

# **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**

### **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.

### **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: Name, Qualification, Designation, Experience, Specialization**

SN.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	MOSES JOHN PAUL ROY	Masters in COMMUNICATION	ASSISTANT PROFESSOR	1	WRITING FOR ELECTRONIC MEDIA, MEDIA PRODUCTION, DEVELOPMENT COMMUNICATION
6	GOWTHAM UYALLA	Masters in COMMUNICATION	ASSISTANT PROFESSOR	2	DEVCOM, ELECTRONIC MEDIA, DOCUMENTARY
7	SARA KOSHY	MCJ	ASSISTANT PROFESSOR	1	ADVERTISING, PRINT MEDIA, ANCHORING

# **Orientation Programme for students**

## **ORIENTATION FOR MA - MASS COMMUNICATION ( 2015-17) BATCH**

**Date: 27-08-15**

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.



## ORIENTATION FOR BA - MASS COMMUNICATION ( 2015-18) BATCH

The Department of Mass Communication & Journalism has organized a Student Orientation Program on 29<sup>th</sup> June 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 Arokiadas, Director Prof. P.L.Vishweshwar Rao, 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 Arokiadas 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. 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. Prof. Nagarjuna gave the students an insight into print media and its future. 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 Mr. Goutham explained about the Department. Fr. Kingston introduced other faculty members Mr. Moses and Ms. Sara. As an icebreaking program, Mr. Moses conducted games to students and made them feel an attachment with the Department and the College.

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

### **Seminar:**

<b>S.No</b>	<b>Name of the Faculty</b>	<b>Title</b>	<b>Seminar/ Workshop/ Conference/ FDP/FOP</b>	<b>Date</b>	<b>Organized</b>
<b>1.</b>	Faculty of Mass Com Dept.	Media and Ethical Issues	Guest Lecture by Prof. Ram Punyani	27 <sup>th</sup> June, 2015	St. Joseph's Degree College
<b>2.</b>	Faculty of Mass Com Dept.	Who is responsible for today's Youth's behaviour? Youth or Parents?	Debate by Fr. Kingston SVD	23 <sup>rd</sup> July, 2015	St. Joseph's Degree College
<b>3.</b>	Faculty of Mass Com Dept.	Don Bosco Film Festival, Kali Mandir	Film Festival	8 <sup>th</sup> August, 2015	Don Bosco Shrine
<b>4.</b>	Faculty of Mass Com Dept	Communication Strategies And Entrepreneurship	Guest Lecture by Mr. Shekar	18 <sup>th</sup> August, 2015	St. Joseph's Degree College

			Shashank		
<b>5.</b>	Faculty of Mass Com Dept	Sound Engineering	Workshop by Panache School Of Sound	1 <sup>st</sup> September 2015	St. Joseph's Degree College
<b>6.</b>	Faculty of Mass Com Dept	Multimedia And Journalism	International Guest Lecture by Rachel Sauer	7 <sup>th</sup> September 2015	St. Joseph's Degree College
<b>7.</b>	Faculty of Mass Com Dept	Film making and Performing Arts	Workshop by Anshul Sinha and Rajnish Sharma	15 <sup>th</sup> September 2015	St. Joseph's Degree College
<b>8.</b>	Faculty of Mass Com Dept	Workshop on Camera and Lenses Technology	Sony Corporation, Hyderabad	10 <sup>th</sup> March 2016 St. Joseph's Degree College St. Joseph's Degree College	St. Joseph's Degree College

## WORKSHOPS

### ON

### FILM MAKING AND PERFORMING ARTS

#### BY Anshul Sinha and Rajnish Sharma (15-09-2015) Seminar Hall - II

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.





## WORKSHOP ON SOUND ENGINEERING 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.





**GUEST LECTURE**  
**ON**  
**Media Law and Ethics**  
**BY DR. RAM PUNIYANI**

**DATE: 27-06-2015**

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.



**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.Rachel Sucar.

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 Taj hotel 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.





**GUEST LECTURE**  
**ON**  
**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.

**WORK SHOP**  
**ON**  
**Cameras and Lenses Technology**  
**BY Sony Corporation, Hyderabad**

The Sony cooperation came to St Josephs' college for a session about cameras and lenses and educate about them. The session held on 10<sup>th</sup> march, 2016 from 10:00am to 03:30pm. Around 60 students attended this session and were thought about different cameras and lenses and also their features. Practically features of the cameras were proved. Practical's were shown on how light plays the main role in photography. A student was made as a subject and the team members showed the students how does it all works. Students were very much interested in this session and also learnt many things about light and lenses. They also got educated about different cameras and its functions with advantages also. The team members also promised that they will provide photography classes for the students for free.



## **Industrial Visits / Experiential Learning (Exhibs):**

S. No.	Name of the Industry	Class	Date
1.	Radio City	BA I, II, III MCJ I, II	30 <sup>th</sup> September 2015
2.	Doordarshan Yadagiri	BA I, MCJ I	14 <sup>th</sup> March 2016
3.	The Hindu	BA I, MCJ I	11 <sup>th</sup> March 2016

### **AUDIO PRODUCTION FIELD VISIT TO**

**RADIO CITY 90.1 FM**

**30<sup>TH</sup> September 2015**

There is a field visit for all the students of mass communication on 30<sup>th</sup> September 2015, MA I and II along with BA I, II and III made the presence. We went to Radio city 90.01 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 queud 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.

## **TELEVISION PRODUCTION FIELD VISIT**

**TO**

**DOORDARSHAN YADAGIRI**

**14<sup>th</sup> March, 2016**

**Time: 10 am**

**Classes: BA I, MA I**

More than 50 students from BA I and MA I visited Doordarshan Office at Ramanthapur on 14<sup>th</sup> of March, 2016. Engineers from the office briefed the students about the entire production flow from the studios to the servers. Students were also given a brief introduction to the technicality of how programmes are uplinked, transmitted and downlinked from the earth station to the satellite and vice versa. The students went to the production studios and got to learn of the various equipment that are used in producing one show. The students also spent time in the production control room and observed how production commands are given while producing and transmitted a live/recorded program. By the end of the visit, students were acquainted with the studio production processes, commands, equipment and technology that is currently being employed in production houses.





Feedback: Students got to see firsthand the various production equipment that they learnt of in their classes.



**PRINT JOURNALISM FIELD VISIT**  
**TO**  
**“THE HINDU” PRINTING PRESS**

**11<sup>th</sup> March, 2016**

**Time: 03 am**

**Classes: BA I, MA I**

As part of the field production for Print media students, the students of BA I and MA I visited the printing press of The Hindu Newspaper which is located at Uppal. The evolution of printing plays a very great role in the history of journalism. The printing machine is worth 100 Crores and is about 5 floors height. The technicians spoke about the how aluminum plates are prepared for printing and also how they are installed in the machines. They also showed the Stock room where huge bundles of paper is stored.





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. All the Telangana state editions and some from Karnataka editions are printed in this press.

### **PAPER SETTERS:**

S. No.	Name of the faculty
1.	Fr. Kingston
2.	Mrs. Laasya

3.	Mr. Gowtham
4.	Mr. Nagarjuna
5.	Prof. P.L. Visweshwar Rao

### **DETAILS OF STUDENT STRENGTH:**

BA MCJ 1 <sup>ST</sup>	BA MCJ 2 <sup>ND</sup>	BA MCJ 3 <sup>RD</sup>	BA JPE 1 <sup>ST</sup>	BA JPE 2 <sup>RD</sup>	MA MCJ 1 <sup>ST</sup>	MA MCJ 2 <sup>ND</sup>	TOTAL
47	45	56	24	11	12	18	213

### **JSR ACTIVITIES BY STUDENTS:**

**Josephs Social Responsibility (JSR) Visit**

**TO**

**Don Bosco Navjeevan Home, Ramanthapur**

**27<sup>th</sup> February, 2016**

The students of BA JPE Sem II and MA MCJ Sem II visited Don Bosco Navjeevan home in Ramanthapur. A total of 25 students were present. This home belongs to The Secunderabad Don Bosco Nava Jeevan Society.





The students are present at Don Bosco by 09:00 AM. Gowtham U, the faculty and in charge of MA MCJ is present and coordinated the visit. The students saw printing press, bakery, welding, wood store, and tailoring. These stores are present in the buildings within the campus. After the visit of the whole place, all the students gathered at the auditorium where the children are there.



The students organized some games and performed dance and other arts. Even the children performed dance and sang songs. The students and children interacted and were joyful together.



The Students of BA JPE SEM II and MA MCJ SEM II organized lunch for the kids. The students served food for the children. After the lunch the students of MA MCJ played cricket with the children. The student's gifted sports items, chocolate and sponsored lunch. The total of Rs 3700/- was sponsored by MA MCJ and Rs 3500 by BA JPE. All these money was spent for sports items, chocolate, and groceries and for lunch.

### **Josephs Social Responsibility (JSR) Visit**

**TO**

**Thara Home for Street Children, Bowenpally**

**27<sup>th</sup> February, 2016**

JSR day was organised on Feb 27<sup>th</sup>, Saturday for the students of St.Joseph's Degree & P.G. College. As part of the initiative, B.A Mass Com & JPE second year students went to THARA (Tender Home for Anawim Rest and Awakening) , a home for children at Bowenpally, Hyderabad. It's a charitable, non-profit organization works primarily for the welfare of children. Fr. Jose Mathew is the director and founder of THARA, which takes very special interest in the welfare of children who are deprived of a family, parents, near and dear ones.

On the day, the students and faculty (Ms. Sara & Mrs. Laasya) reached at THARA by 9.00 am. When we reached the Children of THARA were already out in the ground to play and some were busy in gardening. Students started interacting with the children and they became friends so fast and started playing together. Around 110 children (boys) are living in the home and thirty of them were not there on that day because they went to schools. They started playing basket ball, volleyball and cricket in the ground and some were busy sharing their daily routine, work they do there. A few Mass Com. students clicked their photos and children were so anxious to be in photos and also to click pictures.





By 12 pm, children were asked to gather and they invited students and faculty to their home. It was wonderful to see their talent in dance and other performances. Fr. Jose Mathew, founder welcomed all and shared about the organisation, children's education and his experience in bringing the children from streets, juvenile homes and hospitals to THARA. As a small contribution Rs. 3500 cash along with some chocolates and biscuits kind were given to them. Students interacted with the director and thanked him for the time they spend with the children. By 3.30pm students and faculty left THARA with fulfilment of making the children happy.

### **Josephs Social Responsibility (JSR) Visit**

**TO**

### **Little Sisters Home for the Aged, Boiguda**

**27<sup>th</sup> February, 2016**

BA Mass Communication I Years visited the Little Sisters Home for the Aged in Bhoiguda as part of their Joseph's Social Responsibility (JSR) initiative. The students had collected an amount of 5800 rupees to be given to the Home. Upon a discussion with the administrator on what is needed for them, they had given a list of tablets for the elderly. So we went and purchased the entire list of tablets,



each 100 pieces, and handed it over to the concerned people. We also took 2 carts of bananas for the people at the home.



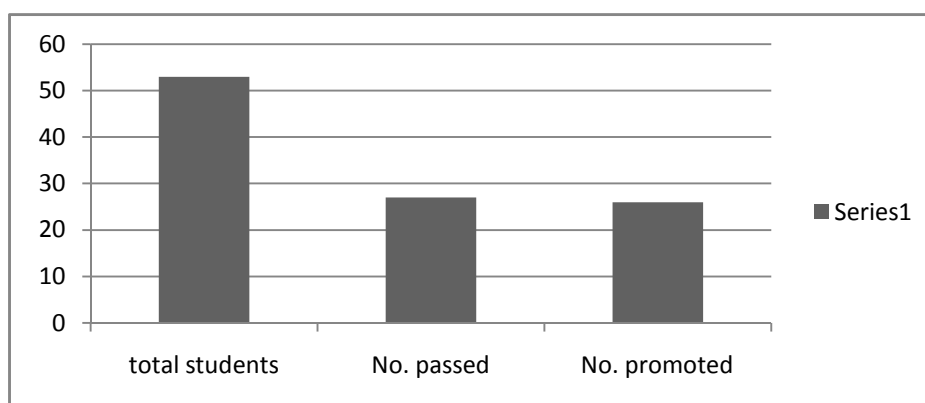
The students interacted with the residents of the home and spent time with them. A group across the corridors and to the rooms and played some music and sang some songs to brighten up the day aged men and women. Students later served them lunch and talked with them over food. By the end of the students had spent quality in giving company to the people who ill and worn by age. Students really had a productive time at the home.

## **RESULT ANALYSIS: BA**

### **OVER ALL RESULT ANALYSIS OF BA III – ODD SEMESTER**

Name of the examination Main/Backlog:	ENDSEMESTER EXAM	
Date of the Examination held:	NOVEMBER 2015	
Department Name	DEPARTMENT OF MASS COMMUNICATION & JOURNALISM	
CLASS IN CHARGE	Mrs. LAASYA MADHUKAR	
Name of the Course, Year and Semester	BA MASS COMMUNICATION, III year, Semester V	
No of Students Applied for Exam	53	
Number of Students Passed	27	
Total Number of Students Promoted	26	
Number of Students failed	0	
Class Maximum mark	478	87%
Class Minimum Mark	208	38%
Class Average Mark:	342	

Tabulated Analysis:



## OVER ALL RESULT ANALYSIS OF BA II – ODD SEMESTER

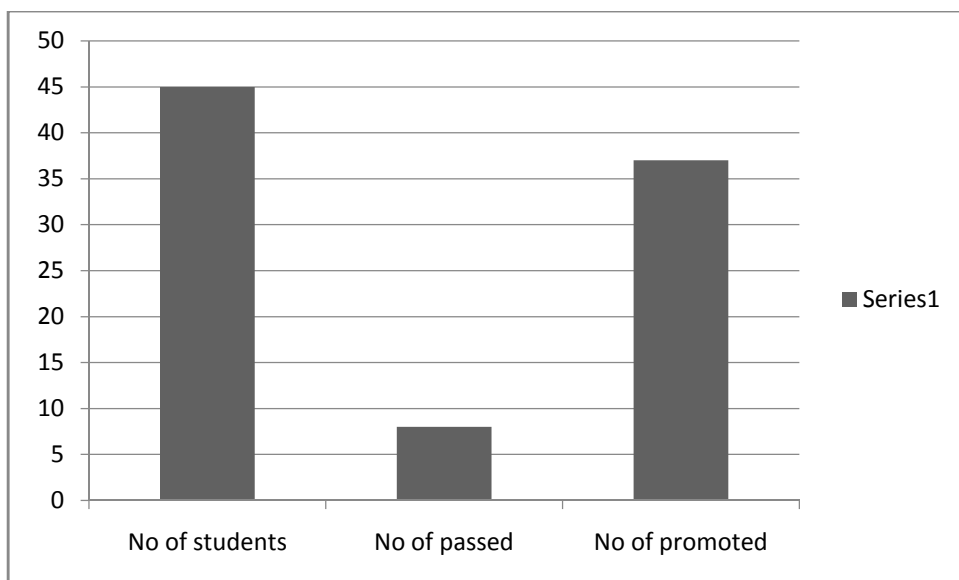
Department of Mass Communication  
Name of the Course, Year and Section:  
Subject:

B.A. Mass Comm. II yr, Semester III.  
Overall Semester Result Analysis

Name of the examination Main/Backlog:	ENDSEMESTER EXAM	
Date of the Examination held:	NOVEMBER 2015	
Department Name	DEPARTMENT OF MASS COMMUNICATION & JOURNALISM	
CLASS IN CHARGE	Mrs. SARA KOSHY	
Name of the Course, Year and Semester	BA MASS COMMUNICATION, SEMSTER I 2014-2017	
No of Students Applied for Exam	45	
Number of Students Applied but Absent for Exam	7	
Number of Students Passed	8	
Total Number of Students Promoted	37	
Number of Students failed	0	
Class Maximum mark	581	73%
Class Minimum Mark	133	17%

Tabulated Analysis:

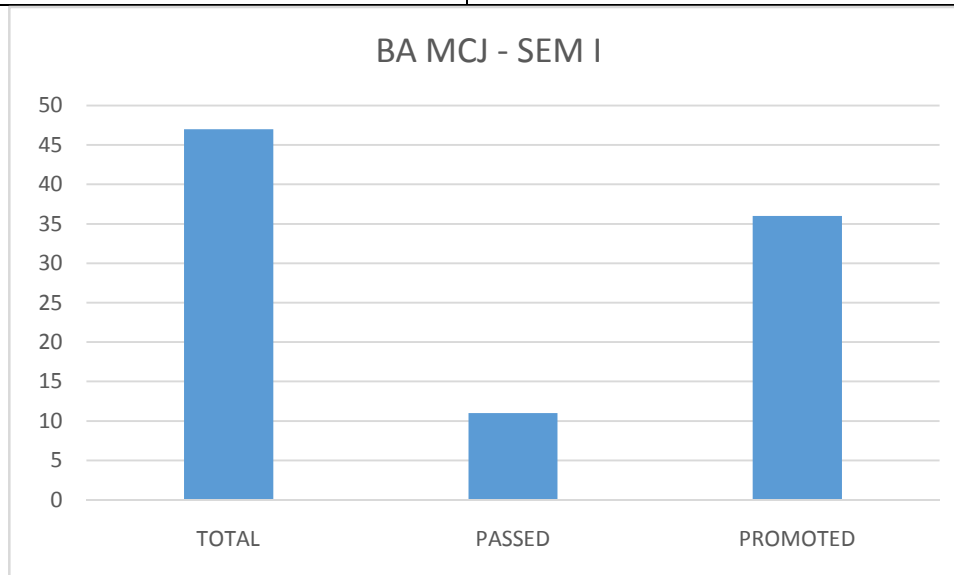




### OVER ALL RESULT ANALYSIS OF BA I – ODD SEMESTER

Name of the Examination	End Semester Exam
Date of the Examination	November 2015
Department Name	Department of Mass Communication and Journalism
Class In charge`	Mr. Moses John Paul
Name of the course, year and Semester	BA(MCJ), I Year, Semester I
No of Students applied for exam	47
Number of Students Passed	11
Total Number of students promoted	36
No of Students failed	0
Class maximum mark (S1P1SGPA)	8.40

Class minimum mark (S1P1SGPA)	5.60
Class maximum mark (S1P2SGPA)	8.18
Class minimum mark (S1P2SGPA)	6.12



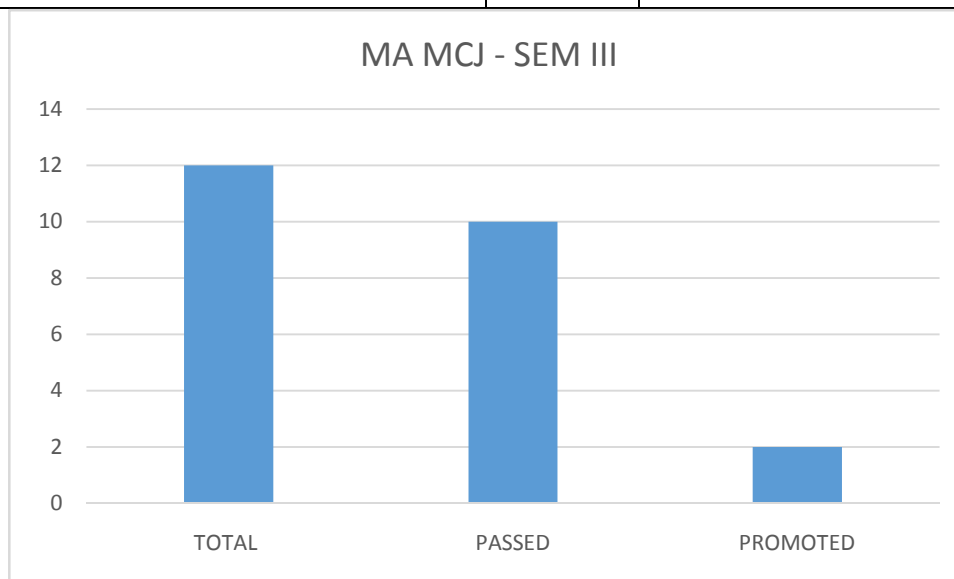
## **RESULT ANALYSIS: MA MCJ**

### **MA MCJ SEM III:**

#### **Result Analysis - OVERALL CLASS ANALYSIS**

Name of the examination Main/Backlog:	ENDSEMESTER EXAM
Date of the Examination held:	NOVEMBER 2015
Department Name	DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
CLASS IN CHARGE	Mrs. GOWTHAM U
Name of the Course, Year and Semester	MA JOURNALISM AND MASS COMMUNICATION, II Year, Semester III
No of Students Applied for Exam	12
Number of Students Passed	2
Total Number of Students Promoted	10

Number of Students failed	0	
Class Maximum mark	494	82%
Class Minimum Mark	208	35%
Class Average Mark:	432	



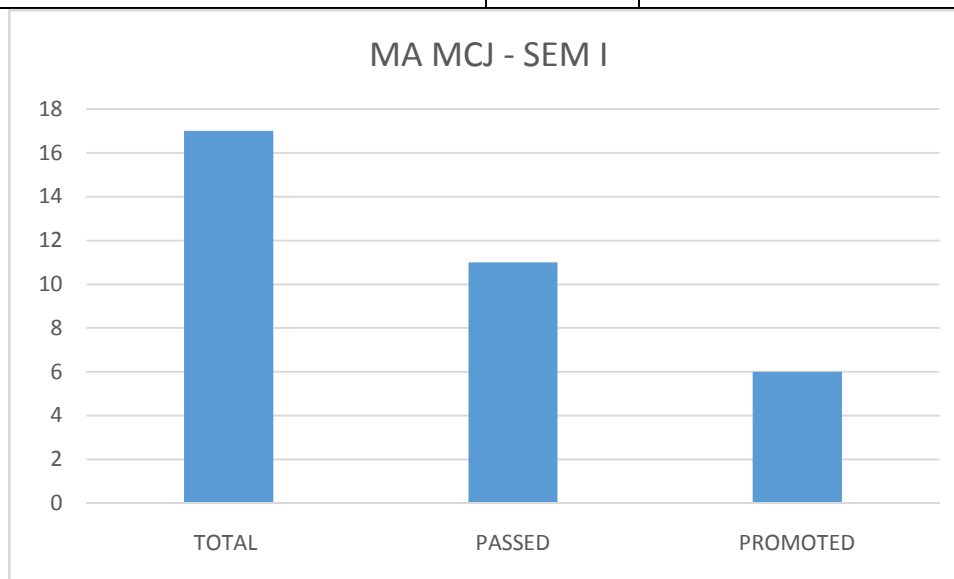
### **MA MCJ SEM I:**

#### **Result Analysis - OVERALL CLASS ANALYSIS**

Name of the examination Main/Backlog:	ENDSEMESTER EXAM
Date of the Examination held:	NOVEMBER 2015
Department Name	DEPARTMENT OF MASS COMMUNICATION & JOURNALISM
CLASS IN CHARGE	Mrs. GOWTHAM U
Name of the Course, Year and Semester	MA JOURNALISM AND MASS COMMUNICATION, I Year, Semester I
No of Students Applied for Exam	17
Number of Students Passed	11
Total Number of Students Promoted	6



Number of Students failed	0	
Class Maximum mark	480	80%
Class Minimum Mark	154	26%
Class Average Mark:	355	



### **PARENT-TEACHERS MEET:**

College has conducted parent-teachers' meet on August 22<sup>nd</sup> 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.

### **CAMPUS RADIO:**

The Department of Mass Communication & Journalism started Campus Radio of the academic year 2015-2016 on 26<sup>th</sup> 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.

## **OTHER ACTIVITIES BY THE DEPARTMENT:**

1. Name of the Activity: **Live Broadcast**

Nature of the Activity: Student Centric

(Student Centric/FDP/Departmental)

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.

**6. Name of the Activity: Rhetorical Skill Practical**

Nature of the Activity: Student Centric

(Student Centric/FDP/Departmental)

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.





## **BEST PRACTICES OF THE DEPARTMENT:**

- 1. Club Activities:** Department have three active clubs which started to develop interest for extra curricular activities among students and to encourage their creative talents.
- 2. Competitions:** Department of Mass Communication & Journalism conducts photography and anchoring competitions for developing a competitive mentality among students and to encourage their talents.
- 3. Media Festival:** Department conducts annual national media festival “CinEvolution” for providing an innovative platform for the budding film makers across the nation. Through organizing such national events the students are getting an opportunity to learn event organizing skills as well as they get a chance to meet up and learn from eminent media personalities.
- 4. Personal Counseling:** Department always tries to give extra care to the students by *giving advice on social or personal problems and difficulties*.
- 5. Parents Teachers Meeting:** Department makes it sure that we meet the parents of all students in every semesters to discuss about their over all performance during the semester.
- 6. Personal Attention to the students:** Mass Communication & Journalism is a course which needs creative talent and professional attitude. Department assures extra consideration for the students who find difficulties in learning theory subjects as well as practical works.
- 7. Internships & Placement facilities:** With the personal and profession contacts of the staff in the department, we tries to extend our hands to the students in getting internships and placements in reputed media organizations like The Hindu, The New Indian Express, Times of India, Metro India, Hans India Zee Telugu, CVR, N Studio, V6, Shubhavarta, HMTV, Arka Media, Eenadu etc.
- 8. Extra training in Computer softwares:** To prevail in the media industry, the students should excel in all the aspects of mass communication. Good command over all necessary softwares is highly necessary. For meeting this demand of the industry, the department gives the students the opportunities to learn the professional softwares like Pro Tools, FCP, Photoshop, Quark Express, Motion4, Sound Track Pro, Premiere Pro etc.
- 9. Usage of multimedia for teaching:** All the subjects including theories and practical works are taught with the assistance and aid of multimedia like Power Point Presentations, Video lectures, Audio-Video labs etc.

**10. Extending support to other departments in the college:** To retain harmonious relationships with other departments as well as to help them in documentation, the Department of Mass Communication & Journalism do the media coverage of all the activities of the college through taking photographs, video documentation and media relations.

**11. Certificate course:** For dispensing an opportunity for the students who are passionate about Photography, the department offers a Professional Photography course of 20 hours. The complete practical oriented course offering by the adept professional in the field helps the students to learn photography in a professional way.

### **FUTURE PLANS OF THE DEPARTMENT:**

- The department is planning to organize National Seminar in the month of February academic year 2016-2017
- Department will conduct Cine Evolution in January, 2017.
- The department is planning to organize inter-college workshops on “Cinematography”, “Printing Technology” & “Communication Skills”