

Guidelines for the Annual Report to be submitted to Internal Quality Assurance Cell (IQAC)

Annual Report for the period June 1, 2017 to April 30, 2018

Part – A

I. Details of the Department

1.1 Name of the Department: **MASS COMMUNICATION AND JOURNALISM**

1.2 Type of Faculty/Programme

Arts Science Commerce Management Others (Specify)

1.3 Plan of Action /Outcome

The plan of action chalked out by the department in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year *

Plan of Action	Achievements
The Department planned to buy Sony High Definition Cameras	Three HD Cameras worth 80,000/- each were bought by the department
The Department planned to conduct the annual film festival	CINEVOLUTION 2018 was conducted with the support of PGCIL, SIB, IOB and Punyabhoomi Developers
The Department planned to provide paid-internships to students of Final year	Tamada Media group and Digital Miles have taken our students as paid interns

* Attach the Academic Calendar of the year as Annexure.

1.4 Provide the details of the action taken report

2. Department Composition and Activities

2.1 No. of Teachers - 7

2.2 No. of Administrative/Technical staff - 1

2.3 No. of students (Course wise & year wise) -

Third Years - Batch 2015-18 – 37

Second Years Batch 2016-19 – 37

First Years Batch 2017-20 - 41

2.4 No. of Part time/ Adjunct Faculty 1

2.5 Total No. of members 8

2.6 No. of departmental meetings held 5

2.7 No. of meetings with various stakeholders: No. Faculty
 Non-Teaching Staff Students Alumni Others

2.8 Has department received any funding from Internal/External bodies during the year? **Yes** / No

Encl. Details as below:

S.No	Event Name	Resource Person & Name of the Organisation	Amount Sponsored	Date, Venue & Target Group	Any Other details (any collaborations etc)
1	CINEVOLUTION 2017	Power Grid Corporation of India Ltd	Rs. 98,0000/-	15 th December 2017, St. Joseph's College.	
2	CINEVOLUTION 2017	Indian Overseas Bank	Rs.10,000/-	15 th December 2017, St. Joseph's	

				College.	
3	CINEVOLUTION 2017	Punyabhoomi Developers	Rs. 30,000/-	15 th December 2017, St. Joseph's College.	
4	CINEVOLUTION 2017	South Indian Bank	Rs. 30,000/-	15 th December 2017, St. Joseph's College.	
5	Inter-Collegiate Debate on 'Can India be Corruption free'	Power Grid Corporation of India Ltd	Rs. 50,000/-	20 th October 2017, Chapel Hall. Mass Communication students	

2.9 Seminars and Conferences (Staff & Students separately)

(i) No. of Seminars/Conferences/ Workshops/Symposia organized by the department

Total Nos. International National State Institution Level

(ii) Themes

S.No	Event Name	Resource Person & Name of the Organisation	Amount Sponsored	Date, Venue & Target Group	Any Other details (any collaborations etc)
1	Fake news and post truth politics	Mr. Srinivas Reddy, Assistant Editor (Deccan Chronicle,	Rs. 1500/-	22/06/2017 MA II, BA II, and BAIII	

		Hyderabad			
2	Workshop on Research methodology	24 th July 2017 Prof. K.Stevenson, Osmania University	Rs. 1500/-	BAIII and MAII	
3	Field visit to Radio Fever FM station	28 th July 2017 Aparna Rastogi and Vivek	-	BAI	
4	Inter collegiate workshop with Red FM 93.5	31 st July 2017 RJ Divya and RJ Priyanka	Rs. 2000/-	BAI and MAI	
5	Field visit to Osmania University	17 th August 2017 Shiva Thrishul Aliza Virani	-	BAIII	
6	Guest lecture on Discourse Analysis	17 th October 2017 Ajay Moses, Trainee Reporter, TOI	-	BAIII	
7	Industry visit to 10TV	17 th October 2017 Fr. Kingston, Shiva Thrishul and Aparna Rastogi	-	BAIII	
8	Inter-collegiate debate on 'can India be corruption free'	20 th October 2017 Fr. Kingston	50,000/-	College students	
9	National Film Festival	15 th December 2017 Dr. Mohan Babu, Mr. R.P. Patnaik, RJ Vidya etc.	1,95,000/-	Colleges in Hyderabad	
10	Trends in	29 th January 2017	Rs. 1500/-	BAII	

	Advertising				
11	Industry visit to THE HINDU Printing Press Ramanthapur	1st February 2018 Mr. Nagarjuna	-	BAI	
12	ETV News Channel Ramoji Film City	12th February 2018 Aparna Rastogi	-	MAI Ramoji film city	

2.10 Significant Activities and contributions made by the department

S.No	Particulars	Total No.
1	Curricular Aspects	
2	Teaching – Learning	
3	Research Consultancy Extension Activities (NSS/JGG/YRC/Women Empowerment)	
4	Infrastructure Enhancement	
5	Student Support a) Curricular b) Extra-Curricular c) Sports	

Part – B

Criterion – I

I. Curricular Aspects

1.1 Details about Academic Programmes

Level of the Programme	Number of existing Programmes	Number of programmes added during the year	Number of self-financing programmes	Number of value added / Career Oriented programmes
PhD				
PG	1	0	0	0
UG	1	0	0	0
PG Diploma				
Advanced Diploma				
Diploma				
Certificate	1	0	0	0
Others				
Total	3			

Interdisciplinary				
Innovative				

1.2 (i) Flexibility of the Curriculum: CBCS/Core/Elective option / Open options

(ii) Pattern of programmes:

Pattern	Number of programmes
Semester	2
Trimester	0
Annual	0

1.3 Feedback from stakeholders* Alumni Parents Employers Students

(On all aspects)

Mode of feedback : Online Manual Co-operating schools (for PEI)

**Please provide an analysis of the feedback in the Annexure*

1.4 Whether there is any revision/update of regulation or syllabi, if yes, mention their salient aspects (BoS Date, Venue, Composition, Revisions & Resolutions)

BOS DATE: 20TH MARCH 2018

REVISION OF SYLLABUS

1. The industry experts have suggested certain trending topics in the syllabus like Mobile Journalism,
2. Corporate communication and Public relations were suggested to be taught as a single paper.

3. Case studies were added in some discipline specific courses.
4. New subjects like specialized reporting and documentary production were added to IIIrd year of B.A.
5. BOS members have suggested to conduct more practical sessions than theory.

1.5 Any new course introduced during the year. If yes, give details. **NO**

1.6 Details of certificate courses along with collaboration & Duration

1. Certificate course in Professional Photography, 21 Days, Arnold Communications

Criterion – II

2. Teaching, Learning and Evaluation

2.1 Total No. of permanent faculty

Total	Asst. Professors	Associate Professors	Professors	Others
7	4	2	1	

2.2 No. of permanent faculty with Ph.D.

1

2.3 No. of Faculty Positions Recruited (R) and Vacant (V) during the year

Asst. Professors		Associate Professors		Professors		Others		Total	
R	V	R	V	R	V	R	V	R	V
3	0	0	0	0	0	0	0	3	

2.4 No. of Guest and Visiting faculty and Temporary faculty

1
0
0

2.5 Faculty participation in conferences and symposia:

No. of Faculty	International level	National level	State level
Attended		0	0
Presented papers	1	0	0
Resource Persons			

2.6 Innovative processes adopted by the institution in Teaching and Learning:

Podcasts are created for subjects which are very complex, a class out of class room in osmania universitv. students creating

2.7 Total No. of actual teaching days during this academic year

2.8 Examination/ Evaluation Reforms initiated by the Institution (for example: Open Book Examination, Bar Coding, Double Valuation, Photocopy, Online Multiple Choice Questions)

Powerpoint presentations,

2.9 No. of faculty members involved in curriculum restructuring/revision/syllabus development as member of Board of Study/Faculty/Curriculum Development workshop

07

2.10 Average percentage of attendance of students

75

2.11 Course/Programme wise distribution of pass percentage: (Only for Passed out batch)

Title of the Programme	Total no. of students appeared	Division				
		Distinction %	I %	II %	III %	Pass %
BA MASS COMM	42	17	20	5	0	0

2.12 How does department Contribute/Monitor/Evaluate the Teaching & Learning processes:

The process is evaluated through the annual feedback given by the students.

2.13 Initiatives undertaken towards faculty development

<i>Faculty / Staff Development Programmes</i>	<i>Number of faculty benefitted</i>
Refresher courses	0
UGC – Faculty Improvement Programme	0
HRD programmes	0
Orientation programmes	3
Faculty exchange programme	0
Staff training conducted by the university	0
Staff training conducted by other institutions	0
Summer / Winter schools, Workshops, etc.	2
Others	0

2.14 Details of Administrative and Technical staff

Category	Number of Permanent Employees	Number of Vacant Positions	Number of permanent positions filled during the Year	Number of positions filled temporarily
Administrative Staff	0	0	0	0
Technical Staff	0	0	0	1

Criterion – III

3. Research, Consultancy and Extension

3.1 Initiatives of the department in Sensitizing/Promoting Research Climate in the institution

NONE

3.2 Details regarding major projects

	Completed	Ongoing	Sanctioned	Submitted
Number	None	None	None	None
Outlay in Rs. Lakhs	None	None	None	None

3.3 Details regarding minor projects

	Completed	Ongoing	Sanctioned	Submitted
Number	None	None	None	None
Outlay in Rs. Lakhs	None	None	None	None

3.4 Details on research publications

	International	National	Others
Peer Review Journals	1	0	0
Non-Peer Review Journals	-	-	-
e-Journals	-	-	-
Conference proceedings	-	-	-

Paper Publications

S.No	Name of the Faculty	Title of the Paper	Name of the Journal/Book	ISSN/ISBN No	International/National With Date /Year
1	Payel Das	Does Social Media Enhance Brand Fandom? An Empirical	IGI Global. USA. (Scopus)	Yet to be released.	International, 2018

		Exploration.			
2	Payel Das	Evaluation of Celebrity Endorsements on Consumer Perception and Brand equity in Indian Market.	IGI Global. USA. (Scopus)	2327-5502	International, 2018

Paper Presentation

S.No	Name of the Faculty	Title of the Paper	Name of the Seminar/Conference	Name of the Organisation/ Place	International/National With Date /Year
1	Shiva Thrishul	Investigating Dalit Women Contestations in Cyberspace	International Conference of Language, Literature & Culture	Institute of Advanced Studies in English, Pune	International, 20/12/2017

3.5 Details on Impact factor of publications:

Range Average h-index Nos. in SCOPUS

S.No	Name of the Faculty	Name of the Journal/Book	ISSN/ISBN with impact factor No	International/National With Date /Year
1	Shiva Thrishul	Asian Quarterly – International Journal of Contemporary Issues	2229-581X	International, 20/12/2017
2				

3.6 Research funds sanctioned and received from various funding agencies, industry and other organisations

Nature of the Project	Duration Year	Name of the funding Agency	Total grant sanctioned	Received
Major projects	None	None	None	None

Minor Projects	None	None	None	None
Interdisciplinary Projects	None	None	None	None
Industry sponsored	None	None	None	None
Projects sponsored by the University/ College	None	None	None	None
Students research projects <i>(other than compulsory by the University)</i>	None	None	None	None
Any other(Specify)	None	None	None	None
Total	-	-	-	-

3.7 No. of books published i) With ISBN No.

None

Chapters in Edited Books

None

ii) Without ISBN No.

None

3.8 Revenue generated through consultancy

3.9 No. of conferences

organized (Encl. Details in 10 lines including date, resource person and objective)

Level	International	National	State	University	College
Number	None	None	None	None	None
Sponsoring agencies	None	None	None	None	None

3.10 No. of faculty served as experts, chairpersons or resource persons

0

0

0

3.11 No. of collaborations

International

National

Any other

3.12 No. of linkages created during this year

1

3.13 Total budget for research for current year in lakhs :

0

From Funding agency

0

From Management of University/College

0

Total

0

3.14 No. of patents received this year

Type of Patent		Number
National	Applied	None
	Granted	None
International	Applied	None
	Granted	None
Commercialised	Applied	None
	Granted	None

3.15 No. of research awards/ recognitions received by faculty and research fellows

Total	International	National	State	University	Dist	College
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0 0 0 0 0 0 0 Of the institute in the year

3.16 No. of faculty from the Institution who are Ph. D. Guides and students registered under them

0

0

3.17 No. of Ph.D. awarded by faculty from the Institution

0

3.18 No. of Research scholars receiving the Fellowships (Newly enrolled + existing ones)

JRF 0 SRF 0 Project Fellows 0 Any other 0

3.19 No. of students Participated in NSS events:

University level 0 State level 0

National level 0 International level 0

Encl. Details as below:

S.No	Event Name	Date, Venue & Target Group	Description	Amount Sponsored	Any Other details (any collaborations etc)
1	None	None	None	None	None
2	None	None	None	None	None

3.20 No. of Awards won in NSS:

University level 0 State level 0

National level 0 International level 0

3.21 No. of Extension activities organized

University forum 2 College forum 0

NCC 0 NSS 0 Any other 0

3.26 Major Activities during the year in the sphere of extension activities and Institutional Social Responsibility (YRC/Women Empowerment/ ED/ JGG/ Any other)

S.No	Event Name	Date, Venue & Target Group	Description	Amount Sponsored	Any Other details (any collaborations etc)
1	CinEvolution	16/12/2017	International Film Festival	Rs 1,65,000	PGCIL, IOB, SIB, Sri Punyabhumi collaborated with the Dept.
2	JSR	22/01/2018	College Level Philanthropic Activity	Rs. 16,000	Helped orphans and old age home inmates

Criterion – IV

4. Infrastructure and Learning Resources

4.1 Details of increase in infrastructure facilities:

Facilities	Existing	Newly created	Source of Fund	Total
Class rooms	5	0	College	5
Laboratories	2	0	College	2
No. of important equipments purchased (\geq 1-0 lakh) during the current year.	3	2	College	5
Value of the equipment purchased during the year (Rs. in Lakhs)	Rs 2 lakh	Rs 1.5 lakh	College	Rs 3.5 lakh
Others	-	-	-	-

4.2 Computerization of administration and library

Not applicable.

4.3 Technology up gradation (overall)

	Total Computers	Computer Labs	Internet	Browsing Centres	Computer Centres	Office	Departments	Others
Existing	19	1	No	No	No	2	Others	0
Added	-	-	-	-	-	-	-	-
Total	19	1	No	No	No	2	Others	0

4.4 Computer, Internet access, training to teachers and students and any other programme for technology upgradation (Networking, e-Governance etc.)

Not Applicable

4.5 Amount spent on maintenance in lakhs:

i) ICT

None

ii) Campus Infrastructure and facilities

None

iii) Equipments

Rs 1.5 lakh

iv) Others

None

Total:

Rs 1.5 lakh

Criterion – V

5. Student Support and Progression

5.1 Contribution of department in enhancing awareness about Student Support Services

1. The department conducts regular debate competitions to the students. Takes the students out to the field visits and also conducts specialized photography sessions. Encourages students to go out to the Inter-college workshops.

5.2 Efforts made by the department for tracking the progression (Entry Level tests, Bridge courses, remedial, Tutorials).

1. Regular weekly tests on subjects

2. Remedial classes are conducted for the students who are low scorers.

5.3 (a) Total Number of students

UG	PG	Ph. D.	Others
114	34	-	-

(b) No. of students outside the state

10

(c) No. of international students

Men	No	%	Women	No	%
	0.9			0	

Last Year						This Year					
General	SC	ST	OBC	Physically Challenged	Total	General	SC	ST	OBC	Physically Challenged	Total

Demand ratio

Dropout %

5.4 Details of student support mechanism for coaching for competitive examinations (If any)

NA

No. of student's beneficiaries

5.5 No. of students qualified in these examinations

NET	<input type="text" value="0"/>	SET/SLET	<input type="text" value="0"/>	GATE	<input type="text" value="0"/>	CAT	<input type="text" value="0"/>
IAS/IPS etc	<input type="text" value="0"/>	State PSC	<input type="text" value="0"/>	UPSC	<input type="text" value="0"/>	Others	<input type="text" value="0"/>

5.6 Details of student counselling and career guidance

No. of students benefitted: 8

5.7 Details of campus placement

<i>On campus</i>			<i>Off Campus</i>
Number of Organizations Visited	Number of Students Participated	Number of Students Placed	Number of Students Placed
1	16	2	07
	18	5	

Pre-Placement Activities (Details)

Summary

S.No	Course	No. Enrolled	No. Placed
1	BA Journalism and Mass Communication	8	2

Details of the Placements:

S.No	Company	Date of Visit	Name of the Student	Course	CTC
1	Tamada Media	2/04/18	Bandhu, Kaushik	MA MCJ	2.0 lakh per annum

5.8 Details of gender sensitization programmes

The councillor of the college took a session on Gender sensitization in the month of February to the UG students. Also, There's a paper which is being offered from the English Department on Gender Sensitization.

5.9 Students Activities

5.9.1 No. of students participated in Sports, Games and other events

State/ University level National level International level

No. of students participated in cultural events: 21

State/ University level National level International level

5.9.2 No. of medals /awards won by students in Sports, Games, Cultural & Extra-curricular and other events (Give Details – Name of the student, course, year, Event Name, Place, Prize)

Sports: State/ University level National level International level

Cultural: State/ University level National level International level

5.10 Student organised / initiatives

Fairs: State/ University level National level International level

Exhibition: State/ University level National level International level

5.11 No. of social initiatives undertaken by the students (provide details)

S.No	Name of the Event	Date, Place, Details	Organised by / Collaborated with
1	Josephites social Responsibility	Nirmala Shishu Bhavan, 17 th feb 2018	St.Joseph's degree and Pg college
2	Josephites social Responsibility	Rainbow foundation, 17 th feb 2018	St.Joseph's degree and Pg college

5.13 Major grievances of students (if any) redressed: None

Criterion – VI

6. Governance, Leadership and Management

6.1 State the Vision and Mission of the department

Vision

To empower the students to meet the challenges of the global media market

Mission

- To introduce the students to all areas that encompass the fields of communication.
- To enhance and adapt their writing skills to suit the demands of various of media.
- To make the students proficient in different multimedia software.
- To build in the students a strong foundation for theoretical concepts.

- To build soft skills to tap into the markets requirements for on-screen talent.

6.2 Does the department has a management Information System (Computer Science Dept only)

6.3 Quality improvement strategies adopted by the department for each of the following:

6.3.1 Curriculum Development

1. Industry experts and the subject experts are called for the BOS
2. Subjects are revised and updated according to the changing trends in the field

6.3.2 Teaching and Learning

1. **POWERPOINT PRESENTATIONS:** Faculty use different PowerPoint presentations to teach and make students learn the subject. Likewise students are also asked to do presentations as part of their classroom activity.

2. **LIVE DEMONSTRATIONS FOR PRODUCTIONS & AD MAKING:**

Students are taken to studio lab and recording studio for the live demonstration of handling equipments like camera, lighting, tripod, mics etc. For the subjects like Television production, Art of film making, Film studies, students are getting hands -on experience through live demonstrations and studio activities.

3. **WATCHING DOCUMENTARIES, FILMS AND SUBJECT RELATED VIDEOS:**

Documentaries, films and educational videos are watched to get advanced knowledge about the subject. Films are even screened in the studio to learn camera angles, shots and other film techniques.

4. **DISCUSSIONS AND DEBATES:**

Subject related discussions and debates are conducted by students in the class to get exposure to new ideas & thoughts and to gain knowledge. Students are actively participated in discussions, seminar and paper presentations.

6.3.3 Examination and Evaluation

Internal and External exams are conducted for students and also Skill based tests are conducted on a time to time basis.

6.3.4 Research and Development

Students are encouraged to do research and both MA and BA students have to write a dissertation on particular topic. Students are also guided to write a paper for the national conferences.

6.3.5 Library, ICT and physical infrastructure / instrumentation

The department library is equipped with the latest required books for the course. The studio has the latest HD cameras and Mac systems.

6.3.6 Human Resource Management

6.3.7 Faculty and Staff recruitment:

Recruitment Procedure:

1. Advertisement is given in all the major newspapers
2. Applications are received from the candidates
3. Applications are sorted out and eligible candidates are called for interview
4. Interview is conducted
5. Selected candidates are asked to give demo
6. Final selection is done based on their teaching ability.

Interview Committee:

Principal of the college, the Director of the college, Head of the department and an external subject expert are the members of the interview committee.

1. Industry Interaction / Collaboration
7. Department collaborations

Academic – 2

1. THE HINDU
2. MOU with Public Relations society of India (PRSI)

Certificate Courses – 4

- MOU with Premier studios
- MOU with Panache DJ School
- MOU with Arnold Communications
- MOU with Arnold Institute of Film and Animation

For any student centric activities

- Mallema Entertainment Private Limited

6.3.9 Admission of Students

An entry level test is conducted for the students before joining the college.

The student who wish to join the institute must have minimum 65% of marks in their qualifying degree.

6.4 Welfare schemes for

Teaching	Yes
Non teaching	NA
Students	NA

6.7 Whether Academic and Administrative Audit (AAA) has been done?

Audit Type	External		Internal	
	Yes/No	Agency	Yes/No	Authority
Academic	Yes	Autonomy	Yes	College
Administrative				

6.8 Does the University/ Autonomous College declares results within 30 days?

For UG Programmes Yes No

For PG Programmes Yes No

6.9 What efforts are made by the department for Examination Reforms?

NA

6.10 What efforts are made by the department to promote autonomy?

All the department activities reports are being recorded from time to time along with the photographs.

6.11 Activities and support from the Alumni Association

Alumni students refer the passing out batches to the campus placement. They also help in getting permission to the industry visits and guest lectures. They do great contribution in helping the current students get placed.

6.12 Activities and support from the Parent – Teacher Association

Parent Teacher Meeting

6.13 Development programmes for support staff

N/A

6.14 Initiatives taken by the department to make the campus eco-friendly

N/A

Criterion – VII

7. Innovations and Best Practices

7.1 Innovations introduced during this academic year which have created a positive impact on the functioning of the department. Give details.

- Department have three active clubs which started to develop interest for extracurricular activities among students and to encourage their creative talents.

7.2 Provide the Action Taken Report (ATR) based on the plan of action decided upon at the beginning of the year

7.3 Give two Best Practices of the department (*please see the format in the NAAC Self-study Manuals*)

1. The Department conducts a National Film Festival every year which attracts students from many colleges across Hyderabad. Competitions will be held under different categories of Shorts films and documentary films on various socio-political issues. The presence of Film makers and Professional photographers adds glitz to the event.
2. The students of Department of Mass Communication & Journalism with the guidance of staff, publishes a lab journal “Josepheights” in every semester which reflects socio-political and life style related articles.

7.4 Contribution to environmental awareness / protection

N/A

7.5 Whether environmental audit was conducted? Yes No

7.6 Any other relevant information the institution wishes to add. (for example SWOT Analysis)

7.7 Rankings

8. Plans of the department for next year (Faculty, Student Centric Activities, support staff, any other)

S.No	Month	Name of the Event	Objective of the activity	Target Group	Collaborating Institution / Resource Person	Any other details
1	February	National Seminar	Promote the innovative in the media	All the students and faculty, research scholars from	-	-

				all over the country		
2	January	CinEvolution	Promote the young talent in film making on social issues	Mass communication students from all parts of the country	Powergrid Corporation, Patsav	-
3	December	Industry visits to TV stations	Aware students on latest production techniques	BA and MA students	Radiocity, 10TV	

Name _____

Name _____

Signature of the Coordinator

Signature of the HoD
