls had a memorable experience and it was expressed by the kids by performing a small Dance. All the money that was collected was spent for chocolates and groceries and for lunch.

JSR - BA 2ND (MCJ & JPE) YEAR

VENUE : *MOTHER TERESA HOME FOR THE SICK AND DYING
DESTITUTES,*

BHOIGUDA, SEC-BAD.

DATE : 18TH FEB 2017

The Joseph's social responsibility service at the Mother Teresa home for the sick and dying destitute , Bhoiguda, Secundrabad, under the guidance of Aparna Madam and Aliza Madam (class In-charges) .The students contributed Rs. 100 /- each. 44 students visited the Home .The total amount collected was Rs. 4300/- Following items were bought:-

- Toothpaste
- Tooth brushes
- Talcum powder
- Soaps
- Handkerchiefs

The home for the sick and dying is a home where the sisters of the society pick up people from streets and who's families have abandoned them because of their disease / physically challenges and lack of degradation of ethical and moral values .



In the home there were many people whose lifespan is less and are under medication . It was a highly emotional experience to talk to them and share the stories. We were addressed by the sister of the home who's words motivated us. She also shared the problems she faced while adopting people from streets which was very touching. The students understood the importance of social responsibility. The experience made a lasting impression on the students. It'll pave way for them to be more sensitive and help them make better human beings and in turn global citizens.

PARENT-TEACHERS MEET:

College has conducted parent-teachers' meet on August 22nd 2015. The parents of the students of BA I, II & III Mass Com & JPE were invited for interaction with the faculties regarding the student's academic performances. Around 50 students and parents attended the meeting. Parents met the class in-charges personally and discussed about their wards and were directed to meet Head of the department and other faculties.

CAMPUS RADIO:

The Department of Mass Communication & Journalism started Campus Radio of the academic year 2015-2016 on 26th June, 2015. Ms. Sara and Mrs. Laasya, faculty of Mass Communication Department are the coordinators of the campus radio. The first radio show was done by the students of B.A. II yr on the theme of 'Back to College'. Students coordinators Bob Christo (B.A. II year) and Anuritha Das (B.A. III year) organized radio shows thrice a week. For the Campus Radio, "UR Radio", two days basic radio class was organized by Mass Communication department for the participants interested from other departments of the college. The radio programs are done by the students of the Department of Mass Communication & Journalism and also students from the other departments. The campus radio station is operated for the purpose of training the students into professional radio personnel.



The programs are based on the college happenings, daily news and also entertainment programs like musical programs, radio dramas, stand up comedies and interviews. Broadcasting happens thrice a week (Monday, Wednesday and Friday) usually for 10 to 15 minutes between 11.10 to 11.35 am.

OTHER ACTIVITIES BY THE DEPARTMENT:

1. Name of the Activity: **Live Broadcast**

Nature of the Activity: Student Centric

(Student Centric/FDP/Departmental)

Incharge/Coordinator: Fr. Kingston SVD

Date: 14.07.2015

Title: Live Broadcast MultiCam Production

Venue: Mass Communication Studio and Lab

Target Group: BA III and BA I

No. of Participants: 80

Resource Person & Organization: Fr. Kingston SVD

Objective: For the TVP students to understand the working of Multicam production

About the Activity (few lines): One group of students would come up with their own concept of a tv show format and execute it. Students would be assigned various roles to bring it all together. The show was broadcasted to the BA I years to give them a sneak peak into the television practical course in the college.

6. Name of the Activity: Rhetorical Skill Practical

Nature of the Activity: Student Centric

(Student Centric/FDP/Departmental)

Incharge/Coordinator: Ms.Sara Koshy

Date: 7th July onwards

Title: Marc Antony's Speech

Venue: Mass Communication Studio

Target Group: BA III

No. of Participants: 56

Resource Person & Organization: Ms. Sara Koshy

Objective: To help the students develop good oratory skills and apt body language

About the Activity (few lines): The students are expected to give the Marc Antony's speech complete with oratory, body language and expressions as part of their Anchoring practical.



BEST PRACTICES OF THE DEPARTMENT:

1. **Club Activities:** Department have three active clubs which started to develop interest for extra curricular activities among students and to encourage their creative talents.
2. **Competitions:** Department of Mass Communication & Journalism conducts photography and anchoring competitions for developing a competitive mentality among students and to encourage their talents.
3. **Media Festival:** Department conducts annual national media festival “CinEvolution” for providing an innovative platform for the budding film makers across the nation. Through organizing such national events the students are getting an opportunity to learn event organizing skills as well as they get a chance to meet up and learn from eminent media personalities.
4. **Personal Counseling:** Department always tries to give extra care to the students by *giving advice on social or personal problems and difficulties.*
5. **Parents Teachers Meeting:** Department makes it sure that we meet the parents of all students in every semesters to discuss about their over all performance during the semester.
6. **Personal Attention to the students:** Mass Communication & Journalism is a course which needs creative talent and professional attitude. Department assures extra consideration for the students who find difficulties in learning theory subjects as well as practical works.

- 7. Internships & Placement facilities:** With the personal and professional contacts of the staff in the department, we try to extend our hands to the students in getting internships and placements in reputed media organizations like The Hindu, The New Indian Express, Times of India, Metro India, Hans India Zee Telugu, CVR, N Studio, V6, Shubhavarta, HMTV, Arka Media, Eenadu etc.
- 8. Extra training in Computer softwares:** To prevail in the media industry, the students should excel in all the aspects of mass communication. Good command over all necessary softwares is highly necessary. For meeting this demand of the industry, the department gives the students the opportunities to learn the professional softwares like Pro Tools, FCP, Photoshop, Quark Express, Motion4, Sound Track Pro, Premiere Pro etc.
- 9. Usage of multimedia for teaching:** All the subjects including theories and practical works are taught with the assistance and aid of multimedia like Power Point Presentations, Video lectures, Audio-Video labs etc.
- 10. Extending support to other departments in the college:** To retain harmonious relationships with other departments as well as to help them in documentation, the Department of Mass Communication & Journalism do the media coverage of all the activities of the college through taking photographs, video documentation and media relations.
- 11. Certificate course:** For dispensing an opportunity for the students who are passionate about Photography, the department offers a Professional Photography course of 20 hours. The complete practical oriented course offering by the adept professional in the field helps the students to learn photography in a professional way.

FUTURE PLANS OF THE DEPARTMENT:

- The department is planning to organize National Seminar in the month of February academic year 2017 - 2018.
- Department will conduct Cine Evolution in January, 2018.
- The department is planning to take the students for industry visits to TV stations and field trip for the B.A II year students.