

# ANNUAL REPORT

2014-15



**Department of Mass Communication &  
Journalism**  
St. Joseph's Degree & PG College  
King Koti, Hyderabad

## About St. Joseph's 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

S. no	Name	Qualification	Designation	Experience	Specialization
1	Fr. Kingston	Licentiate	Hod, Associate Professor	7	Television And Film Production
2	P.L.Visweshwar Rao	P.hD	Professor	40	Media Management, Devcom, Pr, Journalism
3	Nagarjuna	Ma-Print Technology	Professor	35	
4	Laasya Madhukar	MCJ	Assistant Professor	5	Devcom, Pr
5	Sreeju V Nadh	Masters In Communication	Assistant Professor	2	Print Journalism, Advertising
6	Gowtham Uyalla	Masters In Communication	Assistant Professor	1	Devcom, Mass Comm Theories, Electronic Media
7	Deepak Pawar	MCJ	Assistant Professor	2	Media Management, Print Media, Electronic Media

## Orientation Programme for students

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 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, 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.



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

### **Seminar:**

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 Visweshwar 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.



**Film Festival:**

Faculty of the Department of Mass Communication & Journalism has attended the film festival organized by Osmania University, Department of Mass Communication on November 21<sup>st</sup>. Faculties including Fr. Kingston, Mrs. Laasya Madhukar, Ms. Sreeju V.Nadh and Mr. Gowtham U has interacted with various academicians and eminent personalities from media such as Mr. Allam Narayana, Chairman of Press academy during the film festival, Shailesh Reddy and Laxmi Narayana. We had received 18 entries from all over India. Andhra Bank and NTPC sponsored the event.





## Paper presentations/Paper publications by faculty

From the Assistant professor, Gowtham.U, presented a documentary, Bread Butter and Garbage in two film festivals. The documentary got a good response from the organizers and other participants at both the festivals.

- Jeevika: Asia Livelihood Documentary Festival , in Delhi.



- Cut.in, Film festival organized by (<http://smcs.tiss.edu/cut-in-2014-list-of-selected-films/>)



A seminar paper on "Inclusive and sustainable development in rural India" was presented by Assistant Professor, Deepak Pawar at the a national seminar organized by the Department of Sociology, Osmania University.



## Paper setters

Assistant Professors Laasya Madhukar and Deepak Pawar did paper setting for St. Francis Degree and PG College, Begumpet, Hyderabad.

## Consultancy Work by the Department

### Fr.Kingston SVD:

- Academic Council Member for St. Ann's B.Ed College.
- Resource Person and Consultant for Advanced Training Institute for Electronics and Process Instrumentation , Ramanthapur, Uppal Road, Hyderabad - 500 013 (Andhra Pradesh)

## Details of Student Strength

BA 1 <sup>ST</sup>	BA 2 <sup>ND</sup>	BA 3 <sup>RD</sup>	BA JPE 1 <sup>ST</sup>	BA JPE 3 <sup>RD</sup>	MA 1 <sup>ST</sup>	MA 2 <sup>ND</sup>	TOTAL
45	56	19	11	7	12	20	

## Industrial Visits / Experiential Learning (Exhibs)

### **A visit to the printing press plant of TheHindu:**

The 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 11<sup>th</sup> & 13<sup>th</sup> 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



### **Industry Visit to Ramoji Film City:**

Making the students industry ready has remained the utmost objective of the Department of Mass Communication & Journalism since its inception. Along with class room learning, exposure to the industry is a crucial segment in Mass Communication field. To attain this objective BA Ist year and MCJ Ist year students of mass communication department were taken to Ramoji Film City on 04.03.2015 to the shooting set of CASH Reality show which is a highly popular program in ETV on. Students under the effective guidance of Mr. Joseph, Rev. Fr. Kingston and Assistant Professor Ms. Sreeju V.Nadh & Mr. Gowtham U has tried to understand the techniques of multi-camera production, set designing, lighting arrangements and sound proof settings.

The students were provided with an opportunity to participate in the program along with anchor Suma. With the cooperation of the staff in Malle Malla Production House, the students got to know managerial system as well. The visit helped the students to get an idea of the production of Reality shows and multi-camera production.





## Student Participation in Fests/Competitions Outside College

- Students participated in various film festivals which are organized Loyala, St.Francis etc.
- Participated in film competitions.
- Actively involved fests and competitions.

## JSS Activities by students

### BA (Mass Com) IInd year

The students of BA mass communication second year went to “ST. ANNE’S HOME FOR STREET CHILDREN”, Mettuguda on 28<sup>th</sup> February, 2015 as a JSS activity. The students reached the home by 9.00 am. They were welcomed by the Superior of the home, Sr. Lata and the children of the home. Students introduced themselves to the children. They played several games with the children in the park.

The mass com staff – Fr. Kingston (HOD), Mrs. Laasya and Ms. Sreeju guided and assisted the students in all the activities. The staff also cooked tasty dishes for the children. Lunch was served by the students. Later all the contributions by mass com students both in cash and kind were given to the Superior.

After lunch students and the staff played Antakshari and danced with the children. All the children enjoyed the day and had lot of fun. The mass com students enjoyed their new experience of service to society and also decided to continue it every year.

### Contributions

Total Cash Collected: Rs 900

Amount spent for cooking:

Tomatoes

Onions

Curry leaves

Cabbage

Curd (3 packets)

Masala

Cooking oil (2 litres)

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(-) Total Expense:      Rs. 620  
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Total Cash Contribution: Rs. 280

### In Kind

- |   |                 |
|---|-----------------|
| 1. Drinking Water -2 Cans 20 litres each }<br>-5 Kinley 2 litre bottles } | Rownak & Sourab |
| 2. Ice Cream      - 8 Family packs -                                      | Murad & Rehmath |
| 3. Five stars      - 50 chocolates -                                      | Rehmath         |



### **MA (Mass Communication & Journalism) Ist & IInd yr)**

The student of MA (Mass communication and Journalism) visited a charitable, non-profit organization called Thara on February 28<sup>th</sup> 2015. THARA is an organization which primarily works for the welfare of children. They take care of children who have no one to take care and who have no place to go. THARA is situated near Neni HiTech club, old airport road, Bowenpally, Hyderabad, Telangana.

THARA takes very special interest in the welfare of those children who are deprived of their families, parents, and near and dear ones. THARA moves out into the streets meets them, counsels them and offers them the security and safety of a home away from home. They provide them with food, shelter, clothing and education.

The mass communication staff-Mr.Deepak Pawar and Mr Goutham Uyalla guided and assisted the student in all the activities. The students of both MCJ I and II provided breakfast to these deprived children. They offered idlis, vada, biscuits, chocolates, fruit juice and wafers to these children's. There were around thirteen MCJ students from both the first and second year who participated in the event.

These students distributed the breakfast to the children at 7.15 am. Then at 7.45, the children left to their respective schools located around the city. Around 5700 rupees was spent to purchase breakfast, chocolates, wafers, packets of Rasna and cakes.

Each student contributed 500 each for the food and other things. After providing the breakfast, the students of MCJ played cricket, football and seven stones with the children who were present there. The mass communication students enjoyed their time with these children and some of them personally decided to stay in touch with the organization for future events.

## Certificate Courses Offered

### 1. Photography Certificate Course

The certificate course in Photography received 11 registrations this year. And the classes began on 5<sup>th</sup> February, 2015 at 2.00 pm. The mode of the class was one hour theory and one hour practical. The students were taught regarding camera and its operations, composition, the rules regarding composition and the triangle exposure were all taught. The students were given input followed by the practical that was connected with that day's theory input. And at the end of the course, an exam for checking their theory and practical was taken for which marks were given out of 10.



### 2. Print & Electronic Journalism Certificate Course

A certificate course Print & Electronic Journalism was introduced by the department of Mass Communication for the interested students of other departments. 20 students have registered for the 20 hours duration course. They students were explained the introduction to journalism, print and electronic media, Writing for media etc. The students were provided with the practical experience of camera, techniques of news production and anchoring as well.

## Parent-Teacher Meet' 2015

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.

## CinEvolution 2015

The Department of Mass Communication & Journalism in St. Joseph's Degree & PG College has organized a national level film festival "CinEvolution" on January 31, 2015 at Indira Priyadarshini Auditorium, Public Gardens, Nampally. CinEvolution 2015 powered by Panache a much awaited event for all the aspirants of Media served as a platform to showcase their creativity and innovation in film making, reflecting the social issues to create the awareness towards social change and transformation.

Sri Allam Narayana, Chairman, Telangana Press Academy was the chief guest of CinEvolution 2015. Sri Shailesh Reddy, Chief-editor 6TV, was the Guest of Honour, Sainma short film team Rohit Reddy, Tarun Bhaskar and Famous Lyric Writer Sri. Kandikonda and Ms. Manga Reddy, Member of Censor board were the special invitees for the occasion.

CinEvolution 2015 received 19 entries from across nation in three different categories (short films, documentaries and entertainment movies). All the entries were screened for the Jury members on January 30, 2015 and the prize winning movies were screened on CinEvolution Day. In all the categories First, Second and Third prizes were given Cash award, Certificates and Mementos. Certificates and mementos were given for Special Jury Award, Best Director, Best Actor and Actress as well. Principal Rev. Fr. Vincent Arokiadas appreciated all the winners and participant while distributing the awards. CinEvolution 2015 turned a huge success with the major sponsorship of **Andhra Bank and NTPC** along with Kukreja (Group of Hotels) & Oriflame along with the ardent support of students of twin cities, academicians and practitioners of Mass Communication and Journalism.

## Alumni Meet:

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.

## NAAC inspection departmental report

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.



## BoS Meeting Report

The Department of Mass Communication has organized the annual Board of Studies Meeting on 07.03.2015 at 2 pm in College Conference Hall. Principal Rev. Fr. Vincent Arokiadas presided the meeting. Head of the department Rev. Fr. Kingston presented the syllabus review and newly designed syllabus for MCJ to the Board of studies chairman K.Narender, Mr. Balaswamy, Head of the Department, OU and Mr. Suresh Kumar from Doordarshan and Dr.Brinda, Academic Dean. The board reviewed and approved the syllabus of both BA Mass Communication and MCJ. Prof. P.L. Vishweshwar Rao, Mrs. Laasya Madhukar and Mr. Gowtham Uyalla represented the faculty of Mass Com.



## Future Plans of the Department

- The department is planning to organize international seminar in the academic year 2015.
- Department will organize various workshops on Writing for media, Film Making, Television Production.
- The department will conduct diverse certificate courses.
- The department is planning to take the students to industry visits/field trips, to various media organizations for the direct exposure to the technicalities involved.

## Other Information

- **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.

- **Campus Radio:**

The Department of Mass Communication & Journalism started a Campus Radio on December 3, 2014. The Radio was inaugurated by the Principal Rev. Fr. Vincent Arokiadas by addressing the students through the radio.

The radio programs are done by the students of the Department of Mass Communication & Journalism and also students from the other departments and faculties of the college also participates. The campus radio station is operated for the purpose of training the students into professional radio personnel.

The programs are be based on the college happenings, daily news and also entertainment programs like musical programs, radio dramas, stand up comedies and interviews. Daily broadcasting is usually for 10 to 15 minutes between 11.10 to 11.35 am.

