

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

2016-17

Seminars / Guest Lectures / Workshops

S. No	Date/Month/Year	Title of the Programme	Resource Person / Target Audience Details	About the event
1	14 th July 2016	Public relations and prospects by C.V.Narasimha Reddy	BAII	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).
2	1 st September 2016	Communication and corporate level by Michael Fredrick	BAII	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.
3	26 th September 2016	What is not taught in the classroom by K Srinivas Reddy	BAI BAII and BAIII	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.
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INDUSTRIAL/ FIELD VISITS

S. No	Date/Month/Year	Title of the Programme	Resource Person / Target Audience Details	About the event
1	28 th July 2016	Radio city - Live RJ demonstration and the automation process	BA I	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.
2	11th JULY, 2016	GEMINI MUSIC TV SHOOTING 'Uva' Program	BA I, II, III MCJ I, II	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.
3	20TH August 2016	Development and Rural Communication field visit to Deccan Development Society, Pastapur, Zaheerabad.	MA MCJ 3rd Semester	The students were introduced about the organization by Ms.Tejasvi D, CoOrdinator/Documentation of DDS. Throughout the presentation, Ms.Tejasvi showcased the glimpses of DDS by presenting various videos and images along with oral presentation.
4	24st August, 2016	GEMINI COMEDY TV SHOOTING 'Abbo Em Action Guru' Program Venue: College Premises	BA and MA	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.

5	9th December 2016	Annapurnal Studios field visit and Shoot	BA and MA	The students actively participated in the entertainment show ' <i>na show na ishtam</i> ' which lasted up to 4pm. Noted silver screen character artist and comedian <i>chalaaki chanti</i> hosts the show which gets telecasts in ETV.
6	14-03-2017	THE HINDU Printing Press	BA 1 (MCJ & JPE), MA 1 (MCJ)	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.
7	13-03-2017	10tv' Television Channel Visit	BA 1 (MCJ & JPE), MA 1 (MCJ)	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.
8	13-03-2017	Janrise Advertising Agency	BA 2 (MCJ)	All the students are explained about the production flow of the Ad agency. Mr. Rajesh 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.