



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

1. 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.

2. 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.

3. 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

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

S.No	Name	Qualification	Designation	Experience	Specialization
1	Fr. Kingston	Licentiate	HOD, Associate Professor	7	Television And Film Production
2	P.L.Visweshwar Rao	Ph.D	Professor	40	Media Management, Devcom, PR, Journalism
3	Nagarjuna	MA-Print Technology	Professor	35	
4	Laasya Madhukar	MCJ	Assistant Professor	5	Devcom, PR
5	Sara Koshy	M.A Mass Communication & Journalism	Assistant Professor	1	Advertising, Print Journalism
6	Gowtham Uyalla	Masters In Communication	Assistant Professor	1	Devcom, Mass Comm Theories, Electronic Media
7	Moses John Paul	Masters In Communication	Assistant Professor	1	Media Management, Print Media, Electronic Media

5. Orientation Programme for BA Mass Comm. Students

The Department of Mass Communication & Journalism has organized a Student Orientation Program on 29th July 2015 for the fresh batch of BA (Mass Communication and Journalism) and BA (JPE) at Mass Communication Studio. All the students participated in the program with lot of enthusiasm and expectation to learn about the Department and the College.

The Principal Rev. Fr. Vincent Arokiyadas, Assistant Principal Fr. Richard, Director Prof. P.L. Vishweshwar Rao along with the Head of the Department Fr. Kingston and faculty members greeted the students. The orientation started with a prayer by Fr. Richard, Assistant Principal of college. Speaking on the occasion Rev. Fr. Vincent Arokiyadas welcomed the students and called the students to have vision of plan & progress in their life. He asked them to use of the teaching and facilities provided at the college to make them perfect professionals. He explained the importance of the role of media in society and asked students to inculcate social responsibility during their course.

Prof. P.L. Vishweshwar Rao further elaborated on the importance of media and media education and wished the students all success in the academic and professional pursuit. Fr. Kingston gave an overview of the course and career options available to them after successful completion of the course. He explained in detail about the studio and technical equipment which the students will use during the course. Mr. Satyanarayana Rao, Head of the Examination Branch spoke about the mode of conduction of exams and methods of evaluation. Mr.Sreedhar Reddy, faculty member and in charge of sports committee gave students information about sports and games competitions happening in the college. Mrs. Laasya senior faculty welcomed the students and gave a presentation on the college. Ms. Sara and Mr. Moses faculty members introduced department activities like Campus Radio, Placement Cell and interacted with students. As an icebreaking program, Mrs. Padmini Naidu, and Dr. Suman Roy, faculty of Psychology department conducted games for students and made them feel an attachment with the Department and the College. Students from B.A. II and III years of Mass Communication shared their experience and opportunities they got in the college.



6. Orientation For MA - Mass Communication (2015-17) Batch

The orientation for the MA Mass communication 2015-17 batch commenced with prayer by Fr. Richard and after the prayer the choir of the college blessed with prayer songs. The second year students of MA Mass communication 2014-16 batch accompanied the Fresher's in the Orientation.



The first speaker for the orientation program is P.L.Vishweshwar Rao, Director of the college and Former Dean of Osmania Arts College. Sir spoke about the subject of the mass communication and its relevance for the country. Sir gave the glimpse about the field and he also cited some points about the distinction between the academic field and the Industry.



The second speaker of the day is Mr.Nagarjuna sir. He is the eminent personality in the field of printing and is the HOD, National institute of Printing in Maredpally, Hyderabad. Sir spoke about the field of printing and also told about the career opportunities in the field. And also sir told about the life lessons about motivating ourselves and going forward in this competitive field.

After the both speakers the principal of the college made his presence in the orientation and made all the second year students to introduce themselves and share their experience about the course and about the college.



After the introduction of the second years there is a break and after the break the HOD of the department told about the department and basic rules about the college. Hod conducted some games to build rapport between fresher's and second years.

And principal gave his speech for this orientation and told some motivating stories and told to make difference in the society and to the media industry.

After the whole talks the Fresher's were given orientation to the department and the lab facilities. The ACR is shown to the students by Mr. Moses, and PCR and Studio by Mr.Gowtham.



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

S.No	Name of the Faculty	Title	Seminar/ Workshop/ Conference/ FDP/FOP	Date	Organized
1.	Faculty of Mass Com Dept.	Media and Ethical Issues	Guest Lecture by Prof. Ram Punyani	27 th June, 2015	St. Joseph's Degree College
2.	Faculty of Mass Com Dept.	Who is responsible for today's Youth's behaviour? Youth or Parents?	Debate by Fr. Kingston SVD	23 rd July, 2015	St. Joseph's Degree College
3.	Faculty of Mass Com Dept.	Don Bosco Film Festival, Kali Mandir	Film Festival	8 th August, 2015	Don Bosco Shrine
4.	Faculty of Mass Com Dept	Communication Strategies And Entrepreneurship	Guest Lecture by Mr. Shekar Shashank	18 th August, 2015	St. Joseph's Degree College
5.	Faculty of Mass Com Dept	Sound Engineering	Workshop by Panache School Of Sound	1 st Sep 2015	St. Joseph's Degree College
6.	Faculty of Mass Com Dept	Multimedia And Journalism	International Guest Lecture by Rachel Sauer	7th Sep 2015	St. Joseph's Degree College
7.	Faculty of Mass Com Dept	Film making and Performing Arts	Workshop by Anshul Sinha and Rajnish Sharma	15 th Sep 2015	St. Joseph's Degree College

8. Workshops

a) Sound Engineering Workshop By Panache School Of Sound

The enlightening and knowledgeable workshop was commenced by the mass communication and journalism department's H.O.D., Father Kingston, who introduced 'Panache – School of Sound' and invited its founder and C.E.O., Mr. Navdeep Ahuja, upon the stage for a warm welcome. Father Kingston, then called upon the stage, the class representatives, from the three undergraduate batches of B.A. (MCJ), to join him and Mr. Ahuja, to light up the lamp, which was followed by the prayer song, sung by the choir members, an auspicious way to start an event so fruitful. The event began with reading out the guest profile, so that the students could understand the guest lecturers properly.

Finally, Mr. Ahuja came upon the dais, to talk about his 'School of Sound'. He talked about the history of Panache, how it started and how it progressed over the years. He stated that Panache was the only sound-dedicated institute in Andhra and Telangana. For prospectives, who foresee themselves joining the institute for a greater understanding of the sound industry and sound production, he mentioned where the locations of the various Panache branches. Giving us further information about the institute, he told us about the awards he had won as Video Disc Jockey-NVD and the awards that were presented to the institute.



Following the same, he called upon the stage his faculty member, Mr. Sharat to give us more information about the certificate courses offered by Panache. They offered courses in sound engineering, music production, music technology and radio jockey. He was joined by Mr. Rony, who talked about the event management certification course, followed by Mr. Ahuja, who gave the students an insight about the photography and disc jockey courses. They gave out details about each and every course, showed the students related videos and also told us about the career opportunities in each of those fields.

Finally, Mr. Ahuja and his faculty members, concluded the event by hosting a mini DJ session, where they selected a handful of students, to feel how it is like to be behind the turntables and being in control of the music that could get people on their feet and

dancing. To end the event on the fun filled note, Mr. Ahuja played a few song tracks and invited the students to dance and take photographs with him to remember the day.

b) Film Making And Performing Arts By Anshul Sinha And Rajnish Sharma

The workshop started with the formal welcome from the Department of mass communication, by Fr.Kingston, HOD. After talking about the importance of the resource persons from industry doing the workshop, HOD said that it is very important for you to know how industry works and should grasp the difference between academics and industry.

After the HOD address the profile of the guests were read by Gowtham.U, Assistant professor, Dept of Mass comm. After the profile reading the workshop was started.



First speaker Rajnish Sharma, a Graduate of S.N School of Performing Arts and Communication, Hyderabad Central University. He did various theatre productions and worked in news channel as an anchor. Rajnish spoke about the importance of acting and it's theory. He started by asking questions and spoke about acting by including answers to the questions asked by the students. He made students into groups and gave random topics to perform them on stage.

Second speaker Anshul Sinha, Documentary and Ad film maker who gained interest after joining his MBA, won so many awards for his short films and documentaries. Anshul spoke about the importance of dreaming big and how a person by dreaming big can achieve his dreams. He spoke about his career and how he achieved success. After which he spoke about some



production techniques and made students do some practical exercises. After the workshop the Resource Persons were awarded with the trophy by Fr.Kingston and formal vote of thanks was proceeded.



9. Guest Lectures

a) International Guest Lecture on Multimedia and Journalism By Dr. Rachel Sauer

A seminar on multimedia and journalism held at St. Joseph degree and PG College, king koti on 7th September 2015, by a guest lecturer, faculty of IJMN Bangalore Ms.RachelSucar. The seminar was conducted projecting on exclusively the mass communication students they being the buds for future journalism, she discussed about the numerous uses of multimedia in journalism and other different fields. The objective was to explore online media such as Facebook, twitter in journalism etc. And also discussed the negative and positive impacts of it. She made the students understand the drastic growth of online media at in current world in the field of JOURNALISM. She gave us a glance from the past to present scenario of journalism– the first printing press, first newspaper to the evolution of the online journalism.



She put-forth the prominence of online social networking sites like Facebook, Twitter, Instagram, snap-chat as we being youth we adapt changes quickly than anyone else. These days youth prefer online media to get the news rather the printed newspaper as they can check it where ever or whenever in their smart phones, tablets, laptops etc. And she stated the difference between the professional and personal life, suggested us to have a professional account to post something professionally where in personal posts can't be posted in it.

She stated few instances of news stories which spread online within seconds to a huge number of people, like the Arabs spring, where the smart phones played a great role and the Mumbai bomb blast at Tajhotel where the news spread among people even before the news channels could get. We all should accept the fact that a picture speaks more than words and the news becomes more interesting and evidential with a picture provided. She concluded multimedia in journalism is nothing but words, images, sound, videos, graphics etc.



And we being the future journalists she stated that we should know how to report a story, click good photographs, record meaningful videos, edit videos, put in graphics, cultivate and maintain thoughtful social media presence. On the whole it was a very energetic, interesting and informative seminar presented by Rachel, and at end the seminar ended with student interaction by asking doubts & questions.

b) Media And Ethical Issues by Dr. Ram Puniyani

The lecture started with the formal welcome address by the department and after which the Principal of the college Rev.Fr Vincent Arokiadas gave an address to the mass communication students about the importance of media laws and also spoke about the privilege of having Dr. Ram Puniyani for the lecture.



After the Principal's address, the profile of the guest was read by Sara Koshy, Faculty Department of Mass Communication. Ram Puniyani is a bio-medical engineer and worked in IIT-B and took a voluntary retirement to dedicate his life for communal harmony and peace building. He wrote a series of books which are about how to build peaceful environment in the country

And after that Ram Puniyani was welcomed to start the gathering. Puniyani as a peace builder of the nation spoke mainly about the reaction of the media when the communal riots happen and how they report about such incidents. He told the gathering that the media is not trying to build peace and said instead media is creating a chaotic situation. Puniyani spoke about few case studies, like Muzaffer Nagar riots, Godra train incident and 2002 riots. He spoke about the coverage of news of these incidents. He also spoke about the Role of governments in promoting peace and the relation between the both.



After the Guest lecture there was a Question and answer session which continued with formal vote of thanks by Moses, the faculty of Mass comm.

c) Communication Strategies and Entrepreneurship by Mr. Shekar Shashank

The lecture started with the welcoming of the guest with the bouquet by the principal. The distinguished guest Shekar Shashank was accompanied by the principal of the college Rev. Fr. Vincent Arokiadas, Fr. Kingston, HOD Dept of Mass Comm and P.L. Vishweshwar Rao.

The Principal of the college addressed the students and said about the importance of communication strategies learning from a communication professional. After the Principal's Speech the lecture was started by the distinguished guest Mr. Shekar Shashank.



He told about the importance of Communication for the establishment, survival and growth of any entrepreneurship. The importance of communication is importance in every aspect of life and also in entrepreneurship. With the better communication strategies it leads to good profits.

After the lecture the Hod and Director of the college spoke about few points. And the lecture ended with the formal Vote of thanks.

10. Paper Setters

S. No.	Name of the faculty
1.	Mrs. Laasya

11. Consultancy Work by the Department

Fr. Kingston SVD: Academic Council Member for St. Ann's B.Ed College.

12. Details of Student Strength:

BA 1 ST	BA 2 ND	BA 3 RD	BA JPE 1 ST	BA JPE 2 nd	MA 1 ST	MA 2 ND	TOTAL
48	46	56	24	13	17	12	216

13. Industrial Visits / Experiential Learning (Exhibs)

A visit to FM Radio City 91.1.

There is a field visit for all the students of mass communication on 30th September 2015, MA I and II along with BA I, II and III made the presence. We went to Radio city 91.1 FM which is a reputed radio broadcasting channel. Total of 176 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 radio station. Technical director explained the production flow of the radio programmes. The students are also told about the formats of the channel. The TD explained the radio database system called RCS. All the radio stations have different database systems. Radio city is using RCS. One more key system explained is about how songs, linkers and commercials are queued and played.



Two students from each group went on air. This will help students how to talk and what to do and what not to. Audio engineer explained recording, editing and mixing console. The students are explained about the server room. The students got to know about the whole system of the station and about how radio stations do the programmes. This will help them understand about all the aspects of the radio station and they can plan what role they can do if they are planning to do a job.

14. Parent-Teacher 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.

15. Future Plans of the Department:

- The department is planning to organize National Seminar in the month of February academic year 2015 - 2016.
- Department will conduct Cine Evolution in January, 2016.
- The department is planning to take the students for industry visits to TV stations and field trip for the B.A II year students.

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.

16. Other Activities by the Department

1. Name of the Activity: Live Broadcast

Nature of the Activity: Student Centric

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.

2. Name of the Activity: Rhetorical Skill Practical

Nature of the Activity: Student Centric

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.

