



# **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**

**SHAYNE REYNOLDS**

**Assistant Professor**

**RAM PRASHANTH KUMAR**

**Assistant Professor**

## INDEX

<b>S.NO</b>	<b>CONTENT</b>	<b>PAGE NO.</b>
<b>1</b>	<b>About College</b>	<b>5</b>
<b>2</b>	<b>About Department &amp; Programme Offered</b>	<b>5-6</b>
<b>3</b>	<b>Achievements/Ranking of the Department</b>	<b>7</b>
<b>4</b>	<b>Details of Full Time and Part Time Faculty: Name, Qualification, Designation, Experience, Specialization</b>	<b>8-9</b>
<b>5</b>	<b>Almanac &amp; Workload Statement</b>	<b>10-22</b>
<b>6</b>	<b>Details of Faculty pursuing Ph.D.</b>	<b>-</b>
<b>7</b>	<b>Orientation/Seminars/Conferences/Workshop/ attended by Faculty- In house &amp; Outside</b>	<b>23-24</b>
<b>8</b>	<b>Paper presentations/Paper publications by faculty</b>	<b>-</b>
<b>9</b>	<b>Books Published/ Membership</b>	<b>-</b>
<b>10</b>	<b>Paper Setters/ Member of any Bodies etc.</b>	<b>24</b>
<b>11</b>	<b>Consultancy Work by the Department &amp; Faculty Achievements</b>	
<b>12</b>	<b>Library/ Infrastructure Facilities</b>	<b>24</b>
<b>13</b>	<b>Details of Student Strength</b>	<b>24</b>
<b>14</b>	<b>Orientation Programme &amp; Investiture for students</b>	<b>25</b>
<b>15</b>	<b>Bridge Course/ Remedial Classes conducted</b>	<b>-</b>
<b>16</b>	<b>Innovative teaching learning practices</b>	<b>27-58</b>

17	<b>Best Practices/ SWOT Analysis of the department</b>	
18	<b>Guest Lectures/ Seminars/ Workshops organized for students</b>	<b>27-58</b>
19	<b>Industrial Visits / Experiential Learning ( Exhibs)</b>	<b>27-58</b>
20	<b>Project / Internship details of students</b>	<b>59-64</b>
21	<b>Student Participation in Fests/Competitions Outside College</b>	-
22	<b>ED Cell/ Women Empowerment/JGSS/ Red Cross Activities/ JSS Activities by students/NSS</b>	-
23	<b>Paper presentation by students</b>	-
24	<b>Internship Details</b>	<b>59-64</b>
25	<b>Details of Students Registered, CRT details &amp; Placement company wise</b>	-
26	<b>Result Analysis</b>	-
27	<b>Academic performance/ Prizes won</b>	-
28	<b>Certificate Courses Offered</b>	-
29	<b>JSR Day</b>	<b>64-69</b>
30	<b>Parent-Teacher Meet</b>	-
31	<b>Josephiesta/CinEvolution</b>	<b>69-73</b>
32	<b>Convocation</b>	-
33	<b>Alumni Meet</b>	-
34	<b>Annual Day Prize list</b>	

<b>35</b>	<b>Farewell Meet</b>	<b>-</b>
<b>36</b>	<b>BoS Meeting Report</b>	<b>74</b>
<b>37</b>	<b>Survey reports Submitted</b>	<b>-</b>
<b>38</b>	<b>Future Plans of the Department</b>	<b>75</b>
<b>39</b>	<b>Summary of student-centric activities &amp; FDP</b>	<b>-</b>
<b>40</b>	<b>Other Information &amp; Photographs in JPG format</b>	<b>-</b>



## **DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM**

### **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

**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

16 | 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  <b>Specialization:</b> Media, politics, society, Dev Com, PR& Media Management.	43 years in Teaching & Media	<b>FULL TIME</b>
2.	Glen D Silva	M.A. Communication, MA English	Asst Professor  <b>Specialization:</b> Television Production & Visual Communication	22 years of experience in Television Production. 4 years teaching at St. Joseph's Degree & PG College.	<b>FULL TIME</b>
3.	Keshav Vivek	M.A.Communicati on, MBA and NET	Asst Professor  <b>Specialization:</b> New Media Technologies	2 years in Loyola Degree & PG College and 5 years in St. Joseph's Degree & PG College	<b>FULL TIME</b>
4.	Laasya Madhukar	M.A.(MCJ)	Asst Professor  <b>Specialization:</b> Reporting and Editing, Evolution Arts	9 years in teaching	<b>PART TIME</b>
5.	Shubhangi Misra	M.A. Communication	Asst Professor  <b>Specialization:</b> Corporate Communication, Public Relations,	2 years in Corporate TCS 3 Years in St. Joseph's Degree and PG College	<b>FULLTIME E</b>
6.	Jeeva Ratan	MA Communication, SLET, NET	Asst. Professor  Specialization: Mass Communication Theories, Radio Broadcasting	2 Years – Radio Jockeying, 3 years in teaching	<b>FULL TIME</b>

7.	Shayne Reynolds	MA Communication	Specialization: Audio Production, Photography, Editing	11 years' experience	<b>FULL TIME</b>
8.	Shiva Kumar Reddy	MA Mass Communication and Journalism AP- SET	Asst. Professor Specialization: Mass Media Theories, Media Laws, and Ethics	3years	<b>FULL TIME</b>
9.	Sriveda Baswapoor	MA MCJ	Asst. Professor Specialization: Research, Corporate Communication	2 Years	<b>FULL TIME</b>
10.	Shiney Solomon	MA Journalism and Communication	Asst. Professor Specialization: Media in India, Development communication	2 Years in Entrepreneurship 2 Years	<b>FULL TIME</b>
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, 2 Year in teaching	<b>FULL TIME</b>


## 5. ALMANAC FOR (UG&PG) ACADEMIC YEAR 2022 -2023




**ST. JOSEPH'S DEGREE & PG COLLEGE**  
 (Autonomous), Affiliated to Osmania University  
 Re-accredited by NAAC (3<sup>rd</sup> Cycle) with B++ Grade  
 King Koti Road, Hyderabad

**Tentative Almanac for Under Graduate (UG)**  
**Academic Year 2022 – 2023**  
**Even Semester – II, IV & VI**

S.No.	Details	Date, Month & Year
1.	Commencement of II, IV & VI Semester Classes	12 <sup>th</sup> Dec 2022 (Orientation)
2.	Continuous Assessment Internal - I Examination	1 <sup>st</sup> February – 4 <sup>th</sup> February 2023
3.	Examination Notification (Main)	22 <sup>nd</sup> March 2023
4.	Continuous Assessment Internal - II Examination	21 <sup>st</sup> March 2023 to 25 <sup>th</sup> March 2023
5.	Internal Practical Examinations	27 <sup>th</sup> March 2023 – 31 <sup>st</sup> March 2023
6.	<b>Submission of Examination Forms</b>	
	A. Without Late Fee	6 <sup>th</sup> April to 13 <sup>th</sup> April 2023
	B. With late Fee	15 <sup>th</sup> April to 19 <sup>th</sup> April 2023
7.	Last day of Instruction	24 <sup>th</sup> April 2023
8.	Preparation Holidays	25 <sup>th</sup> April to 30 <sup>th</sup> April 2023
9.	Commencement of End Semester Examinations (Theory & Practical's)	1 <sup>st</sup> May to 30 <sup>th</sup> May 2023
10.	College Re-open for Odd Semester	12 <sup>th</sup> June 2023



**Principal**  
 ST. JOSEPH'S DEGREE & P.G. COLLEGE  
 King Koti road, Hyderabad-500 029



2




## ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University  
Re-accredited by NAAC (3<sup>rd</sup> Cycle) with B<sup>++</sup> Grade  
King Koti Road, Hyderabad

### Tentative Almanac for Under Graduate (UG) Odd Semesters III & V Academic Year 2022 - 2023

S.No.	Details	Date, Month & Year
1.	Commencement of Semester Classes for II <sup>nd</sup> & III <sup>rd</sup> Years	11 <sup>th</sup> July 2022 (Orientation)
2.	Continuous Assessment Internal - I Examination	1 <sup>st</sup> Sept - 5 <sup>th</sup> Sept 2022
3.	Examination Notification	10 <sup>th</sup> October, 2022
4.	Continuous Assessment Internal - II Examination	19 <sup>th</sup> Oct - 22 <sup>nd</sup> Oct 2022
5.	Internal Practical Examinations	26 <sup>th</sup> Oct to 1 <sup>st</sup> Nov 2022
6.	<b>Submission of Examination Forms</b>	
	a. Without Late Fee	1 <sup>st</sup> Nov - 5 <sup>th</sup> Nov 2022
	b. With Late Fee	7 <sup>th</sup> Nov - 11 <sup>th</sup> Nov 2022
7.	Last day of Instruction	15 <sup>th</sup> Nov 2022
8.	Preparation Holidays	16 <sup>th</sup> Nov 2022 - 20 <sup>th</sup> Nov 2022
9.	Odd Semester Theory Exams	21 <sup>st</sup> Nov 2022 - 3 <sup>rd</sup> Dec 2022
10.	Odd Semester Practical Exams	3 <sup>rd</sup> Dec 2022 to 14 <sup>th</sup> Dec 2022
11.	College Re-open for Even Semester	12 <sup>th</sup> Dec 2022



  
Principal  
ST. JOSEPH'S DEGREE & PG. COLLEGE  
King Koti Road, Hyderabad-500 029



## ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University  
Re-accredited by NAAC (3<sup>rd</sup> Cycle) with B<sup>++</sup> Grade  
King Koti Road, Hyderabad

### Tentative Almanac for MA (PG) Semesters I Academic Year 2022-2023

S.No.	Details	Date, Month & Year
1.	Commencement of Semester I <sup>st</sup> Classes	8 <sup>th</sup> August 2022 (/Orientation)
2.	Continuous Assessment Internal - I Examination	26 <sup>th</sup> Sept - 30 <sup>th</sup> Sept 2022
3.	Examination Notification	7 <sup>th</sup> Nov 2022
4.	Continuous Assessment Internal - II Examination	15 <sup>th</sup> Nov - 19 <sup>th</sup> Nov 2022
5.	Internal Practical Examinations	26 <sup>th</sup> Nov - 28 <sup>th</sup> Nov 2022
6.	Submission of Examination Forms	
	a. Without Late Fee	22 <sup>nd</sup> Nov - 26 <sup>th</sup> Nov 2022
	b. With Late Fee	28 <sup>th</sup> Nov - 2 <sup>nd</sup> Dec 2022
7.	Last day of Instruction	9 <sup>th</sup> Dec 2022
8.	Preparation Holidays	10 <sup>th</sup> Dec - 12 <sup>th</sup> Dec 2022
9.	Commencement of End Semester Theory Examinations	13 <sup>th</sup> Dec - 19 <sup>th</sup> Dec 2022
10.	Odd Semester Practical Exams	20 <sup>th</sup> Dec - 23 <sup>rd</sup> Dec 2022
11.	College Re-open for Semester II	2 <sup>nd</sup> January 2023



Principal  
ST. JOSEPH'S DEGREE & PG. COLLEGE  
King Koti Road, Hyderabad-500 029





## ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University  
Re-accredited by NAAC (3<sup>rd</sup> Cycle) with B<sup>++</sup> Grade  
King Koti Road, Hyderabad

### Tentative Almanac for MA (PG) Semesters III Academic Year 2022-2023

S.No.	Details	Date, Month & Year
1.	Commencement of Semester III <sup>rd</sup> Classes	11 <sup>th</sup> July 2022 (Orientation)
2.	Continuous Assessment Internal - I Examination	1 <sup>st</sup> Sept - 5 <sup>th</sup> Sept 2022
3.	Examination Notification	10 <sup>th</sup> October, 2022
4.	Continuous Assessment Internal - II Examination	19 <sup>th</sup> Oct - 22 <sup>nd</sup> Oct 2022
5.	Internal Practical Examinations	27 <sup>th</sup> Oct to 1 <sup>st</sup> Nov 2022
6.	<b>Submission of Examination Forms</b>	
	a. Without Late Fee	1 <sup>st</sup> Nov - 5 <sup>th</sup> Nov 2022
	b. With Late Fee	7 <sup>th</sup> Nov - 11 <sup>th</sup> Nov 2022
7.	Last day of Instruction	15 <sup>th</sup> Nov 2022
8.	Preparation Holidays	16 <sup>th</sup> Nov 2022 - 20 <sup>th</sup> Nov 2022
9.	Commencement of End Semester Theory Examinations	21 <sup>st</sup> Nov 2022 - 25 <sup>th</sup> Nov 2022
10.	Odd Semester Practical Exams	28 <sup>th</sup> Nov 2022 - 30 <sup>th</sup> Nov 2022
11.	College Re-open for Semester IV	12 <sup>th</sup> Dec 2022



*[Signature]*

Principal  
ST. JOSEPH'S DEGREE & PG. COLLEGE  
King Koti Road, Hyderabad-500 029



## Workload Statement for odd Semester 2022-23

**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	Introduction to Journalism & Society	MA I yr	5
2	Communication Research Project Guidance	MA II yr	3
3	Reporting & Editing	MAI	3(T)+ 4(P)= 7
4	Development & Rural Communication	MA II yr	5
	<b>TOTAL</b>		<b>20</b>

**Glen D Silva**

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	Television & Film Studies	MA I	3(T)
2	International Communication	MA II	5
3	Communication Research Methods	MA II	3(T)
4	Mentoring	All Classes	5
	<b>TOTAL</b>		<b>16</b>

**Keshav Vivek**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Human Resource Management	MA II yr	5
2	Public Relations	MA I	5
3	Media & Communication Theory	MA I	5
4	Mentoring	MA I & MA II	2
5	Project Guidance	MA II	2
	<b>Total</b>		<b>19</b>

**V. Laasya Madhukar**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Evolution of Arts	BA ( MCJ ) II yr	5
2.	Reporting and Editing	BA ( MCJ ) II yr	3(T)+ 4(P)= 7
3	Media and development	BA JPE III yr	5
4	Mentoring	BA III	2
	<b>TOTAL</b>		<b>19</b>

**Y Jeeva Rathan**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Art of Film Making	BA II (Mass Com)	3(T)+ 4(P)= 7
2	Radio Broadcasting	BA (Mass Com) I yr	4(P)
3	Television & Film Studies	MA I yr	4(P)
4	Mentoring	MA I	2
	<b>TOTAL</b>		<b>17</b>

**Shayne Reynolds**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	TV Anchoring & Presentation	BA (MCJ) III yr	5
2	Advanced New Media	BA (MCJ) III	5
3	Documentary Production	MA II yr	3(T)+ 4(P)= 7
4	Mentoring	BA Iyr	1
	<b>TOTAL</b>		<b>18</b>

**Prashanth**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Advanced Television Production	BA (MCJ) III yr	3(T)+ 4(P)= 7
2	Introduction to Mass Media Research	BA (MCJ) III yr	5
3	Introduction to Journalism	BA(MCJ) I yr	3(T)
4	SPSS	MA II	2
5	Mentoring	BA III	1
	<b>TOTAL</b>		<b>18</b>

**Shiva Kumar**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Media Laws & Ethics	BA (MCJ) III yr	2
2	TV Anchoring & Presentation	BA (JPE) III yr	5
3	Theories of Human Communication	BA I	5
4.	Introduction to Journalism	BA(MCJ) I yr	4(P)
5	Mentoring	BA I	2
	<b>TOTAL</b>		<b>18</b>

**Shiny Solomon**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Introduction to Communication	BA ( JPE ) Iyr	5
2	Broadcast Journalism	BA II JPE	3(T)+ 4(P)= 7
3	Radio Broadcasting	BA II MCJ	2
4	Radio Broadcasting	BA (MCJ) I yr	3 (T)
5	Mentoring	BA II	2
			<b>19</b>

**Noel Bandari**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	Corporate Communication	BA (MCJ ) II yr	5
2	Writing for Media	BA (MCJ) Iyr	5
3	Photojournalism	BA ( JPE ) III Yr	2
4	Photojournalism	BA ( MCJ ) III Yr	2
4	Mentoring	BA (MCJ) II	2
			<b>16</b>

**Workload Statement for Even Semester 2023**

**Courses:** BA (Mass Com & JPE)

MA ( MCJ)

**Semester:** II, IV, VI

**Prof. P.L. Vishweshwar Rao**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	MEDIA LAWS AND ETHICS	MA I yr	5
2	CORPORATE COMMUNICATION	MA II yr	5

3	DISSERTATION	MA II yr	5
4.	MENTORING		2
5.	RESEARCH		2
	<b>TOTAL</b>		<b>19</b>

**Glen D Silva**

S.No.	Subject Name	Class & Year	No. of Hrs.
1.	TELEVISION PRODUCTION	MA I yr	3(T) +4(P)= 7
2	ONLINE JOURNALISM	BA(MCJ&JPE)III yr	3(T) +4(P)= 7
3.	MENTORING		2
4.	RESEARCH		2
	<b>TOTAL</b>		<b>18</b>

**Keshav Vivek**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	MEDIA INDUSTRY AND MANAGEMENT	MA I yr	5
2	NEW MEDIA & DIGITAL JOURNALISM	MA II yr	3(T) + 4(P)= 7
3	INTERNSHIP	MA II	5
4.	MENTORING		2
5.	RESEARCH		2
	<b>Total</b>		<b>21</b>

**D.NAGARJUNA**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	ADVANCED REPORTING & EDITING PRACTICAL	MA I yr	3(T)+ 4(P)= 7

2	NEWSPAPER AND MAGAZINE DESIGN	BA (MCJ) II yr	2
3	MENTORING		2
4	RESEARCH		2
	<b>TOTAL</b>		<b>13</b>

**V. Laasya Madhukar**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	SPECIALISED REPORTING	BA ( MCJ ) II yr	3(T)+ 4(P)= 7
2.	PRINT MEDIA	BA (MCJ+JPE ) II yr	3(T)+ 4(P)= 7
3	INTERNSHIP	BA III	5
4	MENTORING	BA (MCJ) III yr	2
5	RESEARCH		2
	<b>TOTAL</b>		<b>23</b>

**Shayne Reynolds**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	MAGAZINE AND PHOTO JOURNALISM	MA I yr	5
2	SOCIAL MEDIA	BA III yr	5
3	ADVERTISING	BA(MCJ & JPE)III yr	2
4	MENTORING		2
5	RESEARCH		2
	<b>TOTAL</b>		<b>16</b>

**Prashanth**

S.No.	Subject Name	Class & Year	No. of Hrs.
-------	--------------	--------------	-------------

1	TELEVISION PRODUCTION	BA( MCJ ) I yr	3(T) + 4(P) = 7
2	DOCUMENTARY PRODUCTION	BA (MCJ) III yr	2
3	PROJECT REPORT/DISSERTATION	BA (MCJ) III yr	5
4	MENTORING		2
5	RESEARCH		2
	<b>TOTAL</b>		<b>18</b>

**Shiney Solomon**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	HISTORY OF MEDIA	BA (MCJ) I yr	5
2	MASS MEDIA IN INDIA	BA (JPE) I yr	3(T)+ 4(P)= 7
3	COMMUNICATION AND DEVELOPMENT	BA(MCJ) II yr	5
4	MENTORING		2
5	RESEARCH		2
	<b>TOTAL</b>		<b>21</b>

**Shubhangi Misra**

S.No.	Subject Name	Class & Year	No. of Hrs.
1	MASS COMMUNICATION THEORIES	BA ( MCJ ) I yr	5
2	VISUAL COMMUNICATION	BA ( MCJ ) I yr	3(T)+ 4(P)= 7
3	MENTORING		2
4	RESEARCH		2
	<b>TOTAL</b>		<b>16</b>

**Suzan Spurthi**

S.No.	Subject Name	Class & Year	No. of Hrs.
-------	--------------	--------------	-------------

1	NEW MEDIA TECHNOLOGIES	BA (MCJ ) II yr	5
2	PUBLIC RELATIONS	BA (MCJ ) II yr	5
3	MENTORING		2
4	RESEARCH		2
	<b>TOTAL</b>		<b>14</b>

**TOTAL DEPARTMENT WORKLOAD**

<b><u>S.No.</u></b>	<b><u>Faculty Name</u></b>	<b><u>WorkLoad</u></b>
1.	Prof. P.L. Vishweshwar Rao	19
2.	Glen D Silva	18
3.	Keshav Vivek	21
4.	D.NAGARJUNA	13
5.	V Laasya Madhukar	23
6.	Shayne Reynolds	16
7.	Prashanth Ram	18
8.	Shiny Solomon	21
9.	Shubhangi Misra	16
10.	Suzan Spurthi	14
	<b>Total</b>	<b>179</b>



## **7. Workshops/ Seminars/ Symposiums Attended by Faculty**

The mentioned faculty **Glen D Silva, Keshav Vivek, V Laasya Madhukar, Prashanth Ram, Shiny Solomon, Shayne Reynolds, Shubhangi Misra** attended the below programs

1. Exploring Proquest for Academic Research and Learning & Internal Quality Assurance Cell on 19th July 2022,
2. Film Workshop Organised by Department of Mass communication & Journalism and Department of Psychology on 29th July 2022.
3. Conceptual Photography organised by Department of Mass communication on 18th Aug 2022
4. Workshop on " Role of The Print and Electronic Media for Science Popularization in Andhra Pradesh and Telangana" on 4th and 5th November, 2022

## **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
7. **Shayne Reynolds**, External Examiner for Bhavan's Degree College
8. **Ram Prashanth**, External Examiner for Bhavan's Degree College
9. **Shubhangi Misra**, Paper Setter for St. Francis Degree and PG College
10. **Shiney Solomon**, Paper Setter for Loyola Academy

## **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-11sdxc 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 – 47
- ☐ BA Mass Communication IIyr – 39
- ☐ BA Mass Communication IIIyr – 54

### **MA**

- ☐ MA-1 – 44
- ☐ MA-2 – 42

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

**Event Name:** Orientation of UG Ist Year.

**Date:** 17/08/2022

**Venue:** Mass Comm Studio

**Traget Audience:** BA Mass Communication & JPE Students

**Objective:**

To bring awareness in the 1<sup>st</sup> year students about the rules & code of conduct of the college.

**Report:** The Orientation for the students began by invoking God's Prayers by choir team of the college. After which Mr. Glen D'Silva Head, Department of Mass communication, enlightened the students about various cells & committees which are actively working in the campus. Mrs. Amthul, Head, Department of Psychology welcomed the students, and started her talk on the establishment of the college, about our Patron St Josephs. She also emphasized on the Rankings of the college, and how the college is maintaining the consistency of being top most college in the city. Father Principal Fr Dr D Sunder Reddy, gave an insight on importance of education, he further stated that the youth are the pillars for building the nation so as a youth we should have goals for the development of society and the nation as well. He welcomed the 1<sup>st</sup> years on a note that every time they should set shorter goals to achieve the big goal.

Mr Satyanarayana, In charge of discipline committee, oriented students about following the code of conduct of the college, he spoke about maintaining 75% attendance in the college and following the dress code for both boys and girls, he also stressed on various sections which falls under Indian panel code regarding ragging and he said that though ragging is an offence it is also prohibited in the campus.

Mrs Vijay Lakshmi, convenor, Centre for Social Transformation, gave a brief on what all the cell and committees do in the college and she encouraged students to participate in the activities of the center. Mrs Geetanjali, Convenor, center for student progression briefed about importance of Higher Education and clarified their doubts by holding one to one question answer session.

Mrs Shanti Kiran, Convenor, Certificate courses, spoke to students about mandatory certificate courses which are available online and offline, throughout the Academic year.

The orientation ended with a positive note that the students are aware of the rules and regulations of



the college.



**Outcome:** By the end of the day students gained an insight into how the college conducts different activities, how does different centers work and involve student engagement.

**DAY 2: Title:** Icebreaking session.

**Date and Time:** 18 August 2022, 9:00 AM to 12:30 PM

**Venue:** Mass Communication Studio-2.

**Target Audience:** First years, BA JPE and BA MCJ

**Objective of the event:** To engage students with seniors and break the stigma of senior and juniors

**Brief Report:** The orientation began at 9 pm at the mass communication studio, with a prayer song delivered by Anno domini followed by which Mr. Glen D Silva, the HOD of the Mass Communication and Journalism took over the stage and invited Prof PLV Rao to come and share some wisdom from his ocean of knowledge. Sir spoke about the state of journalism in the country and the potential within every single student in the room, after which Aparna ma'am from the second language department made an introduction to the Sanskrit club.

The mic was handed over to Mrs Amthul who explained the syllabus structure and gave a brief presentation about the psychology clubs. This was followed by a presentation by the English

department headed by Dr. Sangeetha Motkar, who intimated the students about the various activities/clubs within the department. The session ended with a final presentation from the members of the IIC club. The students were given a short break after which they returned to the studio for an ice breaking session with the seniors.

The students of BA JPE and BA MCJ 2 & 3 commenced the session by serenading the juniors with a lovely song followed by which the juniors took part in the interactive activities like Treasure Hunt and Shark Tank that was organised for them. At last, the time came to an end with a Question Answer/Improvised karaoke session with the seniors.



**Outcome of the event:** The first-year students learnt about the various clubs in the college which was followed by an ice breaking session organized by the seniors. They all took part in fun activities like Treasure Hunt and Shark Tank which helped them know their classmates better. They all had positive interactions with the seniors as well as their fellow students.

## 16. Innovative Teaching Learning Practices

### LUMIERE CLUB

**1. Title of the event / activity:** Film screening of “Major” as part of Azadi ka Amrit Utsav

**Date & time:** 17th August 2022, 1:30 pm to 3:30 pm

**Venue:** Mass Communication studio, St. Joseph’s Degree and PG college.

**Target Audience:** All the students of St. Joseph’s Degree and PG college.

### Objective of the activity

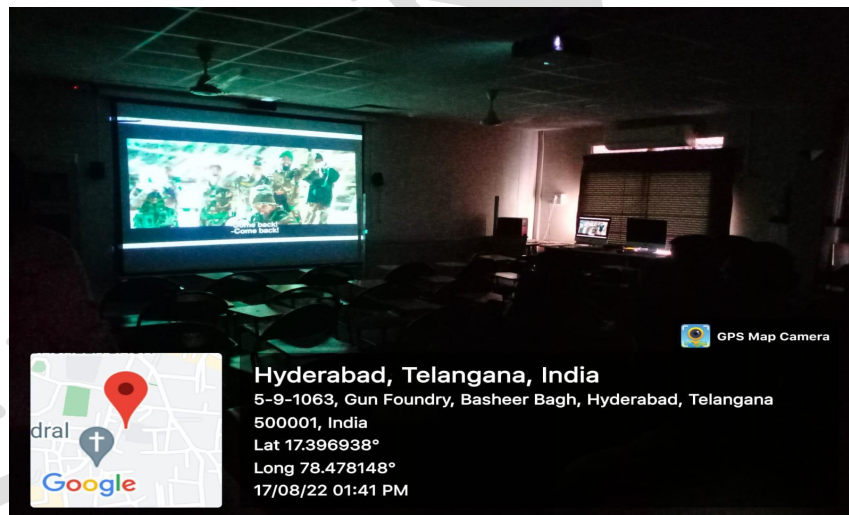
Aim of the film screening was to have a detailed view of a real life story with understanding various aspects of film making.

## Brief report

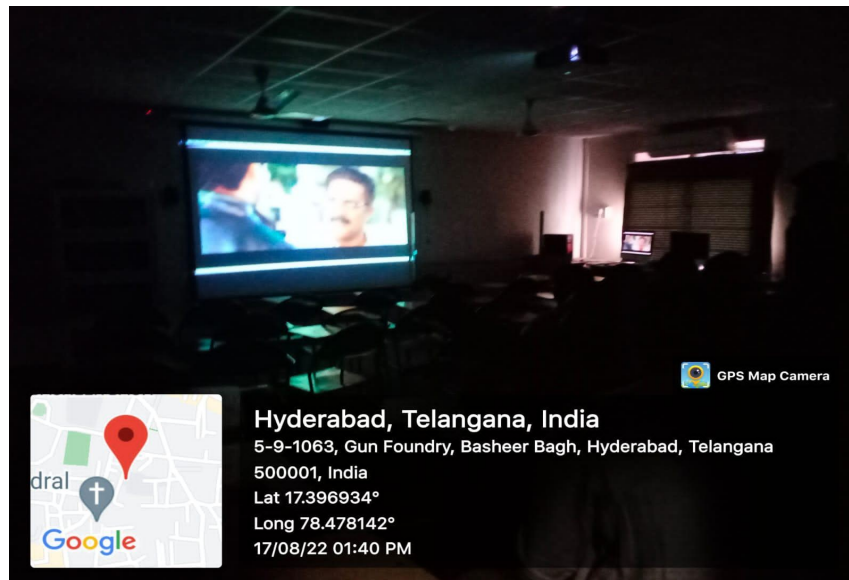
The core committee of Lumiere Film club discussed a film screening that would be synonymous with the celebration of independence week. All the members agreed to screen “Major” film starring Advishesh. The screening started with a small speech by Lumiere Film Club president Mallika Fathima. As the movie screening began students were excited and can see an adrenaline of emotions during certain scenes. Around 25 students attended the film screening. After the film ended there was a Q & A and a discussion session held with students and Members of Lumiere Film Club.

## Outcome of the event:

Students attending film screening were known to the untold yet very impactful story of Major Sandeep Unnikrishnan and his contributions during the toughest times of Mumbai attacks in India. On the occasion of 75 years of Indian Independence, life story and immense contribution of a soldier would surely act as a motivation and patriotism for the motherland.



Pics from the screening



### **COLLEGE ADDA- GEMINI MUSIC**

**2.Title:** College adda – student entertainment program by GEMINI MUSIC

**Date and Time:** 22<sup>nd</sup> Sept.2022, 10:30 am.

**Venue:** St Joseph's degree and PG College king koti, Hyderabad

**Target Audience:** Students of mass communication and Psychology Department –BAMCJ -1, 2 & 3 , BA JPE 1,2 & 3

**Objective of the event:** The objective of the event is to have firsthand experience of how a entertainment program is shot in a professional way. It also gave an opportunity for the students to participate in the program. This took the students through a fun experience and memories.

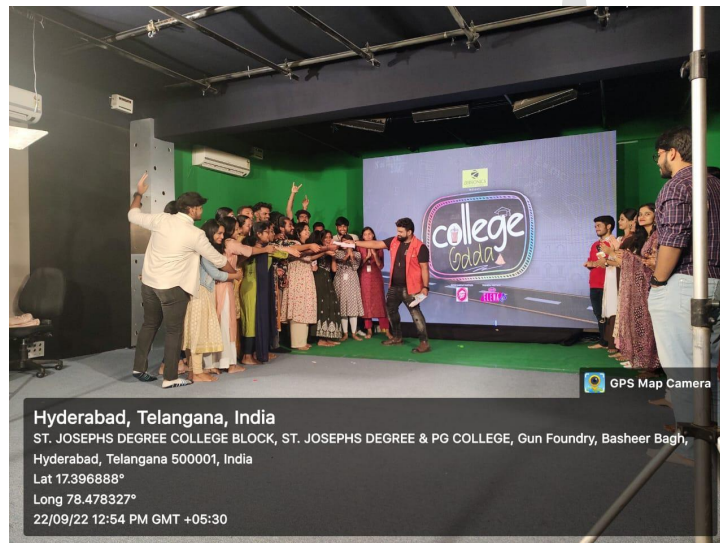
**Brief Report:** Students of the Mass comm department have come together to experience this amusing event with a lot of fun tasks and talents. The event started around 10:30 am by **RJ Chaitu**



of the channel **Gemini music**. He introduced the event with a small interaction with the students. The event then followed up by the first episode of the whole event.

Few rounds of entertainment tasks like 'the dialogue round', 'mono-action', 'General knowledge quiz' and also 'the whisper challenge' which was the most amusing of all. Then, few students of mass communication and psychology department have given a wonderful performance with some beautiful telugu songs. Another exquisite performance by Manasa of bcom 2<sup>nd</sup> year embraced with her melodious violin play. The whole episode was very interactive and fun which ended with a game round including Gift hampers and prizes and a special thanks to the professor of mass communication department, **Mr.Jeeva Ratan**. The event concluded with two such episodes including around 80 students and various performances.

A few pictures:



Students and Faculty of Mass Comm Mr. Jeeva Rathan and the RJ Chaitu in the studio





**Outcome of the event:** The event gave an amazing experience to the students and also was a platform to expose their wonderful talents. Students were happy to receive such entertaining and to encounter the RJ chaitu and the Gemini music channel. The event was really helpful for the talented students to come forward and present themselves and to meet their new opportunities with the channel 'Gemini music'.

**3.Name of the event:** Field Trip

**Date:** 7<sup>th</sup> September 2022

**Venue:** Ramoji Film City

**Target Group:** BA (MCJ) – 1,2,3

Number of students: 33

**Objective:** To learn about Film Sets & Locations , Chroma Green screen shooting, Audio Mixing and Dubbing, Film Stunts

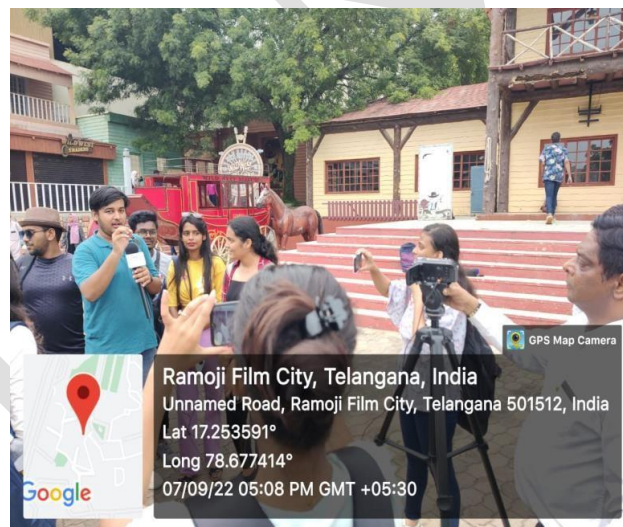
Ramoji Film city which is known as a popular tourism and recreation center is the world's largest integrated film studio complex spread at over 2000 acres. The studio had merely left out any reason why it shouldn't have been chosen as the place for the visit, from the studios to the gardens, to the different types of elevations that are used for movies. Everything we see at the Film city was used in about more than 2000 films that were shot here.

Not only did the students only view the sets, but they also had the chance to experience how to direct a film in the movie magic-themed show. Where Mr. Ramoji Rao had been focused on how Cinema and the process of filmmaking has evolved in the past few decades and how movie magic can help us learn the work being done in the industry. Students were very active during the show which showed them how to direct a scene and how can one make foley sounds, which are the essential parts of the movie, and actively participated in the show as well, which shows how interested they've been in the whole trip.

**Outcome:** The students had not only seen but also experienced what it's like to be in a Film Industry and Ramoji Film City in every possible way helped them in making them understand

what it's like to work in a Film Industry.

Pictures:



Students pictured at Baahubali Sets and participating in Vox pop.

4.Name of the event: **TV Production workshop**  
Date and time: **04<sup>th</sup> November 2022. 1:30- 5.30 PM**  
Target Audience: **Students of BA MCJ and JPE I, II, III.**

Venue: **Mass Communication studio**

**Objective of the event:**

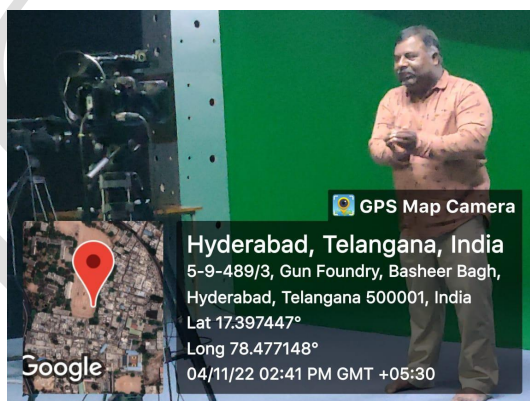
To give the faculty and students a practical exposure of working of Television studio and Television equipment to help them learn, know, understand, and experience roles and responsibilities of Television Production.

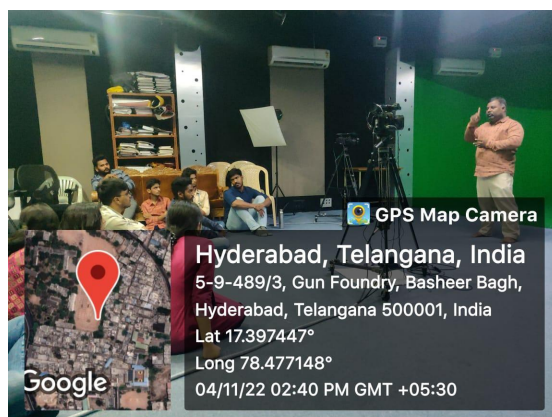
**Brief report:**

Department of Mass communication and Journalism conducted a TV Production workshop on 4th November 2022 from 1.30 pm to 5.30 pm at Mass Communication studio , St Joseph's Degree and PG College, Hyderabad. Mr. Jaidev from Visual Technologies conducted the workshop. Shooting in a 3 camera set up, usage of switcher, audio talk back, camera positions , lighting and responsibilities of a cameraman and producer were taught.



Mr. Jaidev Singh explaining to the students





#### **Outcome of the event:**

The faculty and students got practical exposure of working of Television studio and Television equipment. They understood the working of a 3- set camera shoot, how to use a switcher and experience roles and responsibilities of Television Production.

### **PARAMPARA - WEAVING THE MOMENTS**

**5.Name of the event:** Parampara - Weaving the moments

**Date of the event:** August 4, 2022

**Location of the event:** St. Joseph's Degree & PG College.

**No. of people attended:** Around 300

#### **Objective:**

To create awareness among the students about Indian heritage and indigenous Handlooms and Handicrafts In 2015, the Union government declared August 7 as the National Handloom Day to commemorate Swadeshi Andolan (Make in India movement 1905) which started on the same day. 'Parampara' a handloom expo was celebrated at St. Joseph's Degree and PG College by the Department of Mass Communication & Journalism in collaboration with Lumiere film club on August 4, 2022 to commemorate National Handloom Day. It was divided into two parts, an exhibition of handloom materials and a photo competition. The exhibition was inaugurated by Principal Rev. Fr. Dr. Sunder Reddy at 11:00 am. There were stalls which had handloom materials and items (sarees, jewellery, etc.).



The event was conducted to promote small handloom businesses, encourage students and people to know more about Indian art and culture. Handloom sarees like chiffon, pochampally, silk, cotton were presented; dresses like cotton kurtis and jewellery like german silver, kotta jewellery. Jute bags and Indian snacks were also presented on the stalls. The event was open from 11am to 6 pm. The faculties and students were decked up in handloom clothes, girls wearing sarees and kurtis while boys wearing sherwanis and kurtas. Parents started joining after 2 pm. The atmosphere in the college was set perfectly. Parents, students and the faculty thoroughly enjoyed the feeling of ethnicity this event brought.

On this occasion there was also a photo competition where students had to post pictures of themselves wearing handloom attire. Students and faculty actively participated in this competition. This event shines a light on Indian ethnicity, the different parts of Indian handloom culture like Pochampally, which has many traditional looms and design techniques that are a century old; Bengal cotton is famous as Bengal was the most important centre of cotton production during the mughal era. While learning about our culture, we are also embracing the struggles of people, of Indian history in a unique way.

**Outcome of the Event:** Students had an exposure to various Handlooms and Handicrafts. This event helped the college build relationships with its stakeholders Instagram Live- Dil se Josephites On the



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

Department of Mass Communication & Journalism  
in association with **LUMIERE FILM CLUB** is  
celebrating  
*National*  
**Handloom Day**  
on  
*4<sup>th</sup> August, 2022*  
at  
*St. Joseph's Degree & PG College*

**PARAMPARA**  
*weaving the moments...*  
**HANDLOOM EXPO**

**Timings**  
Staff and Students - 10:00 A.M. to 6:00 P.M.  
Parents and Visitors - 2:00 P.M. to 4:00 P.M.



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

Department of Mass Communication & Journalism  
in association with **LUMIERE FILM CLUB** celebrates  
**PARAMPARA**  
**Weaving the moments**  
**PHOTO COMPETITION**

**HOW TO PARTICIPATE?**

- TAKE A PICTURE OF YOURSELF WEARING HANDLOOM FABRICS AND ACCESSORIES.
- UPLOAD THE PICTURE TO THE LINK GIVEN IN THE BIO.

**THEN WHAT?**

- YOUR PICTURE WILL BE UPLOADED ON OUR LUMIERE INSTAGRAM PAGE.
- YOU CAN PROMOTE YOUR PICTURE ON ANY PLATFORM.
- AND THE PICTURE WITH THE MAXIMUM LIKES WILL BE THE WINNER (TOP 3).

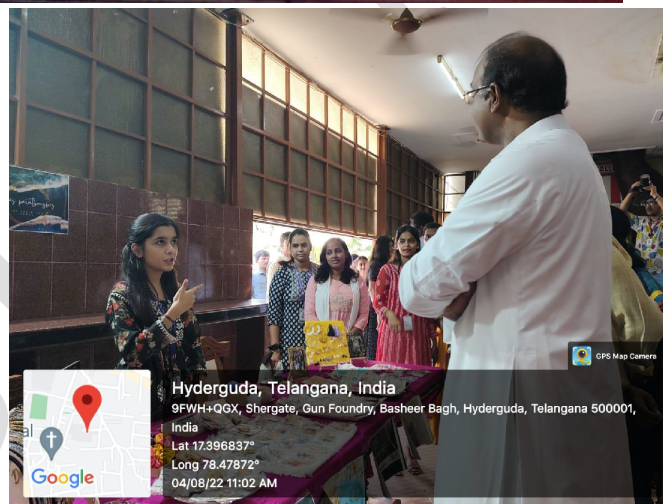
Occasion of National Handloom Day, the Radio Club-Dilse Josephites had an instagram live show with the guest Ms. Rupa, founder Scrappliquee galore, at 6.PM in the evening. The talk was on up cycling and Sustainability of fabrics. Students had an interaction with the speaker for the better understanding of the topic.

SJC MNC



Fr. Dr. D  
Joseph's

Sunder Reddy Principal of St.  
Degree and PG College  
inaugurating the Event



News Coverage

## పరంపర.. జేరా అనేలా..!



సంస్కృతి, సంప్రదాయాలకు అద్దం పట్టేలా, నేతన్నలకు తోడ్పాటును అందించేందుకు సెయింట్ జోసెఫ్ డిగ్రీ, పీజీ కళాశాల విద్యార్థులు వినూత్న కార్యక్రమానికి శ్రీకారం చుట్టారు. చేనేత కార్మికులకు అండగా ఉండటంతో పాటు సంప్రదాయాలను నేటి తరానికి అందజేయాలనే సంకల్పంతో 'పరంపర వేవింగ్ ది మూవ్మెంట్' కార్యక్రమం గురువారం కోలాహలంగా జరిగింది. పోచంపల్లి, ఇక్కట్ల, బెంగాల్ కాటన్ చీరలు, సెమ్ పట్టు చీరలు, బెడ్షీట్స్, ఆర్టిఫిషియల్ ఆభరణాలు, జూట్ బ్యాగ్స్, హ్యాండ్లూమ్ వస్త్రాలు తదితర స్వాభు ఏర్పాటు చేశారు. సంప్రదాయ వస్త్రధారణలో విద్యార్థులు మెరిసిపోయారు.



- సుల్తాన్ బజార్, ఆగస్టు 4

## చేనేత రంగాన్ని ఆదుకుందాం

గవ్వపండ్ల: ప్రతిఒక్కరూ చేనేత వస్త్రాలను ధరించాలని సెయింట్ జోసెఫ్ డిగ్రీ కళాశాల ప్రిన్సిపల్ డి.సుందర్ రెడ్డి అన్నారు. కింగ్ డోమ్లోని సెయింట్ జోసెఫ్ కళాశాలలో జాతీయ చేనేత దినోత్సవాన్ని పురస్కరించుకొని కళాశాల మాన్ కమ్యూనికేషన్ విభాగం ఆధ్వర్యంలో పరంపర పేరిట హ్యాండ్లూమ్ ఎక్స్ పో గురువారం ఏర్పాటు చేశారు. ఈ సందర్భంగా ఆయన మాట్లాడుతూ, చేనేత కళలను ప్రోత్సహించడంతో పాటు చిన్నతరహా కళాకారులకు వ్యాపారం వృద్ధి చెందాలనే ఆలోచనతో ఈ కార్యక్రమం ఏర్పాటు చేసినట్లు తెలిపారు. అదేవిధంగా విద్యార్థులకు స్వేచ్ఛ చేనేత కళల పట్ల అవగాహన కలుగుతోందన్నారు. కార్యక్రమంలో మాన్ కమ్యూనికేషన్ హెడ్ డి.సిల్వ



చేనేత ఎగ్జిబిషన్ను తిలకిస్తున్న ప్రిన్సిపల్ సుందర్ రెడ్డి

వై.రత్నమ్, రాన్సతో పాటు విద్యార్థుల తల్లిదండ్రులు, చేనేత కళాకారులు పాల్గొన్నారు.

## DIL-SE-JOSEPHITE- RADIO CLUB

### 1.National Broadcasting Day 2022

**Name of the event:** National Broadcasting Day 2022

**Date of the event:** July 22<sup>nd</sup>, 2022

**Location of the event:** St. Joseph's Degree & PG College (Joseph's Hall)

**No. Of people attended:** Around 150



## Objective:

### To create awareness among the students about Broadcasting Trends in Radio

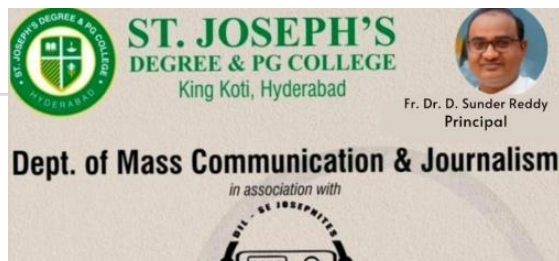
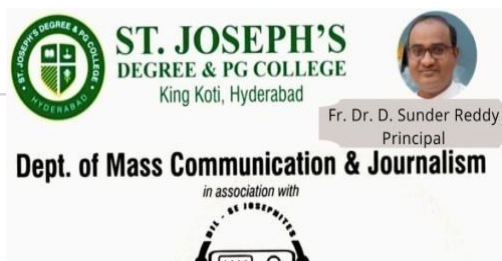
The department of Mass Communication & Journalism in association with Dil-se-Josephites (The college radio club) on the occasion of 'National Broadcasting Day 2022' has conducted guest lecture on 'Broadcasting trend in Radio' for the 2nd year and 3rd year students from the department of BA MCJ & BA JPE. The faculty invited Dr. K.B. Gopalam sir.

The event started at 11:30am with a prayer seeking for God's blessings. Then the Guest was invited on the dais and a brief background about the speaker was given to the people. Then the speaker was asked to take over. The speaker spoke about technicalities of radio broadcasting and sharing their experience in the field of Radio. The speaker also mentioned about 'News on AIR' an application in which you can find any radio broadcast which took place. They mentioned about the motto of all India radio which was "Bahujanahitaya Bahujanasukhaya". The speaker also spoke why not radio be a part of social media. Net radio was previously called as IPTV. The speaker also spoke about the classical music and its listenership which less than 3%. The speaker spoke about the change in the radio and where it has come to...

They also shared their personal experiences where people would refer recognize them with their voice. They said how voice can make on to believe and create image in their mind, radio is a *magic medium*. The speaker went on with saying the impact of social media and also the change in trends with the modern generation where people have forgotten where to draw a line and things have become so miserable, and asked us help stop this crime and sensational ways into which the current generation is moving and used the words "So far and no further". The session ended with a question-and-answer session where the students asked the speaker questions regarding the session and clarified their doubts.

The session came to a close with a vote of thanks and memento being presented for the speaker who has been with us and has always happily accepted our request to take a guest lecturer and thanking the Principal Dr. Sunder Reddy and the faculty and all the participants who participated in the event.

**Outcome of the Event:** Students had an understanding on the trends of Radio and it also helped the Mass Com and psychology students(journalism) in their studies.



SICMCA

## GAZETARI – THE PRINT CLUB

**1.Name of the event:** Guest Lecture on Organ Donation

**Date:** 13th September 2022

**Venue:** Jubilee Hall

**Target Group:** BA (MCJ/JPE)- 2,3 MA (MCJ)- 1,2

### Objective:

To spread awareness about Organ Donation The Department of Mass Communication in association with Gazetari Club conducted a guest lecture on Organ Donation to commemorate “World Organ Donation day”. The guest speakers were Dr. Bhanu Prakash (Transplant Coordinator and Ms. Srividya Subramanian (Project Manager) at MOHAN Foundation.

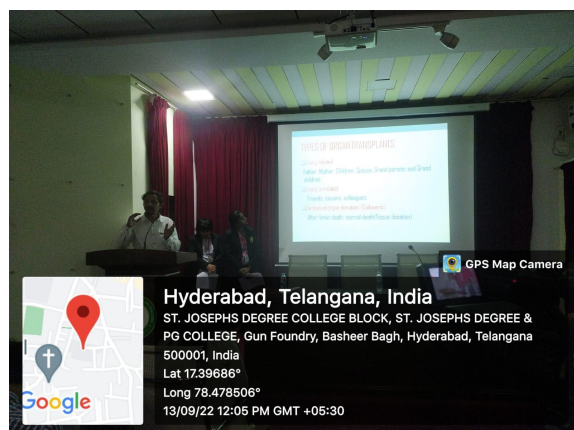
The session started at 11:45 AM with Dr. Bhanu addressing the audience about what is organ donation, covering all the aspects of it, and followed by a Question and Answer session. They gave insightful information about who and in what situation anyone can donate their organs. What are the important things anyone should know before donating their organs and how after the transplantation process, taking care of the health is very essential.

### Outcome:

They motivated all the students to donate organs and ensure that every Indian that is suffering from end-stage organ failure, is provided with a gift of a new lease of quality life through a lifesaving organ.

### Pictures from the event





**Dr. Bhanu Prakash addressing the students**

**Name of the event:** What it takes to be a Journalist ( Guest lecture)

**Date and time:** 23rd September 2022 9:30 am to 11: 00 am.

**Target audience:** Students of BA JPE and MCJ and MA Mass com. **Venue:** Jubilee Hall

**Objective of the event:** To provide an in-depth insight on Journalism, it's practices, present day scenario and opportunities especially for new aspiring journalists.

### **Brief Report**

The guest lecture on what it takes to be a journalist was conducted in the Jubilee Hall. The event began with a warm welcome to our guest **Mrs. Maya Sharma** who is a *consultant Editor from NDTV*. Her presence was an honor and the session was of great knowledge for all the students listening to her experiences, challenges and learnings in the field of journalism.

The session was greatly emphasised on the practices of a journalist and the role that the job demands. The field being known for its continuity does not come without challenges, the experiences of the guest helped us understand the best way on how one could act and adapt towards various challenging situations on field. The speaker's emphasis on morality and ethical practice of the role guided us through the misconceptions the job brings.

The students were greatly benefited with the advice, and knowledge on various opportunities, and recent practices in journalism. With fairness and honesty in all the knowledge provided the event inclined being much interactive when the guest took up the questions from the students as well as the

faculty. Towards the very end the event Mr. Glen and Mr. P.L.V. and honoured the guest and the session was concluded with a vote of thanks.

**Outcomes of the event:**

The guest lecturers proved to be very helpful for the students to understand the importance of practices in journalism, and were also guided through the opportunities that the field brings to the aspiring journalists.

**Pamphlet:**



**Pictures from the Event**







**2.Name of the event:** Visit to The Hindu press.

**Date and time:** 26th and 27th October 2022. 3:30pm.

**Target audience:** all the BA JPE and MCJ 2nd and final year students.

**Venue:** The Hindu Press, Uppal.

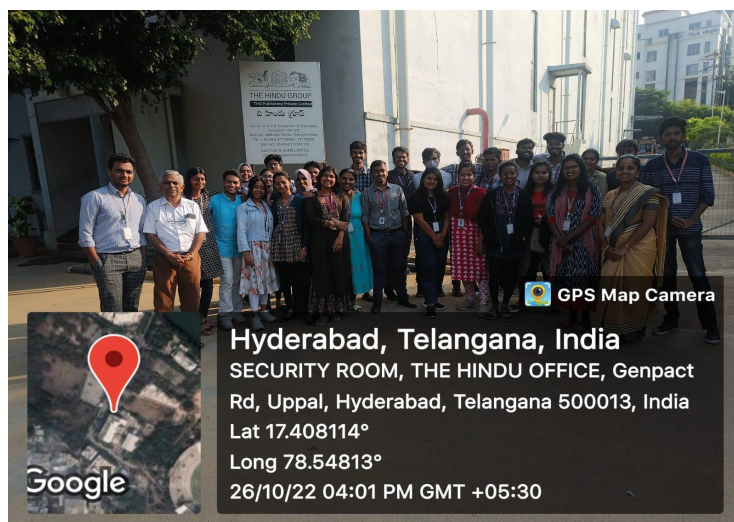
**Objective of the event:** To give a practical exposure to the students on the newspaper printing process.

**Brief report:**

After reaching The Hindu Press around 3:30 pm all the students had a briefing by Nagarjuna sir on what the purpose of the field visit was. And then once the printing process was resumed we all were allowed inside for practical observation after clear instructions on not to touch any equipment. The students in 2 batches were allowed inside to observe the process from the beginning i.e. plate making to the the end i.e. packaging of the newspaper. Discipline was maintained under the direction of the Mascom Faculty both the days..

**Outcome of the event:** All the students had a great practical understanding of the newspaper printing process after all the theory being a part of the syllabus. All the doubts were clarified by Nagarjuna sir. And every detail of the process was explained.

**Images:**





3.Name of the event: **Mock Parliament**

Date and time: **11<sup>th</sup> November 2022. 10:30 - 1:30 PM**

Target Audience: **Students of BA MCJ and JPE I, II, III.**

Venue: **Joseph's Hall**

**Objective of the event:**

To give students a practical exposure of Parliamentary procedures and help them learn, know, understand, and experience roles and responsibilities of public representatives.

**Brief report:**

Department of Mass communication and Journalism in collaboration with psychology department conducted a Mock Parliament session celebrating National Educational Day on 11th November 2022 from 10:00 am to 1:00 pm at Joseph's hall, St Joseph's Degree and PG College, Hyderabad.



**Mock Parliament in Session**

The session was Inaugurated by P.L Vishweshwar Rao sir. He talked about the various bills that are issued and certain issues that are addressed by the members of the Parliament.



### **Mock Parliament in Session**

The students from Mass communication Journalism and psychology participated in the event. The event began by welcoming the speaker and members of the Parliament. Followed by, the Prime Minister and Opposition Leader paid their respects to EX Union Minister, Late Shri. Uppalapati Krishnam Raju Garu. The house observed 2 minutes of silence to express their deep sorrow.



### **Students participating in Mock Parliament**

In the question hour, questions were raised against the educational minister, minister of social justice & empowerment, minister of agriculture regarding various issues like safety and hygiene conditions for students, health care and unemployment insurance, and loans for farmers.

The session was followed by the Zero hour where the members of Parliament from the opposition party raised several questions against Rural development minister, home minister and prime minister.



### **Vote of Thanks by Glen D' Silva HOD Department of Mass Communication**

Foreign delegates from Oman were welcomed by the honorable speaker madam. Honorable Minister of Law introduced the Legislative Bill. The House took up the bill for consideration - The National Education Policy, 29 July 2020 by the union cabinet of India. The bill was passed by honorable madam speaker. The session is adjourned.



***Faculty Members with Mock Parliament members***

The event ended on a high note. Vote of thanks was given by Glen D Silva sir, Head of department. Special thanks were conveyed to Ram Prashanth Kumar for organizing the event and to the entire faculty of Mass communication and Journalism for the support.

He appreciated the efforts and enthusiasm of all the participants who made the event a great success. D Nagarjuna, Assistant Professor addressed the gathering and called it a great event for students.

#### **Outcome of the event:**

The event was very informative and helpful for students in order to learn, know, understand and experience various things about being a member of the Parliament, their roles, responsibilities, and functioning. Students were acquainted with the complexity and nuances involved in the process of framing, debating, amending, and finally adopting bills for implementation.

**4.Name of the event:** Fact check: Visual content Verification.

**Date and time:** 10th January 20223. 10 am

**Target audience:** all the BA JPE and MCJ 2nd and final year students

**Venue:** Jubilee Hall



**Objective of the event:** To give an overall understanding to the students about the importance of fact check and Techniques of visual fact check through mediums online.

**Brief report:**

The event started with a warm welcome of the guest Mr. Sudhakar Udumula insightfully introduced the students with the underlying fake sides of news or general visual content through which the session moved towards the importance of fact checking and visual aid.

Then the session moved towards practical explanation of all the visual tools one can use for fact checking which is all around us and we are unaware of. Emphasising on the point that there is nothing called privacy in the present day, the session proved to be an eye opener as it dug deeper into the concepts of Surface Web, Deep Web and Dark Web.

The practical explanation by the expert also included websites that are used to track, manipulate, and revise information coining as a red flag suggesting available resources that can be used to clearly identify the truth behind any audio, visual or written content. Towards the end of the session with a caution to be alert and aware the session ended up being interactive, informative and value adding both academically and generally for aspiring journalists who strive to be the mirror of the society with utmost transparency and truth.



**Mr. Sudhakar Udumula addressing the students The student gathering listening to the talk.**

**Outcomes** The students learnt about the importance of fact checking and Techniques of visual fact checking through mediums online.

**EIKONA – THE PHOTOGRAPHY CLUB**



**1.Title of the event/activity:** Conceptual Photography Workshop

**Date & time:** 18<sup>th</sup> August 2022 & 20<sup>th</sup> August 2022

**Convener:**Mr.Shayne Reynolds

**Venue:** Mass communication Studio, St.Joseph's Degree and PG college

**Target audience:**All the students of St.Joseph's Degree and PG college

**Objective of the activity:** To learn the basic photography skills and techniques by subject expert **Shradha Chonkar**

**Brief Report:** Students from all the departments of St.Joseph's degree and pg college were welcomed to attend the Conceptual Photography Workshop on the occasion of World Photography day.

Students from various departments reported to the venue at 10:45 Am.

**Shradha Chonkar**, a brilliant photographer took the workshop for two days where we were taught about the photography that illustrates an idea, We were also taught how to create images and pictures that suggest something beyond what is seen at the first glance both practically and theoretically. The Practical session that we had gave us a lot of learning experience.

At the end of the session we got to learn many things and got many handful experiences as whole.

**Outcome of the event:** Students attending the conceptual photography workshop learnt how to click pictures beyond what is seen at the first glance. The sessions were very impactful. On the second day of the practical session students were able to click pictures with various concepts and ideas on their own. On the occasion of World photography day the workshop was held in order to promote photography not just as a hobby but as a profession.

## **2.Event Name: Hyderabad Liberation Day**

### **Photo exhibition on Telangana freedom fighters**

**Parade Grounds, Secunderabad; 16 Sept, 2022**

**Objective: To get a political and historical perspective about Hyderabad Liberation Day**

**Target Audience: BA 1, BA 2 & BA 3**

The Central Bureau of Communication, Ministry of Information and Broadcasting, Govt. of Telangana has conducted a photo exhibition of freedom fighters on the occasion of Hyderabad Liberation Day at Parade Grounds, Secunderabad.

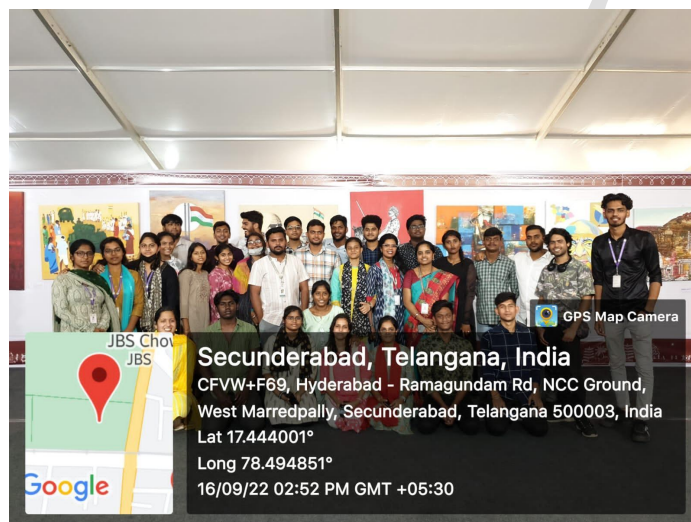
The venue exhibited the history behind the Day of Hyderabad's Liberation, the people's struggle for the Liberation and the important people who played a significant role during the struggle. Various paintings which depicted the struggle in abstract ways and different perspectives were also exhibited.

The faculty of BA have very well coordinated with the students, helping them understand the significance and importance of the Liberation Day. History of Hyderabad since 1800s was depicted on the banners and how people suffered under the rule of Nizams.

It also depicted how common people rose against the Nizams giving rise to various movements, how these movements were tackled in the form of atrocities by Razakars, how various agreements were signed between the state of Hyderabad and the Indian Union, how people collectively revolted against the Nizams and how finally the Nizams surrendered to the Union.

Brief biographies of people who played a commendable role during the Liberation struggle as well as the struggle for a separate state of Telangana were exhibited. Some among them are Chakali Iamma, Kodati Narayana Rao, Suravaram Pratapareddy, Kumaram Bheem, Durgabai Deshmukh, P.V. Narasimha Rao and many more.

**Outcomes:** Although history tells that it was struggle of the people, for some it wasn't one. As perspectives of thinkers and people vary depending on their point of viewing the whole scenario for striving for freedom, this exhibition let the students and also the faculty know the facts and figures of the movement for the Liberation of Hyderabad.



*Students and Faculty at the Photo Exhibition.*

**3.Title:** Photo-walk

**Date and time:** 24 September,2022

**Convener:** Mr.Shayne Reynolds

**Venue:** Fox Sagar Lake

**Target audience:** Members of Eikona (Photography) Club

**Objective:** The objective of the photo walk was to enhance photography skills followed by giving them hands on experience.

**Brief Report:** Students who are the members of Eikona Club from St.Joseph's Degree and PG College went for a **Photo walk** organised by **Eikona (Photography Club)**.

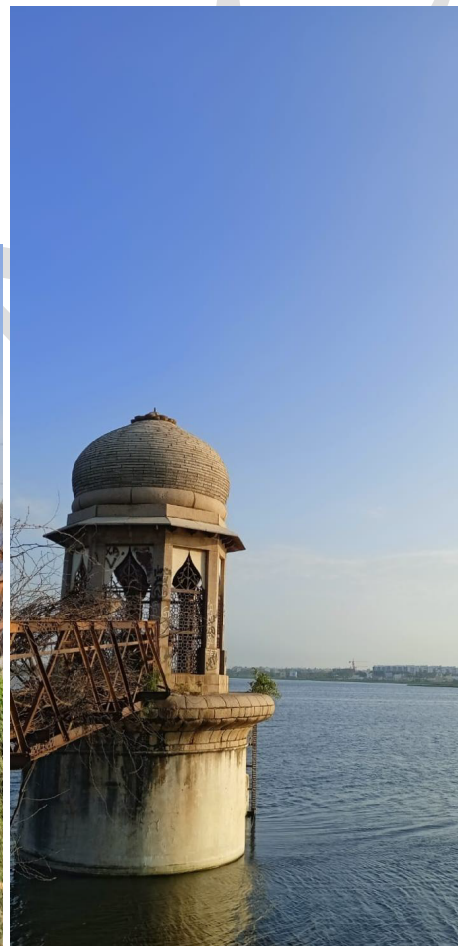


All the students of the club were asked to report to the venue at 6am accompanied by **Mr.Shayne Reynolds** and Eikona Club President **Saba Shaik**.

Students used their personal cameras and smart phones to click the pictures of themselves and the lake view. Shayne sir was constantly guiding the students on different subjects, including how to frame the picture and control the setting of cameras.

We stayed there for almost two hours and clicked good pictures.

**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.





**Pictures from the Photowalk**

#### 4.Product and food photography Guest Lecture

**Name of the event:** Product and food photography

**Date:** 12th October, 2022

**Venue:** Jubilee hall

**Target group:** Department of Mass Communication and Department of Psychology

**Number of Students:** 60

**Objective:** To educate the students about food and product photography and its dimensions.

**Report:** The department of Mass Communication and Journalism organized a seminar on product and food photography on 12th October, 2022 from 11:30AM to 1:00PM in the Jubilee Hall of St. Joseph's Degree & PG college.

The seminar was conducted by Mr. Shashi Kumar. The event started off with welcome speech and a short description of Mr. Shahi's background.

Mr. Shahi cover various dimensions of photography starting from the kinds of camera to the types of lenses and to the dimensions of the photograph and white balance and using light and how to tell a story with the photographs. He spoke about Medium Format Cameras which can capture 35mm photographs, Hasselblad which can capture 6x6cm photographs and Sinar (large format camera) which can capture 4/5in & 8/10in photographs.

He also used many phrases like "you are only good as your last assignment", "you might capture 100 watches, but capturing the 101<sup>st</sup> watch will be difficult because of the material and density of the material used in its production" and "366th day your camera wear's off".

He also spoke about the assignments which helped his students understand white balance, wherein the students were asked to capture the sun from the rise to its set for every 15minutes time frame to understand the concept of white balance. He also spoke about another assignment where he asked the students to capture white egg on a white plate or capture white rice on a white plate and make them look apart.

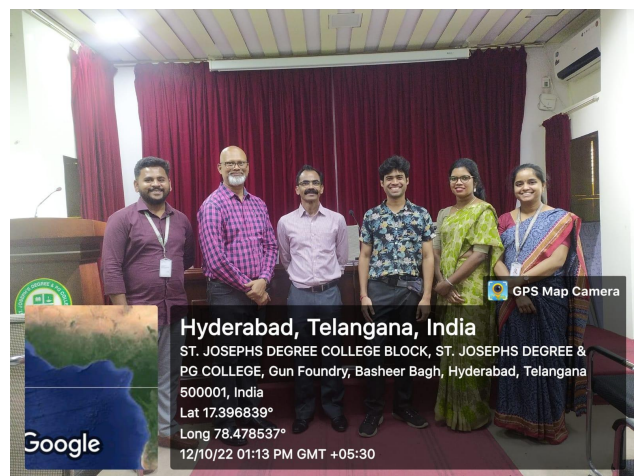
He also spoke about the methods used in product wherein you used non-edible items and edible items put together and captured to look aesthetic and appealing to eyes. He also suggested few tips for food and product photography and how to use light to show the product or the highlight a part of the product and he made use of the projector to show some of his works.

The seminar ended with the vote of thanks followed by a memento provided to the speaker by the

faculty.

**Outcomes:**

1. An understanding on what exactly is food and product photography.
2. The equipment doesn't always matter and we can accomplish things with what we have.
3. FAQs about product and food photography.
4. Inputs regarding ways involved in photography.
5. Further understanding on Cameras and Lenses.



## 20. Research Projects

H.T NO:	Student Name	Title
121420400001	AAKANSHA JAIN	Impact of OTT Platforms on youth during and after pandemic
121420400002	ADESH DIXIT	A Study on Replacing Direct over digital platform in the view of post pandemic scenario
121420400004	ANKITHA PEDDI	Comparative analysis of Television viewers in Fiction and Non Fiction
121420400005	ARCHANA KANVAR RAJPUROHIT	Usage of Social Media as a news source
121420400006	J ABHINAY REDDY	Social Media an Innovative educational tool
121420400007	B JAI SINGH	The Anti-Social social media
121420400008	BALUSURI VARUN SHANKER	Media Influence on OTT
121420400009	CHELIMANDLA SURYA TEJA	Instagram usage and its effects on users
121420400010	CHINTAKINDI PRANAY	Impact of Gaming on Youth: A study on Hyderabad youth
121420400012	DHANESH DARA	Role of Media in Advertising the Political Parties
121420400013	K.SURESH	Impact of Instagram Reels and Time Consumption
121420400014	KANDADA SHERANYA REDDY	Social Media-MEMES AND VIRALITY
121420400015	KHUSHEE VIRANI	Perception of LGBTQIA+ in the society
121420400016	KUNTLOOR MADHAVI	Impact of Cinema on youth
121420400017	MYTHILI VINOD	Impact of Social Media on Youth
121420400018	PAPASABGARI MAHABOOB BASHA	How Media influence Political Rivalry
121420400020	K SAMUEL	Imperatives of Digital Classrooms in Covid-19 pandemic period
121420400021	PRERANA TOSHNIWAL	Impact of travel Vloggers on Domestic Tourism in Hyderabad
121420400022	RITHIKA UPADHYAY	Radio Companies as Marketing Consultancies
121420400023	SALUGU SAI PRAMODH	People's Choice in Electing a Leader: A Study on Influence Factors in Politics
121420400024	SAUMEET CHAKRABORTY	Media's Impact on Formula 1

121420400026	TANU JAIN	Censorship on OTT Platforms in India
121420400027	THOTA VAISHNAVI	Impact of piracy on film industry
121420400028	TUSHAAR J LALWANI	Exploring the world of Fan Fiction on Social Media: A Study of Fan Fiction Communities, Practices and Impact
121420400029	UPPARA KADIYALA VARSHA KRISHNA	ABORTION
121420400030	V S G VARSHITHA	FILM REMAKES
121420400031	VIKAS TIWARI	The Impact and Role of Mass Media During the Pandemic COVID 19
121420400032	KOLANKA SATVIKA	Beauty Standards and Makeup Vice versa: A study and its Impact on Women
121420400033	SANDEEP	ABSENT
121420400034	NANDINIVOGGU	Body image and Women portrayal in Indian Films
121420400035	SUDAMALA BHUVAN	The Impact of Social and Digital Media in Sports
121420400036	POILA ANUROOP	The use of visual storytelling in the entertainment industry and its impact on audience engagement and enjoyment.
121420400037	AMISHA SINGH	The Development of Journalism through Social Media
121420400039	PONUGOTI SREENIDHI	Impact of Web Series on teenagers
121420400040	AVANI GOYAL	Representation of Women in Media
121420400041	SETTEPPA SHYAM KUMAR	Feedback from users of Spotify and Impact of Spotify on other streaming services
121420400042	MITALI	Influence of Social media on politics- A Study on college students
121420400043	VANAMALA SREE KARTHIKEYA	A Study-Impact of sports journalism on fan engagement and loyalty towards favorite cricket team in IPL (Indian Premier League)
121420400044	MALLIKARJUNA PRANEETH TEJ	Impact of Movies in Youth and Society
121420400045	BODICHERLA AKHIL	Role of Caste and movie Artists in change of voting behaviour in elections
121420400046	SAMA RESHAV REDDY	Impact of Advertising on the society
121420400047	KARAN NUNNAGUPPALA	Imperatives of Advertisements: A Study on Smoking Habits on Youth of Hyderabad

121420400048	GARA ANJALI	Miscommunication through Mass Communication: A Study based on journalistic perspective
121420400049	PRASHIK MESHRAM	How celebrity involvement impacts the advertisement of product
121420400050	PIYUSH TRIPATHI	History of Films
121420400052	PRANAV	Changes in Indian Advertisements
121420400053	SANKEERTANA	Crisis of credibility in Media
121420400054	VIPLAV	Influence of Social media on politics- A study on college students

24. INTERNSHIP DETAILS BA MCJ		
ROLL NO.	NAME	NAME OF THE ORGANIZATION
121420400014	Kandada Sheranya Reddy	Sitel
121420400049	Prashik Meshram	BIG TV , Pravasa media
121420400006	J.Abhinay Reddy	SNIR Digitals
121420400053	Kola Sankeerthana	Way2news
121420400001	Aakansha Jain	HT Media 94.3 Fever FM
121420400018	P Mahaboob Basha	Pravasa Media
121420400040	Avani Goyal	Abhinav Social Trust
121420400048	Anjali. G	CVR NEWS
121420400009	Ch.Surya Teja	PMP (Postcard Motion Pictures)
121420400002	Adesh Dixit	Pravasa Media LLP
121420400047	Karan Nunnaguppala	Keka technologies
121420400015	Khushee Virani	HT MEDIA - FEVER 94.3FM
121420400026	Tanu Jain	CureSkin
121420400031	Vikas Tiwari	9 Bharat Samachar
121420400017	Mythili Vinod	The South India Times
121420400030	V S G Varshitha	Shree Krishna Creations
121420400005	Archana kanvar rajpurohit	DRIM (Direct response influence marketing)
121420400016	Kuntloor madhavi reddy	Postcard motion pictures
121420400020	K. Samuel	SNIR digitals
121420400046	S Reshav Reddy	SNIR digitals
121420400013	K. Suresh	SNIR
121420400049	Prashik Meshram	Pravasa Media LLP.. BIG TV
121420400040	Avani Goyal	Abhinav Social Trust
121420400021	Prerana Toshniwal	Get Digital Office

121420400046	S Reshav Reddy	SNIR digitals
121420400002	Adesh Dixit	Pravasa Media LLP
121420400042	Mitali	Pravasa media
121420400018	P Mahaboob Basha	Pravasa Media
121420400020	K samuel	SNIR digitals
121420400023	Sai Pramodh	Tv5
121420400006	J Abhinay Reddy	SNIR DIGITALS
121420400007	B Jai singh	Sports social
121420400028	Tushar J Lalwani	Just In Time Jobs
121420400044	M praneeth tej	SNIR designs prvt ltd
121420400034	Nandini voggu	Think plus

### BA JPE STUDENTS

Roll no.	Students Names	Place of Internship
121420404001	Ambati Akshaya Sharon	SNIR Digitals
121420404002	Anushka Rajvedi	Radio Charminar 107.8fm
121420404004	Bandura Aadarsh Kumar	Raj News
121420404005	D. Sanaullah Khan	Suno India
121420404006	Elizabeth Queen	
121420404007	Gowni Harsha Vardhan Goud	Unique Intelligence School
121420404008	Hasvi Jain	One Window
121420404009	Ishika Ratnani	Pink & Purple Photography Studio
121420404010	K. V. Vidya Pradeep	Deccan Engineering and Refrigeration Company, associate and dealing with Voltas
121420404014	Maria Natalia Pillay	Deccan Engineering and Refrigeration Company, associate and dealing with Voltas
121420404015	MD Saaduddin Muqet	Siasat TV
121420404017	Mirza Karrar Ali Baig	The Siasat Daily
121420404018	Mohammed Bilal	The Siasat Daily



121420404019	Mukhida Inara	Pink & PurplePhotography Studio
121420404020	Nidhi Ranjit	Deccan Engineering and Refrigeration Company, associate and dealing with Voltas
121420404021	Preeti Patil	PAGE Junior College
121420404022	Prestha Nankani	Fever 94.3fm
121420404023	Sumaiya Fatima Osmani	Vision Academy High School
121420404024	R. Sreestuti	Radio Charminar 107.8fm
121420404025	Rebecca Harshini Martin	Sestech Enterprises
121420404026	Renukuntla Shivani	Carbox Detailing Studio
121420404027	Saatvik Rao	Zee Telugu TV
121420404028	Sajida Hameed	Rolls and Bowls Franchises
121420404029	Nafisa Samnani	Gayathri Broadcasting media
121420404030	Sangeeta K	iCompass
121420404031	Sanjana Verma	Sridhar Constructions (Unit of Greenlife Builders Private Limited)
121420404032	Sherlock Valentine	Fever 94.3fm
121420404033	Sundrani Alizaa Ferozali	Vaarthalu Vasthvaalu
121420404034	Swecha Reddy	Maha Productions
121420404035	Tejasev Kumar Verma	Radio Charminar 107.8fm
121420404036	Tiya Sangwan	Deccan Engineering and Refrigeration Company, associate and dealing with Voltas
121420404037	Yuktivarsha	Tillotoma Foundation
121420404038	Zainab Jowkar	DezaIN
124120404039	Taniya Dilkash	Raj News
121420404040	Adithi Agarwal	Deccan Engineering and Refrigeration Company, associate and dealing with Voltas

121420404041	Manisha Rajpurohit	Deccan Engineering and Refrigeration Company, associate and dealing with Voltas
121420404042	Syeda Hafsa Ahmed	Nimra Tours and Travels
121420404044	Alfia Ashraf	Sestech Enterprises
121420404045	A. Sarah Charishma Lakiang	Sestech Enterprises
121420404047	Burla Sri Harsha	Vaarthalu Vasthvaalu
121420404048	Natasha Kotta	One Window
121420404049	Shaikh Muskan Mohd. Ali	Nimra Tours and Travels
121420404050	Ayesha Fatima	Suno India

## 29. JSR Day

Class: MA I ( Sem II) & MA II (Sem IV)

AIM: To visit the Old age home, learn from their experiences and to appreciate life and elders' presence in our lives.

DATE: 4th March 2023

BACKGROUND: Senior citizens home is established by the Congregation of Jesus Mary Joseph (JMJ Sisters) Hyderabad Province in Miyapur Hyderabad, Telangana State.

The construction was started in September 2016 by Mr. Raja Reddy and his team under the architectural advice of our Sr. Joseph Mary Kata JMJ. The building was completed in 2018 July and the inauguration was held on 16th July 2018 by Rev.Sr. Innamma Yeruva the new Congregational Animator (Superior General) and was blessed by Rev. Fr. Amal Raj S.J. the Provincial of Andhra Province of Jesuits. They had a thanksgiving Holy Mass to thank the Lord for His providence and the successful completion of the Home.



A beautiful Home is established for the benefit of senior citizens who wish to spend their time happily as they grow in age gracefully. This home welcomes everyone who wishes to join without any discrimination of caste, colour, religion etc.

They furnished the ground floor and started taking the senior citizens on 22nd July 2018. The Council visited other old age homes and decided the tariff plans for single rooms Rs. 16,000/- per month with the security deposit of Rs. 2 lakhs, two persons shared rooms Rs. 12,000/- per month with a security deposit of Rs.2 lakhs and four shared Rs.10,000/- per month and one lakh security deposit.

Sr. Annie Kurian along with Sr. Prabhavathi Parigala (junior) were the pioneers who came to serve the elderly and to look after the welfare of Shanthi Sadan.. July 22nd 2018 the first person who came to the Home was Mr. Venkateswara Rao, a happy grandpa who enjoyed the home facilities. Presently there are 16 members -i.e.- 13 inmates with 2 attendants and Fr. Raphael Etukuri.

### OUR EXPERIENCE:

The Students of MA I & II year along with faculty members: Asst Professor Mr. Keshav Vivek

and Asst Prof Mrs. Suzan Spurthi had the opportunity to visit an Old age home as part of the college's noble initiative towards giving back to the society called- JSR (Joseph's Social Responsibility). About ten students from MA I and two students from MA II have participated in this activity.

The inmates expressed great joy in interacting with the students. The students clicked selfies with them, while few had deep conversations about life's experiences. They were happy that the home was taking good care of all their needs and cherished their time there



The student's contributed money and bought the following articles:

1. Biscuit Boxes (4 boxes)
2. Fruit Juice cartons (4 boxes)
3. Water campers (4 in number)

It was an enriching experience for the all participants and every student enjoyed their visit.



Place : JMJ Shanti Sadan, opposite Saffron Kitchen, near Coca Cola Chaurasta, Bachupally Road, Miyapur.

Schedule of the Visit:

1. Arrival at Shanti Sadan (8:00).
2. Interaction with care takers and management (8:30 to 9:30).
3. Handing over of food materials and water campers. (8:30-10:00)
- Individual interactions (10:00-12:00)
5. Lunch Break (12:00-1:00)

6. Post-Lunch Group Interaction (1:00-4:00)
7. Departure from JMJ Shanti Sadan old age home (4:00)

## BA MCJ 2 AND 3

Name of the Class In-charge Laasya Ma'am, Shiney Ma'am

Name(s) of class CRs

- 1.Chandana
- 2.Utkarsh
- 3.Mital
- 4.Pramod

Class and Section MCJ 2, 3

Year and Semester 2nd year (IV sem) and 3rd year (VI sem)

Place of Visit Peace Foundation ( Madhuri Old Age Home)

Objective of Visit To inculcate the sense of responsibility towards the society

Plans of the Visit

The visit was planned so that the students would spend some time with the elderly people to cheer them up. As they are away from home and miss their family and grandchildren. The students also donated utilities and grocery to help the foundation.

Contributions:

Total class contribution details to be enclosed

Cash: Nil

Kind:

Pulses- 5kgs

Wheat flour - 7kgs

Rice bag - 27 kgs

Toiletries

Pickles

Fruits

Walking Sticks- 10 nos

Diapers - 5 pkts

Night gowns - 10 nos





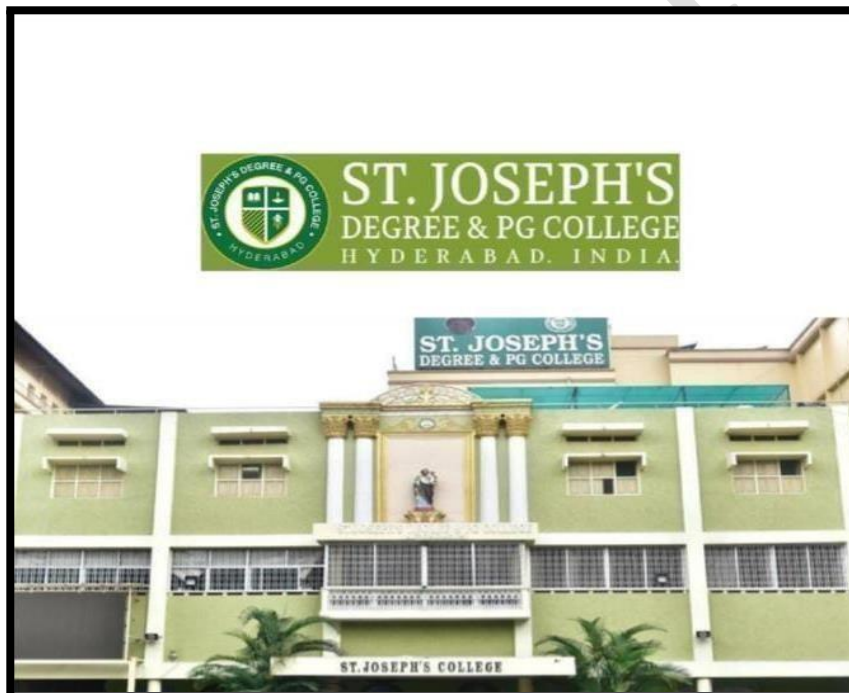
### 31. Cinevolution

**Title:** Cinevolution  
**Date and Time:** 21<sup>st</sup> January, 2023 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.



The department of Mass communication and Journalism conducts a National Film Festival every year, it attracts students from colleges across India. The Pan India event holds competitions under different categories of short films and documentary films on various socio-political issues. The presence of film makers, Actors and Television personalities adds glitz to the event. Likewise, this year National Film festival, *Cinevolution – 2023* is being held on January 21, 2023



### Report

**Event:** Cinevolution 2023 – the eighth edition of Hyderabad’s colorful National Youth Film Festival was celebrated with great fanfare on 21st January at St. Joseph’s Degree and PG College, King Koti. The event was extra special as it was part of the institution’s silver jubilee celebrations. Cinevolution has been the flagship event of the College’s Department of Mass Communication and Journalism.

It was inaugurated by Sri Talasani Srinivasa Yadav, Honorable Minister of Animal Husbandry, Fisheries, and Cinematography. He was accompanied by Fr. Dr. D Sunder Reddy (Principal), Fr. K. Marreddy (Correspondent), Prof. PL Vishweshwer Rao (Director), Fr. T Prabhudas (Dean), Mr. Anish Kuruvilla (film director), Chilukuri Sushil Rao (ToI special editor), and Dr. Bunty (musician).



Sri Talasani Garu spoke at length about the role of educational institutions like St. Joseph's when it comes to nurturing talent, especially in the field of arts. The Minister also mentioned the growing importance of Hyderabad as a hub of the country's movie industry, with hundreds of films and television programs being produced every year.

The prizes for best documentaries went to Pitch, Bah Bot, and Glint (1st, 2nd, and 3rd) and for short films to Vidhi Ata, Son of Subba Rao, and Chai Sutta Talab Katta (1st, 2nd, and 3rd).

A number of prominent media personalities were in attendance

- Karuna Kumar, Sameer Hasan, Revanth Korukonda, Ravi Rakle, Kranthi Kumar, Sri Satya, Nishat Shaik, Mehaboob Shaik, and RJ Rohan. The dignitaries were entertained with classical dance and music performances. The festival brought together aspiring film makers from all over India. With 40 films in the fray, spread over two categories – 'Short Films' and 'Documentaries', being screened, the students enjoyed a veritable cinematic treat. The eighth edition has been sponsored by BIG TV, Chota News, Melbourne Mama, OLF. Mr. Anish Kuruvilla Lighting the lamp





Mr. Talasani Srinivas Yadav clapping the event open



Mr. Bunty, Mr Anish and Mr. Sushil Kumar at the event





Group Picture with the Guests , faculty and students

**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.

### 36. Board of Studies 2023

Date: 17-04-2023

Time: 09:00am

Venue: Board Room

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 2023-2026. The introduction of a new program - BA in Digital Media and Mass Communication was also approved in the meeting



The following resolutions were made after comprehensive discussion in the BOS Meeting.  
It has been resolved:

To approve the revised course structure and syllabus for the existing BA (MCJ) programme for semesters III to VI w.e.f academic year 2023-24.

To approve the introduction of 3 year BA degree programme in Digital Media and Mass Communication w.e.f academic year 2023-24 with an intake of 50 students.

To approve the course structure and syllabus for the new 3 year degree programme in Digital Media and Mass Communication.

To revise MA Syllabus for Semesters I to IV w.e.f. academic year 2023-24.

To approve infrastructure for the new programme BA Digital Media and Mass Communication:

15 Computers with necessary Software

Minimum three faculty with requisite qualifications and experience

Two classrooms for instruction

To approve the External Board of Examiners for all the courses.

To approve new external and internal question paper patterns for BA & MA programmes.

To approve: the Internship Programme for BA ( MCJ) and BA ( DMMC) for 45 days.

Choice based Internship Programme for BA (JPE) for a period of 45 days

The Internship Programme for MA to 60 days.

To approve intake for MA Programme from 40 to 45.

The Board members present for the meeting were:

1. Prof. K. Stevenson [Dean, Social Sciences , Osmania University, Chairman, BOS, Head Dept. of Journalism and Mass Communication, Osmania University ]
2. Prof. G. Naga Mallika [Head, Dept. of Communication, English & Foreign Languages University]
3. Dr. Satya Prakash [ Associate Professor, S.N School of Arts and Communication, University of Hyderabad]
4. Dr. Meraj A Mubarki [Assistant Professor, MANNU]
5. Mr. H. Chandra Sekhar [ MA –Alumni- Asst. Professor Roots Academy]
6. Fr. Dr. D. Sunder Reddy [Principal, St. Joseph's Degree and PG College]
7. Mr. Glen D'Silva [Chairperson, Head, Dept. of Mass Communication and Journalism, SJC.]
8. Prof. P.L. Vishweshwar Rao [Professor and Director, SJC]
9. Mr. D. Nagarjuna [Asst. Professor. Dept of MCJ, SJC]
10. Mr. Keshav Vivek [Asst. Professor. Dept of MCJ, SJC]
11. Mr. Shayne Reynolds [Asst. Professor. Dept of MCJ, SJC]
12. Mr. Prashant Ram [Asst. Professor. Dept of MCJ, SJC ]
13. Mrs. Laasya Madhukar [Asst. Professor. Dept of MCJ, SJC ]
14. Mrs. Suzan Spurthi [Asst. Professor. Dept of MCJ,SJC]
15. Ms. Shiny Solomon [Asst. Professor. Dept of MCJ,SJC]
16. Ms. Shubhangi Misra [Asst. Professor. Dept of MCJ, SJC ]





**The Board of studies Members with the Faculty**



### 39. Department centric activity

**Title** – Industry – Academia Interface

**Date and Time** – 14<sup>th</sup> February 2023, 2:00 pm to 5:00 pm

**Venue** – Board Room

**Subject Experts**

1. Mr. Vijay Kumar – Deputy Editor, The Hans India
2. Ms. Rupa – Creative Director, Big TV
3. Mr. Dilip – Corporate Communicator
4. Mr. Ashish Bhosale – Music Manager, Fever FM
5. Dr. K. Anitha – Head, Dept of Mass Communication, St. Francis College for Women

**The objective of the event –**

- To keep in tune with the ongoing changes in the industry and incorporate them into academics.

**Brief Report** – The Industry-Academia meeting 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 this Prof. P L Vishweshwar Rao went on to give an insight about the Department and the subjects that are being taught in the 3 year degree program and 2 year post graduate program, Once the briefing was done views and ideas of each expert were taken, along with a discussion which followed.

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

Ms. Rupa Indukuri, Creative Head, Big TV Content, shared that the students should be taught content creation and current affairs. She added that digital marketing and social media marketing to be included in the syllabus. This she said will familiarize the students with various forms of applications using Digital Media.

Mr. Dilip Kumar, Corporate Communicator and Entrepreneur, suggested that in the changing social media scenario, students should be “campus to corporate” ready. He felt that academic programs should impart skills necessary to the students that will translate into employability.

Mr. Vijay Kumar, Deputy Editor –The Hans India, suggested that the students should be taught the basics concepts of Communication, grammar and writing skills even for the digital media.

Mr. Ashish Bhosale -Music Manger Fever FM, shared that podcasting and mobile Journalism should be included in the syllabus.

After the discussion, Mrs. Suzan Spurthi concluded the meeting with a vote of thanks, and a group photo was taken.

**The 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.



Group photo of the Industry experts with the faculty of the Mass Communication Department





**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**

- SEO Marketing
- Data Analytics
- Social Media