

ST. JOSEPH'S DEGREE AND PG COLLEGE

AUTONOMOUS – AFFILIATED WITH OSMANIA UNIVERSITY

RE-ACCREDITED BY NAAC WITH 'B++' GRADE

KING KOTI ROAD, HYDERABAD, TELANGANA

THE DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

ANNUAL REPORT

2021 – 2022

MR. GLEN D' SILVA

Head, Dept. of MCJ

REV. FR. DR D SUNDER REDDY

Principal

RAM PRASHANTH KUMAR

Assistant Professor

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DEPARTMENT OF MASS COMMUNICATION

1. About the College:

St. Joseph's is 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 27 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

BEST COLLEGES

→ ARTS

TOP 3

CITY-WISE COLLEGES

YASIR IQBAL

EXAM DAY
Students at St. Stephen's College

DELHI

- HINDU COLLEGE
- ST STEPHEN'S COLLEGE
- MIRANDA HOUSE

MUMBAI

- SVKM'S MITHIBAI COLLEGE OF ARTS, CHAUHAN INSTITUTE OF SCIENCE & AMRUTBEN JIVANLAL COLLEGE OF COMMERCE & ECONOMICS (AUTONOMOUS)
- SOPHIA COLLEGE FOR WOMEN
- K.J. SOMAIYA COLLEGE OF ARTS AND COMMERCE (AUTONOMOUS)

CHENNAI

- MADRAS CHRISTIAN COLLEGE
- LOYOLA COLLEGE (AUTONOMOUS)
- STELLA MARIS COLLEGE (AUTONOMOUS)

BENGALURU

- DEPARTMENT OF HUMANITIES &

SOCIAL SCIENCES, CHRIST (DEEMED TO BE UNIVERSITY)

- ST JOSEPH'S COLLEGE (AUTONOMOUS)
- KRISTU JAYANTI COLLEGE

HYDERABAD

- ST FRANCIS COLLEGE FOR WOMEN
- ST ANN'S COLLEGE FOR WOMEN
- ST JOSEPH'S DEG. & PG COLLEGE

PUNE

- SYMBIOSIS COLLEGE OF ARTS & COMMERCE
- ST MIRA'S COLLEGE FOR GIRLS
- FACULTY OF LIBERAL ARTS, DR VISHWANATH KARAD MIT-WORLD PEACE UNIVERSITY

CHANDIGARH

- MEHR CHAND MAHAJAN DAY COLLEGE FOR WOMEN
- DAV COLLEGE, SECTOR-10

3. GOSWAMI GANESH DUTTA SD COLLEGE

JAIPUR

- S.S. JAIN SUBODH PG (AUTONOMOUS) COLLEGE
- ST WILFRED'S PG COLLEGE
- STANI MEMORIAL PG COLLEGE

COIMBATORE

- DR N.G.P. ARTS & SCIENCE COLLEGE (AUTONOMOUS)
- SRI RAMAKRISHNA COLLEGE OF ARTS & SCIENCE
- DR S.N.S. RAJALAKSHMI COLLEGE OF ARTS & SCIENCE

KOCHI

- SACRED HEART COLLEGE (AUTONOMOUS), THEVARA
- BHARATA MATA COLLEGE
- ST XAVIER'S COLLEGE FOR WOMEN

6

INDIA TODAY | JULY 6, 2020

The college is ranked the third 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. | Glen D Silva | M.A. Communication, MA English | Asst Professor Specialization: Television Production & Visual Communication | 22 years of experience in Television Production. 2 years teaching at St. Joseph's Degree & PG College. | FULL TIME |
| 3. | 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 |
| 4. | Laasya Madhukar | M.A.(MCJ) | Asst Professor Specialization: Reporting and Editing, Evolution Arts | 8 years in teaching | PART TIME |
| 5. | 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 |
| 6. | 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 |

| | | | | | |
|-----|---------------------|---|--|--|------------------|
| 7. | Shayne Reynolds | MA Communication | Specialization: Audio Production, Photography, Editing | 10 years' experience | FULL TIME |
| 8. | Shiva Kumar Reddy | MA Mass Communication and Journalism | Asst. Professor Specialization: Mass Media Theories, Media Laws, and Ethics | Fresher | FULL TIME |
| 9. | Sriveda Baswapoor | MA MCJ | Asst. Professor Specialization: Research, Corporate Communication | Fresher | FULL TIME |
| 10. | Shiney Solomon | MA Journalism and Communication | Asst. Professor Specialization: Media in India, Development communication | 2 Years in Entrepreneuers hip | FULL TIME |
| 11. | Ram Prashanth Kumar | MA Journalism and Communication (TS-SET, UGC-NET) | Asst. Professor Specialization: Television Production, Mass Media Research | 2 years in the TV Production, 1 Year in teaching | FULL TIME |
| 12. | Noel Bandari | MA Journalism and Communication | Asst. Professor Specialization: Advertising, PR | 2 Years in Advertising 1 year in teaching | FULL TIME |



ST. JOSEPH'S DEGREE & PG COLLEGE

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

Tentative Almanac for Semesters I, III & V (UG) Academic Year 2021-2022

| S.No | Particulars | Academic Year 2021-22 |
|------|--|--|
| 1. | Commencement of III & V Semester Classes (Online Mode) | 23 rd August 2021 |
| 2. | First Year Students Induction Program | 1 st September 2021 to 6 th September 2021 |
| 3. | Commencement of I Semester Classes (Online Mode) | 7 th September 2021 |
| 4. | I-Internal Examinations | 21 th October To 28 th October 2021 |
| 5. | Examination Notification | 1 st December 2021 |
| 6. | II-Internal Examinations | 6 th December To 13 th December 2021 |
| 7. | Internal Practical Examinations | 15 th December To 23 rd December 2021 |
| 8. | Submission of Examination Forms | |
| | A. Without Late Fee | 15 th December 2021 To 20 th December 2021 |
| | B. With late Fee | 21 st December 2021 To 23 rd December 2021 |
| 9. | Last day of Instruction | 23 rd December 2021 |
| 10. | Preparation Holidays | 24 th December 2021 To 2 nd January 2022 |
| 11. | HVGS Exam for SEMESTER-I | 3 rd January 2022 |
| 12. | Semester End Examinations (Theory) | 5 th January 2022 |
| 13. | Semester End Examinations (Practical) | 3 rd February 2022 To 10 th February 2022 |
| 14. | Commencement of II, IV & VI Semester Classes | 14 th February 2022 |

H. Karo.
Controller of Examinations

Fr. Th. Schauf
Director of Evaluations

P. B. Reddy
Principal 6/8/2021

5. ALMANAC FOR (UG&PG) ACADEMIC YEAR 2021 -2022

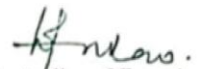


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Tentative Almanac of MA (PG) for Semesters III Academic Year 2021-2022

| S.No | Particulars | Academic Year 2021-22 |
|------|--|--|
| 1. | Commencement of III Semester Classes (Online Mode) | 1 st September 2021 |
| 2. | I-Internal Examinations | 21 st October To 25 th October 2021 |
| 3. | Examination Notification | 24 th November 2021 |
| 4. | II-Internal Examinations | 6 th December To 10 th December 2021 |
| 5. | Internal Practical Examinations | 15 th December To 18 th December 2021 |
| 6. | Submission of Examination Forms | |
| | A. Without Late Fee | 15 th December 2021 To 20 th December 2021 |
| | B. With late Fee | 21 st December 2021 To 23 rd December 2021 |
| 7. | Last day of Instruction | 23 rd December 2021 |
| 8. | Preparation Holidays | 24 th December 2021 To 2 nd January 2022 |
| 9. | Semester End Examinations (Theory) | 5 th January 2022 |
| 10. | Semester End Examinations (Practical) | 17 th January 2022 To 20 th January 2022 |
| 11. | Commencement of IV Semester Classes | 2 nd February 2022 |


Controller of Examinations


Director of Evaluations


Principal

Department of Mass Communication

Workload Statement for 2021 -2022

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 Iyr | 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 |

Jeeva 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 |

SJC Mass Comm

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

| SNO | TITLE OF THE PROGRAM | Name of the Faculty |
|------------|--|--|
| 1. | National Seminar on Basics of Research and Funding Agencies | <ul style="list-style-type: none"> • Glen D'silva • Laasya Madhukar |
| 2. | MEDIATRON, International Media Virtual Symposium. | <ul style="list-style-type: none"> • Sriveda Baswapoor • Shiva Kumar Reddy • Shiney Solomon |
| 3. | Workshop on India Data Portal | <ul style="list-style-type: none"> • Glen D'silva • Lassya Madhukar |
| 4. | Workshop on National Education Policy(NEP) | <ul style="list-style-type: none"> • Shubhangi Mishra |
| 5. | Reconstructing Vital Tenets of Journalism and Communication organized by Department of Journalism and Mass Communication, St. Pauls College, Bangalore | <ul style="list-style-type: none"> • Glen D'silva • Lassya Madhukar • Sriveda Baswapoor • Shiva Kumar Reddy • Shiney Solomon • Jeeva Rathan • Shayne Reynolds |
| 6. | Online FDP on Student-Centric Methods and Evaluation | <ul style="list-style-type: none"> • Shiney Solomon |

10. Paper Setters/ Member of any Bodies

- 1. Glen D' Silva**, Paper Setter for St. Francis Degree and PG College
- 2. Keshav Vivek**, Paper Setter for St. Francis Degree and PG College
- 3. Laasya Madhukar**, Paper Setter for St. Pious Degree and PG College
- 4. Laasya Madhukar**, Paper Setter for Bhavans Degree College
- 5. Laasya Madhukar**, Paper Setter for Koti Women's College
- 6. Shiva Kumar Reddy**, Paper Setter for St. Ann's Degree and PG College

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 recharable batt VW-VBD 58 battery – 3 No's
- Sony memory card 64 gb uhsx-11sdx card- 3 No's
- Data video HDMI– SDI converter dac-9p HDMI to sdi converter – 2 No's
- HDR-video rechdr -60 datavideo recorder – 1 No
- Intercom set up itc-100 8-way intercom- 1 No
- Lapel mics- AKG lapel – 1 No 88
- FCP –Editing Systems (22 No's)
- Pro- Tools Audio Recording System- 1 No

13. Details of Student Strength

BA

- BA Mass Communication Iyr – 38
- BA Mass Communication IIyr – 53
- BA Mass Communication IIIyr – 48

MA

- MA-1 – 31
- MA-2 – 32

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

Subject of the Meeting: **Orientation session for the batch 2021 & Ice-breaking session**

Date: **13 October 2020**

Day: **Monday**

Time: **09:00 AM**

Mode of Meeting: **Online (Google Meet)**

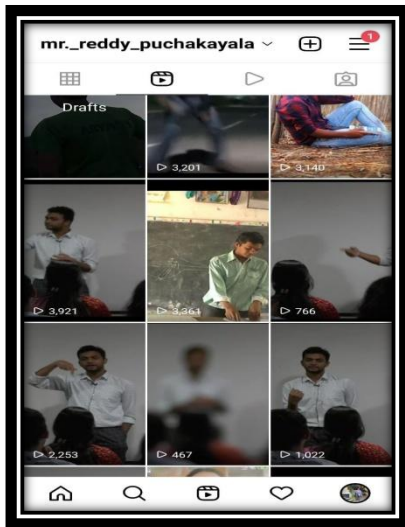
In Attendance: HOD of the Department of Mass Communication, Mr. Glen D' Silva, Class Incharge, Mr. Shiva Kumar Reddy, HOD of English Department Dr. Sangeetha Motkar Faculty of English Department, Mrs. Rupa Josephine Faculty of Psychology Department, Mrs Amtul Fatima, Students of BA MCJ I, II and III years. The meeting commenced with Mr. Glen D' Silva, HOD of the Department of Mass Communication, welcoming all the students of BA MCJ department, introducing the faculty members, and handing over the meeting to the faculty for their orientation. Mr. Shiva Kumar Reddy took over the meeting and proceeded to give an introduction of himself and his subjects, while also briefing the students about the basic rules and regulations.

Following Mr. Glen D' Silva, Ms. Laasya Madhukar took over the orientation, with a presentation about the college motto "Knowledge, Service and Love", and continued to explain the basic campus rules and regulations, dress code, attendance percentages, examination process, timetables, and schedules. A crisp presentation was given on Four Clubs, i.e, *Lumiere Club*, *Eikona Club*, *Dilse-Josephites Club*, and *Gazetari Club*, their vision for the year. Followed by Questions and answers.

Ms Amtul Fatima, faculty of the Psychology Department, took over the meeting and gave an insight into the syllabus and activities of Psychology. She also explained the holistic importance of the particular course and its significance in the future. Next, Dr. Sangeetha Motkar, HOD of the English Department, proceeded with the orientation, giving the students a talk on life skills, dreams, and opportunities. She too to explaining about the various clubs and their activities we have in the college

Following the faculty orientation, was the ice-breaking session, which commenced with, Prashik, Akansha, Adesh, Sheranya, Samuel and Prerana, they introduced few games for the first years. One game involved each one telling out their reason for choosing Mass Communication, while another game involved them showing a collection of pictures, out of which the first years were expected to relate themselves to a picture and explain the reason for the same.

16. Innovative Teaching Learning Practices



<https://youtu.be/RGWxhvv5Tnw>

Subject: Art of Film Making, Evolution of Arts, TV and Film Studies

Faculty: Mr. Jeeva Rathan

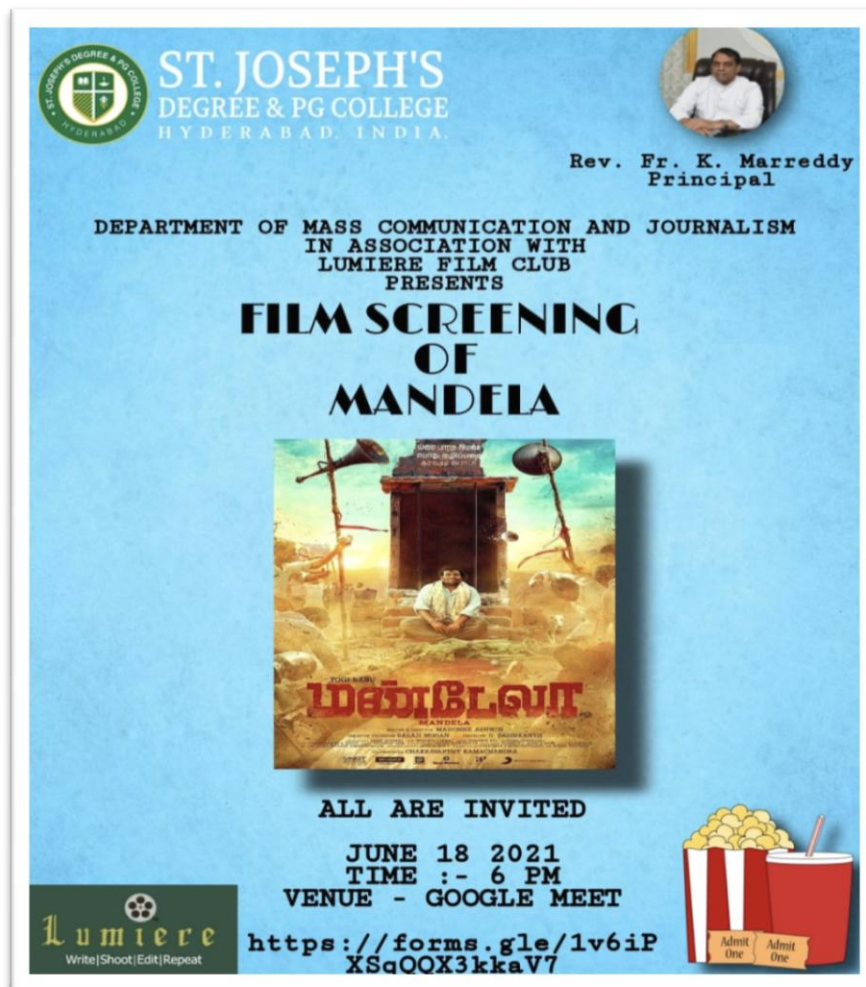
Film Audition Training, Method Acting, Direction

Kunal Sharma and Supreet, acting in a short film produced by UV Creations, a production house owned by Tollywood actor Prabhas



17. BEST PRACTICES OF THE DEPARTMENT

1. LUMIERE FILM CLUB SCREENING.



Title of the Event/Activity: Film screening of "Mandela" by Lumiere film club.

Date & Time: 18th June 2021, 6:00 pm - 9:00 pm

Venue: St Joseph's Degree and PG College, Hyderabad (online)

Target Audience: All the students of St. Joseph's Degree College.

Objective of the Activity: Aim of the film screening was to discuss various aspects of the filmmaking process.

Brief report: The session started without any issues at the stroke of six 'o'clock in the evening. Around 35 students including the Head of the Department Mr. Glen D Silva and Coordinators

Mr. Jeeva Ratan and Ms. Shubhangi Mishra were present for the screening. After a good 2 hours 20 minutes of viewing the film, the session was followed by a Q & A session.


It was a delightful session as many youngsters took part in the discussion. Topics like caste discrimination, Tamilnadu politics and whether or not such a film could be made in the absence of OTT platforms such as Netflix and prime video were discussed at length.


Outcome of the Event:


Students have been introduced to a new genre of filmmaking and they've learnt that stories could be told in any setting irrespective of the complexity of the issue. Most important, they discovered how such a complex issue could be conveyed in a simplistic manner without missing the minute details of the topic.

MANDELA (2021) not only provided great entertainment to our students but also kept their minds working long after the film ended.

2. AUGUST 18TH LUMIERE CLUB – PARMANU FILM SCREENING



 **ST. JOSEPH'S**
DEGREE & PG COLLEGE
HYDERABAD, INDIA.



Fr. Dr. D Sunder Reddy
Principal


THIS INDEPENDENCE DAY

*Department of Mass Communication and Journalism
In Association with
Lumiere Film Club*

PRESENTS

**Film screening of
Parmanu - The story of Pokhran**


Lumiere
Write|Shoot|Edit|Repeat

DATE - 18 AUGUST 2021
TIME - 6 PM
VENUE -  Google Meet

Title of the Event/Activity: Film screening of “Parmanu” by Lumiere film club.

Date & Time: 18 August 2021, 6:00 pm - 9:00 pm

Venue: Google meet

Objective of the Activity: To use the medium of films to create awareness about India’s nuclear prowess to discuss how films can propagate Nationalism and be used to inculcate National Unity

Brief report: In continuation of the Independence Week celebrations, the Lumiere club screened, “Pokhran”, The session started at six 'o'clock in the evening. Around 40 students including the Head of the Department Mr. Glen D Silva and the Convenor, Mr. Ratan was present for the screening.

Mr. Glen D Silva welcomed everyone on behalf of the College and Dept. Later, Nikitha Melissa, President of Lumiere club gave a brief introduction about the film followed by the screening. After the screening, the session was followed by a Q & A session.

It was a delightful session as many youngsters took part in the discussion. Topics like nationalism, patriotism and national integration were discussed.

Outcome of the Event:

Students learned that films could bring a sense of national unity, patriotism, and national fervor. They also understood the sacrifices by the Armed forces and the nuclear establishment to make India a nuclear superpower.

3. LUMIERE FILM CLUB In collaboration with SC ST OBC CELL

Title: FILM SCREENING OF 'JAI BHIM'

Date and Time: 12 November 2021, 1:30 pm to 4:30 pm

Venue: Mass Communication Lab, 1st floor

Objective of the event: Objective of film screening of 'JAI BHIM' was to make students understand the ground reality of the largest democracy in the world where caste system still prevails and how system has left citizens belonging to the SC/ST community without any basic rights or help.

Brief Report:

Lumiere Film Club in association with SC/ST/OBC Cell of St. Joseph's Degree and PG College held a film screening of 'Jai Bhim' in the Mass Communication Lab.

Students from BA Mass Communication and Journalism and BA Journalism Psychology and English along with students from B.Com, B.Sc and MA students joined the film screening at 1:30 pm. Students were excited about the film as it was the first offline film screening since the pandemic hit.

After all the students sat, Logistics head of Lumiere Film Club Avani Goyal started with hosting the event where she talked about the film and why it is important in today's time. She also introduced faculties Rathan sir – Convener of Lumiere Film Club and Shanta Ram sir – Convener of SC/ST/OBC Cell.

Various faculties from Mass Communication department as well as second languages department also joined for the screening. Movie was around 2 hours and 35 minutes long and students were fully invested into not only watching but also analyzing various elements that they could see in the film. Students were able to understand the situation SC/ST community is facing and how we have not evolved as a society where everyone has an equal right.

Students reacted positively on the stands of main protagonist and supporting characters as they took the stand for justice of the ones who were crushed by the system in false claims.

After the end of film there was a discussion session organized, where students asked questions to faculties about the issue and gave their opinions about what they feel how relevant is the film to our current society conditions. The discussion session ended with Mr. Shanta Ram

giving a monologue about his experiences working for SC/ST/OBC Cell and what future lies in front of us if this injustice against various castes in India goes on.

The film screening and discussion session ended with a vote of thanks by both the conveners Rathan sir and Mr. Shanta Ram.



Student Introducing the Event



Students Watching the Movie

Outcome of the event: Through the screening students were able to learn about the deprived condition of the SC/ST community in our country despite equal rights to all the citizens is the basis

of our constitution. Students not only got to know the social message of the film but also learned various technical aspects in the process of Filmmaking.



Group Photo after the Screening Session with the Guest, faculty and Students

**4. TITLE OF THE EVENT: INTERACTIVE SESSION ON PHOTOGRAPHY,
COMMEMORATING WORLD PHOTOGRAPHY DAY.**

Online Webinar on account of World Photography Day.

The poster is yellow with a large grey camera lens graphic at the bottom. It features the St. Joseph's Degree & PG College logo and name at the top. A circular portrait of Rev. Fr. Dr. D. Sunder Reddy, Principal, is on the top right. The text 'Dept. of Mass Communication & Journalism in association with' is in the center, followed by the Eikona Photography Club logo and name. Two circular portraits of guest lecturers, Mr. Rajiv Mathew Cherian and Mrs. A. R. Meryl Savithry, are on the bottom left and right respectively. The event title 'WORLD PHOTOGRAPHY DAY' is in large bold letters, followed by 'Interactive session on photography'. The date and time are listed as Friday, 20th August 2021, 11:30AM-1:00PM. A 'STREAMING ON' section with a Google Meet icon is at the bottom right.

ST. JOSEPH'S
DEGREE & PG COLLEGE
King Koti, Hyderabad

Rev.Fr.Dr.D Sunder Reddy
PRINCIPAL

Dept. of Mass Communication & Journalism
in association with

EIKONA
life through a lens
PHOTOGRAPHY CLUB
Commemorates

Mr.Rajiv Mathew Cherian

Mrs.A R. Meryl Savithry

"WORLD PHOTOGRAPHY DAY"
Interactive session on photography

Date : Friday, 20th August 2021
Time : 11:30AM-1:00PM

STREAMING ON :

Guest lecturers: Mrs. A R. Meryl Savithry and Mr. Rajiv Mathew Cherian

Brief report: AR. Meryl Savithry holds a bachelor's degree in architecture and a master's degree in architectural interiors and has worked in Dubai for a while. Savithry studio Pvt. Ltd. is her proudly founded company, and she is the principal architect of the company. She also teaches at CSIIT,

Arora Design Institute, and Hamstech College of Interiors. Design consultation (architecture/interiors) is one of Savithry studio's verticals.

Management and implementation of construction projects, Execution of interior design projects, Interior design projects of all types, Photographs of buildings, Product photography, interior photography, photographing events, families, and children/maternity, these are the expertise of savithry studio.

Mr. Rajiv Mathew Cherian is a photography hobbyist turned entrepreneur with over 9 years of experience working and collaborating on some of the industry's most influential brands. Fashion & Lifestyle, Retail, Travel & Urban themes, Events, and witty one-liners are among his specialties. He worked for prestigious projects and events being an Official photographer like the 2014 Aero Show. Where only a few photographers are allowed to film inside planes. Supersonic Music and Hardwire Metal Festival are his few other great works where he was the main photographer. Collaborated with Red-bull and many other reputed companies for specific campaigns where the pictures featured on brands' websites.

He photographed and edited events for JW Marriott, Taj Hotels, and UB City outdoor campaigns throughout the city. Selected to work under award-winning photographer -Ashish Parmar Judged photography competition at CMRIT College. He not only conquered the art of photography but also is an entrepreneur in this profession. he established himself very well and here's a list of his Entrepreneurial Experiences.

Images for digital and conventional marketing campaigns for clients.

- Worked on a variety of studio photography projects, including modeling shoots, events, and corporate commissions.
- Managed client funds while developing photography concepts
- Suppliers and contractors engaged in the production shot were contacted.
- Wedding photography is an area in which he excels. Clients have given wonderful reviews and referrals.
- A well-established freelance photography business with a significant following of loyal customers.

Date & Time of the webinar: 20th August 2021, 11: 30 am – 1: 00 pm

Venue: Google Meet

Target audience: All students of St. Joseph's Degree and PG College.

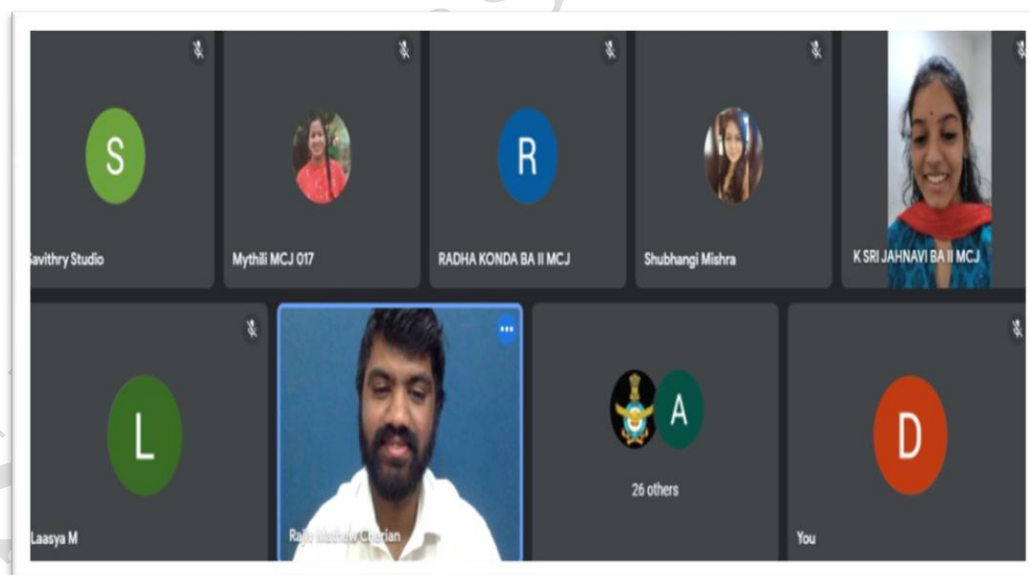
The objective of the activity: To celebrate world photography day and also learn more about photography, to help students understand career paths that could be taken in the photography field.

Brief Report:

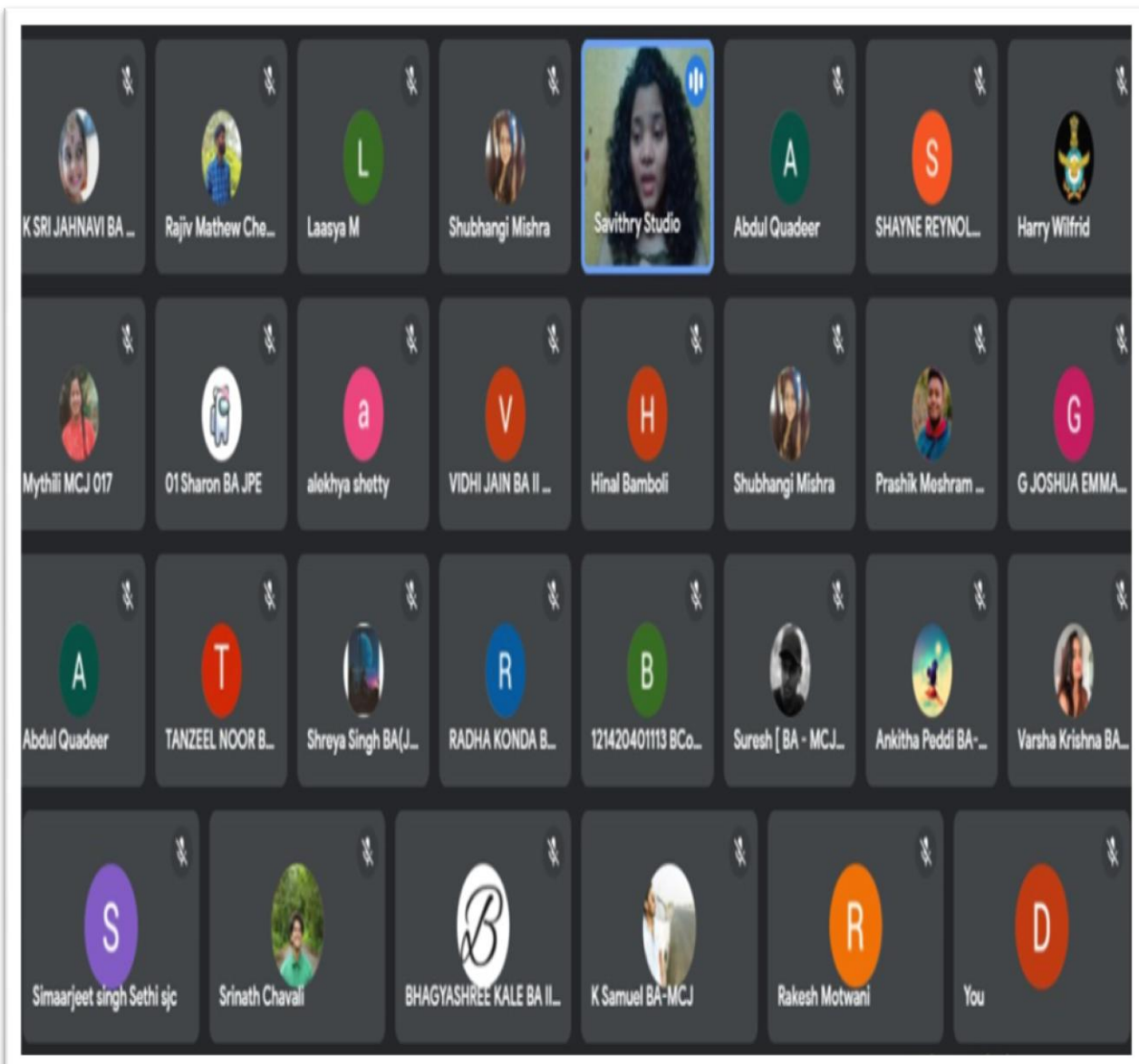
The guest lecturers shared their personal experiences on how they took photography as a career path. Learned the importance of mentorship in learning photography. Got an understanding of different types of photography ranging from wedding photo shoots, newborn photography, and club photography to fashion photography. Talked about the importance of editing in photography and different editing software.

Students got a greater understanding of photography by asking their doubts and getting relevant answers from the lecturers. It was an interactive, interesting, and learning session for the students.

Photos:



Jahnavi is introducing guest lecturer Mr. Rajiv Mathew.



Mrs. Savithry had an interactive session with the students during the webinar.

The outcome of the event: Developing greater understanding about different types of photography. Helping students learn new aspects of photography and guide them towards following their passion and turning their passion into a career option.

5. WORKSHOP ON PHOTOGRAPHY AND MIRRORLESS CAMERAS

Name of the event: Photography Workshop in Collaboration with Canon

Date: 5th October 2021

Venue: St. Joseph's Degree and PG College

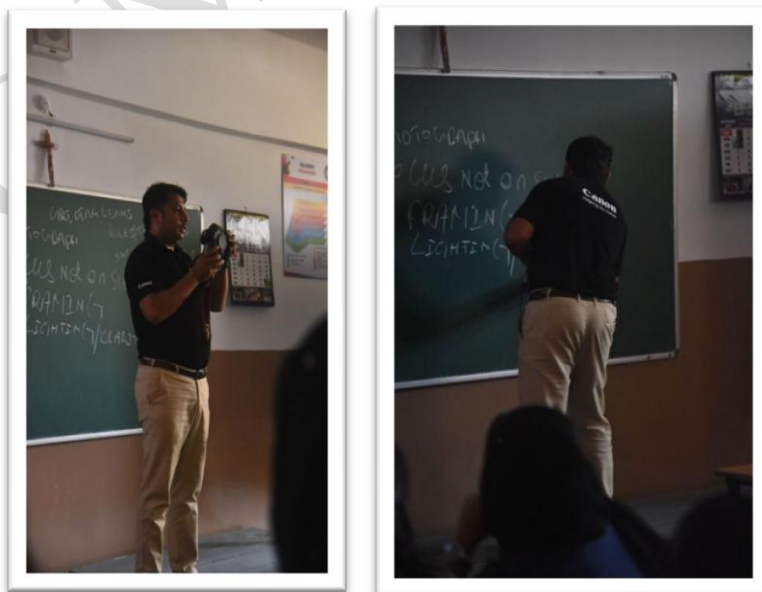
Target Group: Photography Enthusiasts

No of students participated: 50

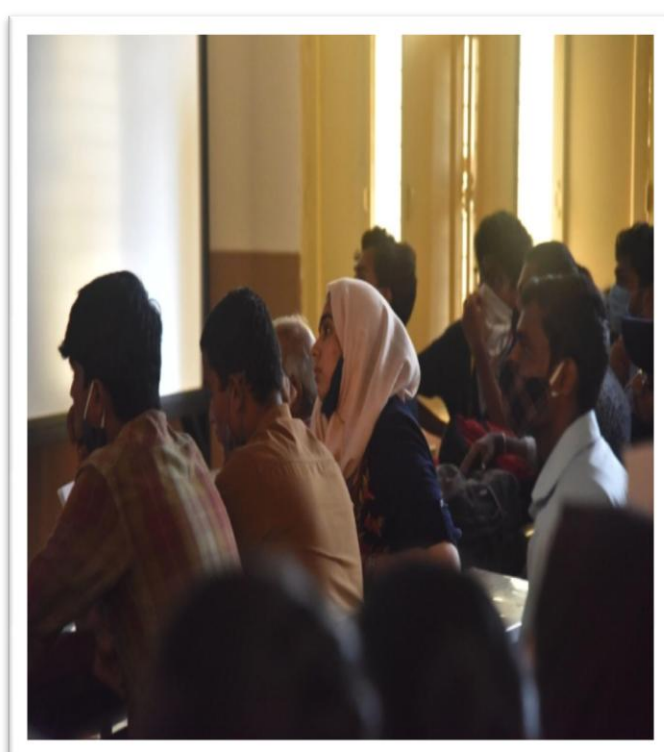
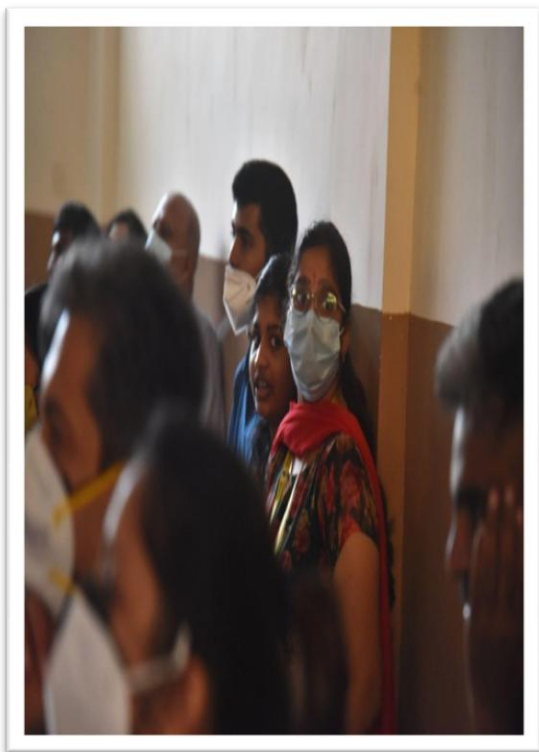
Objective: To give students a brief knowledge about the technical aspects of a camera and photography

Brief Report: The Photography Club “Eikona” from the Department of Mass Communication organized a photography workshop in collaboration with Canon on 5 October 2021. The Resource person for the workshop was Mr. Bhopi Rahul from Canon. The workshop was hosted by Sri Jahnvi from BA Mass Communication and Journalism Third Year followed by a welcome address by the Head of the Department Mr. Glen D Silva.

Mr. Bhopi Rahul spoke about the difference between photography and picture taking, shooting modes, features of cameras and different tools of photography followed by a practical session. The workshop concluded with a Vote of Thanks by Darshita Jain from BA Mass Communication and Journalism Third Year



Resource Person for the Workshop Mr. Bhopi Rahul



Students attending the Workshop



Outcome: The students were given hands-on experience with cameras and were taught various shooting modes.

6. Seminar on Corporate Communication – Subject Expert Mrs. Anindita Mookherjee- Head Corporate Communication L&T HMRL

Name of the event: Corporate communication in the Digital Era

ST. JOSEPH'S
DEGREE & PG COLLEGE
King Koti , Hyderabad

Rev. Fr. K. Marredy
Correspondent

Fr. Dr. D. Sunder Reddy
PRINCIPAL

Dept. of Mass Communication & Journalism

Seminar On : "Corporate Communication in the Digital Era"

By
Mrs. ANINDITA MOOKERJEE SINHA
Senior Communication Professional &
Head Corporate Communication-L&TMRHL

Date : 28th October 2021
Timing : 11.30am to 1.00pm
Venue: Jubilee Hall

Date: 28th October 2021

Venue: Jubilee Hall, St. Joseph's Degree and PG College

Target Group: Mass Communication Students

No of students participated: 80

Objective: To help students understand the impact of social media on Corporate communication

Brief Report: The Department of Mass communication organized a seminar on Corporate Communication in Digital Era on 28 October 2021 from 11:30AM to 1:15PM in the Jubilee Hall of St. Joseph's degree and PG College.

The seminar was conducted by Mrs. Anindita Mookerjee Sinha, Senior Communication Profesional and Head Corporate communication at L&TMRHL. Srestha Roy from BA MCJ-3 hosted the seminar. The event started with a welcome address by the Head of Department, Mr. Glen D Silva.

Mrs. Anindita took up various case studies and examples to explain how various social media platforms impact the communication process of any organisation with its target audience. She also emphasized on the importance of the element of human touch, which is necessary for any campaign to have a maximum reach. She supported her theoretical aspects with some statistics to explain the same.

It was later followed by a very interactive question-and-answer session.

The seminar concluded with a Vote of Thanks by Miss Sriveda Baswapoor, Assistant Professor, and Department of Mass communication.

Outcome:

- An overview of the corporate industry
- Inputs regarding usage of digital platforms in the industry for better communication practices
- Success stories as well as failure stories were explained to understand the elements to be considered while communicating with the target audience in this digital era.

7. SEMINAR ON TRENDS IN DIGITAL JOURNALISM

Date: 11 November 2021

Venue: Jubilee Hall, St. Joseph's Degree and PG College

Target Group: Mass Communication Students

No of students participated: 80

Objective: To give students a brief knowledge about the investigative journalism, cyber threats and digital journalism

Brief Report:

The Department of Mass Communication conducted a seminar on "Trends in Digital Journalism" on 11th October 2021 at Jubilee Hall in the main campus of St. Joseph's Degree and PG College from 11.30 to 1pm.

The resource person for the seminar was Mr. Sudhakar Reddy Udumula, Editor Investigations at Times of India. Prerana Toshniwal from BA Mass Communication and Journalism Second Year hosted the seminar. Mr. Sudhakar spoke about investigative journalism, how it is usually carried out, statistics of social media, case studies, cyber threats and security, digital journalism as well how digital journalism takes place.

It was followed by a very interactive question and answer session. The HOD Mr. Glen D Silva as a token of appreciation presented the resource person a memento. The seminar concluded with a Vote of Thanks by Ms. Shiny Solomon.

Outcome:

The students were given advice about investigative journalism, made aware of cyber threats and security and given a brief overview of the journalism industry.

8. Film Screening Of “The Motorcycle Diaries”

Title – Film Screening Of “The Motorcycle Diaries”

Date and Time - 26th November 2021, 1:10 pm to 4:30 pm

Venue – Mass Communication Lab

No of the students attended – 20

Objective of the event - Objective of the film screening of “The Motorcycle Diaries” is to make students know about an important event in the world history of making a revolutionary, how a road trip with his colleague and friend changed a practicing student doctor Ernesto Guevara to think about the plights of the deprived conditions in Latin American countries.

Brief report – Lumiere film club conducted a film screening on 26th November 2021 from 1:10 pm to 4:30 pm in the Mass Communication Lab. Students from various streams attended the screening of “The motorcycle diaries”. The film is based upon the highly popular and bestselling book by Ernesto ‘Che’ Guevara of the same name that was published after his death and became an instant success for people who seek adventure in there and likes to travel to various places.

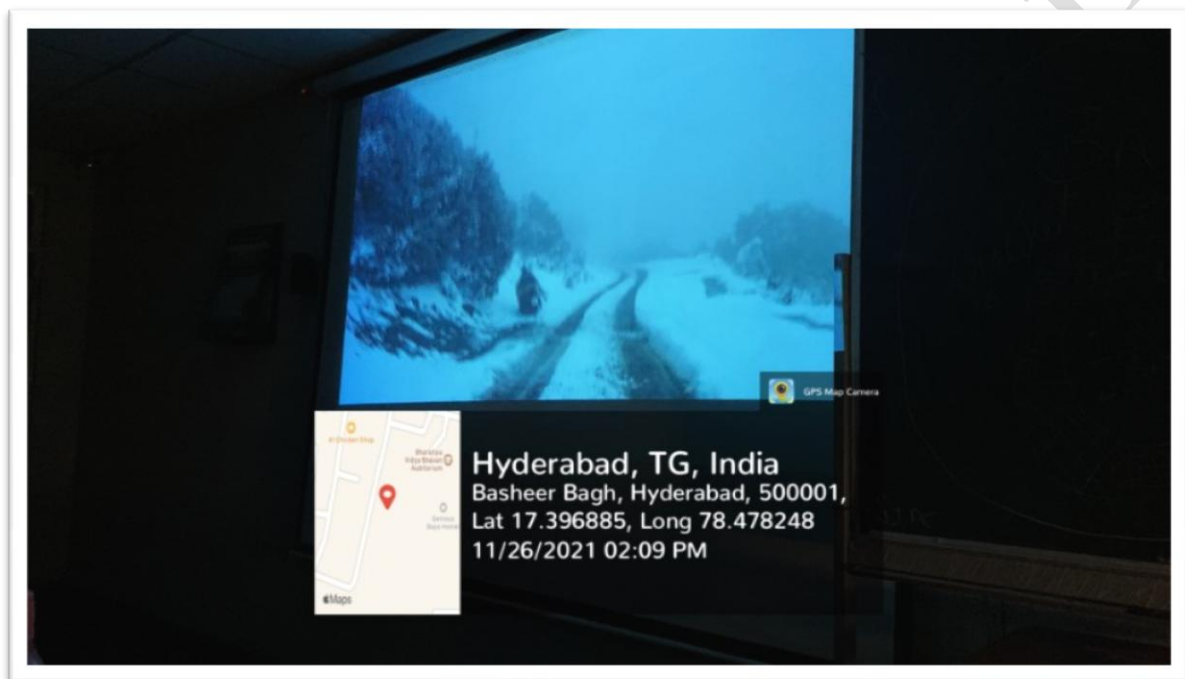
The film was released in the year 2004 and is directed by Walter Salles. Film follows the youth life of Ernesto Guevara and his friend Alberto Granado as they embark on a road trip during a break before there final semester starts at the medical school, there journey is from Brazil to Peru on a Norton Motorcycle. On there journey they come across various difficulties but they manages to successfully overcome them but soon finds a big level of disparities in the southern American countries.

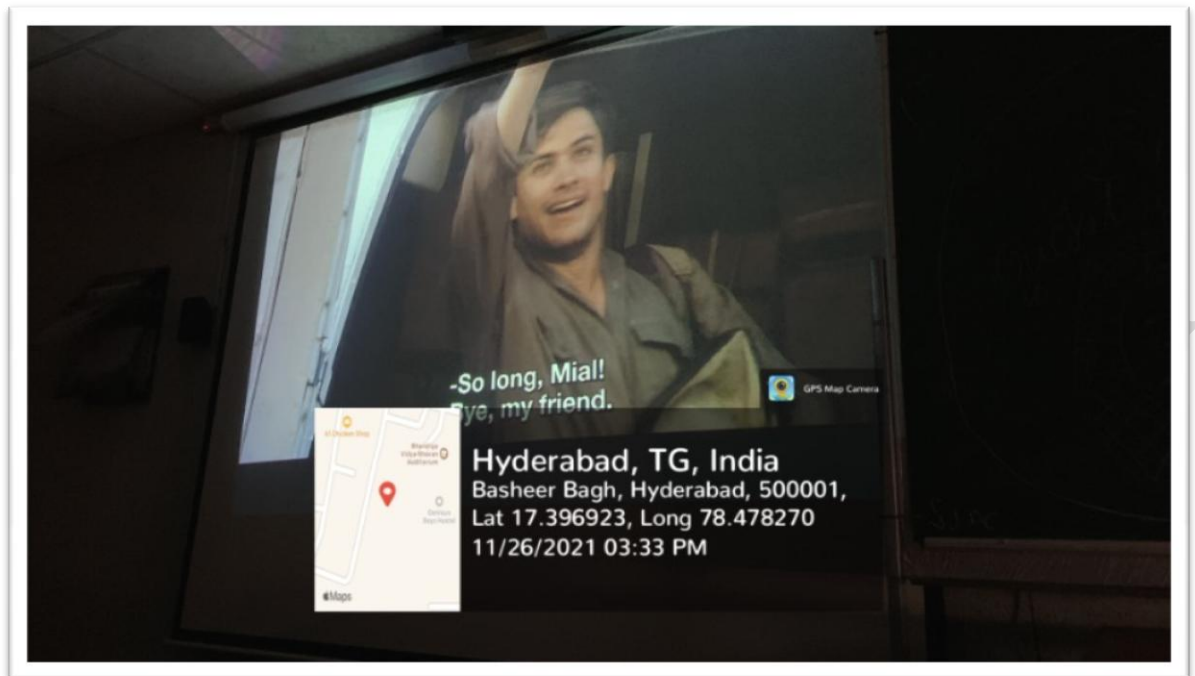
They on there way encounters communist refugees who have a threat from the government, poor peasants, and labours exploited by wealthy industrialists. By when both of them reach a leaper colony with ill patients in Peru, the thinking of Ernesto has changed so much that he is ready to leave his comfort behind and work for the betterment of people deprived of basic necessity in there lives.

After the end of the film a discussion session was held where students as well as teachers reflected on there knowledge about Che Guevara and his works like his involvement in Cuban revolution. There was a discussion on understanding the plight of others and standing with deprived sections of the society.

Outcome of the event:

Through the film screening students were able to know about an important figure in the world history and how in his youth he thought so much for the deprived ones in the society that he left his comfort for there betterment. Students were also able to learn how through humble beginnings a normal person became an revolutionary and finally an youth icon that is celebrated till date.





Attendees of the Film Screening

18. Guest Lectures/ Seminars/ Workshops organized for students

1. TITLE OF THE EVENT: RADIO-THEN AND NOW



Date and Time: 24 June 2021, 11:00 AM – 01:00 PM

Venue: Google Meet

Target Audience: Mass Communication and Journalism Students

Objective of the activity: The main objective of the webinar was to talk about radio and the changes it has undergone over the course of time.

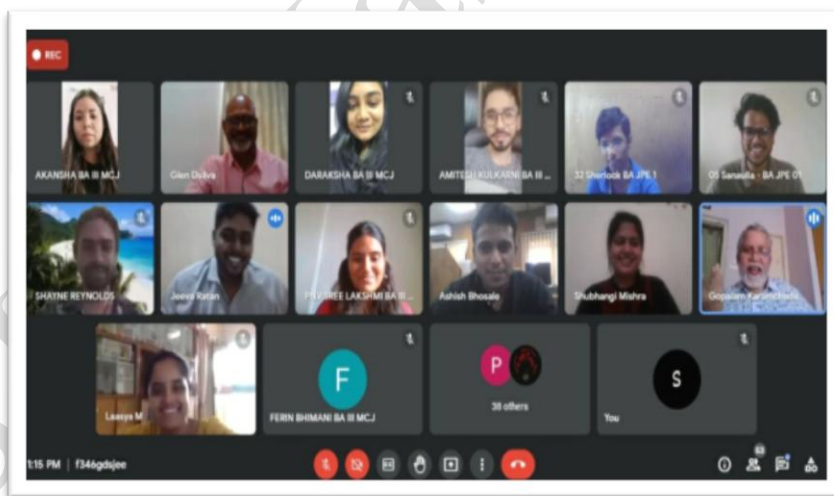
Brief Report-

The Radio Club- Dil Se Josephites and the Department of Mass Communication from St. Joseph's Degree and PG College organized the event. Sree Lakshmi from BA-MCJ Third year hosted the event. The faculties present in the webinar were Glen D Silva, Laasya Madhukar, Shubhangi Misra, Shayne Reynolds and Jeeva Rathan from the Mass Communication Department. The speakers were Mr. K B Gopalam who has worked with the All India Radio and Mr. Ashish Bhosale, presently working as an RJ and an ex-josephite. Mr. Kashish Kalwani introduced Gopalam from BA- MCJ Second Year and Daraksha introduced Mr. Bhosale from BA MCJ Third Year. Mr. Gopalam and Mr. Bhosale took turns to talk about Radio Jockey as a career in their respective times.

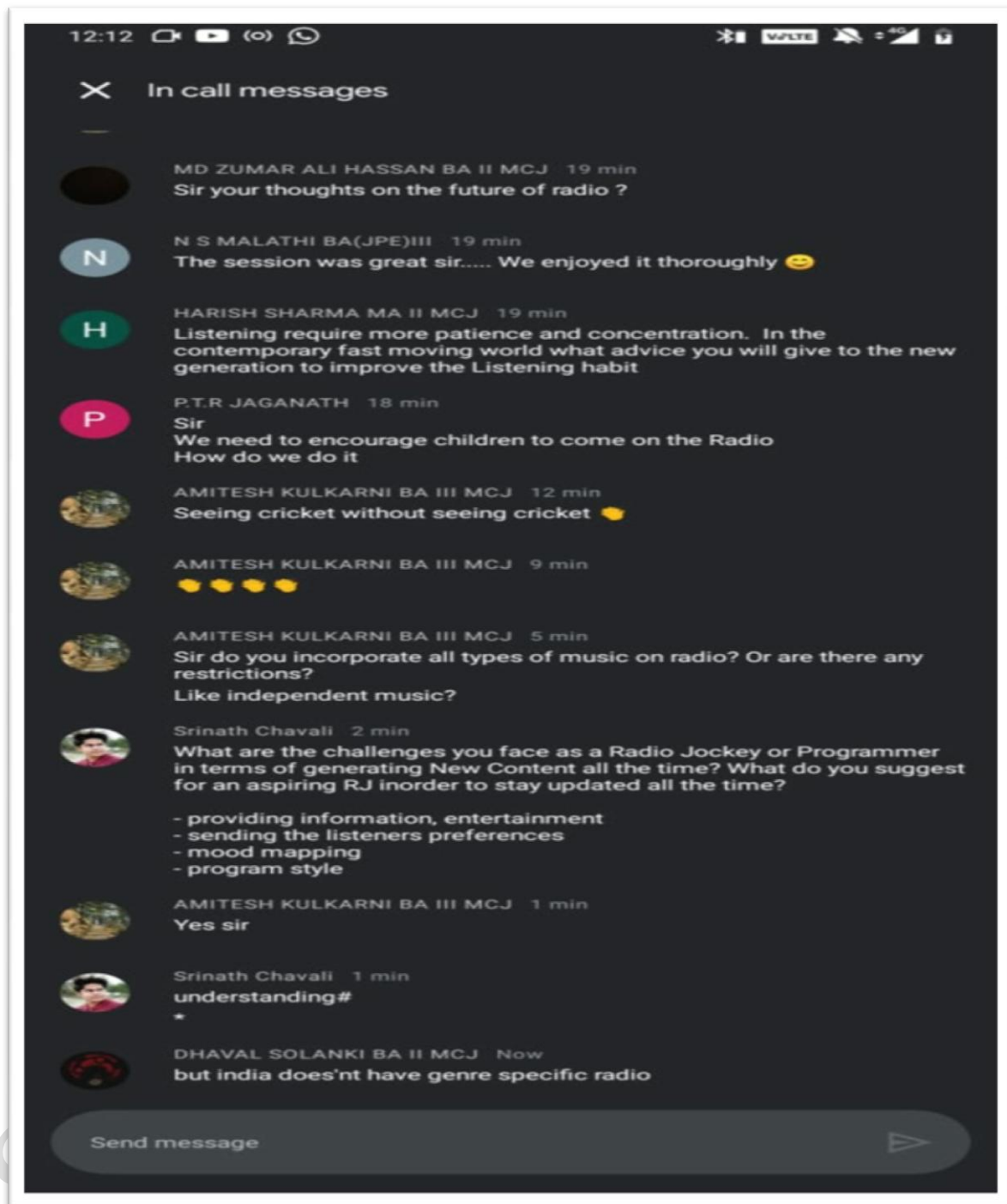
Mr. Gopalam majorly spoke about how Radio has gone from everything- education, information and entertainment to just entertainment. On the other hand, Mr. Bhosale also spoke about how content is not being properly created these days. Both of them stressed on how Radio is supposed to be need based rather than being general.

Later, the audience also engaged with an interactive Question and Answer session. Akanksha Mishra, BA MCJ-3, gave vote of thanks.

Photos



Speakers, Faculty and other Participants

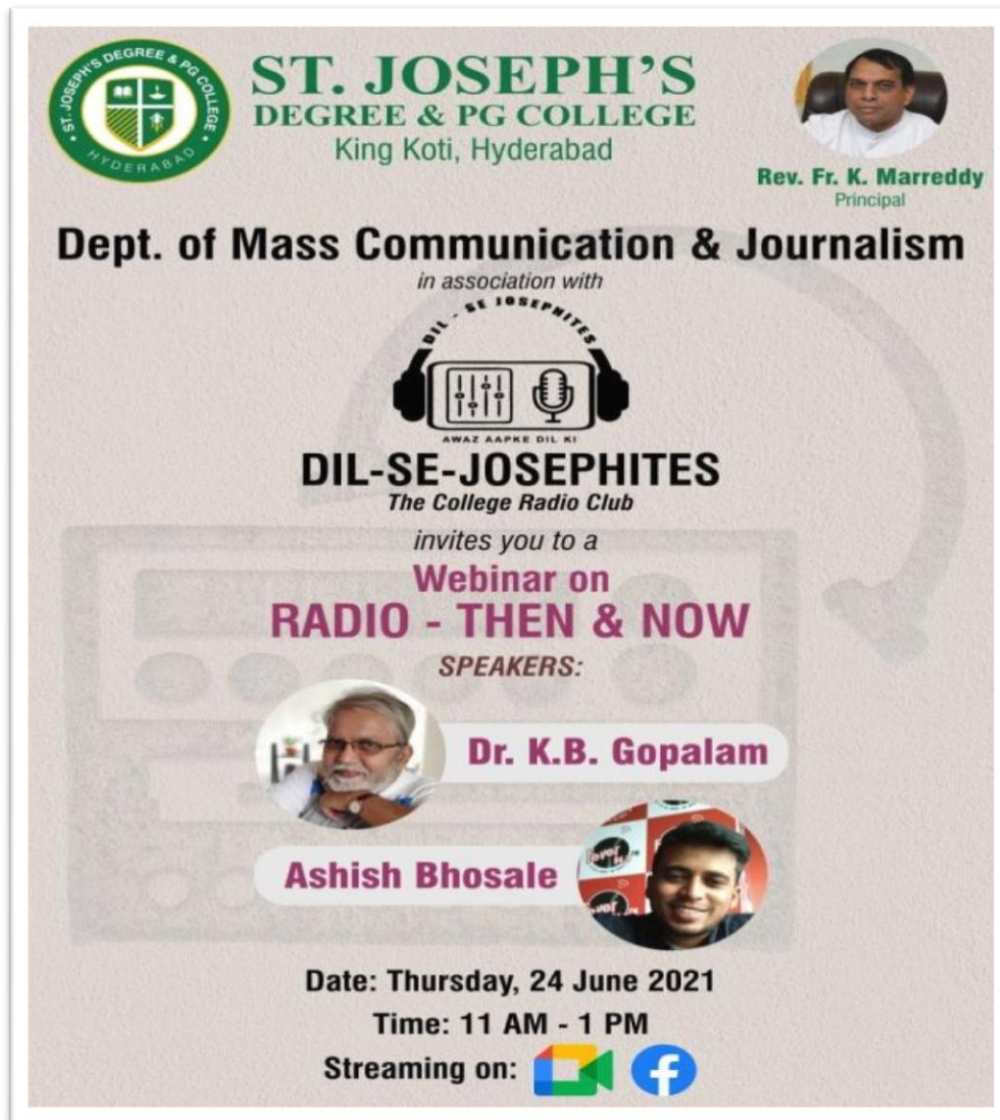


Question and Answers Session

Outcome of the event:

Students were educated about the radio industry in the present era and how it adapted to the changes over the years.

2. REPORT ON INSTAGRAM LIVE WITH MRS.SREERUPA KANWAR



Title of the event: The life of the armed forces- Another perspective

Date and Time: 14 August 2021;

Venue: Instagram (live)

Target audience: Instagram followers

Objective of the activity: The main objective of the Instagram live was to enlighten the hidden or a positive aspect of Armed forces and their support system i.e. their family.

Brief report: The event 'The life in the armed forces- ANOTHER PERSPECTIVE' Instagram live session was held on 14th august 2021, which was entirely organized by the department of mass

communication and journalism, college radio club Dil se josephites from ST. joseph's Degree and PG college

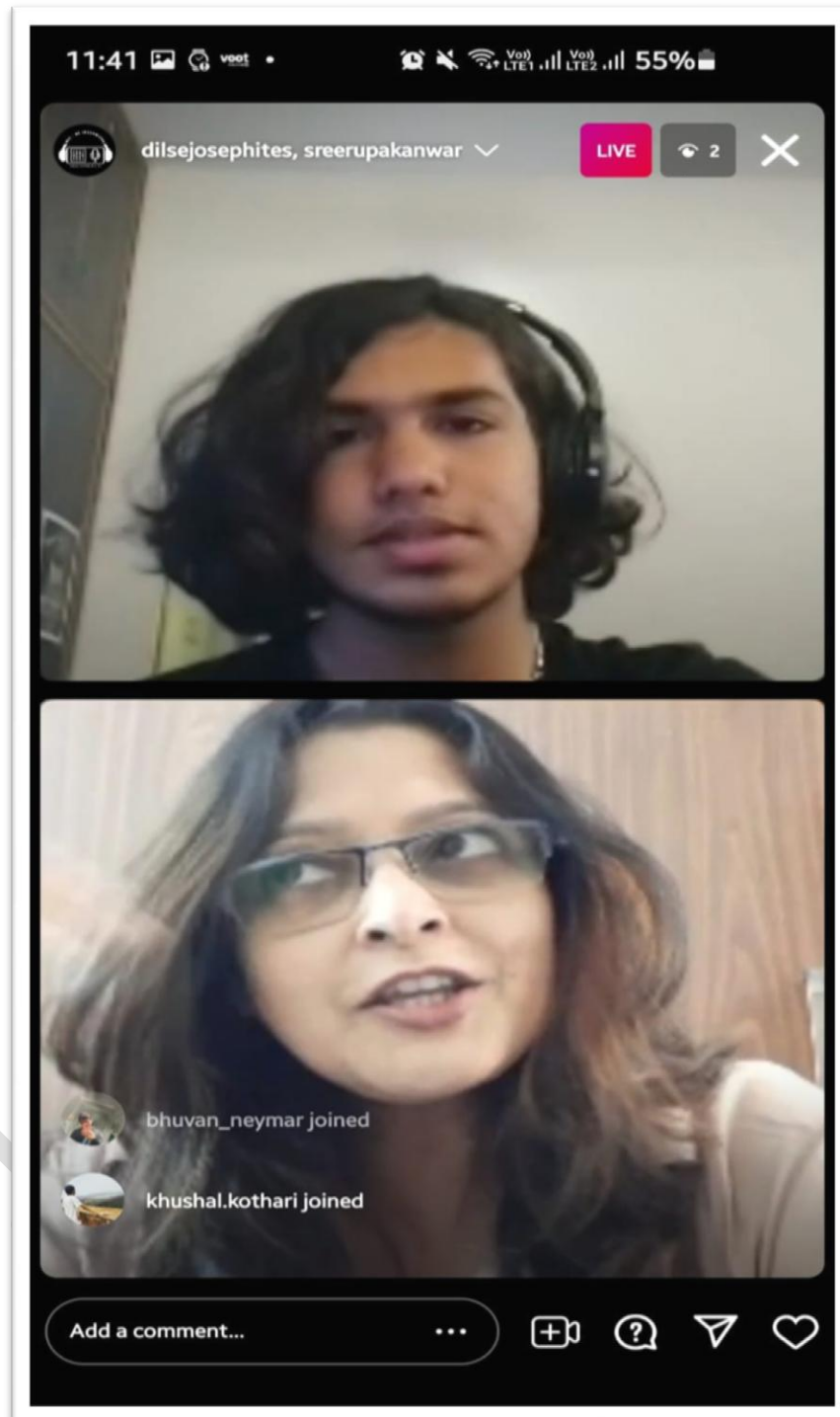
This event was conducted via Instagram where our guest Mrs. Sreerupa Kanwar talked with our club's technical head Dhaval Solanki about the positive aspects of Indian armed forces, which is mostly not talked about. The faculty present who joined the live session were Ms. Shubhangi ma'am, the club convenor of Dil se Josephites. Members of the Armed Forces spend months away from their family, perform their duties while others celebrate during festivals and even lay down their lives for a billion people they barely even know.

Along with her experience, difficulties and challenges she enlightened our viewers about few career options, what she usually does to cope up with everything, what she likes to do in her spare time etc. The live session was a commendatory, it was a privilege to talk to Sreerupa ma'am let alone we got to properly ask her questions which was incredibly answered by ma'am.

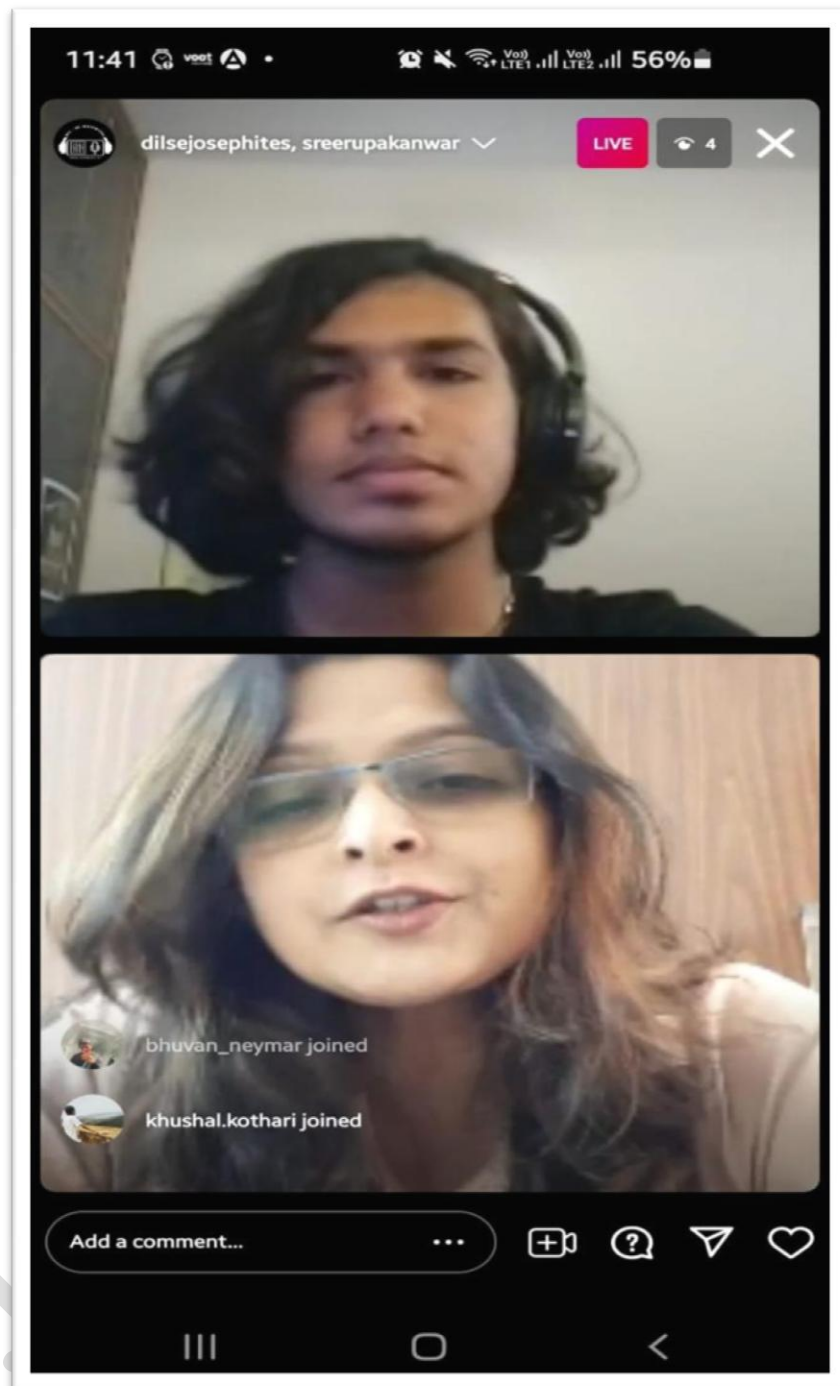
The media, news channels, newspaper do not do justice to the people who are actually involved with armed forces, yes there's a risky side of being or even involved with army people but it has a positive and beautiful side as well, which was highlighted by Sreerupa ma'am.

Thanks to our principal Rev. Fr. Dr. D. Sunder Reddy for giving his blessing to ahead and conduct an educating session, Thanks to Ms. Shubhangi Mishra Ma'am for giving us this opportunity and also in conducting this live session. It would not have been possible without the efforts of the entire team and dedication to make this event successful.

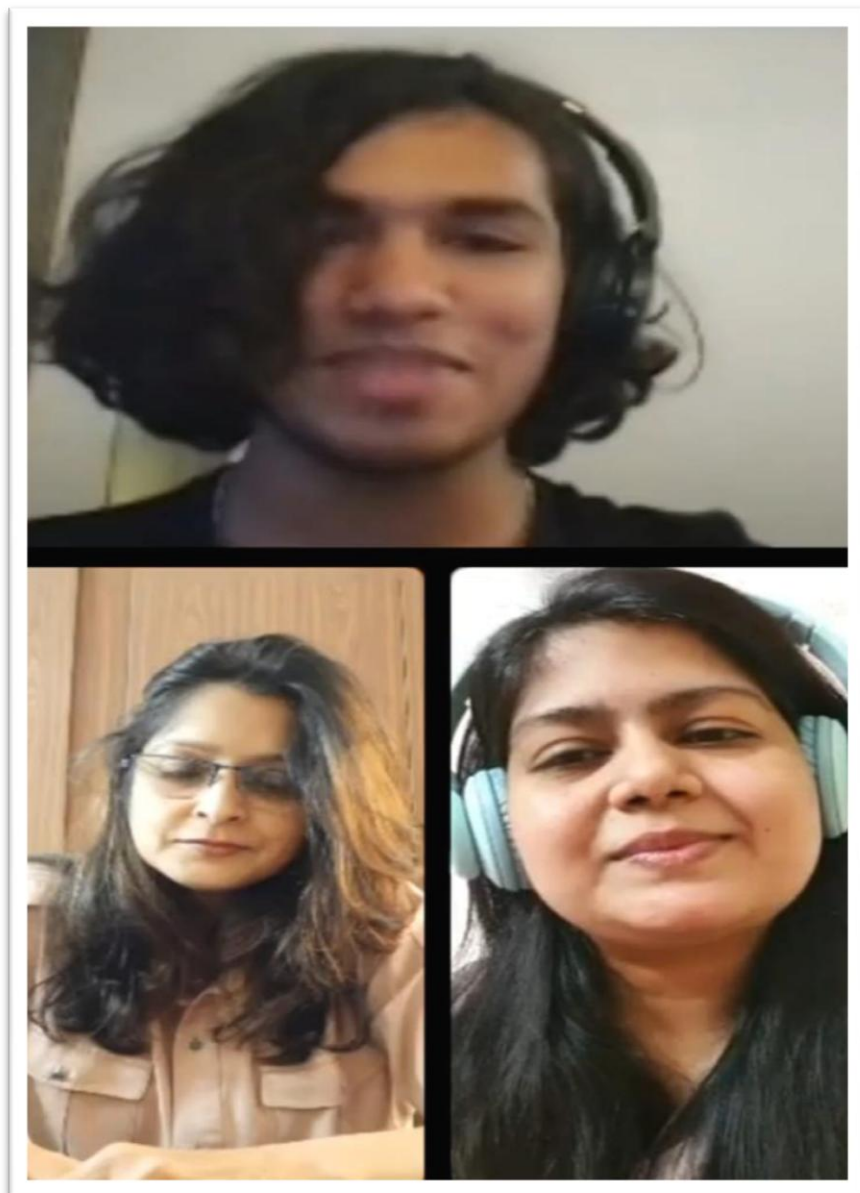
PHOTOS OF THE EVENT



Pic1 -Technical head – Dhaval Solanki in conversation with Mrs. Sreerupa ma'am



Pic2- Mrs. Sreerupa ma'am sharing her experience with us.



Pic 3 – Club convenor Ms. Shubhangi Mishra giving a vote of Thanks to Mrs. Sreerupa.

OUTCOME OF THE EVENT – All the followers and students who joined the live session were educated about the life of the armed forces from the perspective of a family member of an Army officer. It was a fruitful and very insightful session.

3. TITLE: WEBINAR ON ARMED FORCES AND THEIR ROLE IN NATION BUILDING

Date and Time: 17th August, 11:30 am to 1:30 pm,

Venue: Google Meet

Objective of the Activity - The main objective of the event was to let the students know about the work, effort and sacrifices put by our Indian uniformed officers all throughout their life and inculcate a sense of patriotism in them.

Brief Report -The Department of Mass Communication of St. Joseph's Degree and PG College hosted a Webinar- Armed Forces and their role in Nation Building.

One of the resource person of the event was Col. Vineeth Chaturvedi. He served in an Armoured Brigade in Jaisalmer sector during Operation Parakram. After being introduced given by Karan Nunnaguppala, Col. Vineet Chaturvedi talked about his journey in the Indian National Army. (INA) Coming from an army family, he began his journey as a 17-year-old boy. His father served in the army for 36 years. He joined the NDA in Pune in 1990 and trained there for a year until he got his first posting in his regiment. He was commissioned into 12th Battalion, The Jammu & Kashmir Rifles (Infantry) in June 1994. He served 3 tenures in Jammu and Kashmir, including a tenure in Ladakh. He also served as an Instructor at the Counter Insurgency and Jungle Warfare School (CIJWS) of the Indian Army. He shared various experiences of his life in army. One of the most touching and brave incidents was when he was on duty during the birth of his first child and could only meet and hold his child 10 days after his birth.

Followed by that, Varsha Krishna introduced Lieutenant Colonel Ajay Kanwar who is an alumnus of Officer's Training Academy, Chennai and commissioned into the Regiment Artillery.

He is a graduate of Delhi University and holds an MSc in Weapon Systems from Pune University. The officer has 25 years of experience having served in different terrains under testing conditions and has commanded an Artillery unit in Kupwara (Jammu & Kashmir) on the Line of Control. He spoke about the evolution of missiles in India until now.

He explained how poor the technology was back then and how Dr. Kalam had helped in this evolution. He showed the effect of missiles on certain things and talked about the powerful missiles of various other countries like China.

He also talked about the latest missiles like Nag and their use in the war. He has led a Republic Day contingent showcasing the First Supersonic Missile Weapon System in 2009. Apart

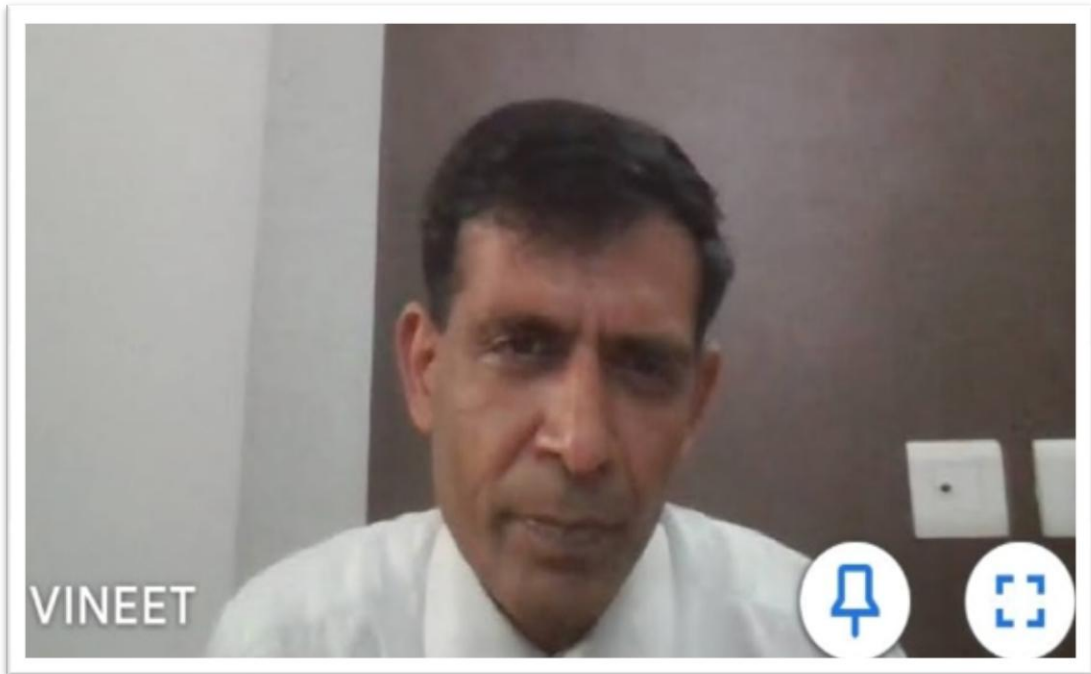
from many firsts, he also has to his credit, the raising of the First Inter-continental Ballistic Missile Unit of the Indian Army and has been an integral part of the Joint testing Team of DRDO and Russian joint venture testing the Brahmos Missile Systems from Abdul Kalam Test Firing Complex and Pokhran Field Firing ranges.

The event concluded with Karan singing 'Sandese Aate Hain' from the movie Border on behalf of the Anno Domini, the College choir of St.Joseph's as a tribute to all the uniformed officers.

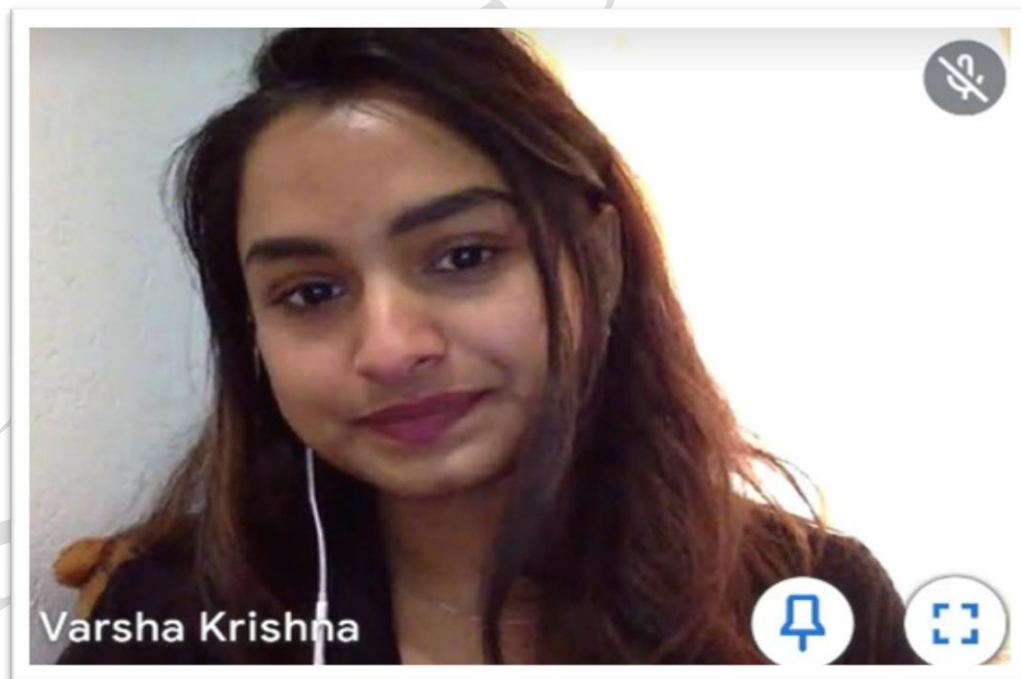
Glen D Silva, HOD of the department of Mass Communication, gave the vote of thanks followed by The National Anthem.



KARAN NUNNAGUPPALA GIVING THE INTRODUCTION



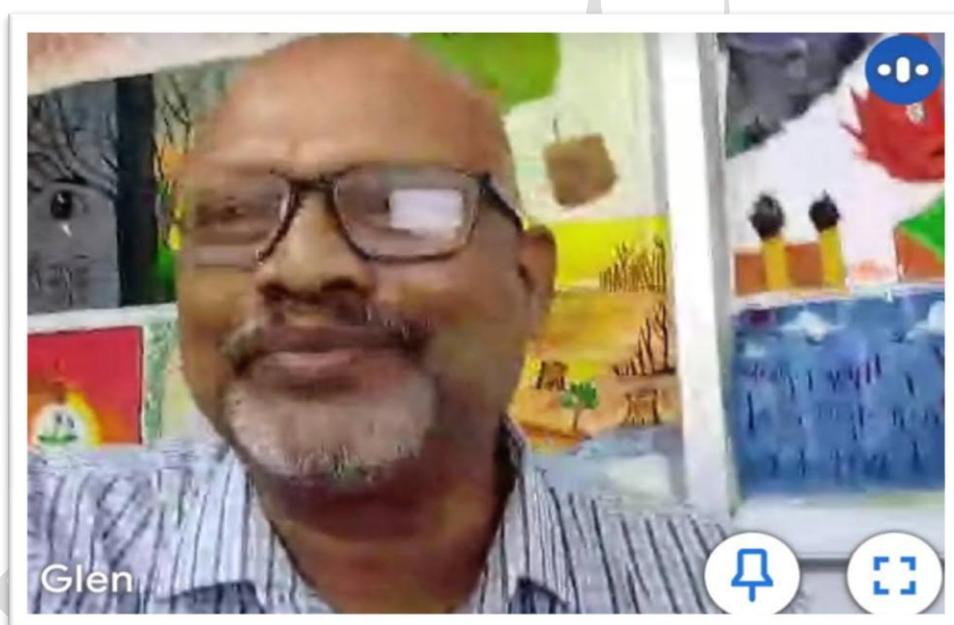
COL.VINEET CHATURVEDI SHARING HIS EXPERIENCES OF LIFE IN INA



VARSHA KRISHNA GIVING THE INTRODUCTION



THE NATIONAL ANTHEM BEING PLAYED

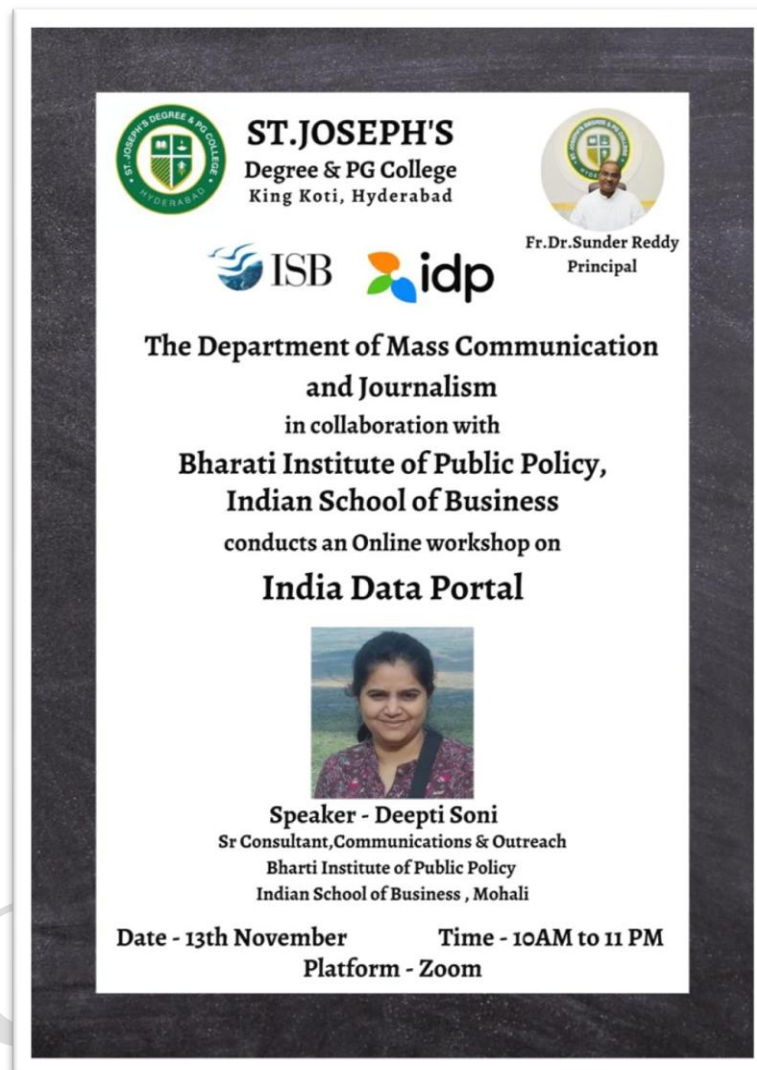


GLEN D SILVA, HEAD DEPT OF MCJ GIVING THE VOTE OF THANKS

Outcome of the event – The students were educated about the importance of uniformed officers and the role of our Indian National Army in building of our Nation.

4. INDIA DATA PORTAL ONLINE WORKSHOP

Name of the event: The department of (Mass Communication and Journalism) in collaboration with (Bharati Institute of public policy, Indian school of business) conducted an online workshop on (Indian Data Portal)



Date: 13th November 2021

Timing: 10.00 am to 12.00 pm

Venue: (Zoom meeting)

Target Audience: BA III MCJ & JPE

Objective: To Navigate data through (Indian Data portal) and to help students to enhance their research reporting skills.

Brief Report:

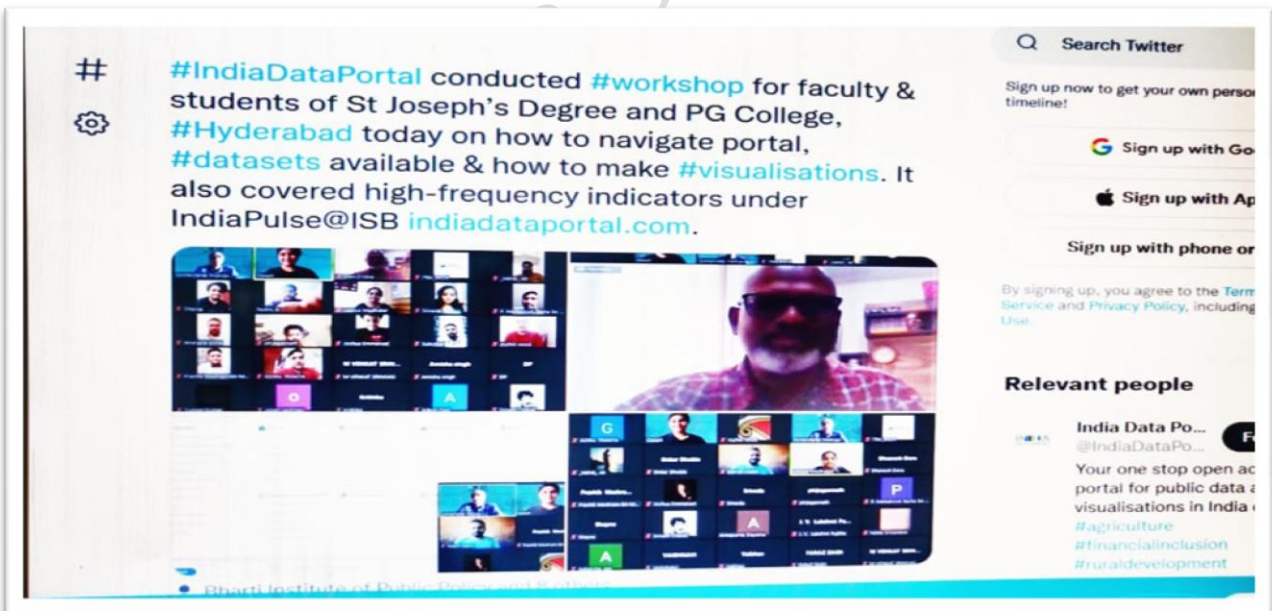
An online workshop was conducted by Ms. Deepthi Soni, Sr.consultant, Communications and Research from Bharati Institute of public policy , Indian School of Business under the guidance of mass communication department on zoom meeting online platform.

The workshop provided information about how the data is added in the central agency. Information about Data sets like: maps, barplot, sometimes, lollipop, pictograph, circular bar chart which are forms of (Graphical representation of data available).

The information in the portal consisted of economy, finances, general national sample survey, rural development, socio economy development etc. The above information visualization was provided in the portal.

Vote of thanks: It was delivered by Lasya Madhukar from Mass communication and Journalism department).

Outcomes: The students gained knowledge about how to access Indian data portal and learnt about how to use the data for their academic purposes.



Mr. Glen D Silva HoD, Department of Mass Communication and journalism giving the welcome address

5. Title of the Event/Activity: **Workshop on Print Media and Advance Editing**

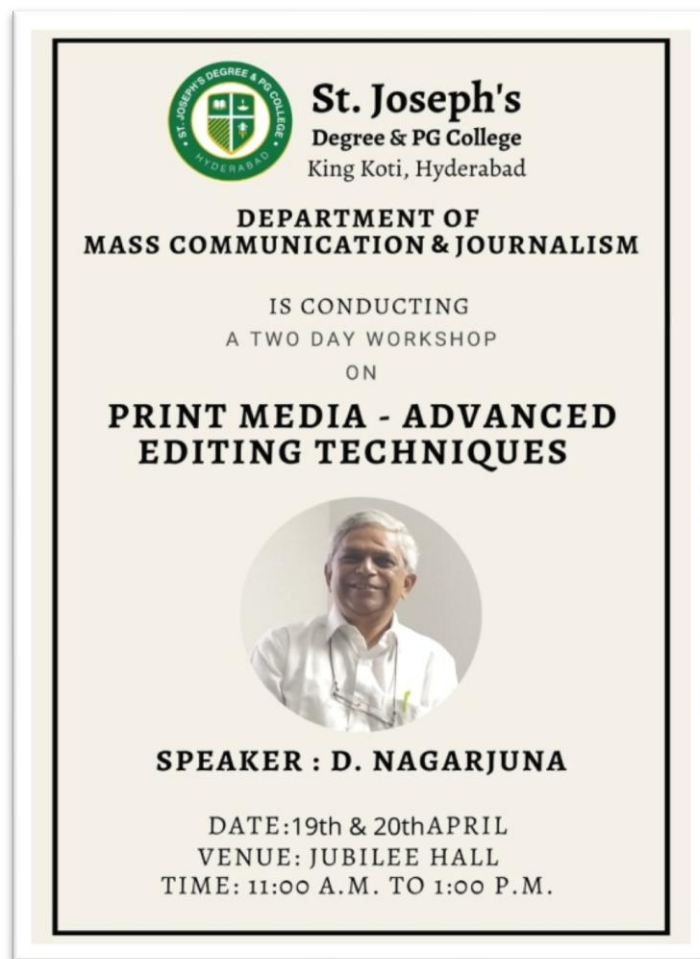
Date & Time: **19 N 20th April 2022, 11.30h to 13.00h**

Venue: **Jubilee Hall, St Joseph's Degree and PG College**

Target Audience: **Students of BA (MCJ) II, III and MA (MCJ) I**

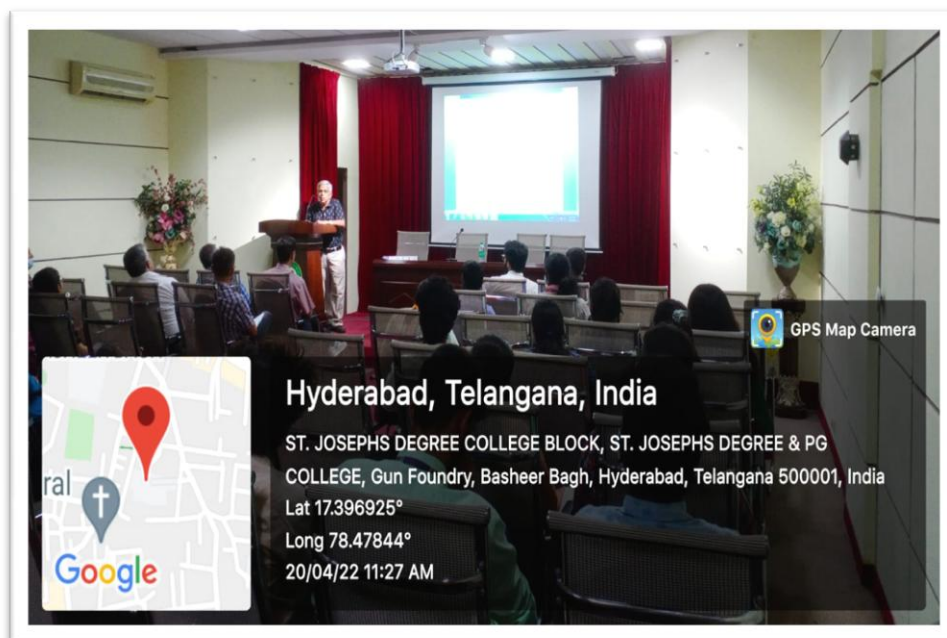
Objective of the Activity:

To make the students aware about the various activities being carried out in Editing Print Media Publication Formats and sizes: Different formats and sizes used for publications like broadsheet newspaper, tabloid, magazines, books, booklets, brochures, catalogues, folders, travelogues etc. Conventional and Modern paper sizes – FCDMRI and A0 series.



Brief Report:

As part of providing in-depth and detailed information about Editing and Print media, a Workshop was organized for the students of St Joseph's Degree and PG College, Hyderabad under the aegis of Mass Communication department., its evolution, qualities that are expected in Editing and how to hone these qualities including practical aspects of getting a job as an Editor and furtherance of the carrier. The lecture was followed by a questions and answers session.



Mr. Nagarjuna addressing the students

OUTCOMES:

Students learned about the various activities being carried out in Editing Print Media Publication Formats and sizes: Different formats and sizes used for publications like broadsheet newspaper, tabloid, magazines, books, booklets, brochures, catalogues, folders, travelogues etc. Conventional and Modern paper sizes – FCDMRI and A0 series.

19. INDUSTRIAL VISITS/EXPERIENTIAL LEARNING

1.FIELD TRIP TO EFLU AND EMRC, OU

Title: A field trip to EFLU and EMRC (OU)

Date and Time: 17th December 2021, 10:30am to 4:00 pm

Venue: EFLU Hyderabad (Studio) and EMRC (studio)

Objective of the event: The objective of a field trip to "EFLU and EMRC" was to make the students enhance their skills and produce them with practical knowledge followed by giving them hands-on experience about the same by taking turns.

Brief Report:

St. Joseph's Degree and PG College had taken an initiative to take the students of BA (3rd year) and MA-1 and 2 of Journalism and Mass Communication to a field trip at EFLU and EMRC. The teachers assigned were MS. Sriveda Baswapoor, Mr. Jeeva Rathan and Prof. PL Vishweshwar Rao, and Mr. Shayne Reynolds. The students had a lot of zest within themselves to procure practical knowledge from the utmost well-equipped team.

The students were instructed to reach the first spot which was English and Foreign Language University, Hyderabad. After reaching the location, they were asked to move to the studio where the Professor there had intricately acknowledged them about how the entire studio is structured keeping in mind its pros and cons which led to a deeper understanding.

After the basic learning, the students were taken to the Program Control Room (PCR) where all the technicians guided the young professionals through the rest of the session who work from there and add in a few sound effects, video effects if and when required.

For a sample purpose, few of the students moved towards the studio and delivered an impromptu speech in order to showcase how it appears on screen and what different modalities are needed as per the shot taken.

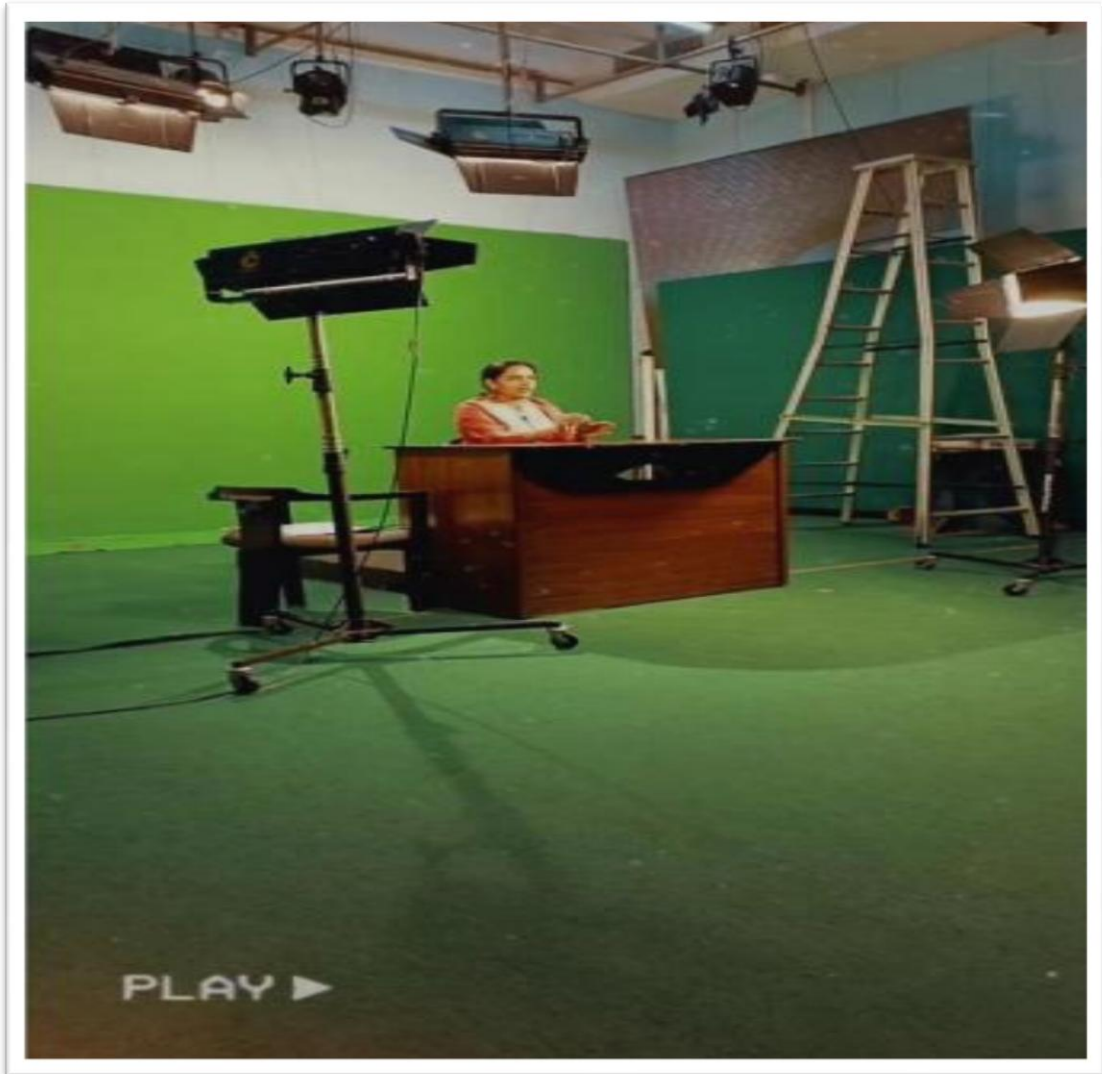
Another vigorous session took place at EMRC, Osmania University, where the production team was already in works, as one of the lecturers of Sociology Department was seen delivering a part of her self-made notes for online classes to make it easier for them to comprehend.

Once the lecture got over she made us help understand how to read out from a teleprompter with appropriate expressions and when to take a pause for a moment if any punctuations are placed.

Tracing back to the first destination, at EFLU, the students similarly read out to gain some experience by being in front of the camera.



The students are being guided by the Professor of EFLU about the camera functioning.



Sociology lecturer delivering a note on "Rural Agrarian" from a teleprompter.

Outcome of the event: Through the events which had taken place, the students caught hold of how to face the camera as well as behind the camera. All in all the session was a very fruitful one and has surely expanded their knowledge bank of the aforementioned topics touched.

2. Name of the Event: Photo Walk

Date: 13th Nov 2021

Venue: Matka - Necklace Road

Target Group: Mass Communication Students

No of students participated: 25

Objective: To have practical photography sessions and learn advanced techniques of camera.

Brief Report

The Photo walk on 13-nov-2021, from 6:00 AM - 8:30 AM near People's plaza of Matka at necklace road has been a great success. This photo walk was conducted by Eikona club.

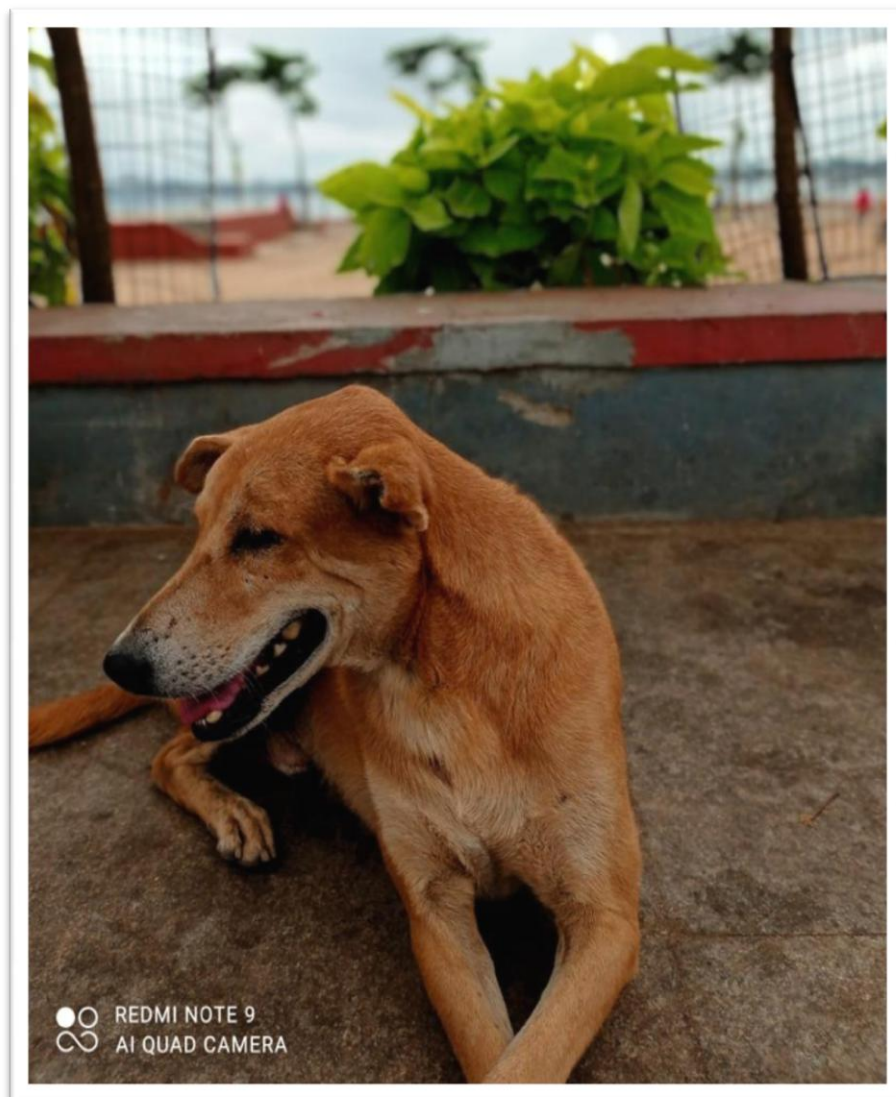
As many as 25 students from BA MCJ, JPE and MA MCJ turned up to learn camera techniques and photo composition.

Students were divided into groups. They were taught basic manual mode camera settings such as ISO, aperture shutter speed, framing and composition. Everybody clicked the pictures in portrait and landscape mode.

There was amazing pictures and everyone was energetic to click a picture and learn the camera. It was a huge success hopefully there will be more photo walks organized in the future



Group Photo of the students participated in the Photo Walk



Photograph taken by a student

3. Title: Field trip to Hard Rock Cafe
Time& Date: 8th April, 2022, 5:00pm to 6:00pm
Venue: Hard Rock Cafe, Hi-tech City.

REPORT

Objective of the Event:

The department of Mass Communication and Journalism had conducted a Live-Band Audio set up / Recording Student Centric Training. The visit to the place was very captivating.

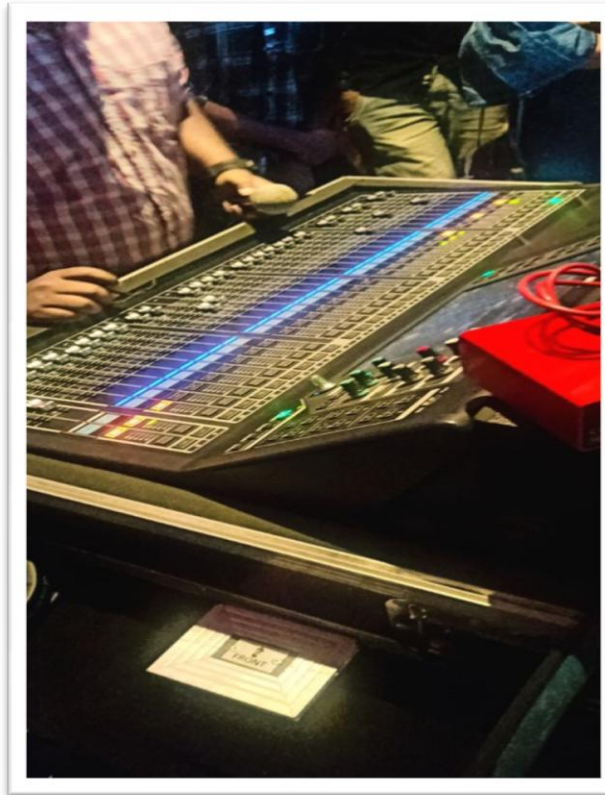
The students understand that each and everything displayed there had some reason for being there. Rather than just the visit, it was mostly an educational trip to all the students.

Brief Report:

Talking about proficiency, the students got to learn about sound mixing. They also had Mr. Karthik show the students how to set up sound for the live band. It was a valuable opportunity and a great moment to experience and learn something new.

The mixer helped in noting down if there were any wild lines, any extraneous or unwanted sounds, and any other information useful in determining the take's sound quality. The sound mixer helped the students with the takes that were good, or of high quality, to provide a simple visual indicator as to the best takes.

The students also scholarly got to know about the lighting which was set up at the stage for the Live Band Performance.



Students having a Hands-on Experience on the Audio Mixer



Faculty and students at the training



Faculty and Students at Hard Rock after the live session

Outcomes:

It was a learning trip for the students who were interested in music and the sound system. Later the students also stayed back for a Music concert, which was also very good to experience in the Café.

4. Photo walk to Maula Ali

Title: Photo walk
Date and Time: April 16th, 2022 7 am
Venue: Maula Ali
Target Audience: BA MCJ 1,2,3 AND MA

Objective:

Objective of the trip was to enhance students' photography skills followed by giving them hands-on experience.

Brief Report

The Eikona photography club of St. Joseph's degree and PG College organised a photo walk to maula Ali on 16th April 2022. We went to the hill for early morning heritage walk. We had students from BA and MA who were present there. We started with the trek up the hill. We could see the beautiful view of the city.

We got many pictures we studied a little bit about the history of the hill. We clicked portraits as well as of the city. Unfortunately, the sun did not come up that day we had gone up to the hill to catch up a glimpse of the sunrise but we still got some good photographs because it was cloudy. We were there for like an hour and then we left us a good study of the place as well as good pictures of the place.

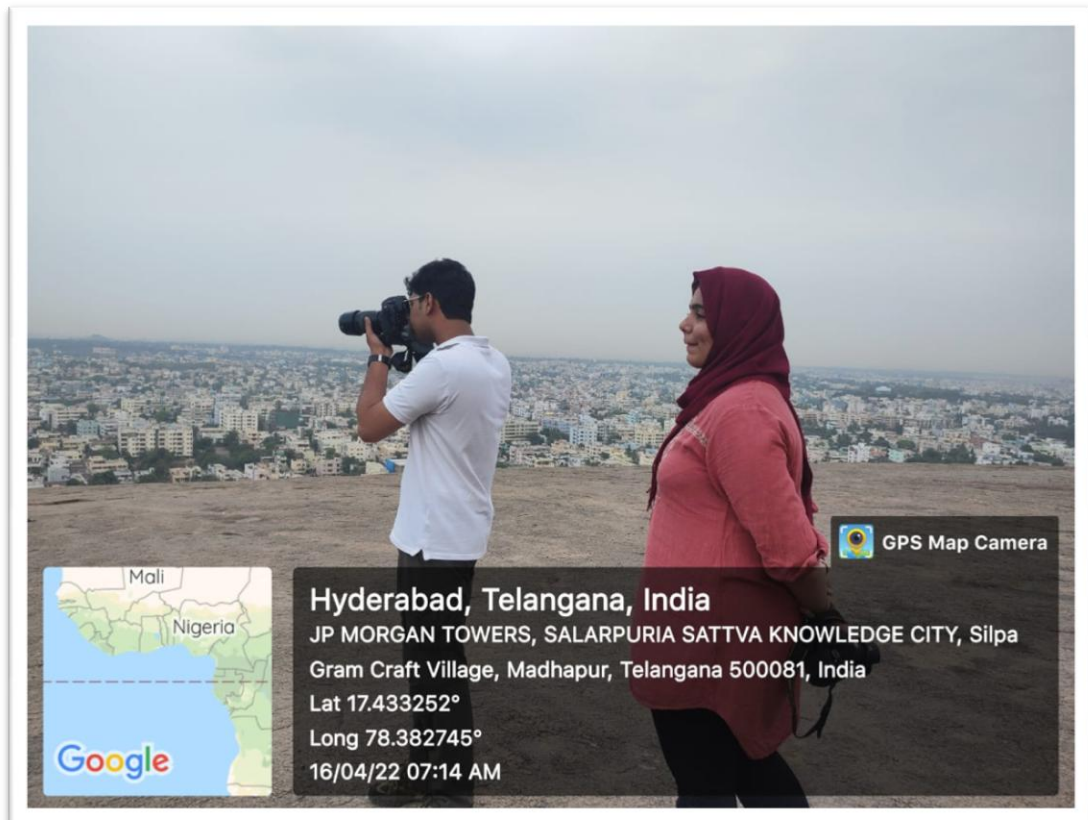
Outcome of the Event:

Through the events, which had taken place, the students got some good knowledge of the place and learnt how to use a camera and click pictures. All in all the session was a very fruitful one and has surely expanded their knowledge.



Student taking pictures as part of the photo walk





5. Salar Jung Museum Visit and Photography Competition

Title: Visit to Salar Jung Museum for Photography Competition.

Date and Time: 18th May 2022, at 10:15 am

Venue: Salar Jung Museum, Hyderabad, 500002

Target Audience: BA MCJ 1, 2, 3 AND MA
Members of Eikona (Photography) Club.

Objective of the event:

The objective of the event was to give practical knowledge of photography of various inanimate artifacts, under different light conditions. The museum visit helped students to enhance their photography skills.

Brief Report:

Students who are members of Eikona Club from St. Joseph's Degree and PG College went for a Photography Competition organised by Sigma Academy of Photography in collaboration with the Ministry of Culture, Government of India on the occasion of International Museum week. Students from the club reported to the venue at 10:15 am accompanied by Mr. Shayne Reynolds and Mr. Ram Prashanth Kumar. Students had been instructed to enroll themselves for the photography competition by the entrance. After registration, students entered the museum and spread out to click photographs.

Students used their personal Cameras and Smartphones to click the pictures of various vintage and antique works of art. Prashanth Ram and Shayne Reynolds were constantly guiding the students on different subjects, including how to frame the picture and the setting of cameras.

Students visited all the different sections of the museum to get good pictures. The golden clock, which strikes twelve times at noon, seemed

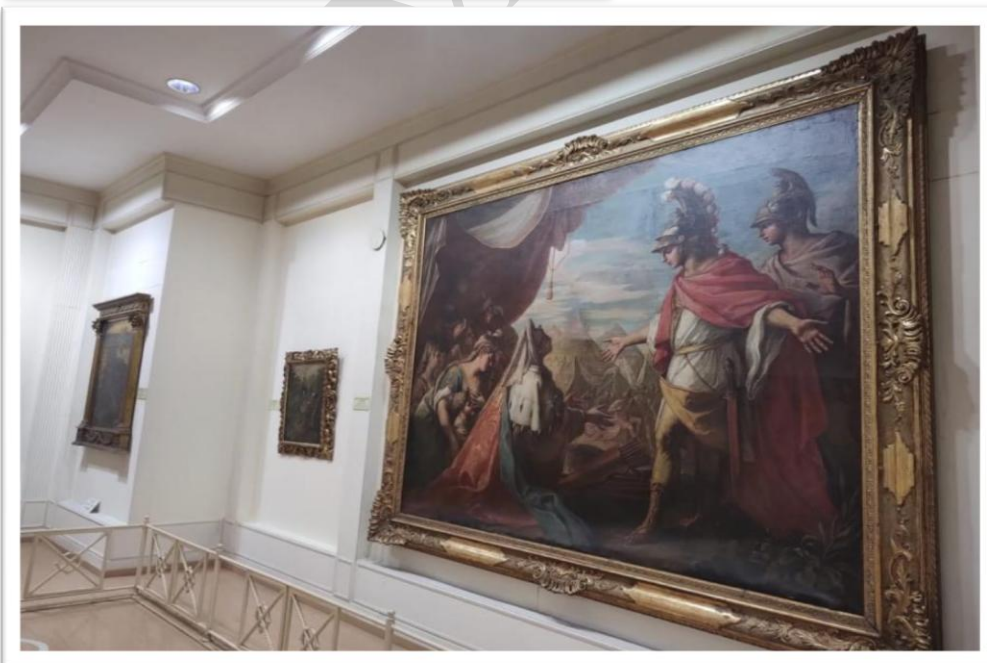


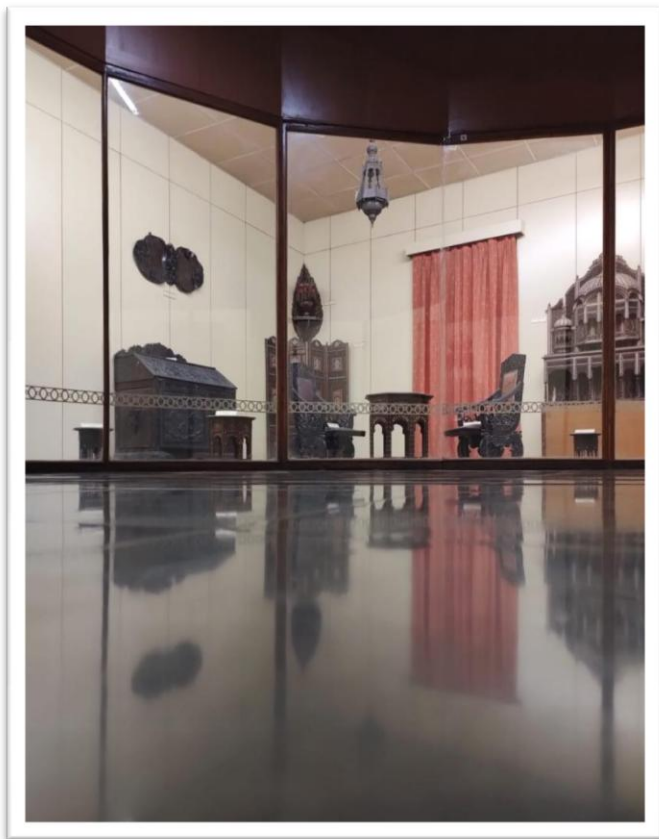
to be the most anticipated event of the day. Students visited all the floors and used their photography skills while gaining knowledge about world history.



After clicking pictures in the museum students had to select the best 20 pictures that would be submitted for the competition.

Artifacts clicked by the students







Faculty and students at Salar Jung Museum

Outcome of the Event:

Through the events which had taken place, the students learned camera skills in various available lighting conditions while navigating through crowds and distractions. All in all, the session was very fruitful and expanded the students' knowledge and skills.

20. Research Projects

| H.T NO: | Student Name | Title |
|--------------|-------------------------|--|
| 121419400001 | Ajay Kumar | Impact of OTT Platform on viewership pattern of audience & Indian Cinema |
| 121419400002 | Annapurna Dayama | Information and Communication Technology (ICTs) V/S Face-to-Face Communication |
| 121419400003 | Bhamidipati Neeharika | Britannia & Sunfeast Biscuits |
| 121419400004 | Bhukya Shivananda Swamy | Influence of Media Globalization on youth |
| 121419400005 | Chawada Dipen | Cinema and Censorship |
| 121419400006 | Christin Alex | Webseries and the impact on Youth |
| 121419400007 | Chukka Lahari | Film Censorship |
| 121419400008 | D Krithika | The Emergence of Online News in the Digital world and its impact on people |
| 121419400009 | Darshita Jain | Impact/Influence of horror films on teenagers |
| 121419400010 | Dhaval Solanki | Online Media v/s Mainstream Media |
| 121419400011 | G Joshua Emmanuel | Impact of Print Media and Newspaper Readership among students |
| 121419400012 | K Sri Jahnavi | Are Dance reality shows boon or bane |
| 121419400013 | Kakara Mouryan | Impact of gaming on society |
| 121419400014 | Kashish Kalwani | State Propoganda using Local Media |
| 121419400015 | Mandadi Durgabhavani | Social Media for Advertising |
| 121419400016 | Mir Umar Khan | How media is reporting sports journalism in India |

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|--------------|----------------------------|---|
| 121419400017 | Mogilaboina Tharun | Online News and it's Consumption |
| 121419400018 | Mohammed Abdul Quadeer | Impact of social Media on Social Interaction |
| 121419400019 | Mokshit Mehta | Role of media in prevention of sexual Abuse |
| 121419400020 | Parupally Niharika | Influence of social media on traditional media and its audience |
| 121419400021 | Prarthana Agarwal | Impact of videogames among youth |
| 121419400022 | Puchalapalli Sarah Roshini | A Project Report On Chocolate Brands Cadbury & Nestle |
| 121419400023 | Sabapathi Sucharitha | A study on customer perception on portable oil press |
| 121419400024 | Saneet Kumar Goud Konduri | Impact of mass media on Attitude Reliance and Values |
| 121419400025 | Santoon Kumar Das | The Influence of Ott Media On covid-19 Lockdown |
| 121419400026 | Sharma Sakshi | The Emerging fashion trends on instagram amongst youth |
| 121419400027 | Srestha Roy | Influence of Citizen Journalism on Mainstream Media |
| 121419400028 | Tabeer Fatima Khusrou | Cultural spaces of Hyderabad |
| 121419400029 | Vaishnavi Ch | Development of Independent Music |
| 121419400030 | Vanshita Sharma | A Dangerous job Dangers of Being a Journalist |
| 121419400031 | Vidhi Jain | Impact of Offbeat cinema on Commercial Cinema |
| 121419400032 | Tushar Jain | Online Media v/s Mainstream Media |
| 121419400033 | Pogaku Manish Kumar | Impact of Netflix on people |

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|---------------------|---------------------------------|--|
| 121419400034 | Kashapaga Pranathi | Influence of social media on traditional media and its audience |
| 121419400035 | Rameshwaram Pragnya Akanksha | The Role and impact of Newspaper in Daily Life |
| 121419400036 | Tallapalli Sushma | The Impact of Advertising on Consumer Behavior |
| 121419400037 | Shaik Abdul Safwan | Future of Newspaper in India |
| 121419400038 | Malyala Harendra Yadav | Impact of Television Cartoons on Children |
| 121419400039 | Komuravelli Vaibhav Gangadhar | Commercialization of Cinema in India |
| 121419400040 | Thotakuri Naveen Yadav | Portrayal of LGBTQIA+ in Hindi Cinema |
| 121419400041 | Tanzeel Noor | Do Violent Video Games Leads To Kids Aggressive Behaviour |
| 121419400042 | Md Zumar Ali Hassan | Webseries and the impact on Youth |
| 121419400043 | Thripurnapalli Aaron Ephraim | Addiction to PUBG |
| 121419400044 | Bhagyashree Kale | Impact of message or message-oriented dollywood movies on society. |
| 121419400045 | Potharam Vashista | What is Spotify and impact of what Spotify have on users |
| 121419400046 | Elati Charmi Reddy | A Project Report On Why Big boss |
| 121419400047 | Radha Konda | To Study the Impact of Instagram on Audience's Attention Span |

24. INTERNSHIP DETAILS

| ROLL NO. | NAME | NAME OF THE ORGANIZATION | ROLE AS AN INTERN |
|--------------|-------------------------|--|--|
| 121419400001 | Ajay Kumar | Educational Multimedia Research Center - The English and Foreign Languages University, Hyderabad | Pre-Production - Production Team and Research Intern |
| 121419400002 | Annapurna Dayama | Bhaves Advertisers | Coordinator |
| 121419400003 | Bhamidipati Neeharika | Zee telugu news (India .com) | Anchoring and Reporting |
| 121419400004 | Bhukya Shivananda Swamy | Ab news Telugu | Coordinator |
| 121419400005 | Chawada Dipen | Michael N Monteiro Studio | Photographer |
| 121419400006 | Christin Alex | Micheal's Studio | Video Editor |
| 121419400007 | Chukka Lahari | | |
| 121419400008 | D Krithika | Micheal's Studio | Video Editor |
| 121419400009 | Darshita Jain | L'utopia Magazine | Content writer and social media marketing intern |
| 121419400010 | Dhaval Solanki | Solus Media | |
| 121419400011 | G Joshua Emmanuel | Whitehat Jr.com | Music Teacher |
| 121419400012 | K Sri Jahnavi | Balimicorp (balimistudios) [working as an employee] | program executive (job role) |

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|---------------------|-------------------------------|-----------------------------|---|
| 121419400013 | Kakara Mouryan | | |
| 121419400014 | Kashish Kalwani | Rabbit Digital | Junior Copywriter |
| 121419400015 | Mandadi Durgabhavani | PRIME 9 NEWS | Trainee anchor |
| 121419400016 | Mir Umar Khan | Decathlon | Customer relation management |
| 121419400017 | Mogilaboina Tharun | SAM SCULPTORS PRODUCTION | Photography |
| 121419400018 | Mohammed Abdul Quadeer | Surreal Co. | Content Creator, Copy Writer |
| 121419400019 | Mokshit Mehta | | |
| 121419400020 | Parupally Niharika | Sam sculptors production | Photography |
| 121419400021 | Prarthana Agarwal | Rabbit Digital | Social Media Executive |
| 121419400022 | Puchalapalli Sarah Roshini | EFL University | In production and as a researcher |
| 121419400023 | Sabapathi Sucharitha | Sakshi T.V | Reporting |
| 121419400024 | Saneet Kumar Goud Konduri | Sam sculptors production | photographer and editor |
| 121419400025 | Santoon Kumar Das | Zee Telugu News | PCR operator & lifestyle program producer |
| 121419400026 | Sharma Sakshi | Bhaves advertisers | Co-ordinator |
| 121419400027 | Srestha Roy | Check box Marketing | Social Media / Digital Marketing |
| 121419400028 | Tabeer Fatima | Beyond technology | Social media |

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|---------------------|-------------------------------|--------------------------------------|---|
| | Khusrou | | marketing intern |
| 121419400029 | Vaishnavi Ch | Dolby drums digital recording studio | Intern as a sound engineer |
| 121419400030 | Vanshita Sharma | EMMRC OU | Pre and post production and research intern |
| 121419400031 | Vidhi Jain | Deaf Frog Productions | AD & assistant dop |
| 121419400032 | Tushar Jain | | |
| 121419400033 | Pogaku Manish Kumar | Gemini life sun network | Assistant program producer |
| 121419400034 | Kashapaga Pranathi | Michael studio | Video editor , assistant for Michael |
| 121419400035 | Rameshwaram Pragnya Akanksha | Swatantra news channel | Program producer |
| 121419400036 | Tallapalli Sushma | Nine o Nine | Audio Engineer |
| 121419400037 | Shaik Abdul Safwan | EMMRC | Production and research center |
| 121419400038 | Malyala Harendra Yadav | Abishek Pictures | Assistant Director |
| 121419400039 | Komuravelli Vaibhav Gangadhar | Michael N Monterio Studio | Assistant Photographer & Editor |
| 121419400040 | Thotakuri Naveen Yadav | POST CARD MOTION PICTURES | Creative Associate |
| 121419400041 | Tanzeel Noor | EMRC at EFL University. | Researcher, and in production (documentary) |

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|---------------------|---------------------------------|---|----------------------|
| 121419400042 | Md Zumar Ali Hassan | Beyond Technologies, Offshore Business Solutions | Social Media Analyst |
| 121419400043 | Thripurnapalli Aaron Ephraim | | |
| 121419400044 | Bhagyashree Kale | Spirit Media | Copywriting |
| 121419400045 | Potharam Vashista | Gemini comedy (suntv network) | Cordinator |
| 121419400046 | Elati Charmi Reddy | Prime 9 news channel | Anchor and reporter |
| 121419400047 | Radha Konda | Spirit Media Private Limited | Junior Copywriter |

| INTERNSHIP REPORT OF BA JPE 2019-2022 BATCH | | | |
|--|--------------------------|--|--|
| ROLL NO | NAME | NAME OF THE ORGANIZATION | ROLE AS AN INTERN |
| 1214-19-404-001 | Afifa Fatima | Helping hands | Intern. |
| 1214-19-404-002 | Akshita Rayudu | Tv5 | Intern - learning PCR/ MCR / ingest..etc |
| 1214-19-404-003 | Andrea Smriti Lawrence | Manaspoorthi Tho voluntary organisation | Website designing |
| 1214-19-404-004 | Arjumand Asiya | People's News Service (PNS) | Reporting Intern |
| 1214-19-404-005 | Ashresh Marupaka | Fever FM 94.3 - Hindustan Times Group Content and programming intern | |
| 1214-19-404-006 | Asma Siddiqui | Ebani Advertising | Content Creator |
| 1214-19-404-007 | Ayesha Yasmeen | Girgit software | Content writer |
| 1214-19-404-008 | Bradley E Dasari | | |
| 1214-19-404-009 | B. Naga Chandana | Ebani advertising | Creative designer |
| 1214-19-404-010 | B. Neha | FBHHS NGO | handling social media accounts |
| 1214-19-404-011 | Chabara Dhritika | FBHHS NGO | handling social media accounts |
| 1214-19-404-012 | Crescence Mercia D'Souza | Friends Being a Helping Hands | Content writer |
| 1214-19-404-013 | D. Maelona Jessica | CMEC Nampally (jay-D events) | Photographer/ Handling social |

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|-----------------|----------------------|--------------------------------------|---|
| | | | media |
| 1214-19-404-014 | Darediya Suhana | Pandora's art jewellery | Social media marketing and photography |
| 1214-19-404-015 | Shreya Singh | 3mark services | Intern |
| 1214-19-404-016 | Edara Amulya | FBHHS | Social media handling |
| 1214-19-404-017 | Enugu Sindhu Reddy | Helping Hands | Volunteer |
| 1214-19-404-018 | Gaurav V Baggi | | |
| 1214-19-404-019 | Ishwari Afzal Purkar | Creative Eye Design Studio | Content Writer |
| 1214-19-404-020 | J R Ruchitha Malaika | Helping Hands NGO | Education management |
| 1214-19-404-021 | J V Lakshmi Pujitha | Purple Flower Studio | Being involved in editing rough cuts and a few other pre and post production works. |
| 1214-19-404-022 | K Muskaan Saleem | Unique Intelligence | Social media handler |
| 1214-19-404-023 | Krupa Soni | Friends being a helping hand (FBHHS) | Handling social media account |
| 1214-19-404-024 | Madiha Unnisa Begum | Girgit software | Social media marketing |
| 1214-19-404-025 | Manisha Lakra | Sarva Prema Welfare Society | Helping in writing letters and screening letters |
| 1214-19-404-026 | Merlyn Marvel | Sarah ministries | Administrator |

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|-----------------|----------------------|---------------------------------|---|
| | | | intern |
| 1214-19-404-027 | Nabeela Nashat Afra | Nurest Foods | Marketing Intern |
| 1214-19-404-028 | Nidhi Jhaver | Ebani Advertising | intern copywriter |
| 1214-19-404-029 | Nikhita Srivastava | Ebani Advertising | Copywriting Intern |
| 1214-19-404-030 | Onkar Dhoble | Tempest Advertising | copywriter intern |
| 1214-19-404-031 | P Debora Rashmika | Helping Hands | Education Management |
| 1214-19-404-032 | Raeha Fatima | GIrgit software | Social media marketing |
| 1214-19-404-033 | Sadiya Naaz | Girgit software | Content writer |
| 1214-19-404-034 | Sahithya Guduru | FBHHS | Social media handling |
| 1214-19-404-035 | Sejal Jain | | |
| 1214-19-404-036 | Simran Judith Fraser | Unique Intelligence | Social media handler |
| 1214-19-404-037 | Simran Sharon | Unique Intelligence | Social media handler |
| 1214-19-404-038 | Syeda Sakina Tahera | Ebani Advertising | Client Servicing |
| 1214-19-404-040 | Tazim | Pandora's art jewellery | photographer |
| 1214-19-404-041 | Umaima Naaz | Peoples News Services | Reporting Intern |
| 1214-19-404-042 | Y Abhishek | APOKOS rehabilitation center | Collecting case histories analysing clients psychological condition ureassessments |
| 1214-19-404-043 | Zehra Hasan | Girgit software | Social media marketing |

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|-----------------|-----------------------|------------------------------|---|
| 1214-19-404-044 | Saad Bin Amer Bawazer | Nurest foods & Export LLP | digital marketing |
| 1214-19-404-045 | Musiab Kamil | Nurest foods & Export LIP | Designing Intern |
| 1214-19-404-046 | Michelle Oldbury | Helping hands NGO | Volunteer |
| 1214-19-404-047 | D Venkata Dhiren | Sam Sculptors Production | Video Editing and Public Relations Intern |
| 1214-19-404-048 | Meenakshi Tiwari | AMEYA CORP | Public Relations |
| 1214-19-404-049 | B Upendra | APOKO'S | Rehabilitation Intern |
| 1214-19-404-050 | Muskaan Lalani | Ebani advertising | Social media marketing intern |

| INTERNSHIP REPORT OF MA MCJ 2020-2022 BATCH | | | |
|---|--------------------------|---|---|
| Roll No | Name | NAME OF THE ORGANIZATION | ROLE AS AN INTERN |
| 121419094018 | H Sai Chandra Sekhar | Digi Quest | Sub Editor |
| 121420094001 | Chavali Siva Sai Srinath | ABP Desam (ABP Network's Telugu Digital Platform) | Trainee Video Producer |
| 121420094002 | P T R Jagannath | | |
| 121420094003 | Boru Sujan | Tv 9 News Channel | Reporting and editing |
| 121420094005 | Amartya Sai Smaran. Y | Sakshi Post | Sub-editor/ Content Creator |
| 121420094006 | Sanda Anusha | Synergy media | Active participation in two projects done by synergy media apart from this had done script writing, photography, documentary. |
| 121420094007 | Vineet Chaturvedi | Indian Army | Public Relations |
| 121420094008 | Lt Col Ajay Kanwar | Indian Army | Public Relations |
| 121420094009 | Puli Chamundeswari | Tv9 News Channel | Reporting and editing |
| 121420094010 | Addera Aishwarya | Maa TV | Big Boss |
| 121420094011 | Yelagapuri Sai Pranay | RVJ Media Group (TCF Radio Station) | Research Associate Intern |
| 121420094012 | Pittala Raju | High Court Hyderabad | Reporting |
| 121420094013 | Bushra Khan | Siasat Daily | Lifestyle/ Entertainment Journalist |
| 121420094014 | Gurujala Sriram Goud | Perceptions Branding | Research & Content Writing |
| 121420094015 | P Sunil Kumar | Synergy media | Active participation in two projects done by synergy media apart from this had done script |

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|--------------|--------------------------------|--------------------------------|---|
| | | | writing photography documentary. |
| 121420094016 | Salong Debbarma | Perfect Relation | Helped the organisation in research and documentation |
| 121420094018 | Umm E Mariya | Siasat Daily | International Relations Journalist |
| 121420094019 | Vadala Uday Kumar | Melbourne Mama | Cameraman |
| 121420094020 | Gopi Vighnesh | Melbourne Mama | Cameraman |
| 121420094021 | Chandrappa Gari Shash Kumar | High court in Telangana | Legal photojournalism |
| 121420094022 | Arroni Aditya | Red Ants media | Pre production intern |
| 121420094023 | Sreerupa Kanwar | Yellow Advertising | Copywriter |
| 121420094024 | Yedlapalli Sai Kiran | Red ants media works | Content Writer |
| 121420094025 | K B Veda Harshit | The Hans India | Sub-editor |
| 121420094026 | Sheelam Supriya | NTV - NEWS CHANNEL | YouTube analytics |
| 121420094027 | Sriya Moodepelly | ABN Andhrajiyoti TV channel | Reporter |
| 121420094028 | Muppalla Sukumar | NTV - NEWS CHANNEL | YouTube analytics |
| 121420094029 | P Aashish Kumar David | Doordarshan Hyderabad | Intern |
| 121420094031 | Joycee Selvaraj | Sacha App | Reporter |
| 121420094032 | Dasari Angel Pranaya Sheela | Tv9 | Reporter, video editor. |

| DISSERTATION REPORT OF MA MCJ 2020-2022 BATCH | | |
|--|--------------------------------|--|
| Roll Number | Name | Title |
| 1.2142E+11 | Chavali Siva Sai Srinath | A Retrospective Study on the Usage of ICT |
| | Colonel PTR Jagannath | Impact of child artist promoting products/services on the minds of students studying in class 7-10 |
| 1.2142E+11 | Boru Sujan | The future of Journalism in India |
| 1.2142E+11 | Amartya Sai Smaran Yerramsetti | Impact of Arjun Reddy on Youth |
| 1.2142E+11 | Sanda Anusha | Impact of Social Media on Youth |
| 1.2142E+11 | COL. V Chaturvedi | Survey to explore awareness levels amongst Social Media Users about Political Propaganda on Whatsapp |
| | Lieutenant Colonel Ajay Kanwar | Social Media's impact and management in the armed forces |
| 1.2142E+11 | Puli Chamundeswari | Role of Covid as a catalyst in increasing adoption of OTTs in India |
| 1.2142E+11 | Addera Aishwarya | Crime news on front page and inside pages : A comparative analysis on Telugu Newspapers |
| 1.2142E+11 | Pittala Raju | Instagram Marketing |
| 1.2142E+11 | Gurujala Sriram Goud | Impact of Social Media Platforms on Sports Leagues in India |
| 1.2142E+11 | P. Sunil Kumar | Impact of Advertising on general public |
| 1.2142E+11 | Salong Debbarma | Youtube as a platform to educate children during the Covid 19 outbreak |
| 1.2142E+11 | Umm E Mariya | Impact of Social Media Advertisement on Customer's Buying Habits |
| 1.2142E+11 | Vadla Uday Kumar | Consumer preference towards social networking apps in Hyderabad |
| 1.2142E+11 | Gopi Vighnesh | The use and impact of Whatsapp on people and students education |
| 1.2142E+11 | Chandrappa Gari Shashikumar | Marketing With Twitter: investigating factors that impact on the effectiveness of tweets |
| 1.2142E+11 | Arroni Adiya | Perspectives of house wives on ETV prime time serial |
| 1.2142E+11 | Sreerupa Kanwar | Role of online communication and social media in the lives of military spouses for communication |
| 1.2142E+11 | Veda Harshit | The impact of social networking on youth |
| 1.2142E+11 | Supriya Sheelam | Impact of PubG on Youth and Children |
| 1.2142E+11 | Sriya Moodepelly | Effectiveness of Social Media Marketing |
| 121420094028 | Muppala Sukumar | Media Coverage on State Government Welfare Schemes: Perception of Beneficiaries |

| | | |
|--------------|-----------------------------|---|
| 121420094031 | Joycee Selvaraj | Different Narratives surrounding Article 370: A content analysis of two media houses – The Quit and The Times Group |
| 121420094032 | Dasari Angel Pranaya Sheela | Impact of Facebook/Meta on the lives of People |

SJC Mass Comm

31. Cinevolution

Title: Cinevolution
Date and Time: 28th April, 2021. From 9am to 5pm
Venue: St. Joseph's Degree and PG College, Hyderabad
Target Audience: Film Makers, Film Lovers and Mass Communication Students

Objective of the event: The objective of Cinevolution was to invite Student Filmmakers to our College. It has provided a platform for showcasing their films and getting the appreciation they deserve.

Brief Report:

Department of Mass Communication and Journalism from St. Joseph's Degree and PG College had taken an initiative to provide a platform for students who want to become filmmakers. Cinevolution is one of the National Level Film Festival conducted in Hyderabad.



Preparations started since 9 April with a Brainstorming Session, followed by Poster Designing and Unveiling. On 14th, 15th, 16th, College conducted several Flash mobs for promoting Cinevolution 2022. Then after pitching for sponsorship, we got many sponsors.

On 19th of April, we revealed the Guest of Honors followed by Teaser Reveal on the same day.

From 26th of April onward, we started preparations including Logistic Setup, on 27th Pre-Event Brush through, on 28th Cinevolution Final arrangements.

The students who were part of Cinevolution Team and Volunteer had instructed to be in the college at 8:00 am. All other students who want to participate in Cinevolution had instructed to register themselves online or an on-spot registration for students from different colleges. The registration fee was Rupees 99 only-.

Guests for Cinevolution were Honorable Minister of Education Smt.P.Sabhitha Indra Reddy, Prof. D. Ravinder, Vice-Chancellor of Osmania University, and Hasan Zaidi famous Actor.

Our guest of honor are National Award-winning Director, Mr. B. Narsing Rao, Lyricist Ravi Kumar Bhaskarabhatla, Actor Akash Puri, Director Vinod Anantoju and Actress Dr. Kamakshi Bhaskarala.

ST. JOSEPH'S DEGREE & P.G COLLEGE
DEPARTMENT OF MASS COMMUNICATION
AND JOURNALISM
PRESENTS



CINEVOLUTION 2022

A NATIONAL STUDENTS FILM FESTIVAL

POWERED BY



GUESTS



Prof. D. Ravinder
V.O. Garware University
Chief Guest



Smt. P. Sabitha Indra Reddy
Hon. Minister of Education,
Govt. Of Telangana
Chief Guest



Hasan Zaidi
Actor
Chief Guest



B. Narsing Rao
Guest of Honour



Akash Puri
Actor
Guest of Honour



Vinod Anandh
Singer
Guest of Honour



Dr. Kamalini Bhaskarala
Singer
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Bhaskarabhatla Ravl Kumar
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ST. JOSEPH'S DEGREE & P.G COLLEGE
DEPARTMENT OF MASS COMMUNICATION
AND JOURNALISM
PRESENTS

 **CINEVOLUTION**
2022

A NATIONAL STUDENTS FILM FESTIVAL

**DO YOU MAKE MOVIES THAT
HELP US ESCAPE THE MUNDANE?!**

THIS IS A CALL FOR YOU TO SEND US
YOUR MOVIES. YOUR GREATEST ART FORM!

CATEGORIES FOR ENTRY
THEME: OPEN

SHORT FILM
~ 20 minutes

1st Prize
15k - Certificate + Memento

2nd Prize
10k - Certificate + Memento

3rd Prize
5k - Certificate + Memento

DOCUMENTARY
~ 30 minutes




1st Prize
10k - Certificate + Memento

2nd Prize
7.5k - Certificate + Memento

3rd Prize
5k - Certificate + Memento

ENTRY FEE
349 INR

CELEBRATION DAY
29th APRIL

S

Cinevolution was Powered by Melbourne Mama, Media sponsor Star Maa the other sponsors include Thrill City, Nikhil's Chinese fast food, Energiana Consultancy Service, RC Goyals, OLF Events and Café 555.

Outcome of the event: Through the events that had taken place, the students caught hold of how to conduct an event, how to handle crowd and how to manage the equipment. Students also got the chance to view different kinds of films.

ACADEMIC TOPPERS LIST
BA 3rd year for their performance
2019-2022 Batch

| S.NO | | PRIZE | NAME | ROLL NUMBER |
|------|--------------------------------------|--------|-------------------|-----------------|
| 1 | Memento & Certificate | First | Tallapalli Sushma | 1214-19-400-036 |
| 2 | | Second | Ajay Kumar | 1214-19-400-001 |
| 3 | | Third | Bhagyashree Kale | 1214-19-400-044 |

ACADEMIC TOPPERS LIST
MA 2nd year for their performance
2020-2022 Batch

| S.NO | | PRIZE | NAME | ROLL NUMBER |
|------|--------------------------------------|-------------|--------------------|-----------------|
| 1 | Memento & Certificate | First-9.85 | Sharmeen Bhimani | 1214-18-400-032 |
| 2 | | Second-9.74 | Shravana Sandhya | 1214-18-400-033 |
| 3 | | Second-9.74 | Srikanth Aishwarya | 1214-18-400-024 |

36. Board of Studies 2022

Date: 30-03-2022

Time: 10:30am

Venue: Conference Hall

The Board of Studies of the department comprehensively discussed and approved the structure of the three year degree courses BA (MCJ) and BA (JPE) and two year masters course MA (Journalism and Communication) with effect from the academic year 2022-2025.



- The BA (MCJ) structure included courses relating to all the six semesters.
- The Board approved the structure with 162 credits.
- The BOS also approved the six semester structure and courses relating to BA (JPE).
- The Board approved the existing four semester structure and courses relating to MA (Journalism and Communication).
- The Board approved the new simplified course code.
- The Board approved the list of external examiners for all the courses of BA and MA.



General Suggestions:

- The Board recommended that the BA (JPE) students be given a choice to do a 6 week internship in either Psychology or Journalism.
- The internship for BA (JPE) should be only in one stream for 6 weeks among the three options and should not be split. This will provide students a comprehensive understanding in one area and help in improving their employability skills.
- The board recommended that BA(JPE) students can submit a minor research project in the third year relating to any area of mass communication and will be evaluated
- The Board suggested the department to invite senior media professionals, resident editors as guest faculty.
- The Board suggested that regular workshops should be held as it will help students develop their skills and interact with experts, internship and employment opportunities.
- Professor Stevenson, Chairman BOS and HOD department of Mass Communication OU, suggested that the department can collaborate with the newly established Human Capital

Development Center by UGC at OU for training students, overseas education and employment opportunities.

- The board suggested that the students should be encouraged and motivated for higher studies in Mass Communication and Journalism stream



BA(MCJ)

Modifications and Changes

The Board suggested following modifications and changes in the structure relating to BA (MCJ) 3year program.

The BOS approved the syllabus of all the courses of BA (MCJ) First year - Semester I and II.

- The Board recommended pruning the syllabus of “Theories of Human Communication” course in Semester I as it is very intensive for students in the first semester.
- The Board suggested adding John Fiskey’s ‘Introduction to Communication studies’, Routledge Publications book with references to “Theories of Human Communication” subject.

- The Board suggested introduction of “Writing for Media” as core subject and shifting of “History of Media” in Semester I and to shift “History of Media” course to Semester II of BA (MCJ).
- The aim of the “Writing for Media” course is to introduce different forms of writing like creative writing, persuasive writing etc for different media to the students.
- All courses relating to New Media will be further renamed as Digital Media taking into account that technology and application of New Media are no longer novelties.
- It was recommended that “Digital Audio Production” be replaced with “Radio Broadcasting” subject in Semester I.
- It was recommended that “Digital Audio Production” be introduced as a SEC (Skill Enhancement Course) in Semester V of BA (MCJ) as the syllabus was very intensive in Semester I
- It was recommended that “Radio Broadcasting” be introduced as a core subject with a practical paper in Semester I of BA (MCJ). This will provide students with basic knowledge of Radio and Audio production.
- It was suggested that topics like Radio Jockeying and Podcasting be added to the Radio Broadcasting syllabus
- It was suggested to include different forms of Journalism like Long form Journalism, Digital Journalism in the syllabus of Introduction to Journalism subject of Semester II.
- It was suggested that the topic of YouTube be added to Unit V of History of Media Subject.
- It was suggested to introduce concept of Info graphics and its relevance in Visual Communication subject in Semester II
- It was suggested that indoor and outdoor television production be included as two separate topics in Advanced Television Production subject in Semester V
- It was suggested that basics of OTT, different types of transition, and green mat production be introduced in Advanced Television Production Sem V.

39. Department centric activity

Title: Industry - Academia Interface
Date and Time: 17 March 2022, 2:00 pm onwards
Venue: Board Room

Subject Experts:

- Mr. Somasekhar – Former Editor, The Hindu Business Line
- Mrs. Padma Priya – Founder and CEO Suno India
- Mr. Sandeep - Film Director
- Mr. Muthyam - CEO AMIDA Edutech
- Dr. K. Anitha – Dept of Mass Comm, St. Francis College for Women
- Mr. Shiva Trishul – Dept of Mass Comm, Bhavans Degree College.

Objective of the event:

To keep in tune with the ongoing changes in the industry and incorporating them in the academics.

Brief Report:

The Industry -Academia meet commenced with Mr. Glen D Silva, HOD Dept of Mass Communication and Journalism welcoming the Industry experts ,followed by which there was a brief introduction of the faculty with the experts.

After which Prof. PLVishweshwar Rao went on to give an insight about the Department and the subjects that are being taught in the 3 years degree course, once the briefing was done views and ideas of each expert were taken, along with a discussion, which followed after.

These are a few suggestions / points put forward by the experts:

- Newspaper and Magazine reading.
- Introduction to vernacular journalism
- Portfolio based rather than theory
- On Field Assignments

- Personality development course
- Course on Podcast

After the discussion, the meeting ended with Mrs. Sriveda Baswapoor giving a vote of thanks and a group photo was taken.

Outcome of the event:

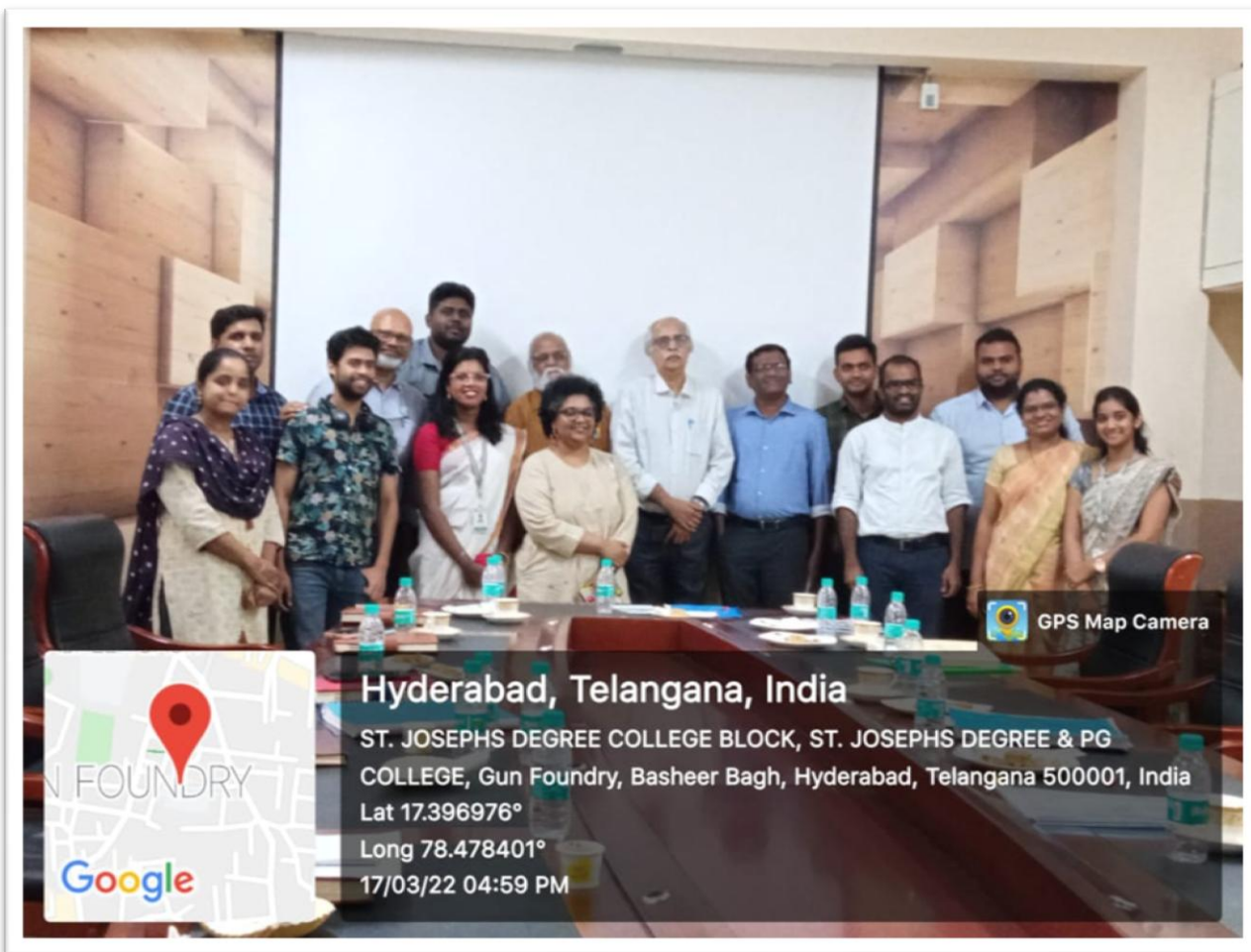
The suggestions put forward by the subject experts were taken into consideration; also, necessary changes will be made henceforth in the syllabus, which would help the students be in tune with the changing industry needs.



Mr. Glen D Silva, Head Dept of MCJ, Welcoming the guests.



Prof. P L Vishweshwar Rao, Director St. Joseph's Degree and PG College addressing the gathering



Faculty with the esteemed members of the Industry and Academia

DEPARTMENTAL FUTURE GOALS

✓ BA Program Specialization in

1. Television Production
2. Print Media
3. Digital Media
4. Advertising and Corporate Communication

✓ MA Program Specialization in

1. Communication Studies
2. Television and Radio Production
3. Print and Digital Media
4. Public Relations and Corporate Communication

✓ Develop a Media Research Cell

- To carry out specific Media Research

✓ Start courses related to

- Fact Checking
- Cyber culture
- Data Journalism