

St. Joseph's Degree and PG College

Autonomous- Affiliated to Osmania University

Re- accredited by NAAC with 'B++' Grade

King Koti Road, Hyderabad, Telangana

**THE DEPARTMENT OF
MASS COMMUNICATION AND JOURNALISM**

**ANNUAL REPORT
2020-2021**

Ms. Shubhangi Misra

Asst. Professor

Ms. Laasya Madhukar

Asst. Professor

Mr. Glen D Silva

Head, Dept. of MCJ

Rev. Fr. Dr D Sunder Reddy

Principal

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DEPARTMENT OF MASS COMMUNICATION

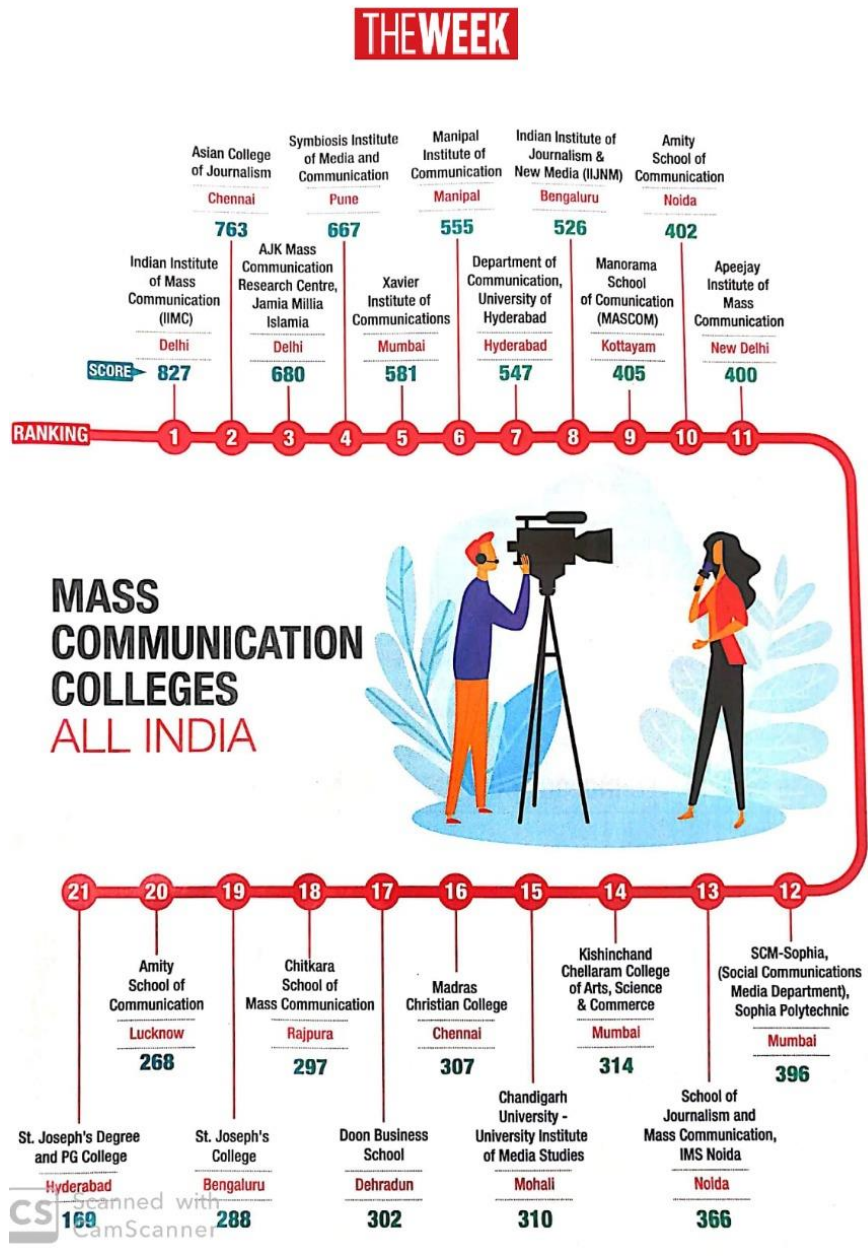
1. About the College:

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.

2. About the Department:

The Department of Mass Communication was started on 27th July, 2011 with the approval of Osmania University. The Department is offering a BA Mass Communication and Journalism programme and Masters in Journalism and Communication. This program enables the incoming students to master the tools of the digital-media technologies. The Department has a well-equipped audio-visual studio. The audio recording studio consists of a 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.

3. Ranking and Achievements



The Dept of Mass Communication is ranked 21st among the Mass Communication Colleges in India according to Week- Hansa survey



The college is ranked the 3rd Best College in Hyderabad in Arts & Humanities according to India- Today Marg Survey

4. Details of Full Time and Part Time Faculty: Name, Qualification, Designation, Experience, Specialization.

S.NO	NAME	QUALIFICATION	DESIGNATION & SPECIALIZATION	EXPERIENCE	FULL TIME/PART TIME
1.	Prof. P.L Vishweshwar Rao	Ph.D. in Mass Communication & Journalism	Professor Specialization: Media, politics, society, Dev Com, PR& Media Management.	42 years in Teaching & Media	FULL TIME
2.	D. Nagarjuna	<ul style="list-style-type: none"> • M.A. Ist Class in Political Science • M.A Ist class in MCJ • Ist class in MCJ. • P.G. Diploma in Journalism, • Diploma in Print Technology and • Diploma in German language 	Professor Specialization: Print Media	36 years in teaching and 5 years in Administrative including 2 years in West Indies.	PART TIME
3.	Glen D Silva	M.A. Communication, MA English	Asst Professor Specialization: Television Production & Visual Communication	22 years' experience in Television Production. 2 years teaching at St. Joseph's Degree & PG College.	FULL TIME
4.	Keshav Vivek	M.A.Communication, MBA and NET	Asst Professor Specialization: New Media technologies	2 years in Loyola Degree & PG College and 4 years in St. Joseph's Degree & PG College	PART TIME
5.	Laasya Madhukar	M.A.(MCJ)	Asst Professor	8 years in teaching	PART TIME

			Specialization: Reporting and Editing, Evolution Arts		
6.	Shubhangi Misra	M.A. Communication	Asst Professor Specialization: Corporate Communication, Public Relations,	2 years in Corporate TCS 3 Years in St. Joseph's Degree and PG College	FULL TIME
7.	Jeeva Ratan	MA Communication, SLET,NET	Asst. Professor Specialization: Mass Communication Theories, Radio Broadcasting	2 Years – Radio Jockeying, 2.5 years in teaching	FULL TIME

5. Almanac for Semesters I, III & V (UG) Academic Year 2020-2021



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Autonomous, Affiliated to Osmania University
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A Catholic Christian Minority Institution (Co-Education)

Revised Tentative Almanac for Semesters III & V (UG) Academic Year 2020-2021

S.No	Particulars	Academic Year 2020-21
1.	Commencement of III & V Semester Classes (Online Mode)	17 th August 2020
2.	I-Internal Examination	27 th October To 30 th October 2020
3.	Examination Notification	14 th December 2020
4.	II-Internal Examination	16 th December To 23 rd December 2020
5.	Final Practical Examinations (Semester II & IV April, 2020 cycle)	27 th December 2020 To 4 th January, 2021
6.	Internal Practical Examinations	6 th January 2021 To 13 th January 2021
7	Submission of Examination Forms	
	A. Without Late Fee	4 th January 2021 To 9 th January 2021
	B. With late Fee	11 th January 2021 To 13 th January 2021
8	Last day of Instruction	18 th January 2021
9	Final Practical Examinations (Semester III & V November, 2020 cycle)	19 th January 2021 To 24 th January 2021
10	Semester End Examinations (Theory Semester II & IV April 2020 cycle)	25 th January 2021 To 11 th February 2021
11	Semester End Examinations (Theory Semester III & V November, 2020 cycle)	15 th February 2021 To 3 rd March 2021
12	Commencement of Semester- IV & VI Classes	12 th March 2021

Controller of Examinations

Director of Evaluations

Principal

Managed by Hyderabad Archdiocese Education Society
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E-mail: info@josephscollege.ac.in, www.josephscollege.ac.in

5. Almanac for Semesters II, IV & VI (UG) Academic Year 2020-2021



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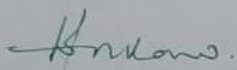
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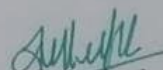
Tentative Almanac for Semesters II, IV & VI (UG)

Academic Year 2020-2021

S.No	Particulars	Academic Year 2020-21
1	Commencement of II, IV & VI Semester Classes (Online/Offline Mode)	22 nd March 2021
2	Certificate Courses	Online Courses to be completed in A.Y 2020-21 on or before 31 st May 2021
3	I-Internal Examination	3 rd May To 8 th May, 2021
4	Examination Notification	9 th June, 2021
5	II-Internal Examination	21 st June To 26 th June, 2021
6	Internal Practical Examinations	28 st June To 10 th July, 2021
7	Submission of Examination Forms	
	A. Without Late Fee	1 st July 2021 to 5 th July 2021
	B. With late Fee	6 th July 2021 to 8 th July 2021
8	Last day of Instruction	10 th July, 2021
9	Semester End Examinations (Theory)	14 th July, 2021
10	Semester End Examinations (Practical)	5 th August 2021 To 17 th August, 2021
11	Commencement of Classes Semester III & V (A.Y 2021-2022)	20 th August 2021


Controller of Examinations


Director of Evaluations


Principal



6. Department of Mass Communication
Workload Statement for 2020-21

Courses: BA (Mass Com & JPE)

MA (MCJ)

Semester: I, III, V

Prof. P.L. Vishweshwar Rao

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Fundamentals of Mass Media Research	BA (MCJ + JPE) III yr	3(T)+ 4(P)= 7
2.	Introduction to Journalism & Society	MA I yr	5
3.	Development & Rural Communication	MA II yr	5
4.	Communication Research Methods and Application	MA II yr	3(T)+ 2(P)=5
	TOTAL		22

D. Nagarjuna

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Theories of Human Communication	BA (Mass Com) I yr	5
2.	Photo Journalism	BA III yr (Mass Com & JPE)	2
3	International Communication	MA II Yr	5
3.	Reporting & Editing	MA I yr	3(T)+ 4(P)= 7
	TOTAL		19

Glen D Silva

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Television Anchoring & Presentation	BA (Mass Com) III yr & (JPE) III yr	3(T)+ 4(P)= 7
2.	Advanced Television Production	BA (Mass Com) III yr	3(T)+ 4(P)= 7
3.	Television & Film Production	MA I yr	3(T)+ 4(P)= 7
	TOTAL		21

Keshav Vivek

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Digital Audio Production	BA (Mass Com) I yr	3(T)+ 4(P)= 7
2.	Public Relations	MA I yr	5
3.	Human Resource Management	MA II yr	5
4.	Documentary Production (Practical)	MA II yr	2
	TOTAL		19

V. Laasya Madhukar

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Introduction to Communication & Journalism	BA (JPE) I yr	5
2.	Reporting & Editing	BA (MCJ) II yr	3(T)+ 4(P)= 7
3.	Evolution of Arts	BA (Mass com) II yr	5
4.	Media Laws & Ethics	BA (Mass com) III yr	2
	TOTAL		19

Subhangi Misra

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	History of Media	BA (Mass Com) I yr	5
2.	Corporate Communication	BA (Mass Com) II yr	5
3.	Advanced New Media	BA (Mass com) III yr	5
4.	Introduction to Journalism	BA(Mass Com) I yr	3(T)+ 4(P)= 7
5.	Radio Broadcasting	BA (Mass com) II yr	2
	TOTAL		24

Rathan

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Broadcast Journalism	BA II JPE	3(T)+ 4(P)= 7
2.	Art of Film Making	BA II (Mass Com)	3(T)+ 4(P)= 7
3.	Media & Communication Theory	MA I	5
4.	Documentary Production	MA II	3
	TOTAL		22

Total Department Workload

<u>S.No.</u>	<u>Faculty Name</u>	<u>WorkLoad</u>
1.	Prof. P.L. Vishweshwar Rao	22
2.	D. Nagarjuna	19
3.	Glen D Silva	21
4.	Keshav Vivek	19
5.	V Laasya Madhukar	19

6.	Subhangi Misra	24
7.	Rathan	22
	Total	146

7. Orientation/ Seminars/Conferences/Workshop/ attended by Faculty- In house & Outside

- SRM Institute of Science and Technology-Development of English and Foreign Language-Threats and Diverse styles of contemporary performance -11 July 2020.Shubhangi Mishra, Laasya Madhukar,
- Soft Skill Development-Shri Anandeshwari Arts, Science, Commerce College, Karnataka - Shubhangi Mishra, Laasya Madhukar
- Intellectual Property Rights in Research & Prominent changes by Nizam College - 9th April 2021- Government Vidarbha Institute of Sciences & Humanities. Shubhangi Mishra, Laasya Madhukar
- International E-conference on “Strategies and Challenges in Higher Education. 15-17th May 2020. Shubhangi Mishra, Laasya Madhukar
- FDP on research methodology - March 20, 2021-St. Pious X Degree College.Shubhangi Mishra, Laasya Madhukar,
- 15th May 2021. Developing and Inclusive Curriculum. Development and Evaluation Process. St. Joseph’s College. Shubhangi Mishra, Laasya Madhukar, Glen D Silva, Keshav Vivek, Jeeva Rathan
- One Week - Webinar ICT for remote teaching and evaluation 1 June - 5 June 2020. Shubhangi Mishra, Laasya Madhukar, Glen D Silva, Keshav Vivek, Jeeva Rathan
- FDP on developing an inclusive curriculum guide for curriculum development and evaluation process. 11-17 May 2021. Shubhangi Mishra, Laasya Madhukar,Glen D Silva, Keshav Vivek, Jeeva Rathan

- Re-imaging online education Digital technologies NEP 2020 and learning goals - 26 March 2021. Shubhangi Mishra, Laasya Madhukar, Glen D Silva, Keshav Vivek, Jeeva Rathan
- Impact of Covid in Indian Economy-16 May 2020, St. Pious X Degree College. Shubhangi Mishra, Laasya Madhukar

12. Infrastructure Facilities:

The department is equipped with:

- Panasonic AG-UX 90 -memory card camera recorder wide angle 24.5mm, 15 x optical zoom, 1.0 mos sensor, 4K FULL HD cam -3 No's
- Data video switcher SE-650 4-ch hd video input, 6-channel audio mixer – 1 No
- Libec tripod 650-ex camera compatible tripod – 3 No's
- Panasonic rechargeable batt VW-VBD 58 battery – 3 No's
- Sony memory card 64 gb uhsx-11sdxc card- 3 No's
- Data video HDMI– SDI converter dac-9p HDMI to sdi converter – 2 No's
- HDR-video rechdr -60 data video recorder – 1 No
- Intercom set up itc-100 8-way intercom- 1 No
- Lapel mics- AKG lapel – 1 No
- FCP –Editing Systems (22 No's)
- Pro- Tools Audio Recording System- 1 No

13. Details of Student Strength

BA	MA
BA Mass Comm Iyr- 51	MA-1 – 32
BA Mass Comm IIyr- 47	MA-2 – 15
BA Mass Comm IIIyr- 44	

14. Orientation Programme for BA -1 (Mass Comm & JPE) students

TITLE OF THE EVENT/ACTIVITY: Orientation Program for BA - Students with Special Focus on Online classes

DATE & TIME: 14th August 2020, 2.30 PM to 4.30 PM

VENUE: Online Google Meet- Dept. of MCJ, St Joseph's Degree and PG College

TARGET AUDIENCE: BA Students

OBJECTIVE OF THE ACTIVITY: Welcoming the students for the New academic year and Online Technical Orientation to the students

REPORT: The Department of Mass Communication of St.Joseph's Degree and PG College conducted a technical orientation on online classes for the students of BA MCJ 2nd Year, BA MCJ 3rd Year and MA II students on 14th August, 2020. The orientation was conducted on Google meet at 2.30 pm.

The orientation began with Ms. Shubhangi Mishra giving the welcome address followed by a prayer song by Ms. Josephine from BA MCJ 3rd year.

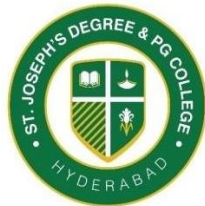
The HOD, Mr. Glen D Silva then addressed the gathering and welcomed the students and the faculty into the new academic year. Following that Mrs. Kiran Jyoti, HOD, Department of Computer Sciences gave the students an orientation and briefed them on how online classes were going to commence , how to access and use google meet and google classrooms and more technical requirements. After that, P.L. Vishweshar Rao, the Director of St. Joseph's Degree and PG College spoke about Online Education and how everyone has to adapt to this new reality for the time to come due to the ongoing pandemic.

Mr. D.Nagarjuna, Mr. Keshav Vivek and Mr. Rathan, faculty from the department of Mass Communication then interacted with the students. It was followed by an ice breaking session for students which involved some tongue twisters in which the students and faculty participated enthusiastically.

The orientation concluded with a vote of thanks by Mrs. Laasya Madhukar, faculty from the department of Mass Communication. I

OUTCOME : It was a very informative session by the faculty which put the students at ease about the upcoming online classes.

18. Guest Lectures/ Training/ Workshops organized for students



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DEPARTMENT OF MASS COMMUNICATION &

JOURNALISM

TITLE OF THE EVENT/ACTIVITY: Media during the Covid Crisis: Economic and Societal Perspectives

DATE & TIME: 9th Sep 2020, 11.30h to 13.00h

VENUE: Online Google Meet- Dept. of MCJ, St Joseph's Degree and PG College

TARGET AUDIENCE: Students of BA (MCJ) II,III and MA(MCJ) II

OBJECTIVE OF THE ACTIVITY: To make the students aware about 1) Highlight the economic impact on print media and audio-visual media

2)Cutbacks on media

3)Tv channel priorities

4)Effect of reporting on issues(migrant crisis)

NOTICE REFERENCE:SJC/MCJ/WEBINAR 02

LIST OF PARTICIPANTS:

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NO. OF PARTICIPANTS: 89

LIST OF FACULTY CO-ORDINATORS

1.	Mr. Y. Rathan	Faculty
2.	Glen D Silva	HOD

NAME & DESIGNATION OF THE RESOURCE PERSON: Prof. P. L Vishweshwar Rao

BRIEF REPORT: Prof PLV Rao spoke on the role of the media during Covid crisis, the cost cutting measures taken by newspapers, priorities of the media focusing on issues which are not a priority for the country and the media trying to set a false agenda for the public. He also spoke about the poor economic conditions which the media is not addressing. Suo moto actions taken by the Supreme Court on wrong issues. Role of the media is to create knowledge, disseminate information. Press freedom index has reduced. The situation in Kashmir is not covered properly and to the point. CBI should not be investigating the supply of drugs to an individual. This is a local police matter. This is a waste of time for the central agencies such as the CBI.

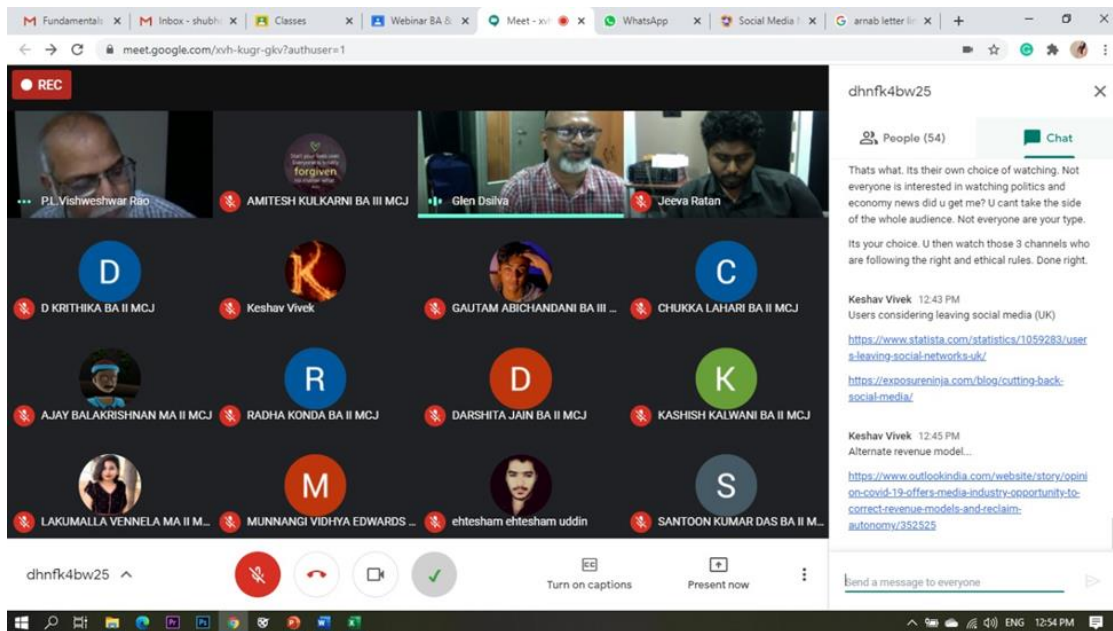
Prof Nagarjuna then added that the pandemic was taken lightly by the administration until information started confusing people. Whom to and what to believe was very difficult. A lot of hullabaloo was spread in India by the government. Due to the large population, we do not care about the numbers affected. Media has become anti-social. Journalism students must filter information and fact check. Media concentrating on populist glamour issues concerning film personalities is not correct. Real issue is ignored. The GDP is not being discussed. High unemployment is causing problems and the media is not covering it. Covid facts are not being given by the media.

Prof Keshav Vivek further quoted facts from collected data. He said that the no of people trying to find general news rose sharply. Finance news sourced more online. Govt sites were not visited for this info. Most people depend on social media for all info. Post pandemic there has been a sharp increase of social media consumption. Sports info and film content declined substantially. Same is true for travel, hotel, and tourism sites. Online gaming benefited a lot. OTT gained a lot

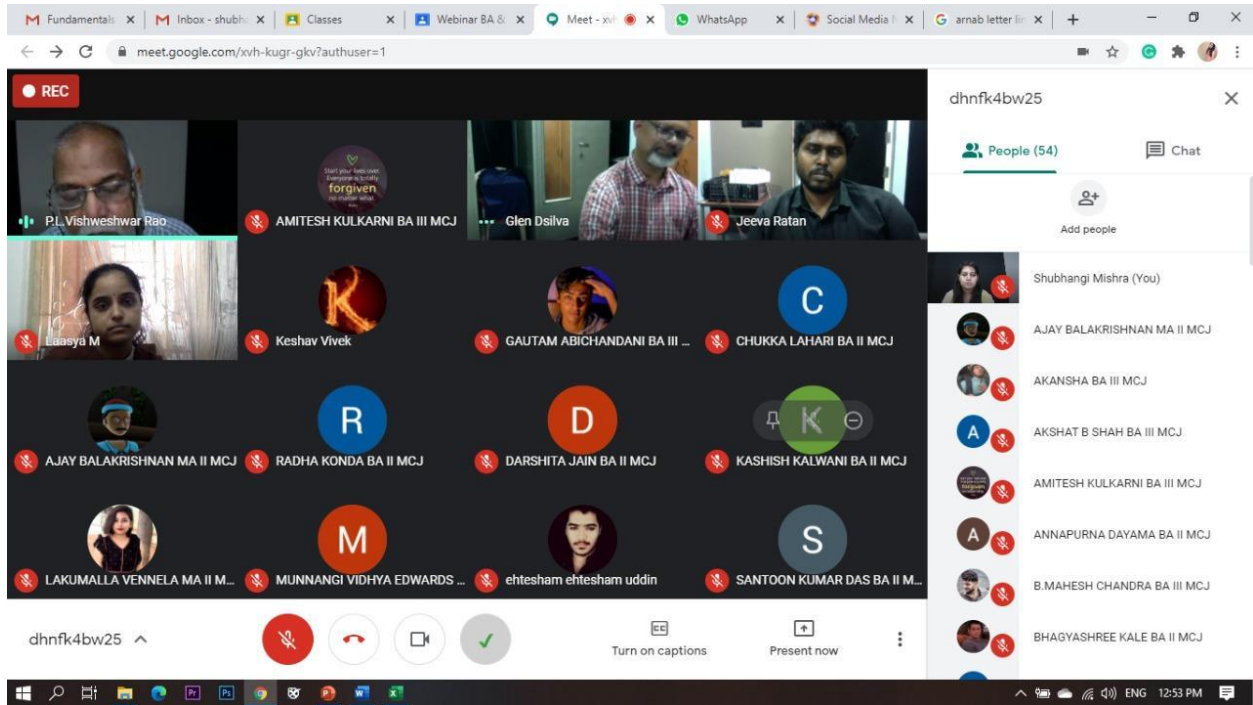
but radio consumption fell. Performance of news channels are based upon populist entertainment news. The audience likes sensationalism.

Prof Glen Added that Journalism is a profession of courage and conviction. Money should be a secondary factor. He said that TV as a consumption medium will always survive as there will always be viewers for the same.

PHOTOGRAPHS:



Prof. P.L. Vishweshwar Rao addressing the students



Webinar in Session

OUTCOME: The event was successful in its aim

- 1) In addressing the effect of the pandemic on various media outlets and institutions. The students participated with enthusiasm and fervour.
- 2) Insights about the manner in which certain sections of the media have degraded themselves but some forms of media are true to the cause
- 3) Students came away with new insights on the role and concept of media during the Covid pandemic.



ST. JOSEPH'S DEGREE & P.G COLLEGE

Autonomous College of Osmania University

Re-Accredited by NAAC with "A" Grade

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

Title of the event/ activity	Webinar on "Investigative Journalism"
Date & Time	4th November, 2020 & 11:3h - 13:00h
Venue	Online Google Meet- Dept. of MCJ
Target Audience	BA (MCJ) I,II & III MA (MCJ) I & II

Objective:

To teach students:

1. The basics of Investigative Journalism.
2. The qualities of an Investigative Journalist.
3. The features of Investigative Journalism.
4. The skills required to become an Investigative Journalist.

Participants: BA (MCJ) I, II & III

MA (MCJ) I & II .

NOTICE REFERENCE:SJC/MCJ/WEBINAR 04

NO. OF PARTICIPANTS: 98

List of Faculty Coordinators:

1. Mr. D. Nagarjuna
2. Ms. Shubhangi Misra
3. Mr. Glen D Silva

Name & Designation of the resource person: Mr. Sudhakar Reddy Udumula, . Editor-

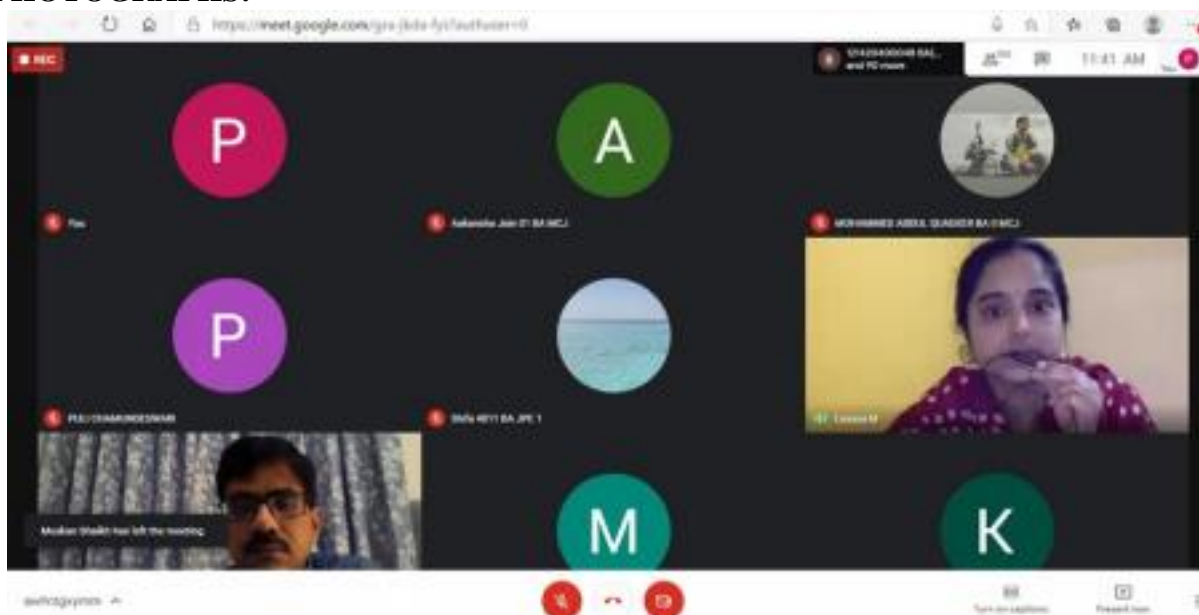
Investigations ,Times of India , Hyderabad.

Brief Report

The Department of Mass Communication and Journalism of St. Joseph's Degree & PG College organized an online Guest Lecture on **“Investigative Journalism”** for the students of BA (MCJ) & MA (MCJ). The Resource person Mr. Sudhakar is a distinguished Investigative Journalist with the Times Of India Newspaper with magnificent knowledge in the field of Investigative Journalism.

His insightful and lively lecture helped the students understand the career prospects available, the time and efforts to be invested, the additional observational skills required, the spontaneity and the pay in this particular sphere of Journalism. The students were advised to pay more attention to standard journalism, data journalism and data mining - to be able to have a knack to identify issues that need to be investigated. A Q&A session tagged along with the lecture in which the students were provided time to ask questions and clear their doubts.

PHOTOGRAPHS:



Mrs. Laasya Madhukar, Faculty introducing the Guest



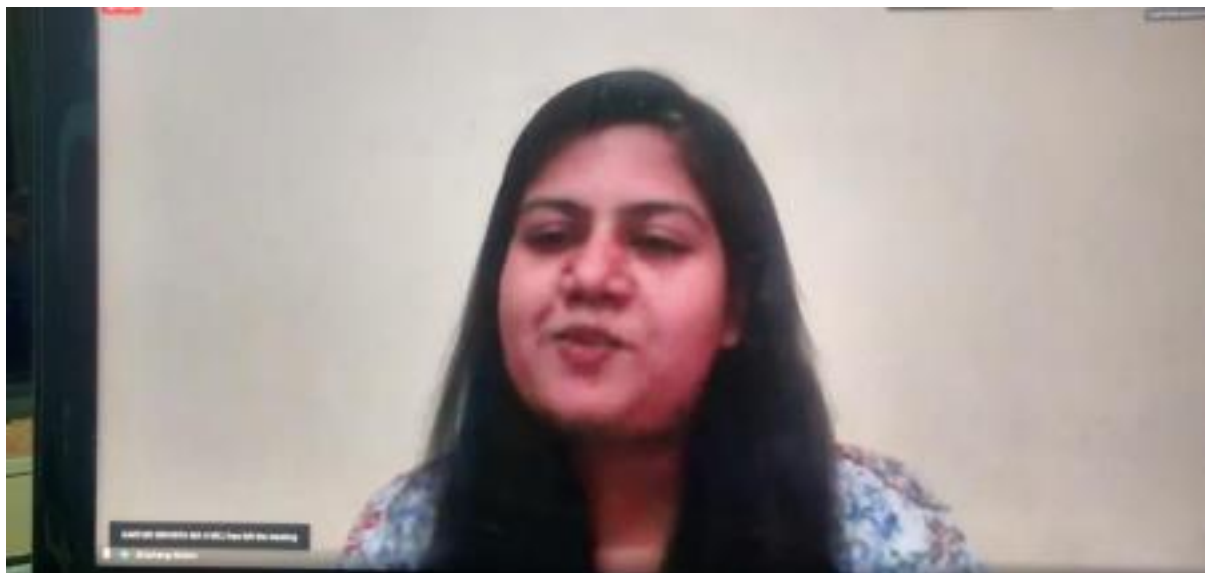
Mr. Sudhakar Reddy addressing the students



Mr. Glen D Silva HOD, sharing his thoughts



Mr. Sudhakar Reddy during the interactive Q & A session.



Ms. Shubhangi Mishra , Faculty proposing the Vote of Thanks.

OUTCOMES:

The students learnt:

1. The basics of Investigative Journalism.
2. The qualities of an Investigative Journalist.
3. The features of Investigative Journalism.
4. The skills required to become an Investigative Journalist.



ST. JOSEPH'S DEGREE & PG COLLEGE

Autonomous, Affiliated to Osmania University
Reaccredited by NAAC with 'A' Grade
King Koti Road, Hyderabad.

Date & Time:

**ON 4th NOV 2020,
11:30AM - 1PM**



Rev. Fr. K. Marreddy
Principal, St. Joseph's Degree & PG College

***Department of
Mass Communication
& Journalism***

presents

Guest Lecture On

INVESTIGATIVE JOURNALISM

Mr. Sudhakar Reddy

Editor Investigations, Times Of India



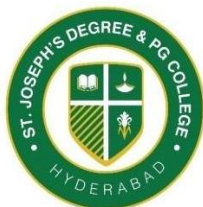
GOOGLE MEET LINK:
<https://meet.google.com/lookup/awhrzgxyym>

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ST. JOSEPH'S DEGREE & P.G COLLEGE

Autonomous College of Osmania University

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DEPARTMENT OF MASS COMMUNICATION &

JOURNALISM

TITLE OF THE EVENT/ACTIVITY: Webinar on "Radio Broadcasting" by Ms. Gayatri

DATE & TIME: 30 Sep 2020, 11.30h to 13.00h

VENUE: Online Google Meet- Dept. of MCJ, St Joseph's Degree and PG College

TARGET AUDIENCE: Students of BA (MCJ) II,III and MA(MCJ) II

OBJECTIVE OF THE ACTIVITY: 1) To make the students aware about the various activities being carried out during radio broadcasting

2) Role, responsibility and expected qualities of a radio jockey (RJ)

3) Opportunities available in this field.

NOTICE REFERENCE:SJC/MCJ/WEBINAR 03

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NO. OF PARTICIPANTS: 96

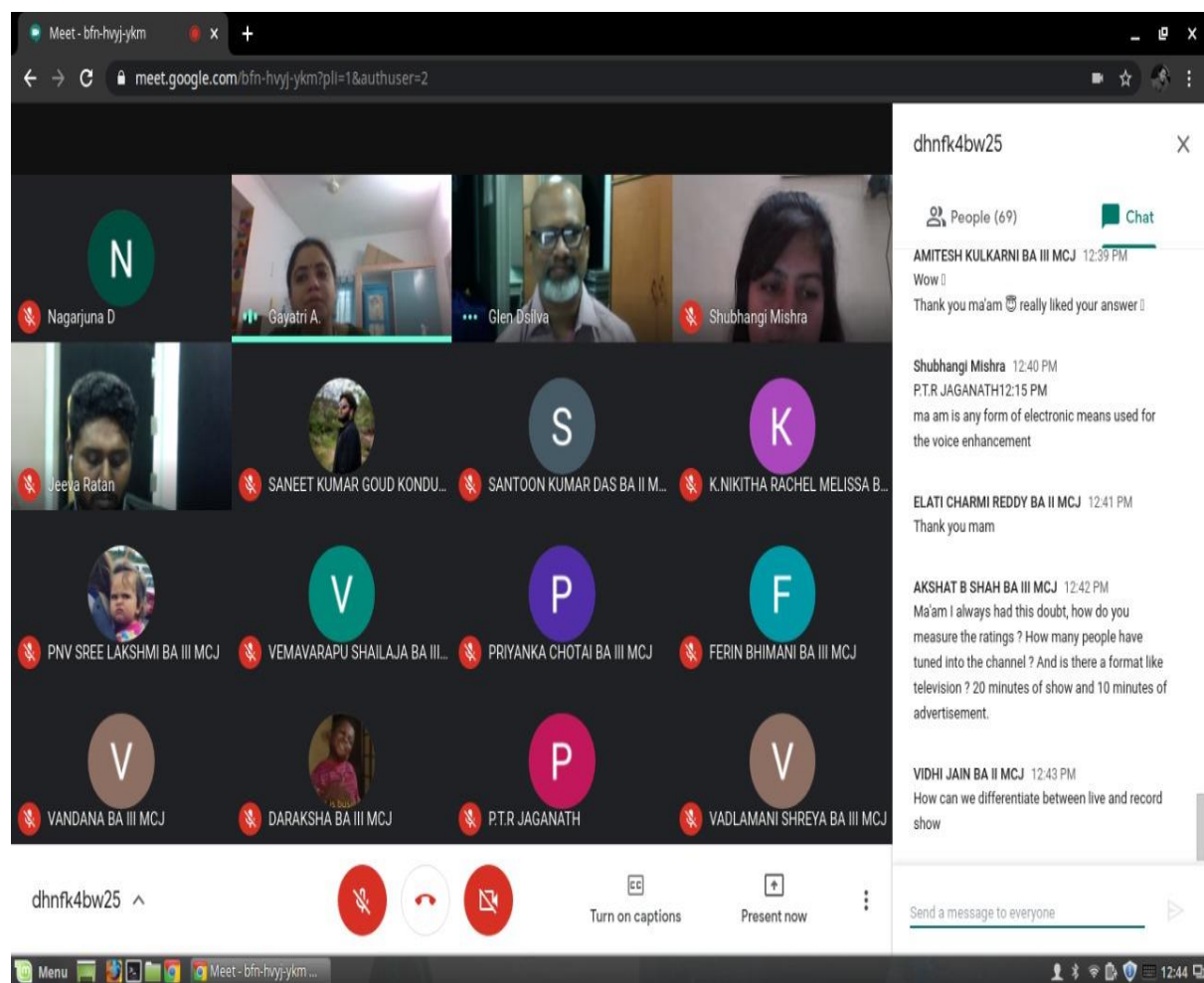
LIST OF FACULTY CO-ORDINATORS

1.	Mr.Keshav Vivek	Faculty
2.	Glen D Silva	HOD

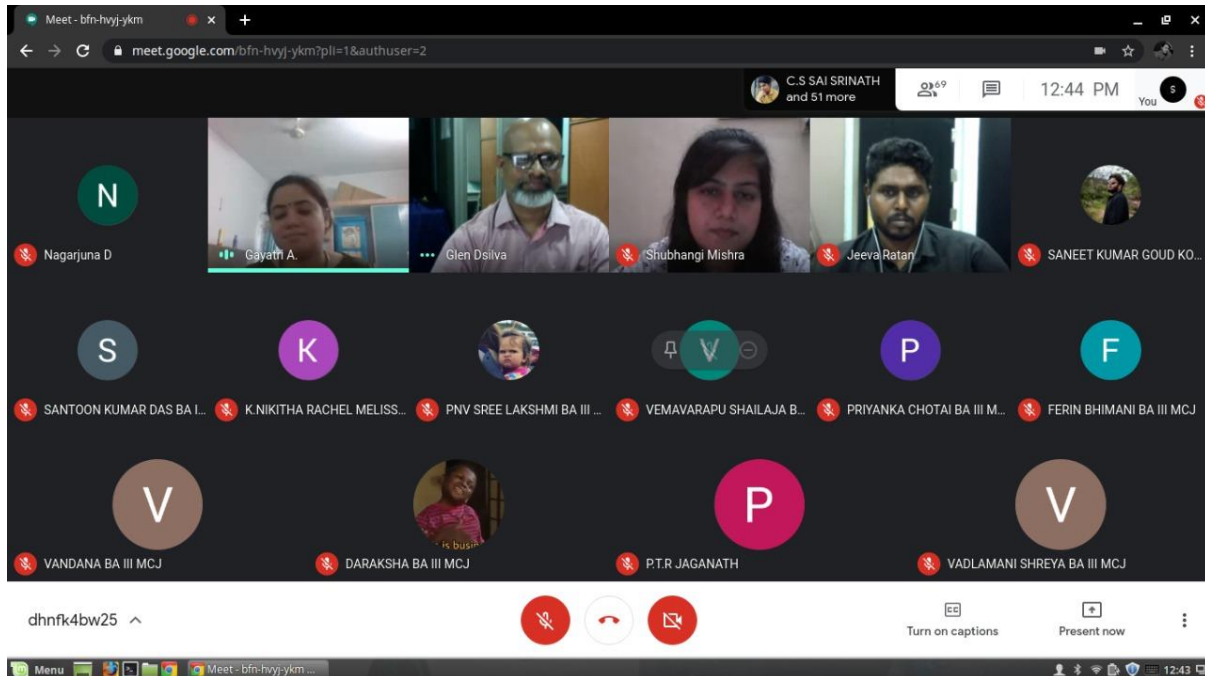
NAME & DESIGNATION OF THE RESOURCE PERSON: Ms. Gayatri ,Radio Jockey

BRIEF REPORT: As part of providing the in-depth and detailed information about the Radio Broadcasting an online guest lecture was organised for the students of St Joseph's Degree and PG College, Hyderabad under the aegis of Mass Communication department. Due to prevailing Covid -19 situation, the lecture was restricted to online. Notwithstanding, the physical distances students participated actively in the said lecture. Ms Gayatri who had worked in AIR FM Rainbow as contractual employee (RJ) gave an insight information about the radio broadcasting, its evolution, qualities which are expected in a RJ and how to hone these qualities including practical aspects of getting a job as RJ and furtherance of the carrier. The lecture was followed by questions and answers session.

PHOTOGRAPHS:

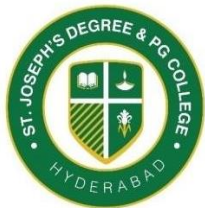


Online Guest Lecture on Radio broadcasting by Ms Gayatri



Webinar in Session

- OUTCOME:** 1) Students became aware about the nuances of radio broadcasting
- 2) Students were taught the responsibilities and qualities required in a RJ.
- 3) The various opportunities which RJ offers



ST. JOSEPH'S DEGREE & P.G COLLEGE

Autonomous College of Osmania University

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Department of Mass Communication and Journalism

Title of the Event– Online Guest Lecture by Prof. Kishore Gubburi about Corporate Communication and Advertising and Public Relations

Date – 2nd September, 2020

Time – 11:30AM – 12:30PM

Venue – Google Meet

Target Audience - MA(MCJ) , BA(MCJ)

Objective of the Event - To enlighten the students about various career opportunities in the field of Corporate communications,
Public Relations and Mass Media.

1. Brief report –

The Department of Mass Communication and Journalism of St. Joseph's Degree and PG College hosted an Online Guest lecture on Wednesday, 2nd September, 2020 for the students of BA and MA in subjects pertaining to Corporate Communication and PR. The Guest Lecturer Prof. Kishore Gubburi is a distinctly experienced academician who is associated with the Guru Nanak Business School, since its inception. he has a total of 18-year experience with 4 years in corporate and 14 years in Business School teaching.

The one hour lecture included insights shared by Prof Kishore and also a lively Q&A discussion .The students keenly participated throughout. Prof. Kishore helped students analyse the significance of Integration of Media and Management. He urged them to gather knowledge about Management and Finance to be able to appreciate media dynamics.

He furnished a clear picture of PR - before and after 1990. He helped students understand the new arenas PR has to offer.

Mr . Kishore had very well put out the differentiation in Corporate Communication and PR so that the students can find a clear objective of what they ought to settle for. He stated that Corporate communication is Internal PR. It is not a 9 to 6 job as one expects it to be infact a PRO has to build one's own image in different social media sites which helps him building a brand image for the company in this corporate world.

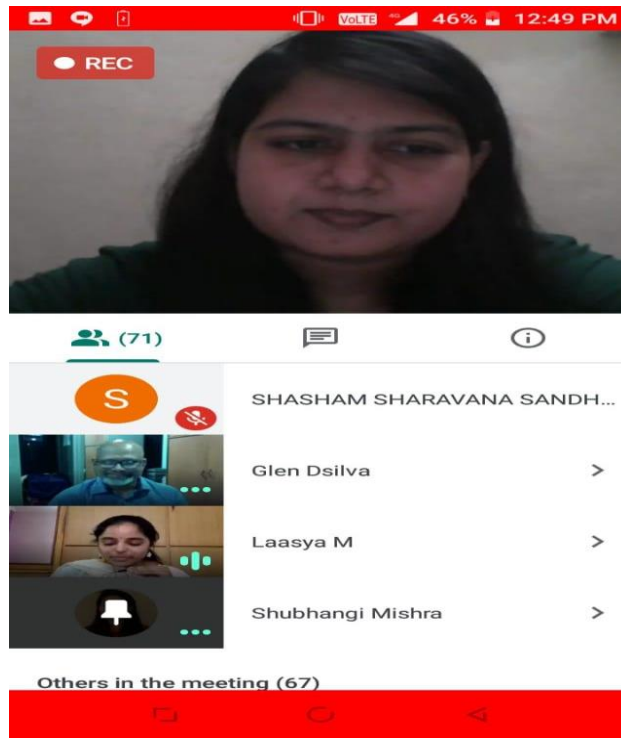
One of the students enquired Professor whether a PR has to give more value to his human ethics or his work ethics Prof. Kishore has answered it in very insightful manner. He says a PR should never cross the legal line on the name of company's Benefits. As a PR it's the personnel's first and foremost priority to build brand image and maintain reputation by taking up all sorts of help needed balancing both of his human and work ethics.

The First Ever Online Guest Lecture altogether was insightful and it greatly helped students distinguish between different areas of Corp Comm & PR and also to create a path for themselves in such creative fields.

2. Photos with Caption –



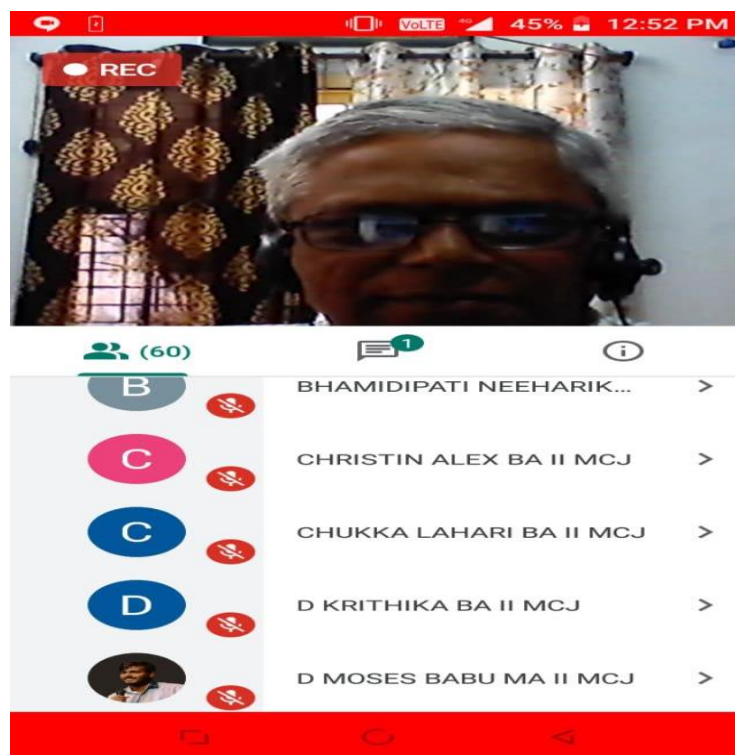
Mr.Glen Silva HOD inviting the students and Guest for the Webinar



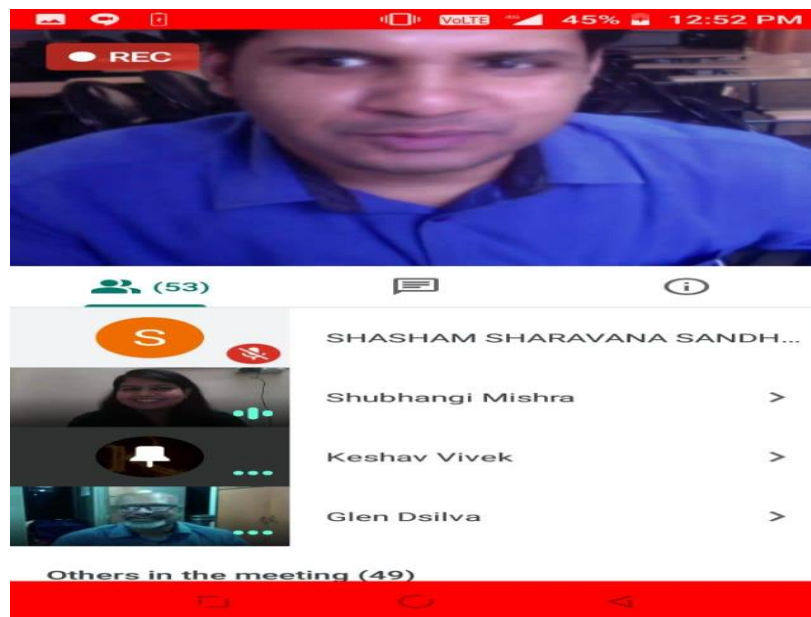
Ms.Shubhangi Mishra, Asst.Prof introducing Prof.Kishore Gubburi to the students



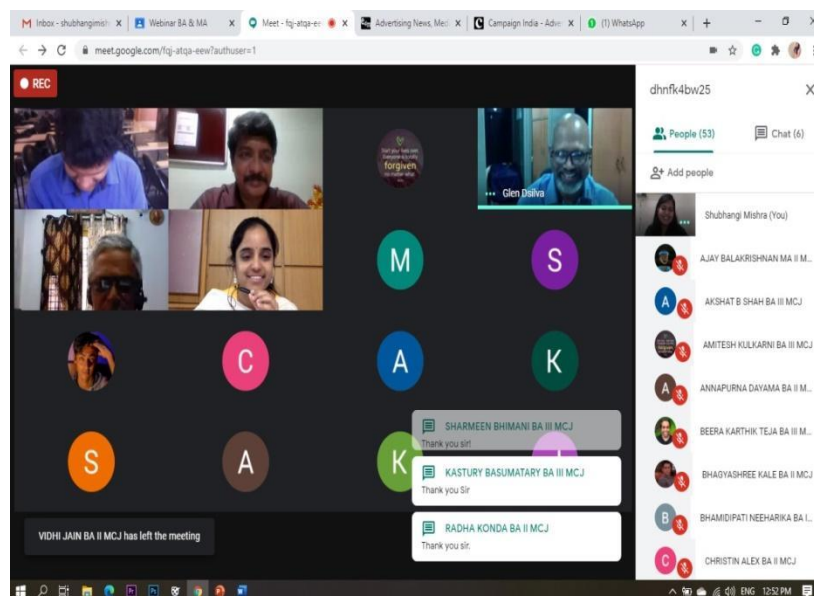
Prof.Kishore Gubburi giving lecture about PR



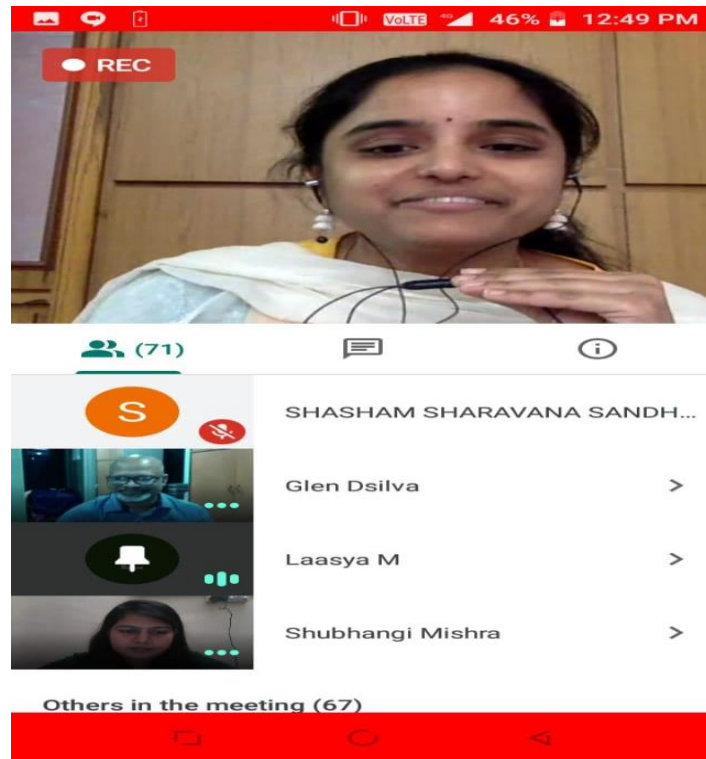
Prof. Nagarjuna giving his regards to Mr.Kishore for sharing his experience of Media communications



Prof. Keshav discussing about PR with the Guest Lecturer



Webinar session in Google Meet



Mrs. Laasya Giving Vote of Thanks

3. Outcome of the Event – an insightful session with students in helping them to know about the corporate world
4. List of students participated

kakara Mouryan	BA2(MCJ)
Bhamidipati Neeharika	
Sabapathi Sucharitha	
Srestha Roy	
Thotakuri Naveen Yadav	
Santoon Kumar das	
Dhaval Solanki	
Parupally Niharika	
Vidhi Jain	
Thripurnapalli Aaron Ephraim	
Rameshwaram Pragnya Akanksha	
Mir Umar Khan	

Tallapalli Sushma
Malyala Harendra Yadav
Elati Charmi Reddy
Puchalapalli Sarah Roshini
Vanshita Sharma
Radha Konda
Darshita Jain
Shaik Abdul Safwan
Tushar Jain
Pogaku Manish Kumar
Tanzeel Noor
Chawada Dipen
mohammed abdul quadeer
mokshit mehta
md zumar ali hassan
tabeer fatima khusrou
annapurna dayama
bhagyashree kale
christin alex
chukka lahari
d krithika
g joshua emmanuel
k sri jahnvi
kashapaga pranathi
kashish kalwani
mandadi durgabhavani
mogilaboina tharun
komuravelli vaibhav gangadhar
potharam vashista
prarthana agarwal
vaishnavi ch
saneet kumar goud konduri
sharma sakshi
bhukya shivananda swamy

Vemavarapu Shailaja BA3(MCJ)
abubakr muhammed mubashir
Vandana
pnv sree lakshmi
akshat b shah
josephine mavis thogaru
b.mahesh chandra
manisha jain
akansha

beera karthik teja
bhukya shivani
daraksha
devaraj hans
hannan fatima
jangala vijay krishna
k.nikitha rachel melissa
ps aishwarya
amitesh kulkarni
ria deepak lakhani
sebastian joel
sejal arora
shesham shravana sandhya
vadde ashok
vadlamani shreya
y venkatesh hrushikesh
zeeyan minsariya
prajwal sharma
harry wilfrid pranay
sajin s
mohd hassan quadri
gautam abichandani
priyanka chotai
sharmeen bhimani
kastury basumatary
vulligundam ruthwik
Ferin bhimani
habeeb abdul raheem
s kumkum jain



ST. JOSEPH'S DEGREE & P.G COLLEGE

Autonomous College of Osmania University

Re-Accredited by NAAC with "A" Grade

DEPARTMENT OF MASS COMMUNICATION & JOURNALISM

Living through Covid -19: Indian Perspectives

A Webinar Series conducted by the Department of Mass Communication and Journalism, St. Joseph's Degree and PG College, Hyderabad in collaboration with the Department of Journalism and Mass Communication, Osmania University and Centre for Digital Education Technology, Osmania University, Hyderabad.

S.No	Date	Topic	Time	Resource Person
1	18-05-2020	Covid-19: Impact on Indian Media	11:00am to 1:00pm	Prof K. Stevenson Head, Dept. of Journalism & Mass communication , Osmania University Prof. G. Naga Mallika Dept. of Communication (EFLU) Moderator- PLV Sir
2	19-05-2020	Impact of Covid-19 on the Indian Economy in ref to Medium and Small-Scale Industry	11:00am to 1:00pm	Mr. Kishore - Asst Dean GBS Mr. Sudhakar – Industrialist Moderator-PLV Sir
3	20-05-2020	The Emerging Humanitarian Crisis-Migration	11:00am to 1:00pm	Ms.Namratha Jaiswal Founder- Aman Vedhika Ruthvika- Volunteer Youngistan Moderator-PLV Sir
4	21-05-2020	Covid -19: Game Changer for the Indian education sector	11:00am to 1:00pm	Mr. A.Muthyam (AMID EDUTECH) Mrs. S. Supriya Senior Producer , MOOCS Co-ordinator (EMRC, EFLU) Moderator-PLV Sir

5	22-05-2020	Life after Covid: Social & Virtual Life	11:00am to 1:00pm	Ms. Padma Priya Founder Editor Suno India Moderator-PLV Sir
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ST. JOSEPH'S
DEGREE & PG COLLEGE
HYDERABAD, INDIA.

The Dept. of Mass Communication & Journalism

in
collaboration
with

Dept. of Journalism
and
Mass Communication,
Osmania University.



Center for Digital
Education Technology,
Osmania University.

presents

Living through Covid-19: Indian Perspectives

(A 5 day WEBINAR Series)

FDP/ PROFESSIONAL DEVELOPMENT PROGRAMME WEBINAR

18th to 22nd May - 11 am to 1 pm

Day 1

**Covid-19:
Impact on
Indian Media**

**18th May 2020,
11:00 AM to 1:00 PM**



Prof. K. Stevenson,
Head. Dept. of Journalism
and
Mass Communication,
Osmania University.



Prof. G. Naga Mallika ,
Communication Dept.
English & Foreign Languages
University,
Hyderabad.

Day 2



Mr. Kishore Gubburi,
Associate Dean,
Gurunak Business
School



Mr. Sudhakar Goud,
Industrialist

**Impact of
Covid-19
on the
Indian Economy
in reference to
Medium and Small-Scale
Industry**

**19th May 2020,
11:00 AM to 1:00 PM**

Day 3				
The Emerging Humanitarian Crisis-Migration. <hr/> 20th May 2020, 11:00 AM to 1:00 PM		Ms. Namratha Jaiswal, Aman Vedika		Ms. Ruthvika, Volunteer, Youngistan Foundation
Day 4				
	Mr. A. Muthyam (AMIDA EDU TECH)		Mrs. S. Supriya Senior Producer, MOOCS Co-ordinator (EMRC, EFLU)	COVID -19: Game Changer for the Indian education sector <hr/> 21st May 2020, 11:00 AM to 1:00 PM
Day 5				
Life after COVID: Social & Virtual Life <hr/> 22nd May 2020, 11:00 AM to 1:00 PM		Smt. Shulagna Sarkar, Assistant Prof, Head HR Dept, IPE HYD		Ms. Padma Priya Founder Editor Suno India
MODERATOR  Prof PL Vishweshwar Rao Director, St. Joseph's Degree & PG College		Registration Link: https://forms.gle/QuMxSaiw7fCEMvvd8 E- Certificates to Participants Contact Number : Glen D'Silva - +91-9073288793 / Shubhangi Misra- +91-7032655213 Mail us on: bamasscomdept@josephscollege.ac.in		
Tech Support by		 AMIDA EDU TECH		

The Department of Mass Communication and Journalism, St. Joseph's Degree and PG College in collaboration with the Department of Mass Communication and Journalism, Osmania University and Center for Digital Technology, Osmania University conducted an FDP/Professional Development Programme of webinars, "Living through COVID -19: Indian Perspectives"

The set of these 5 webinars was held from 18th May 2020 to 23rd May 2020. Each of them were of 2 hours each everyday, from 11.00 am to 1.00 am. Professor P L Vishweshwar Rao, Director of St. Joseph's Degree and PG College acted as the moderator in all the five sessions of the webinar.

Day 1: The inaugural webinar's was held on 18th May 2020. The theme was "Covid-19: Impact on Indian Media". The resource person for this session was Professor K. Stevenson from Osmania University and Professor G.Naga Mallika from English and Foreign Languages University. Professor G.Naga.Mallika was the first to speak. She spoke about how the Indian Media was dealing with news and how they were one of the main sources of spreading awareness about the Covid 19 Pandemic. She gave some examples as well such as how the news regarding the tablighi Jamat. Professor K.Stevenson was the next to speak. The future of media was discussed in accordance to the effects and the future consequences of the pandemic. Questions were posed by the participants through chat which was put forward to the speakers by Ms. Shubhangi Misra and Mr.Keshav Vivek, faculty from St.Joseph's Degree and PG College.

Day 2:- The second webinar was held on 19th May 2020. The theme was "Impact of Covid-19 on the Indian Economy in ref to Medium and Small-Scale Industry". The resource person were Mr. Kishore Gubburi- Associate Dean, Gurunanak Business School and Mr. Sudhakar Goud, Industrialist. Mr.Kishore Gubburi began with speaking about how the Covid crisis had affected and will further affect the economy. According to him, one of the fatal to the economy in the following months would be negative GDP growth which might continue for the entire financial year 2020-2021. The 20 lakh crore package by the government was also discussed along with the impact the pandemic has on various sectors. Job cuts were highlighted with examples such as Swiggy announcing almost 1000 jobcuts. Mr. Sudhakar Goud spoke about the effect of the pandemic on the MSME's. The issues and challenges faced by them were discussed. Questions were posed by the participants through chat which was put forward to the speakers by Ms. Shubhangi Misra and Mr.Keshav Vivek, faculty from St.Joseph's Degree and PG College.

Day 3:- The third webinar was conducted on 20th May 2020. The theme discussed was "The Emerging Humanitarian Crisis- Migration". The resource person were Ms.Namratha Jaiswal, Founder- Aman Vedhika, Venkat Reddy, National Convener from the MV Foundation and Ruthvika- Volunteer, Youngistan Foundation. Ms. Namratha Jaiswal was the first speaker of the day and she began with the services the organisation "Aman Vedhika" provided to the poor, marginalized, homeless and underprivileged women and children. Precautionary measures were taken at the shelters. The humanitarian crisis was also spoken about and how the sudden lockdown affected people, especially migrants. The next speaker was Mr. Venkat Reddy who begun with how migrant children and orphans were affected due to the pandemic. Lack of food and shelter and the migrants trying to get home were also discussed. Ruthvika was the last speaker of this session. She discussed the conditions of the migrants and homeless which she sees while volunteering for the Youngistan Foundation. She also shared her experiences. Questions were posed by the participants through chat which was put forward to the speakers by Ms. Shubhangi Misra, Mr. Jeeva Rathan and Mr.Keshav Vivek, faculty from St.Joseph's Degree and PG College.

Day 4:- The fourth webinar was held on 21st May 2020. The theme for the session was " COVID-19 : A Game Changer for the Indian Education Sector. The panel of resource person were Mrs. S. Supriya Senior Producer , MOOCS Co-ordinator (EMRC, EFLU) , Mr.A Muthyam from AMIDA EDUTECH,

Professor K.Stevenson and Professor Srinivasalu from Osmania University.

Mr. Stevenson made the opening remarks and discussed the impact of the pandemic on the education sector and how the colleges were dealing with it. Professor Srinivasalu was next. He discussed the long term impact and changes in the education sector due to Covid 19. The situation was also assessed.

Mrs. Supriya discussed the impact of technology on the education sector, the advantages and disadvantages of digital learning, media's role in education and the future of the education sector in relevance to the ongoing pandemic.

Mr.Muthyam discussed how the crisis had affected students all across the world and not just India. E Learning and the blended method of teaching was highlighted. Questions were posed by the participants through chat which was put forward to the speakers by Mrs.Laasya Madhukar and Mr.Jeeva Rathan, faculty from St.Joseph's Degree and PG College.

Day 5:- The last session was held on 22nd May 2020. The concluding topic was “Life after COVID: Social & Virtual Life”. The panel of speakers were Smt. Shulagna Sarkar, Assistant prof, Head HR Dept, IPE, Ms. Padma Priya, Founder Editor, Suno India and Dr. Viraja, Dept of psychology, Osmania University.

Smt Shulagna was the first speaker of the day and she initiated the discussion about how our lives had changed. The challenges likely to face at workplaces once offices started functioning and the precautionary practices which could be followed at home or at work was brought to light.

Ms Padma Priya spoke about how to adapt to the situations which has risen due to corona virus as situations will not be favourable until a cure or vaccine is found. The health factor was also discussed.

Dr. Veeraja enlightened us from a psychological point of view. Mental health issues such as anxiety due to these sudden changes were also highlighted including stress. Questions were posed by the participants through chat which was put forward to the speakers by Ms. Shubhangi Misra and Mr.Keshav Vivek, faculty from St.Joseph's Degree and PG College.

It was a very eye opening and well conducted webinar which spread a lot of awareness and enlightened people. Students and other individuals participating in the webinar were given a different outlook on how the COVID-19 pandemic has actually affected the lives of people all around the world.

20. Project details of students

BA

<u>Roll No</u>	<u>Name</u>	<u>Topic Name</u>
1214-17-400-031	VADDE ASHOK	Research Project on Journalism Ethics and What is it?
121418400001	ABUBAKR MUHAMMED MUBASHIR	Press as fourth estate
121418400002	AKANKSHA	Impact of Indian Reality shows on our Youth and society
121418400003	AKSHAT B SHAH	Impact of consumer behavior Trends (FMCG Products)
121418400004	AMITESH KULKARNI	Music Listening Habits in Hyderabad
121418400005	BHUKYA SHIVANI	Online food Delivery Applications
121418400006	BONDI MAHESH CHANDRA	Impact of Horror Films
121418400008	DARAKSHA	The Rise of E-Learning Apps Amid Covid
121418400009	DEVRAJ HANS	Impact of Digitalization on Traditional Media
121418400010	FERIN BHIMANI	Psychological Effect of Internet memes on the youth
121418400011	GAUTAM ABICHANDANI	Networking through Social Media Applications and its Importance
121418400012	HABEEB ABDUL RAHEEM	Impact of Social Media and Youth
121418400013	HANNAN FATIMA	Online Vs Offline Exam, which one is better During Covid-19
121418400014	HARRY WILFRID PRANAY	Consumer's Preference on OTT Platforms During Lockdown
121418400015	JANGALA VIJAY KRISHNA	The raising of OTT platforms during the pandemic and its future scope
121418400016	JOSEPHINE MAVIS THOGARU	Impact of Facebook on the lives of People
121418400017	KANAPARTHI NIKITHA RACHEL MELISSA	The future of journalism in Digital Age

121418400018	KANNEGULLA SAHITHI	Online Journalism
121418400019	KASTURY BASUMATARY	Impact of covid 19 on our mental health
121418400020	MANISHA JAIN	Importance of social media during pandemic
121418400021	MOHD HASSAN QUADRI	Indian Nationality Law
121418400022	MUNNANGI VIDHYA EDWARDS	Media Content and Law of DMU
121418400023	PERI NAGA VENKKATA SREE LAKSHMI	Impact of covid-19 in Indian Education
121418400024	PERAMBAI SRIKANTH AISHWARYA	Social Media: The Covid Resources Amplifier
121418400025	PRAJWAL SHARMA	Impact of social Media on Mental health
121418400026	PRATHIPATI RUFUS	OTT platform
121418400027	PRIYANKA CHOTAI	The Importance of Social Media and Technology on Fashion Industry
121418400028	RIA DEEPAK LAKHANI	YouTube Advertisement Ecosystem-how does it work?
121418400029	S KUMKUM JAIN	Role of Digital Channels in Enhancing Internal Corporate Communication
121418400030	SAJIN S	Impact of COVID-19 on Film Industry
121418400031	SEBASTIAN JOEL	Impact of COVID-19 on Digital Payments
121418400032	SHARMEEN BHIMANI	The rise of OTT platforms during Covid-19 lockdowns
121418400033	SHESHAM SHRAVANA SANDHYA	Dissertation on Film Remakes
121418400034	VADLAMANI SHREYA	Thrift stores
121418400035	VANDANA	The Impact of Social Media Marketing on Youth
121418400036	VEMAVARAPU SHAILAJA	How social media influences business reputation
121418400037	VULLIGUNDAM RUTHWIK	The Impact of Youtube Algorithm on its Audience
121418400038	Y VENKATA HRUSHIKESH	

121418400039	ZEEYAN MINSARIYA	Social Media Brand Image and building
121418400040	SEJAL ARORA	Online classes during pandemic
121418400041	BEERA KARTHIK TEJA	Comparsion between Traditional Mediaand social Media: Intermsof how people find about news
121418400042	MASANGARI MAYURI	Newspaper reading habit in telugu states
121418400043	MORGE SHUBAM	Snaphchat-social media
121418400044	S.F. R. SNEHIT	

MA

MA 2019-21 Dissertation Report

R No	Student Name	Dissertation Title
4001	Ajay Balakrishnan	A Study on Online Education
4002	Harish Sharma	Analysis OF Ethno-Religious Identity
4003	Anjana Rajendran	Online Shopping & Consumer Behavior
4004	Ms. Katikala Jamir	ABSENT
4005	Voggu Mohit Sai	Media Reportage on Beef Ban
4006	Karuturi Sri Vidhya	Study on OTT Platform Usage during Lockdown
4007	T.E.P. Sushanth	ABSENT
4008	L.Vennela	Social Media Addiction among Youth
4010	Shubana Ahsaan	Emergence of Social Media
4011	D.Moses Babu	Impact of Online Gaming Applications on Social Relations
4012	Afsheen Viqar	ABSENT
4013	Killady Jessy Florence	Television Viewing Habits & Mental Health
4014	D.Akash	Role of Media in Law & Justice
4015	Nagaram Shivani	Impact of OTT Platforms on Television during Pandemic
4016	A. Shradha	Media & Disaster Coverage
4017	M. Sai Dheeraj	Social Media Usage
4018	H. Sai Chandrashekar	ABSENT
4019	Soham Prasad	Impact of Covid-19 on Digital Mkting & Advtising
4020	Mohd Abdul Hussain	Impact of TV on Children in Contemporary Society

21. Student Participation in Fests/Competitions Outside College

STUDENT ACHIEVEMENTS

Aishwarya P	Bhratanatyam&Kuchipudi Performed in State, National & International Dance Festivals
Vaishnavi.C	“PaduthaTeeyaga” Singing Competition Finalist - ETV Channel
Sajin S	Director of Photography Film :Aham OTT Platform
Shivani	V6 TV News Anchor & Reporter



SFR SNEHIT	Gold Medalist –ITTF World Junior Circuit
	Gold Medalist – Khelo India youth National Games 2020
	National Championship Bronze Medalist 2020
VARUN SHANKER	Gold Medalist – Junior & Youth Championship 2020 State
	FCI- Bronze Medalist



24. Internship Details:**BA (MCJ) IIIrd Year**

<u>Roll No</u>	<u>Name</u>	<u>Internship</u>	<u>Role</u>
121418400001	ABUBAKR MUHAMMED MUBASHIR	Inhouse college project	College Project
121418400002	AKANKSHA	Nations Rock Beat	Community Manager
121418400003	AKSHAT B SHAH	Suno India	Reporting, Editing & Communication intern.
121418400004	AMITESH KULKARNI	Nishumbita Ballet & Theatre Group	Holistic role (includes acting, singing, dance, management, backstage, music execution, etc.)
121418400005	BHUKYA SHIVANI	V6 news	Program anchor and Field reporting
121418400006	BONDI MAHESH CHANDRA	DISHA TV	Reporting and Video editing.
121418400008	DARAKSHA	Author profile	Digital marketing/content creator
121418400009	DEVRAJ HANS	Dev and Deep Group	Public Relations
121418400010	FERIN BHIMANI	Deliciux Food Box	Social Media Marketer
121418400011	GAUTAM ABICHANDANI	ABC Talkies Pvt. Ltd.	Marketing Intern
121418400012	HABEEB ABDUL RAHEEM	Citi India News	Social Media Admin
121418400013	HANNAN FATIMA	A18 Telangana News Channel	Anchor, Voice over artist, Article writer
121418400014	HARRY WILFRID	V6 News	Cameraman

	PRANAY		
121418400015	JANGALA VIJAY KRISHNA	Swimdeep Technologies	Camera-man, Editor
121418400016	JOSEPHINE MAVIS THOGARU	Inhouse college project	College Project
121418400017	KANAPARTHI NIKITHA RACHEL MELISSA	HMTV hyd	Panel Producer (traniee)
121418400018	KANNEGULLA SAHITHI	Inhouse College Project	College Project
121418400019	KASTURY BASUMATARY	OFSO Charitable Society	Content Creator
121418400020	MANISHA JAIN	inhouse college project	college project
121418400021	MOHD HASSAN QUADRI	Chitralekha Studios Pvt Ltd	Cameraman and Editor
121418400022	MUNNANGI VIDHYA EDWARDS	TSRTC Bus Bhavan Hyd	PR Trainee
121418400023	PERI NAGA VENKKATA SREE LAKSHMI	Perfect Relations	Client servicing team
121418400024	PERAMBAI SRIKANTH AISHWARYA	Zee Telugu	Non fiction programming intern
121418400025	PRAJWAL SHARMA	The Mind School (YouTube)	Video Editor
121418400026	PRATHIPATI RUFUS	DTDC courier services	PR trainee
121418400027	PRIYANKA CHOTAI	Mahaveer Impex	Social Media Marketing
121418400028	RIA DEEPAK LAKHANI	in house college internship project	college project
121418400029	S KUMKUM JAIN	Nestlé India	Corporate Affairs

121418400030	SAJIN S	Aha - OTT Film	Director
121418400031	SEBASTIAN JOEL	OTT Film	Asst. Director
121418400032	SHARMEEN BHIMANI	Arin & Human	Business Operations Intern
121418400033	SHESHAM SHRAVANA SANDHYA	Voice4girls	Online Trainer for Parichay Camp
121418400034	VADLAMANI SHREYA	Hashtagu	social media promotions (promoting the page)
121418400035	VANDANA	NIEM HYDERABAD	creative writer
121418400036	VEMAVARAPU SHAILAJA	Career Domain	Public Relations intern
121418400037	VULLIGUNDAM RUTHWIK	Swimdeep Technologies	Video Presenter (Also Social Media Head, Editor)
121418400038	Y VENKATA HRUSHIKESH	Lotus creative works	assistant director/production
121418400039	ZEEYAN MINSARIYA	Zamm's Academy	Social Media Management
121418400040	SEJAL ARORA	Perfect Relations	Client Serving Team
121418400041	BEERA KARTHIK TEJA	Gangothri studios Pvt Ltd.	Recording / Live sound engineer
121418400042	MASANGARI MAYURI	Deccan development society	film maker
121418400043	MORGE SHUBAM	Coffee in a Chai Cup	Editor, Camera man
121418400044	S.F. R. SNEHIT	Inhouse college project	College Project
121417400031	V. Ashok	DISHA TV	Reporter

MA Internship Details

R No	Student Name	Internship Title
4001	Ajay Balakrishnan	Infantry Divn HQ, Secunderabad
4002	Harish Sharma	Infantry Brigade, Mehdipatnam
4003	Anjana Rajendran	Jeevan Telecommunication Ltd
4004	Ms. Katikala Jamir	ABSENT
4005	Voggu Mohit Sai	Heart Cup
4006	Karuturi Sri Vidhya	Qentelli
4007	T.E.P. Sushanth	ABSENT
4008	L.Vennela	Accenture Solutions
4010	Shubana Ahsaan	Palestine-Israel Reportage (College)
4011	D.Moses Babu	Virtually Signs
4012	Afsheen Viqar	ABSENT
4013	Killady Jessy Florence	Srajan Welfare Society
4014	D.Akash	Organicbot
4015	Nagaram Shivani	Grow With Media
4016	A. Shradha	Srajan Welfare Society
4017	M. Sai Dheeraj	HMTV
4018	H. Sai Chandrashekar	ABSENT
4019	Soham Prasad	Grow With Media
4020	Mohd Abdul Hussain	World Youth Media Team

30. Parent-Teacher Meet:

ODD SEMESTER	BA (MCJ) Istyr- 35 BA (MCJ) IIndyr- 27 BA (MCJ) IIIrdyr- MA-1 MA-2 - NIL	NIL
27th November 2020	—	

EVEN SEMESTER	BA (MCJ) Istyr- 30 BA (MCJ) IIndyr- 24 BA (MCJ) IIIndyr- 16 MA-1 — MA-2 - NIL	NIL
22 nd May 2020		

38. Future Plans of the Department:

- Specialization in Masters program- Print, Television, Radio, Digital Media
- Develop a Media Research Cell to carry out Specific Media Research.
- Start courses related to Fact Checking, content writing.
- Include Cyber culture, Convergence journalism in syllabus.