

St Joseph's Degree & PG College

Department of Mass Communication

Odd Semester Report
(June-October)

2014-15

Dept. of Mass Communication & Journalism

St. Joseph's Degree & PG College

Autonomous Affiliated to Osmania University

Accredited by NAAC with 'A' Grade

King Koti Main Road, Hyderabad-29.

SEMESTER REPORT

(June-November 2014)

- The June-November semester of the academic year 2014 commenced on June 4, 2014.
- Classes for BA II & III year students started on June 16, 2014.

1. ORIENTATION PROGRAM FOR I BA MASS COM & JPE STUDENT 2014-15

The Department of Mass Communication & Journalism has organized a Student Orientation Program on 30 June 2014 for the fresh batch of BA Mass Communication 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, Director Prof. K. Malla Reddy, Administrator Ms Esther along with the Head of the Department Fr. Kingston and faculty members greeted the students. Speaking on the occasion Rev. Fr. Vincent Arokiyadas called upon the students to make an optimum use of the teaching and facilities provided at the college to mould 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. Malla Reddy 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. Senior faculty member Ms. Laasya gave a presentation on the college and another faculty member Ms. Sreeju explained about the Department. Fr. Kingston introduced other faculty members Dr Ambika Sankar Mishra and Srinivas Roopi. As an icebreaking program, Dr. Mishra conducted games to students and made them feel an attachment with the Department and the College.



2. NATIONAL SEMINAR ON MEDIA AND DEMOCRACY

A national seminar on Media and Democracy was conducted by the Department of Mass Communication and Journalism at the Seminar Hall on the campus on 28 June 2014.

The speakers at the seminar included Ms. Anitha Rao, activist from Lok Satta Party, Mr Adil Mohammed, media activist from New Delhi, Prof. PL Visweswar Rao, former dean of Osmania University, principal Rev. Fr. Vincent Arokiadas, Director Prof. Malla Reddy and the Head of the Department Fr. Kingston.

A question was raised by Ms Anitha Rao that whether the media favors only elites and the law makers have the right to break the laws. She shared her experience as an activist involved in spreading the spirit of democracy and the non-cooperation from the media for their programs.

Prof. Visweshwar Rao said India is the largest democratic country in the world with one of the strongest media having over 850 television channels, next only to USA which has 950 channels. We have nearly 90,000 newspapers in the country, he said and lamented that despite such a huge presence of media, we are still unable to get facts that strengthen democratic functioning.

Mr. Adil said that the media has failed in exposing the nexus between politicians and the corporate which is running the government from behind the screen. Rev. Fr. Vincent Arokiadas reminded the students of Mass Communication and Journalism of their duty towards the nation when they enter the field.

Fr. Kingston anchored the seminar and all faculty members actively participated. The speakers answered the questions posed by students.



- Semester III classes started for MCJ II year students on July 23, 2014.

3. **CAMPUS PLACEMENT**

Mass Communication and JPE students of BA II & III year participated in the campus placement drive organized by Amazon.com on July 22, 2014. Among them five students were selected and placed in the organization.

Details of the Placement

SL NO	Name	Class
1	B. Harika	BA III MASS COM
2	Ashish Edward	BA II MASS COM
3	VEENA	BA II MASS COM
4	SUNNY HURRIA	BA II MASS COM
5	KAJOL	BA II MASS COM

4. **ALUMNI MEET : SCREENING OF “LIFE AT ST.JOSEPH’S”**

The short film Life at St. Joseph’s made by the students of BA II Mass Communication was screened for the Alumni on July 26, 2014 at Mass Com Studio.

5. **MCJ FIRST AUTONOMOUS BATCH**

The classes for first autonomous batch of Post Graduation Master of Communication & Journalism (MCJ) were started on August 11, 2014. The students were introduced to the course structure and to the college activities through power point presentation. The short film “Life at St.Joseph’s” was also screened to them on the day.

6. **NAAC PEER TEAM INSPECTION OF MASS COMMUNICATION DEPARTMENT**

The National Assessment and Accreditation Council (NAAC) peer team visited the Department of Mass Communication & Journalism on 21 August 2014 as part of the inspection for reaccreditation of the college.

It was the first day of the three-day inspection of the NAAC team headed by the chairman Prof. SP Singh, former vice chancellor of Guru Nanak Dev University, Punjab, and comprising of Prof. Jagadeesha, Director, School of Commerce and Management, Karnataka State University, Mysore and Prof. RL Mathur, former principal and adviser of Lachoo Memorial College of Science and Technology, Jodhpur. As the chairman was occupied with some other assignment, the member coordinator Prof. Jagadeesha and the member Prof. RL Mathur visited the department.

The team had glance at the classrooms of BA Mass Communication first and second years and then walked into the lab where all the documents were arranged for inspection. The HoD Fr. Kingston received the professors and showed them all the documents arranged in an organized way. The team was very much impressed by the way the documents were arranged. They have checked the Production Control Room, the equipment and from there they watched a live TV show being telecast in the studio. The member coordinator inquired about the specifications of the studio and suggested that the height should be 30 feet. Then the team inspected the Audio Control Room and the technical equipment.

All the faculty members of the department including the HoD Fr. Kingston, Prof. PL Vishweshwar Rao, Assistant Professors Mr. Srinivas Roopi, Ms. Laasya Madhukar, Ms. Sreeju V. Nadh and Mr. U Gowtham.

While interacting with the faculty members, the team has enquired about the academic flexibility of the course at UG level. As Fr. Kingston and Prof. Vishweshwar explained the subject focus of the course, the team suggested that there should more academic flexibility in the subjects. However, they also said that it may not be financially viable for the college to offer huge variety of combinations with Mass Communication & Journalism although most of the social studies and humanities such as Political Science, Sociology, Economics, History, etc. go well with the subject.

There was also a little confusion about the electives – they enquired about the major subjects and wondered why the UG course is not in the triple-major format as in all other UG courses. However, Prof. Vishweshwar Rao explained them that Mass Communication and Journalism has a different format all over the country and even in the universities abroad. The team was totally convinced by his explanation and express complete satisfaction over the presentation.



7. PARENT-TEACHERS MEET

Department has conducted parent-teachers' meet on September 6, 2014. 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. Parents met the class in-charges personally and discussed about their wards and were directed to meet Head of the department and other faculties. Around 50 student's parents have come for the meet.

8. ETHNIC DAY

Department of Mass Communication has participated in the Ethnic Day on September 27, 2014. Students came in ethnic wears and played Bathukamma (Telangana Folk Dance) in the College campus premises.



9. INDUSTRY VISIT TO

THE HINDU PRINTING PRESS PLANT

Department of Mass Communication & Journalism has organized a field trip to The Hindu news paper printing press plant located at Industrial Park, Uppal on October 11th & 13th 2014. The BA I, II & III & MCJ I & II year students were divided into two batches and were taken to the Press under the guidance of the Head of the Department Fr. Kingston and the other faculties Mr. D. Nagarjuna, Mrs. Laasya Madhukar, Ms. Sreeju V.Nadh and Mr. Gowtham U. The visit facilitated the students to witness the printing technology and the entire printing process of 'The Hindu' newspaper.

Mr. Jayakrishnan and Mr. Ramaswamy (Technical Engineers) directed the students to various departments and explained the working and importance of each in detail. The visit to the most modern and sophisticated Press unit in entire Asian region has given the students an opportunity to have an invaluable experience of practical knowledge. The students got their doubts clarified with several engineers explaining the basic aspects of colour printing, deadlines and the responsibility of the editorial staff in bringing out the newspapers in time.

The students and faculties were also provided with Tea and refreshment by the The Hindu organization.

No of students benefitted: 168

