

ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

Re-accredited by NAAC (3 rd Cycle)

King Koti Road, Hyderabad

Department of Mass Communication and Journalism

Annual Report 2023-24



Mrs. Laasya Madhukar
Addl HoD

Mr. Glen D Silva
HoD

I. Curricular Aspects

1. Programs Offered/ Year of Introduction/total credits

S. No.	Name of the course	UG/PG	Year of Introduction	Total No. of Credits
1.	BA Mass Communication & Journalism -BA(MCJ)	UG	2011	160
2.	BA Journalism, Psychology & English Literature - BA (JPE)	UG	2012	164
3.	BA Digital Media & Mass Communication - BA (DMMC)	UG	2023	149
4.	MA Journalism & Mass Communication	PG	2012	96

2. Industry Academia Meet



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(Autonomous), Affiliated to Osmania University
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King Koti Road, Hyderabad

Dept of Mass Communication

Venue: Board Room

Date: 14-02-2023

Timing 2.00 pm to 5.00 pm

Industry – Academia Meet Composition:

1. Fr. Dr. D. Sunder Reddy [Principal, St. Joseph's Degree and PG College]
2. Mr. Glen D'Silva [Chairperson, Head, Dept. of Mass Communication and Journalism, SJC.]
3. Prof. P.L.Vishweshwar Rao [Professor and Director, SJC]
4. Dr. K. Anitha [Head, Dept of Mass Communication– St. Francis college for Women]
5. Mr. Ashish Bhosale [Music Manger Fever FM]
6. Ms. Rupa Indukuri [Creative Head - Big TV]
7. Mr. Vijay Kumar [Deputy Editor – The Hans India]
8. Mr. Dilip Malla- [Corporate Communicator]
9. Mr. Keshav Vivek [Asst. Professor. Dept of MCJ, SJC]
10. Mr. Shayne Reynolds [Asst. Professor. Dept of MCJ, SJC]
11. Mr. Prashant Ram [Asst. Professor. Dept of MCJ, SJC]
12. Mrs. Laasya Madhukar [Asst. Professor. Dept of MCJ, SJC]
13. Mrs. Suzan Spurthi [Asst. Professor. Dept of MCJ,SJC]
14. Ms. Shiny Solomon [Asst. Professor. Dept of MCJ,SJC]
15. Ms. Shubhangi Misra [Asst. Professor. Dept of MCJ, SJC]


Glen D Silva

Head, Dept of MCJ




Fr. Dr. D. Sunder Reddy

Principal

Principal
ST. JOSEPH'S DEGREE & PG. COLLEGE
King Koti Road, HYDERABAD-29



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Department of Mass Communication and Journalism

Title – Industry – Academia Interface

Date and Time – 14th 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:

1. Personality and Attitude development of students
2. Improvement in language skills of students
3. Newspaper and Magazine reading.
4. Portfolio-based rather than theory
5. On Field Assignments
6. Team Building Activities
7. Vernacular Journalism
8. Placements for the students
9. Training students on podcasting

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



Members of the industry academia meet on 14th February 2023

3. BOS Meeting - 2023-24

Date: 17-4-2023

Venue: Boardroom

Time: 9:00am

Dept of Mass Communication BOS Composition:

1. **Fr. Dr. D. Sunder Reddy** [Principal, St. Joseph's Degree and PG College]
2. **Mr. Glen D'Silva** [Chairperson, Head, Dept. of Mass Communication and Journalism, SJC.]
3. **Prof. P.L. Vishweshwar Rao** [Professor and Director, SJC]
4. **Prof. K. Stevenson** [Dean, Social Sciences , Osmania University, Chairman, BOS, Dept. of Journalism and Mass Communication, Osmania University]
5. **Prof. G. Naga Mallika** [Head, Dept. of Communication, EFLU]
6. **Dr. Satya Prakash** [Associate Professor, S.N School of Arts and Communication, UOH]
7. **Dr. Meraj A Mubarki** [Assistant Professor, MANNU]
8. **Mr. H. Chandra Sekhar** [MA –Alumni- Asst. Professor Roots Academy]
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]

MINUTES OF THE BOARD OF STUDIES 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 a 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 6 weeks to improve their employability skills.
 - the Internship Programme for MA to 60 days.
- To approve intake for MA Programme from 40 to 45.



Members at the BOS Meeting on 17th April 2023

Value Added Courses offered by the department - Nil

MOOCS courses

Academic Year 2023-2024	
MOOCS MARKS (R22 BATCH)	
DEPARTMENT	Mass Communication and Journalism
PROGRAMME	BA(MCJ)
CLASS	II Year
BATCH	2022-2025
Total no of students who completed	26

SNO	ROLL NO	NAME OF THE STUDENT	MOOCS Marks
1	121422400001	AKULA RAVALI	54
2	121422400002	AMAN KUMAR AGARWAL	NA
3	121422400003	AMLAN BISWAS	35
4	121422400004	ANSHIKA JAIN	20
5	121422400005	AR GLADIS PRINCY	48
6	121422400006	CHETTI SUSAN	64
7	121422400007	GURRUM GREESHMA	38
8	121422400008	DEEKONDA SHARANYA	38
9	121422400009	DANIYA RAHMAN	32
10	121422400010	GOWRI GHANPATHI	53
11	121422400011	JAANBI	50
12	121422400012	KATTA PREETHAM STEVENS	55
13	121422400013	KHUSHI R C JAIN	30
14	121422400014	M LAKSHMI HASINI LATHA	52
15	121422400015	NAMAN SANKLA	48
16	121422400016	PASALA ROHITH KUMAR	NA

17	121422400017	SABAVATH CHARAN NAYAK	RESULT BLOCKED
18	121422400018	SALEHA FATIMA	72
19	121422400019	SYED HAZZA ABBAS	NA
20	121422400020	VISHAKHA	34
21	121422400021	VISHWAKARMA SUSHEELA	41
22	121422400022	YABANNAGARI SAI RAM REDDY	NA
24	121422400027	MUNIGADAPA GANESH	54
25	121422400028	DEVDA SHOBITH	NA
26	121422400029	N SHASHANK	26
27	121422400030	AJEETH REDDY	48
28	121422400031	KOCHARLAKOTA PARINEETHA	73
29	121422400032	THAKUR RUDRAKSH SINGH	NA
30	121422400033	VINEET JAIN	45
31	121422400037	VEERAPOGU SANDEEP	28
32	121422400038	DURISSETTI RAKSHANA	37
33	121422400039	YERAVELLY VISHNU	NA
34	121422400040	MOHAMMED FARHAN HUSSAIN	NA
35	121422400041	OPPALA RATHAN OMKARESHWARI	NA
36	121422400042	A TARUN KUMAR	33
37	121422400043	GANAPURAM AVINASH	37
38	121422400045	P B DHANANJAY	NA

Description of the courses which address issues related to Gender, Environment and Sustainability, Human Values and Professional Ethics in the curriculum

SNo	Program Name	Course Name	Human values,/Gender sensitization,/Environment and Sustainability / Professional Ethics	Course Content/ Description of the courses which address issues related to Gender, Environment and Sustainability, Human Values and Professional Ethics
1	BA(MCJ)	Introduction to journalism	Ethics	Social responsibility and ethics, objectivity, verification, balance and fairness, accuracy.

2	BA(MCJ)	Corporate Communication	Human Values	Corporate soft skills-Emotional Intelligence, Emotional Quotient, Importance of emotions, level of emotional awareness
3	BA(MCJ)	Media Laws and Ethics	Ethics	Laws ethics relationship. Media morality, truth and objectivity. Accuracy.credibility,accuracy.ethics in digital age. Media ethics. plagiarism
4	BA(MCJ)	Media Gender and Human RIghts	Human Values and Gender sensitization	Framework in Gender studies. Gender equality. Gendered bodies and sexualities class, gender an drace. Human rights
1	MA (MCJ)	Introduction to journalism and society	Professional Ethics	Ethical aspects of journalism social responsibility and accountability. Caste. Gender human rights
2	MA (MCJ)	Introduction to Journalism and society	Gender Sensitization	Social and economc rights, caste. Gender. In equality
3	MA (MCJ)	Media Laws and Ethics	Gender Sensitization and ethics	Indecent representation of women prohibition act, law of defamation.Humanrights and civiliEthics and introduction to media ethics
4	MA (MCJ)	Documentary Production	Professional Ethics	Ethical Issues in DOCUMENTARY

Research Project Details - BA MCJ (23-24)

S.No.	ROLLNO	NAME	TOPIC
1	121421400002	CHANDRUPATLA CHANAKYA	The influence of movie trailers on audience decision to watch the film
2	121421400004	DISHA RUNGTA	impact of media in shaping the perception of an Individual
3	121421400005	DODLA RITISH	Study on-The impact of YouTube on education and learning.
4	121421400007	K VEDA VYAS	impact the social media had on the increase in Cyberbullying

5	121421400008	KUNAL SHARMA	THEATRE ARTS ON NEW MEDIA PLATFORM
7	121421400010	P Krithika	The Evolution of LGBTQ+ Representation in Television: A Comparative Analysis of Past and Present Depictions."
8	121421400011	S CHANDANA CHARCHITHA	Exploring the Impact of Fake News Circulated on Social Media Platforms on Public Opinion and Trust
9	121421400012	S.MALVIK REDDY	Impact of fake news on youth through social media
10	121421400013	SHRISTI YADAV	How media affects people's perception and sport's popularity
11	121421400014	UTKARSHH TALUKA	Cinematic Depictions of Ancient Indian History: Myth, Fact and Interpretation
12	121421400015	VAISHNAV KOTA	Indian cinema and tobacco : a study of how portrayal of tobacco in Indian cinemas influences tobacco consumption.
13	121421400016	VISHAL PAWAN UPADHYAY	Investigating the role of AI in the spread of misinformation on social media
14	121421400017	YASHIKA BAFNA	The evolutionary influence of social media on journalism.
15	121421400018	YASHMITA JAIN	Yashmita- Social media shaping consumer behaviour.
16	121421400019	BISHVAKARMA RAM	The influence of Television programmes on shaping spiritual beliefs: A critical examination
17	121421400020	ROUNAK SHAH	the impact of social media influencers on youth
18	121421400021	REKHALA RISHITHA	Portrayal of alcohol consumption in movies and its influence on viewers
19	121421400023	SINGULURI NAGAHEMANJALI	Food advertising and it's impact on people
20	121421400024	ANOOP AMARA	
21	121421400026	GANGAPURAM SUPREETH	How Movies Affect the Audience

22	121421400028	K PRIYANKA	Unraveling the High-Excitement Video Impact: Exploring Prolonged Reels Consumption on Instagram
23	121421400030	AMRAM SIMRAN	The impact of social media (Instagram) on shaping perceptions of beauty and body image.
24	121421400032	VANGALA RAJDEEP VITTAL REDDY	Role of social media in spreading misinformation and disinformation
25	121421400033	ADARSH SHIVADAS MEHTRE	Memes: Is The New Communication Tool ?
26	121421400034	SYED ANWAR HUSSAIN	How Indian Media Influence the Students with Biased News
27	121421400035	K NIRUPAMA	Comparative study of cultural representations in Tollywood and Bollywood Cinema
28	121421400036	SABA SHAIK	Impact of Social Media on the Mental Health of Students
29	121421400037	MALLAIKA FATIMA	Web series vs TV serials
30	121421400039	SUSHEEL KUMAR	Impact pf social media on social isolation

Internship BA (MCJ & JPE) 23-24

INTERNSHIP DETAILS (BA MCJ/JPE) - 2023-24		
1. Roll No.	2. Name of the student	3. Internship organisation name
121421400011	Chandana Charchitha	CareerX
121421400005	Ritish Dodla	Student Tribe
121421400033	Adarsh Mehtre	Michael N Monteiro Digital Studio
121421400014	Utkarshh Taluka	Care Zest
121421400028	K Priyanka	Tamada media
121421400035	K nirupama	Telangana today
121421400013	Shristi Yadav	Sports for All (SFA)
121421400036	Saba Anjum Shaik	Tempest Advertising Agency
121421400033	ADARSH SHIVADAS MEHTRE	Michael Monteiro Studios
121421400016	Vishal Upadhyay	Mighty Sports
121421400020	Rounak Shah	Next education India Pvt.Lmt.

121421400013	Shristi Yadav	Sports For All (SFA)
121421400013	Shristi Yadav	Sports For All (SFA)
121421400019	Ram Bishvakarma	Darpan Theatre Society
1214214200008	Kunal sharma	Darpan theatre
121421400028	K.Priyanka	Tamada Media
121421400023	Hemanjali	Pravasa Media-Big Tv
121421400005	Ritish Dodla	Student Tribe
121421400019	Ram Bishvakarma	Darpan Theatre society
121421400014	Utkarshh Taluka	Care Zest Services Pvt. Ltd.
121421400007	Vyas Kota	Earth5r
121421400023	Hemanjali	Pravasa media
121421400032	V. Rajdeep Vittal Reddy	Uponseas Overseas Consultancy
121421400035	K nirupama	Telangana Today
121421400005	Ritish Dodla	Student Tribe
121421404025	Rehmani Sadaf	Goodmind.app
121421404024	Rian Salem Bin Mahfodh	Goodmind.app
121421404038	121421404038	GOODMIND
121421404016	Maryam mansoor ali	GoodMind.app
121421404015	Mahesh Ranka	Scolage
121421400011	Chandana Charchitha	Student Tribe
121421404002	Akefa Qureshi	GoodMind
121421404005	Apoorva Badaseshi	Unique intelligence
121421404035	B. Rajesh	Gulkari wearing cultural threads
121421404033	Y. Aum varsha reddy	Sanvi group(Advertising and branding agency)
121421404017	M. Rachel Ankitha	Reimagine Creative Studios
121421404030	Roshni	GoodMind
121421404011	J. Sri Anand vardhan	Gulkari
121421404021	Pradeep agustine	Red carpet events
121421404037	D.N.V.Rithika	The democratic news
121421404013	K. Sreenithya	The Democratic News

121421404032	Venessa Anthony	Telangana Today
121421404037	D.N.V.Rithika	The Democratic news
121421404018	Nikhar Kaur	Unique intelligence
121421404008	Dongari Trisha	Unique intelligence
121421404014	M A ATEEQ UR RAHAMAN	The Democratic News
121421404022	Anusha . P	Unique Intelligence
121421404015	Mahesh Ranka	Scolage
121421404041	Anika ali	SCOLAGE
121421400033	ADARSH SHIVADAS MEHTRE	Micheil Studios
121421400034	SYED ANWAR HUSSAIN RAZVI	Shahkar urdu daily newspaper
121421400017	Yashika Bafna	MIGHTY SPORTS
121421400017	Yashika Bafna	Mighty sports
121421400021	Rekhala Rishitha	Darpan Theater
121421404010	Harshita Tiwari	Denary Media
121421404010	Harshita Tiwari	Denary Media
121421400015	Vaishnav Kota	Darpan theatre society
121421404001	Aaron Patrick Moll	GULKARI
121421404008	Trisha Dongari	Unique Intelligence
121421404005	Apoorva Badaseshi	Unique intelligence

Feedback from stakeholders analysis & Action Taken Report

THE DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

ACTION TAKEN REPORT FOR THE TWELFTH ACADEMIC COUNCIL MEETING

Recommendation 2 : Prof. Vidyadhar Reddy, Retd' Professor' OUCC & BM Osmania University suggested that feedback can be administered both course wise and programme wise and also at 2 levels i.e., before and after the introduction of the new curriculum. Further, the members emphasized on the importance of filing it either in online mode or documented form and underlined the fact that it must be structured. The members approved and ratified the action taken report on Curriculum Feedback.

Action Taken: Structured feedback mechanism is there & ATR is prepared before BoS. Leading industry experts during the Industry –Academia Meeting conducted by the Department of Mass Communication and Journalism on 14th February 2023 expressed the below thoughts.

Ms. Rupa Indukuri, Creative Head, Big TV Content-

Students should be taught content creation and current affairs,digital marketing and social media marketing.

Familiarize the students with various forms of applications using Digital Media.

Mr. Dilip Kumar, Corporate Communicator and Entrepreneur

In the changing social media scenario, students should be “campus to corporate” ready.

Impart skills necessary to the students that will translate into employability.

Mr. Vijay Kumar, Deputy Editor –The Hans India

Students should be taught the basics concepts of Communication, grammar and writing skills for the digital media.

Mr. Ashish Bhosale -Music Manger Fever FM

Podcasting and mobile Journalism should be included in the syllabus.

Given the feedback and suggestions from the various industry experts and stakeholders a new BA – Digital Media and Mass Communication program was proposed in the BOS meeting held on the 17 th of April 2023

Recommendation 2

Action Taken: For the academic year 23-24 feedback is administered for the new program DMMC on curriculum.Below is the Faculty Feedback.

The first year courses are evenly placed. The topics covered in 1st years eventually progress into 2nd year. Online Journalism syllabus can be toned down. More practical to be given in Digital media .Live streaming of podcasting , field visits and more practical exposure.

Recommendation 3

Prof. Venkata Ramana suggested that fake news and fake journalism be introduced in BA DMMC program , Yellow journalism, Sports Journalism and Traditional Journalism also to be introduced in DMMC . He also suggested having a meeting with eminent editors to explore the internship opportunities. Dr. K. Viswewarreddy reinforced the suggestions of Prof. Venkata ramana.

Action Taken: The above topics are incorporated in Digital Media and Mass Communication, Semester I, Introduction to Journalism, Unit I.

Recommendation 4

Dr. K. Visweswara Reddy (NI-MSME) suggested to

c) Include, "Entrepreneurship in media" in the new programme DMMC

Action Taken: Introduced in III year, Semester V in Digital Media and Mass Communication, Subject: Emerging Technologies, Unit IV and V.

ATR's for suggestions shared in the AC Meeting

1. DMMC, Semester I, Subject - Introduction to Digital Media
2. DMMC, Semester VI, Subject - Fact Checking and Verification
3. Students get the opportunity to choose their field of interest in their VI Semester.
4. DMMC Media Entrepreneurship - Introduced in III year, Semester V in Digital Media and Mass Communication, Subject: Emerging Technologies, Unit IV and V.
5. DMMC Audience behavior analysis – Introduced in Semester - IV, Subject - Advertising, Unit - IV
6. DMMC Visual analysis tools - Introduced in Semester - II, Subject - Visual Communication, Unit - II.

Parents Feedback

S.NO	Suggestion	Action Taken
1.	Proper guide for students to get a job	Counseling and life skill sessions by senior faculty.
2.	Request - The teacher should take some personal attention on the student.	Mentoring Session with Students regularly and recorded in mentoring books.
3.	As my girl is in mass communication and journalism so they should provide practical experiences and how to use equipment	Practical classes are made part of the time table and syllabus.

Alumni Feedback

S.NO	Suggestions	Action Taken
1.	A longer internship requirement	Suggested for 2 Months internship program for Undergraduate and 4 Months for Masters

	(<i>Shravya Bhatt</i> <i>JPE</i> <i>B.A. 2017-2020</i>)	program
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Industry Feedback

S.NO	Suggestions	Action Taken
1.	More to be engaging to industrial experience mainly media studies	More field trips to television and film studios, and workshops being organized.

Students Feedback

S.NO	Suggestions	Action Taken
1.	Lab equipment can be improved and given full utilization for students.	Softwares being updated and accesses provided to students.
2.	Helping every student in getting proper internships and jobs... And proper guide for those who want to pursue masters	Mentoring Session with Students regularly and recorded in mentoring books.
3.	more field trips to newspaper and radio stations please focus on practical skill development than bookish knowledge	Increased the frequency of field visits.
4.	Need more practical experience , field visits , how to use equipment teachers should tell.	Practical classes are made part of the time table and syllabus.
5.	The college should come up with more challenging topics and push the students out of their comfort zones all while still maintaining a proper camaraderie.	Counseling and life skill sessions by senior faculty.

LIST OF NEW COURSES/ PROGRAMMES INTRODUCED

- Introduced new programme BA in Digital Media and Mass Communication from academic year 2023-24

II. Teaching-Learning and Evaluation

List of Faculty during 23-24

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.	43 years in Teaching & Media	FULL TIME
2	Glen D Silva	M.A. Communication, MA English, SET	Asst Professor Specialization: Television Production & Visual Communication	22 years of experience in Television Production. 4 years teaching at St. Joseph's Degree & PG College.	FULL TIME
3.	D Nagarjuna	MA in Printing/ Journalism	Asst Professor Specialization: Reporting and Editing,Editing	40 yrs in Government Printing college and Printing division.	PART TIME
4	Keshav Vivek	M.A.Communication , MBA and NET	Asst Professor Specialization: New Media Technologies	2 years in Loyola Degree & PG College and 5 years in St. Joseph's Degree & PG College	FULL TIME
5	Laasya Madhukar	M.A.(MCJ)	Asst Professor Specialization: Reporting and Editing, Evolution Arts	11 years in teaching	FULL TIME
6	Shubhangi Misra	M.A. Communication (Pursuing Ph.d from Gitam University)	Asst Professor Specialization:	2 years in Corporate TCS 4 Years in St.	FULLTIME

			Corporate Communication, Public Relations,	Joseph's Degree and PG College	
7	Shayne Reynolds	MA Communication	Specialization: Audio Production, Photography, Editing	11 years' experience	FULL TIME
8	Shiney Solomon	MA Journalism and Communication	Asst. Professor Specialization: Media in India, Development communication	2 Years in Industry 3 Years	FULL TIME
9	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	FULL TIME
10.	Y. Shravan Kumar	MA Journalism (Pursuing Ph.d from IGNOU)	Asst. Professor Specialization:Development communication, Reporting and Editing,	7yrs in industry and 1yr in teaching	FULL TIME
11.	John Richie	MA Journalism	Asst. Professor Specialization:TV production ,Documentary production and Media and Development	1 yr teaching experience	FULL TIME
12	K. Madhuri	MA Journalism	Asst. Professor Specialization: Introduction to Journalism	5yrs industry experience, 1yr teaching	FULL TIME

Program-wise Enrollment ratio/ Programme Wise strength.

S.No.	Programme Name	Enrollment Ratio	Programme Wise Strength
1.	BA MCJ I	8:25	16
2.	BA DMMC I	21:50	21
3.	BA MCJ II	39:50	39
4.	BA MCJ III	29:50	29
5.	MA I	29:50	29
6.	MA II	22:25	44

Bridge Course 23-24

Bridge course was conducted on 8th August 2023 for BA Ist yrs

**St. Joseph's Degree & PG College
King Koti, Hyderabad**

Bridge Course Module – Department of Mass Communication

S.No	Topics Covered
1	Journalism: Definition, etymology and importance. Types of Journalism
2	Communication: Definition-Characteristic-type
3	Mass Media: Print , Radio, Film, Television, New Media (Internet)
4	Role of Media in the Society
5	Need for objective journalism in the present age

Bridge Course Assessment Question Paper- 2023-2024

- User Generated Content is content created by:
 - Media Regulators
 - Media Owners
 - Media Producers
 - Media Consumers**
- Use of numbers and statistics in order to provide journalistic content to readers is called:
 - Gonzo Journalism
 - Tabloid Journalism
 - Yellow Journalism
 - Data Journalism**
- Which of the following is an award given for outstanding journalism?
 - Golden Globe Award
 - Pulitzer Prize**
 - Ballon d'Or
 - Nobel Prize
- Payment of money to sources for information by journalists gave rise to the term:
 - Checkbook Journalism**
 - Tabloid Journalism

- c) Participatory Journalism
 - d) Tabloid Journalism
5. Which of these practices is advocated to combat fake news?
- a) Advocacy Journalism
 - b) Muckraking
 - c) Investigative Journalism
 - d) **Fact-checking**
6. Who among the following is famous for adopting YouTube as a media platform:
- a) ArnabGoswami
 - b) Karan Thapar
 - c) **DhruvRathee**
 - d) Rahul Kanwal
7. The press is also known as the:
- a) First Line of Defense
 - b) Fifth Column
 - c) Third Eye
 - d) **Fourth Estate**
8. Eenadu is associated with one of the following personalities? Who?
- a) **RamojiRao**
 - b) YS Rajasekhara Reddy
 - c) PV NarasimhaRao
 - d) K Chandrasekhar Rao
9. Which of the following is a Hindi language newspaper?
- a) Ananda Bazar Patrika
 - b) Dinakaran
 - c) Mathrubhumi
 - d) **DainikBhaskar**
10. Which of the following does not fall under nonverbal communication?
- a) Body Language
 - b) **Speech**
 - c) Gesture
 - d) Eye Contact
11. Which of the following is not a search engine?
- a) Google
 - b) **Instagram**
 - c) Bing
 - d) Yahoo!
12. Who among the following is a founder of Facebook?
- a) SundarPichai
 - b) **Mark Zuckerberg**
 - c) SatyaNadella
 - d) Sergey Brin
13. Which of the following is not a correct pairing?
- a) NarendraModi: Mann Ki Baat
 - b) Jawaharlal Nehru: Bharat EkKhoj

- c) Donald Trump: The Apprentice
 - d) **Barack Obama: I Have a Dream**
14. All India Radio is also known as:
- a) **AkashaVani**
 - b) Tarang
 - c) Dhvani
 - d) GyanVani
15. The motto of Doordarshan is:
- a) SatyamevaJayate
 - b) **Satyam ShivamSundaram**
 - c) VandeMataram
 - d) Jana GanaMana
16. The regulatory body for All India Radio and Doordarshan is known as:
- a) VividhBharati
 - b) MaaBharati
 - c) **PrasarBharati**
 - d) DivyaBharati
17. Which of the following is not related to theatre?
- a) Meghaduta
 - b) **Arthashastra**
 - c) Malavikagnimitram
 - d) Vikramorvashiyam
18. Who among the following is a sports commentator?
- a) Ravish Kumar
 - b) Subramanian Swamy
 - c) Karan Johar
 - d) **HarshaBhogle**
19. Which of the following sports is not part of the Olympics?
- a) **Cricket**
 - b) Hockey
 - c) Football
 - d) Volleyball
20. Which of the following Hindi films was a major box office hit in China?
- a) Paan Singh Tomar
 - b) **Dangal**
 - c) BhaagMilkhaBhaag
 - d) Dhoni
21. Which of the following is not a term related to E-Book reading?
- a) Kindle
 - b) PDF
 - c) EPUB
 - d) **FM**
22. Which of the following is the odd one out?
- a) France 24 (France)
 - b) British Broadcasting Corporation (UK)

- c) **National Broadcasting Company (USA)**
d) Al Jazeera (Qatar)
23. Which of the following is not a news agency?
a) Press Trust of India
b) Agence France Presse
c) Voice of America
d) **Reuters**
24. Which of the following is not a part of the global film industry?
a) Warner Brothers
b) **Bennett Coleman**
c) Metro Goldwyn Mayer
d) Walt Disney
25. Which of the following film franchises is based on a science fiction novel?
a) The Fellowship of the Ring
b) **Jurassic Park**
c) The Chronicles of Narnia
d) Harry Potter

Special programs for slow learners and advanced learners.

Program	Programs for slow learners	Programs for advanced learners
BA MCJ	Remedial Classes	Photography & videography for events inhouse and outside projects
BA JPE	Slip Tests & Assignments	
BA DMMC	Special Practical training on industry required technology in media	Photowalks
MA (JMC)	Individual training and classes. Support in practical projects	Paper Presentation Campus Radio Club Participation in News Discussions in media channels

Teaching Methodologies used subject wise/ICT technologies used

Workshops/ Seminars/ Guest Lectures/ Field Visits organized for students

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

ACTIVITY REPORT

General Information

Type of Activity	ORIENTATION
Title of the Activity	BA MASS COMMUNICATION AND JOURNALISM ORIENTATION
Date/s	12TH JUNE 2023
Time	9:30AM TO 2:00PM
Venue	MASS COMMUNICATION LAB

Speaker/Guest/Presenter Details

Name	MR. MOHD HUSSAIN
Title/Position	EXECUTIVE
Organization	OVERSEAS EDUCATION
Title of Presentation	Counselling for Higher Education

(Add/repeat above rows if there is more than 1 Speaker)

Participants Profile

Type of Participants	Student/Faculty/Research Scholar
No. of Participants	23

Synopsis of the Activity (Description)

Highlights of the Activity	1. EXPLAINING ABOUT OVERSEAS EDUCATION POLICIES. 2. TELANGANA FREE IELTS COACHING FOR THE STUDENTS FROM ST. JOSEPH'S DEGREE & PG COLLEGE.
Key Takeaways	1. DETAIL INFORMATION ABOUT ABROAD ADMISSION DATES. 2. IELTS EXAM IMPORTANCE FOR OVERSEAS STUDIES.
Summary of the Activity	THIS WORKSHOP COVERS AN OVERVIEW ON ABROAD EDUCATION AND HOW IELTS EXAMINATION IS VERY CRUCIAL FOR ABROAD STUDIES AND WHEN AND WHAT IS THE CORRECT TIME TO APPLY FOR ABROAD UNIVERSITIES FOR HIGHER EDUCATION.
Follow-up plan	To encourage students to apply for Higher Education Abroad

Speaker/Guest/Presenter Details

Name	PROF. ANITHA
Title/Position	HEAD OF EXAMINATION BRANCH
Organization	ST. JOSEPH'S DEGREE & PG COLLEGE

Title of Presentation	EXAMS RULES AND REGULATIONS
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Participants Profile

Type of Participants	Student/Faculty/Research Scholar
No. of Participants	23

Synopsis of the Activity (Description)

Highlights of the Activity	1. EXPLANATION ON HOW EXAMINATION BRANCH WORKS IN THE VIEW OF EXAMS. 2. DETAILED PRESENTATION ON SCORING METHODS IN THE END-SEMESTER EXAMINATION.
Key Takeaways	1. INSTANT EXAMINATION WILL BE CONDUCTED IMMEDIATELY AFTER THE RESULTS DECLARATION FOR STUDENTS WHO FAILED IN ANY ONE OF THE VI SEMESTER PAPERS ONLY. 2. ONE STUDENT MUST PASS AT LEAST 50% OF THE SUBJECTS TO GET PROMOTED TO THE NEXT YEAR ELSE BE DETAINED.
Summary of the Activity	THIS SESSION WAS VERY INTERACTIVE AND STUDENTS UNDERSTOOD ON HOW EXAMS ARE MARKED AND ON WHAT BASIS.
Follow-up plan	To make sure the students adhere to the rules and regulations of the college, follow the guidelines

Speaker/Guest/Presenter Details

Name	MRS. VINAYA SHEELA
Title/Position	DEAN OF ACADEMICS
Organization	ST. JOSEPH'S DEGREE AND PG COLLEGE
Title of Presentation	NON-CGPA COURSES

Participants Profile

Type of Participants	Student/Faculty/Research Scholar
No. of Participants	23

Highlights of the Activity	1. COLLEGE OFFERS MANY CURRICULAR AND EXTRACURRICULAR COURSES TO STUDENTS. 2. STUDENTS ARE OFFERED 10 EXTRA CREDITS.
Key Takeaways	1. IN ORDER TO OBTAIN EXTRA CREDITS STUDENTS ARE REQUIRED TO COMPLETE 3 COURSES. 2. 4 EXTRA CREDITS WILL BE OBTAINED AFTER COMPLETING AN INTERNSHIP.
Summary of the Activity	STUDENTS ARE GIVEN AN OPPORTUNITY TO GAIN 10 EXTRA CREDITS WHICH WILL BE REFLECTED IN

	THEIR FINAL MEMO WHICH CAN BE USED FOR THEIR ABROAD STUDIES.
Follow-up plan	To make sure the students adhere to the rules and regulations of the college, follow the guidelines

Speaker/Guest/Presenter Details

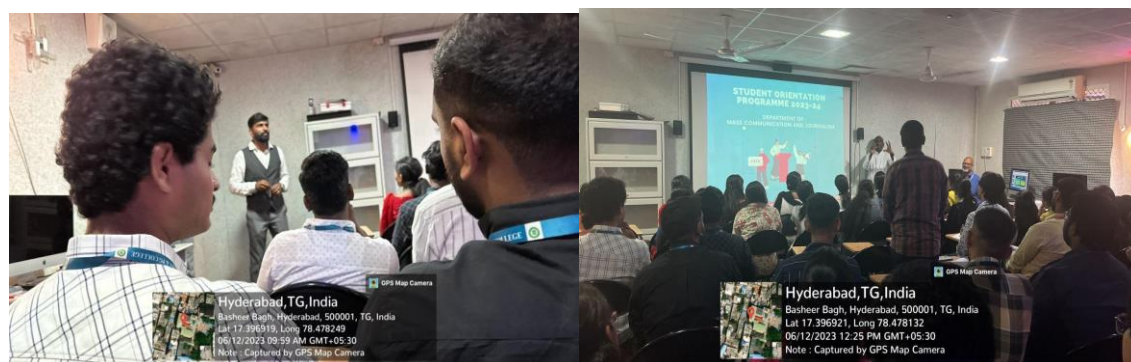
Name	REV. FR ANTHONY SAGAYARAJ
Title/Position	PRINCIPAL
Organization	ST. JOSEPH'S DEGREE & PG COLLEGE
Title of Presentation	PRINCIPAL ADDRESSING

Participants Profile

Type of Participants	Student/Faculty/Research Scholar
No. of Participants	23

Synopsis of the Activity (Description)

Highlights of the Activity	1. TWO-WAY INTERACTIVE SESSION WITH STUDENTS. 2. GUIDELINES ON DISCIPLINE IN COLLEGE.
Key Takeaways	1. STUDENTS ARE WELL INFORMED ABOUT DISCIPLINE IN COLLEGE AND RULES AND REGULATIONS. 2. PRINCIPAL'S GOOD WORDS ENCOURAGE STUDENTS.
Summary of the Activity	THIS BEING THE FIRST ADDRESS TO STUDENTS FROM THE PRINCIPAL, STUDENTS HAD AN INTERACTIVE SESSION WITH THE PRINCIPAL TO CLEAR ALL THEIR QUESTIONS/ DOUBTS.
Follow-up plan	To make sure the students adhere to the rules and regulations of the college, follow the guidelines



General Information

Type of Activity	BA MCJ -3 STUDENT ORIENTATION PROGRAMME 2023-24
Title of the Activity	ORIENTATION
Date/s	12/06/23
Time	10am-1pm
Venue	Mass communication Lab, Department of Mass communication and Journalism, St. Joseph's Degree & PG College
Collaboration/Sponsor (if any)	NA

Speaker/Guest/Presenter Details

Name	Mr. Venkateshwara
Title/Position	Head, Institutional Counseling
Organization	Global Educational Career Forum (GECF)
Title of Presentation	Higher Education

(Add/repeat above rows if there is more than 1 Speaker)

Speaker/Guest/Presenter Details

Name	Prof.Dr. K. Anita
Title/Position	Controller of Examination
Organization	St. Joseph's Degree & PG college
Title of Presentation	Examination Guidelines

Speaker/Guest/Presenter Details

Name	Mary Vinaya Sheela
Title/Position	Dean, Student Affairs
Organization	St. Joseph's Degree & PG college
Title of Presentation	Non CGPA courses and Certificate courses

Speaker/Guest/Presenter Details

Name	Rev. Fr Anthony Sagayaraja
Title/Position	Principal
Organization	St. Joseph's Degree & PG college
Title of Presentation	College Rules and Guidelines

Participants Profile

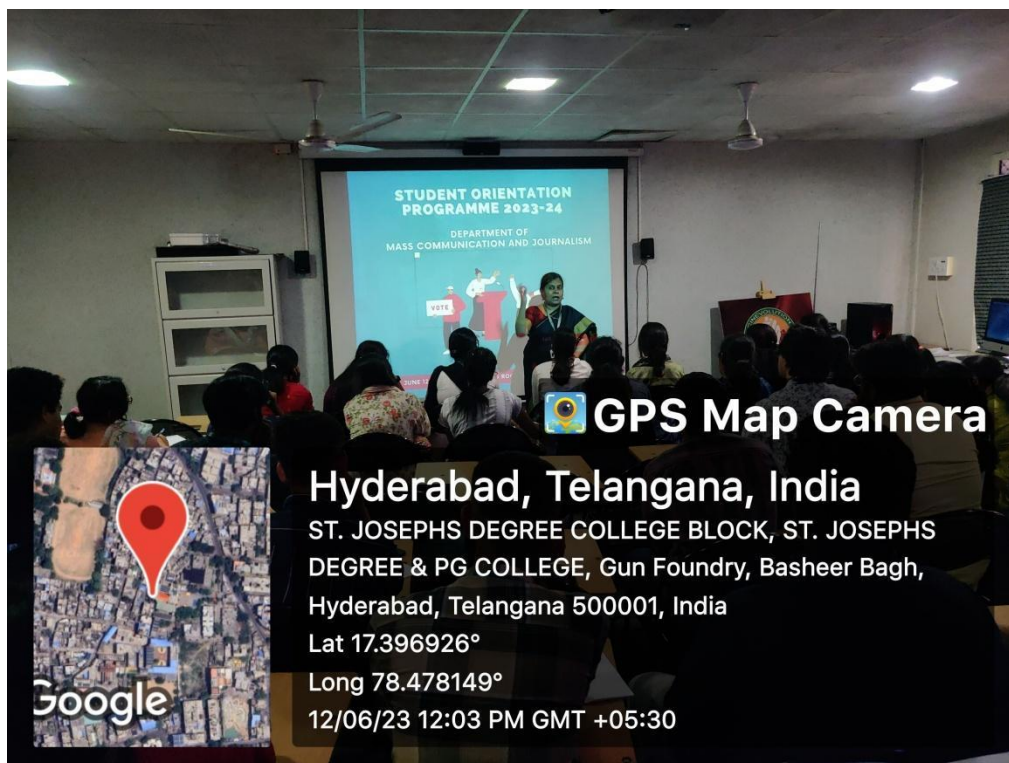
Type of Participants	Students of the Mass communication and Journalism Department (2nd & 3rd years)
No. of Participants	45

Highlights of the Activity	1. Orientation for International education 2. Examination orientation
Key Takeaways	1. Students were made aware about International Entrance Exams 2. Students attending the orientation programme were acknowledged regarding Academics, Value added courses, Internships and Sports and also to inculcate the interaction of students with the Principal Rev. FR ANTHONY SAGAYARAJA.
Summary of the Activity	Students from the department of Mass communication and Journalism reported at the venue at 10:00 am. Mr. Venkateshwara, from a leading professional consortium of educators- Global Educational Career Forum (GECF) shared their vision and spoke in how they will be helping the young minds to study abroad. Followed by him Prof. Anitha, the convener of the Examination department, St. Joseph's Degree and PG College who gave the guidelines about the examinations then we had Mary Vinyashela Ma'am, the Dean Academics, St Joseph's Degree and PG College who gave the students a brief of Academics, Value added courses, Credits and Internships. We also had our Sports director, Sridhar Reddy who spoke about the sports curriculum.

	Lastly we had our Principal, Rev. Fr Anthony Sagayaraja welcomed students for the new academic year 2023-24. He embraced students with his words and motivated the students towards the new academic year. He told the students “ If you know the why, you can live anyhow.” and wished the students for their new academic year.
Follow-up plan	To make sure the students adhere to the rules and regulations of the college, and follow the guidelines



Mr. Venkateshwar speaking to the students.



General Information

Type of Activity	Film Screening
Title of the Activity	Constitutional Values and Social Justice “Shyam Singha Roy”
Date/s	21st June 2023
Time	9:00am to 1:10am
Venue	Mass Communication Screening Room
Collaboration/Sponsor (if any)	

Participants Profile

Type of Participants	Students
No. of Participants	Students from Mass Communication and Journalism

Synopsis of the Activity (Description)

Highlights of the Activity	<ol style="list-style-type: none"> 1. Movie Screening of a supernatural and thriller film - "Shyam Singha Roy". 2. Inputs given by Prof P.L.vishveshwarao sir
Key Takeaways	<ol style="list-style-type: none"> 1. Discussion regarding the cinematic aspect of the film 2. Movie reviews written by students
Summary of the Activity	The screening was a fruitful session for students who witnessed a film that was very educational and enlightening.

Screening of Shyam Singha Roy at Mass Communication Screening Room



Students of Mass communication & Journalism along with the faculty.



General Information

Type of Activity	Field Visit
Title of the Activity	Field trip to Fever 94.3 FM radio station
Date/s	25-07-2023
Time	11:30am-1pm
Venue	Fever 94.3 FM, kothaguda junction, whitefields, Kondapur, Hyderabad, Telangana.
Collaboration/Sponsor (if any)	NA

Speaker/Guest/Presenter Details

Name	Mr. Ashish Bhosale
Title/Position	RJ , Sound Producer
Organization	Fever 93.4 FM
Title of Presentation	Radio station , Departments and Personnel

(Add/repeat above rows if there is more than 1 Speaker)

Participants Profile

Type of Participants	3rd year students of the Mass communication and Journalism
No. of Participants	17

Synopsis of the Activity (Description)

Highlights of the Activity	1. Giving voice over to an advertisement.
Key Takeaways	Students were able to gain practical knowledge and interpret the basics of the radio station functioning and the roles and responsibilities of the employees.

	<p>They had good coordination with the experienced individuals and acquired knowledge. Students were permitted to experiment which gave a practical experience.</p> <p>Students were enlightened to the opportunities available for the pursuance of their goals exposing them to the field of employment possibilities.</p>
Summary of the Activity	<p>Students from Mass communication and journalism department were taken to an expedition for an exposure of the radio station and it's functioning. The students got some expansive briefings of the studios inside elements and the roles of the employees. Students were divided into two groups for an in depth learning and understanding. The music manager and content creator Mr.Ashish Bhosale briefly explained to both the groups' one after the other about each element, functions of the equipments, the programming schedule and the activities being done there. He also gave a glimpse of the background of the company and his experience there. The technical work of editing was described. Students had an interactive session where Mr.Ashish answered several doubts and questions patiently. Students were also given an opportunity for a trial of an audio recording of advertisement. Photos along with the video recordings were taken by the students. Overall experience was effective and beneficial.</p>
Follow-up plan	To make use of the practical knowledge gain form there and implement it the college campus radio.



E-Poster for the Field Visit



Students and Faculty with the team

Mr. Ashish explaining the students

General Information

Type of Activity	Field visit
Title of the Activity	Sports journalism (Photo-Journalism)
Date/s	15th July 2023
Time	06:30 am to 10:30 am
Venue	BSporty - Sports & Fitness Center, Meridian School Rd, Siddhi Vinayak Nagar, Madhapur, Hyderabad, Telangana 500081.
Collaboration/Sponsor (if any)	

Participants Profile

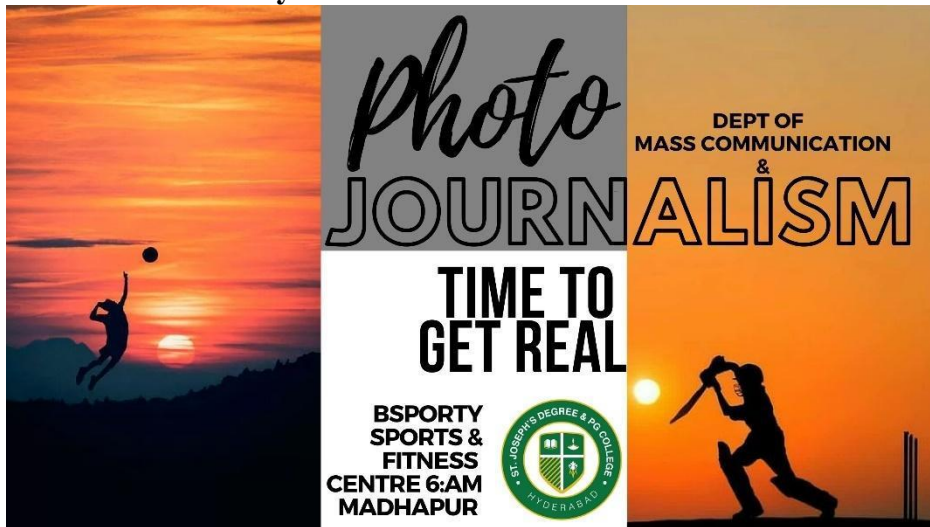
Type of Participants	BA Students
No. of Participants	BA Students from (Journalism Psychology and literature)

Synopsis of the Activity (Description)

Highlights of the Activity	1. Got to shoot pictures for sports Journalism.
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	2. Got to know about how sports action pictures are captured which work for various news outlets.
Key Takeaways	1. Single Camera angle to shoot for one sequence. 2. Multi-camera angle shoot for one sequence. 3. How to deliver a dialogue in a sequence.
Summary of the Activity	Practical exposure gained as to how news photographers get the right picture that supplement news. Being prepared technically and skills to develop on scene to adapt to anticipated movements.
Follow-up plan	First, we went to the location and captured the Journalism subject and as we returned back we shot photojournalism concepts on street.

Photos of the activity:



Poster Invite





Attendance sheet: Total Present: 28 Students

Summary: The sports photojournalism shoot challenged the students to comprehend the spontaneity and difficulties with subjective and technical challenges that news photographers and photojournalists face. It helped the students to understand the preparedness, how to master the technique to capture the various subjects having a visual foresight. How to find news worthy content in monotony that can be used to supplement the print news and electronic news. Understanding the art and technique to capture compelling clicks comes is consistent learning process.

DEPARTMENT OF MASS COMMUNICATION AND JOURNALISM

ACTIVITY REPORT

General Information

Type of Activity	Field visit
Title of the Activity	Visiting serial location set of Ardhangi- Gemini TV
Date/s	10th July 2023
Time	10:00am to 1:10am
Venue	SR Studios, Krishna Nagar, Jubilee Hills.
Collaboration/Sponsor (if any)	Gemini TV – Ardhangi

Participants Profile

Type of Participants	MA Students
No. of Participants	34

Synopsis of the Activity (Description)

Highlights of the Activity	<ol style="list-style-type: none"> 1. Got to know how the serial is shot. 2. Got to know about how serial dialogues are delivered and later how they are dubbed.
Key Takeaways	<ol style="list-style-type: none"> 1. Single Camera angle to shoot for one sequence. 2. Multi-camera angle shoot for one sequence. 3. How to deliver a dialogue in a sequence.
Summary of the Activity	Had an amazing experience knowing how a serial is shot in a series at a location. Later how it is accurately synced with dialogues at the dubbing studio.
Follow-up plan	First, we went to the location of the serial set and later we visited the editing studio.


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

Department of
MASS COMMUNICATION & JOURNALISM
 in collaboration with


Lumiere
 Write|Shoot|Edit|Repeat

FILM CLUB
 Organises a field visit to
SR STUDIOS
 Krishna Nagar, Jubilee Hills

On
10th JULY, 2023
 @ 10:00 AM

Convenor
 Prashanth kumar

HOD
 Glen D Silva



General Information

Type of Activity	National and International Commemorative Days
Title of the Activity	Celebrating 77th independence Day
Date/s	August 17, 2023
Time	6pm - 7pm
Venue	@dilsejosephites Instagram live
Collaboration/Sponsor (if any)	

Speaker/Guest/Presenter Details

Name	Aparna Rajhans
Title/Position	NSS program officer
Organization	St. Joseph's Degree & PG College
Title of Presentation	Report on Independence Day Live Session by the Department of Mass Communication and Journalism with Dilse Josephites

Participants Profile

Type of Participants	Student/Faculty
No. of Participants	50 - 100

Synopsis of the Activity (Description)

Highlights of the Activity	<p>1. Historical Significance: Independence Day marks the anniversary of a nation's liberation from colonial or foreign rule, signifying the birth of a sovereign nation.</p> <p>2. Patriotism: It is a day for citizens to express their love and loyalty to their country, often through flag-waving, parades, and other patriotic displays.</p>
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	<p>3. Freedom and Liberty: Independence Day symbolizes the values of freedom and liberty that a nation's citizens hold dear, highlighting the importance of individual rights and self-governance.</p> <p>4. Reflection: Many Independence Day celebrations involve reflecting on the sacrifices made by those who fought for independence and the challenges the nation has overcome.</p>
Key Takeaways	<p>1. *NSS Har Ghar Tiranga*: The campaign promotes a sense of national pride by encouraging citizens to display the Indian flag at their homes.</p> <p>2. *Dress Code in College*: Wearing traditional or patriotic attire in colleges on Independence Day shows respect for the nation's history and values.</p> <p>3. *Importance of Independence Day*: It marks the day India gained freedom, emphasizing democracy, freedom, and unity as core values.</p> <p>4. *Celebration Significance*: Independence Day honors the sacrifices of freedom fighters and instills pride and patriotism in citizens.</p> <p>5. *Happiness in Small Things & Helping Others*: Reflecting on simple joys and the spirit of helping others on Independence Day fosters a sense of community and positivity.</p> <p>6. *Responsible Citizenship*: Citizens are reminded not to misuse their freedom but to contribute positively to the nation's progress.</p>
Summary of the Activity	<p>The live session organized by the Department of Mass Communication and Journalism with Aparna Mam, the NSS Programme Officer, was a resounding success. It provided a platform for individuals to reflect on the essence of patriotism, the importance of community engagement, and the role of the national flag in fostering a sense of unity. This event served as a meaningful way to commemorate India's 77th Independence Day and encouraged participants to embrace their roles as responsible and patriotic citizens.</p>
Follow-up plan	



General Information

Type of Activity	Workshop/Seminar/Conference/Training/Events - Soft Skills/ Language and Communication Skills/Life Skills (Yoga, Physical Fitness, Health, and Hygiene)/Awareness of Trends in Technology/National and International Commemorative Days
Title of the Activity	Parampara - Handloom & Handicraft expo
Date/s	August 7,2023
Time	Students and Staff : 9am - 5pm Visitors and Parents: 2pm - 5pm
Venue	St. Joseph's Degree & PG College, King Koti, Hyderabad

Speaker/Guest/Presenter Details

Name	Rev.Fr.Anthony Sagayaraja
Title/Position	Principal
Organization	St. Joseph's Degree & PG College
Title of Presentation	Importance of the National Handloom Day

Participants Profile

Type of Participants	Student/Faculty/Research Scholar
No. of Participants	300

Synopsis of the Activity (Description)

Highlights of the Activity	<p>1.Handloom clothing stalls that were set up like sarees, Kurtis,pants, Palazzos.</p> <p>2.Stalls of handmade jewellery and art(sketch)</p>
Key Takeaways	<p>1.Respecting & Encouraging the weavers and their work 2.Promoting the handloom and handmade clothing and jewellery with its usage in our day to day lives.</p>
Summary of the Activity	<p>The Department of Mass Communication and Journalism conducts a Handloom and Handicraft expo every year on the occasion of “National Handloom Day” , it promotes weavers and encourage citizens to wear clothes made by hand by indigenous communities. And this year too, an expo was organised to improve public awareness and the contribution of citizens to the socio-economic growth of handloom weavers.It was inaugurated by Rev Fr. Anthony Sagayaraja (principal) and Fr. Marreddy (correspondent). The expo started from 10:30 in the morning after the inauguration. This year the event was organised on a large scale with various stalls.</p> <p>The stalls included:</p> <ul style="list-style-type: none"> ● <i>Pochampally and Gadwal Sarees</i> ● <i>Bengal cotton</i> ● <i>Semi pattu sarees</i> ● <i>Bhagalpuri sarees</i> ● <i>Kurtis,Pants, Palazzos</i> ● <i>Rakhis</i> ● <i>Jewellery, Bags</i> ● <i>Muffins,Pav bhaji, Samosa</i> ● <i>Art (sketch)</i> ● <i>Scrunchies, lockets, bracelets</i> ● <i>Tarrot cards</i> <p>Around 18 stalls were set up in the G1,G2 classrooms along with the corridor. Students from other departments were also welcomed. Visitors and parents also started visiting the expo in the afternoon. All the stall owners were very happy with the sales – Gadwal,Pochampally and Bengal cotton sarees were sold upto 40k, Palazzos and pants were sold upto 20k, Rakhis upto 2k etc., This year the expo was a grand success as the</p>

sales were high compared to the last year's expo. As part of the National Handloom Day a special Photography Competition was also conducted with the handloom theme in order to promote Handloom and Handicraft products. The main motto of the event "Parampara" was to create awareness among the people about the importance of weavers and thus the event was successful by conveying it's message to the people on the importance of handloom weavers. The stalls that were placed promoted the Handloom industry in India, its significance and its importance among the students and visitors as well. All the weavers who set up their stalls were very happy with the response of the students and visitors. Indeed the overall expo was a grand success.



The Art stall took the attention of the visitors with amazing art pieces. The stall of the Tarrot cards was the events centre of attraction in which the majority of the students were interested into which gathered a huge crowd. There were also stalls of handloom sarees that were very attractive and also the jewellery that were eye-catching. All the weavers who set up their stalls were very happy with the response of the students and visitors. Indeed the overall expo was a grand success.

ACTIVITY REPORT

General Information

Type of Activity	Field visit
Title of the Activity	Visiting State Gallery of Art, Madhapur
Date/s	19th August 2023
Time	10:00am to 1:00am
Venue	State Gallery of Art, Road No.1, Kavuri Hills, Madhapur, Hyderabad 500 033
Collaboration/Sponsor (if any)	NO

Participants Profile

Type of Participants	BA Students
No. of Participants	BA Students from (Journalism Psychology and literature)

Highlights of the Activity	<ol style="list-style-type: none"> 1. Got to meet photography experts and understand the scene. 2. Got to know how to engage the vision to capture pictures that speak for themselves.
Key Takeaways	<ol style="list-style-type: none"> 1. Meeting and building new networks. 2. Able to get to know industry experts and their insights. 3. How to build the skill to keep the art sustaining..
Summary of the Activity	Practical exposure gained as to how photographers think on scene get the right picture which is thought provoking. Being prepared technically and the right creative vision with spontaneity on scene helps to get the right craft that can be perfected.
Follow-up plan	First, we went to the location and attended the opening ceremony and later interacted with few teams and subject photography experts upon the captured clicks on various exhibited subjects.

Poster Invite:

Summary: The state gallery of art shoot challenged the students to comprehend the spontaneity and difficulties with subjective and technical challenges that news photographers and photojournalists face. It helped the students to understand the preparedness, how to master the technique to capture the various subjects having a visual foresight. How to find news worthy content in monotony that can be used to supplement the print news and electronic news.

Understanding the art and technique to capture compelling clicks comes is consistent learning process.





ACTIVITY REPORT

General Information

Type of Activity	Field Visit
Title of the Activity	Field Visit to the Hindu Press
Date/s	26/9/2023
Time	4 PM to 6 PM
Venue	The Hindu Press - UPPAL
Collaboration/Sponsor (if any)	The Hindu

Presenter Details

Name	Mr. Giridhar
Title/Position	Deputy General Manager
Organization	The Hindu
Title of Presentation	Printing Press

(Add/repeat above rows if there is more than 1 Speaker)

Participants Profile

Type of Participants	Student
No. of Participants	39

Synopsis of the Activity (Description)

Highlights of the Activity	<p>1.Students gained access to the high technology printing facility of The Hindu Newspaper in Hyderabad.</p> <p>2.They were introduced to the customized hardware and software used by the Newspaper for its publication.</p> <p>3. They were introduced to the process of setting plates, application of ink, feeding of spool, printing and cutting, and packing for dispatch.</p>
Key Takeaways	<p>1.Students learnt the importance of deadlines in submitting News reports as a Journalist.</p> <p>2.students learnt the importance of logistics when it comes to bringing different editions and supplements.</p>
Summary of the Activity	<p>Field visit was organized to ‘The Hindu’Press - Uppal on 26th september 23 at 4 pm. BA - I Year Students were introduced to printing technology. Students learnt the process of plate making with the specific colour plate. They were shown the printing of a supplementary for School edition.</p>
Follow-up plan	<p>Trip to ‘The Hindu’ - Begumpet</p>

Annexure:





ACTIVITY REPORT

General Information

Type of Activity	Field Visit
Title of the Activity	Field Visit to the Hindu Press
Date/s	25/9/2023
Time	4 PM to 6 PM
Venue	The Hindu Press - UPPAL
Collaboration/Sponsor (if any)	The Hindu

Presenter Details

Name	Mr. Giridhar
Title/Position	Deputy General Manager
Organization	The Hindu
Title of Presentation	Printing Press

(Add/repeat above rows if there is more than 1 Speaker)

Participants Profile

Type of Participants	Students
No. of Participants	17

Synopsis of the Activity (Description)

Highlights of the Activity	1. Students gained access to the high technology printing facility of The Hindu Newspaper in Hyderabad.
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	<p>2.They were introduced to the customized hardware and software used by the Newspaper for its publication.</p> <p>3. They were introduced to the process of setting plates, application of ink, feeding of spool, printing and cutting, and packing for dispatch.</p>
Key Takeaways	<p>1.Students learnt the importance of deadlines in submitting News reports as a Journalist.</p> <p>2.students learnt the importance of logistics when it comes to bringing different editions and supplements.</p>
Summary of the Activity	<p>Field visit was organized to ‘The Hindu’Press - Uppal on 25th september 23 at 4 pm. MA - I Year Students were introduced to printing technology. Students learnt the process of plate making with the specific colour plate. They were shown the printing of a supplementary for School edition.</p>
Follow-up plan	<p>Trip to ‘The Hindu’ - Uppal</p>



General Information

Type of Activity	Field Visit to Theatre Play
Title of the Activity	Half a Cup Full
Date/s	17th October 2023
Time	6:30pm - 8pm

Venue	Guruswamy Centre
Collaboration/Sponsor (if any)	Torn Curtain Productions

Speaker/Guest/Presenter Details

Name	Mala Pasha
Title/Position	Theatre Director
Organization	St. Joseph's Degree & PG College
Title of Presentation	Report on Theatre Performance of 'Half a Cup Full' by the Department of Mass Communication and Journalism with Torn Curtain Productions.

Participants Profile

Type of Participants	Student/Faculty
No. of Participants	10

Synopsis of the Activity (Description)

Highlights of the Activity	<p>The students and faculty attended the play that was held in Guruswamy Centre. The play touches upon the experiences of breast cancer fighters and survivors, taking insights from their lives and bringing those narratives to the stage.</p> <p>The 50-minute play is divided into two parts: the first part, Don't Edit Me is a gripping portrayal of four women in a breast cancer support group, who, through shared anguish and insecurity, find the strength to confront their challenges, leaving the audience with an indelible message of hope. This 22-minute performance included actors Madhuri Dempsey, Madhu Swaminath, Pallavi Verma, Priyanka Puntambekar and Deepika Mahidhara.</p> <p>The second part, titled, Goodbye, was a 16-minute, raw and visceral monologue by a woman facing breast cancer who is also</p>
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	<p>plagued by alcoholism. Her journey was deeply moving and inspires introspection. The monologue was performed by Shikha Gupta. The original script was written by Nirati Aggarwal. The current one was honed and edited by Mala Pasha, who is also the director of the play.</p>
<p>Key Takeaways</p>	<p>The students had firsthand experience about theatre, drama, lighting, stage performance, real stories with social message, scripting for theatre</p> <p>As part of the creative process, several cancer survivors were interviewed</p>
<p>Summary of the Activity</p>	<p>Directed by Mala Pasha, the production that makes the case for empathy and communication with the cancer-affected.</p> <p><i>Don't edit me...</i> tells the story of four women in a breast cancer group. The constant communication helps the women bond and realise what they want and how they want to be treated.</p> <p>The second part, <i>Goodbye</i> is the story of Mala's close friend who underwent a mastectomy and how she made peace with her body and healed herself. "She lost the battle but won the war against cancer."</p>
<p>Follow-up plan</p>	



General Information

Type of Activity	Field Visit
Title of the Activity	Field Visit to Dough Mama
Date	21/10/2023
Time	6.30 PM to 7.30 PM
Venue	Dough Mama, Jubilee Hills, Road no.58
Collaboration/Sponsor (if any)	In collaboration with Dough Mama

Presenter Details

Name	Asst.Prof Shayne Reynolds
Title/Position	Asst.Prof
Organization	St.Joseph's Degree and PG college
Title of Presentation	Basic Audio setup (Analogue & Digital Live streaming)

(Add/repeat above rows if there is more than 1 Speaker)

Participants Profile

Type of Participants	BA students DMMC & MCJ
No. of Participants	

Synopsis of the Activity (Description)

Highlights of the Activity	1.Students were given demonstrations on live audio set up.
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	2.They were introduced to all the equipment and latest technologies for audio setup.
Key Takeaways	1.Students learnt about the techniques in setting up live audio setup for musical performances. 2.They have learnt about the differences in setting up Analog and digital audio set up.
Summary of the Activity	Field visit was organized by the Dept.of Mass communication & Journalism in collaboration with Dough Mama to introduce students to the live audio setup equipments and technologies.
Follow-up plan	



General Information

Type of Activity	Competition
Title of the Activity	Mono-Acting
Date/s	16th October 2023
Time	1:30pm-3:300pm
Venue	Joseph's Hall, Main Campus
Collaboration/Sponsor (if any)	The English Department, The Mass Communication Department and The Cultural Committee

Participants Profile

Type of Participants	All students of the college
No. of Participants	14

Synopsis of the Activity (Description)

Highlights of the Activity	The different ways all the participants portrayed their skills.
Key Takeaways	The participants got an opportunity to present their talent in front of a professional actor, Mr. Bob Christo.
Summary of the Activity	The participants were each given a different prompt by the guest judge, Mr. Bob Christo. They had 2 minutes to prepare and 3 minutes to enact the prompt to showcase their abilities.
Follow-up plan	The winners will be given certificates of appreciation.
Winners	I prize- Supreet .G- BA MCJ III II prize- Kunal Sharma- MCJ III III Prize- Mili Rona- BCom IT - I

Annexure:

ST. JOSEPH'S DEGREE AND PG COLLEGE

DEPARTMENT OF MASS-COMMUNICATION & ENGLISH
in collaboration with
CULTURAL & LITERARY COMMITTEE

'MONO-ACTING'

-RULES FOR CONTESTANTS-

- Acting on spot
- 5 minutes to enact
(2 mins to prepare, 3 mins to act)

CHIEF GUEST:



BOB CHRISTO
Actor, Emcee

FACULTY INCHARGE:

REV. FR. ANTHONY SAGAYARAJA PRINCIPAL
DR. T. SINDHOOR DEPT. OF ENGLISH
SHINEY SOLOMON DEPT. OF MASS COMM

DATE: 16, OCT 2023
VENUE: JOSEPH'S HALL
TIME: 1.00 PM



Research

- No of PhDs in the department

S.NO	NAME OF THE FACULTY
1	P L Vishweshwar Rao

- No of Faculty pursuing PhD - 4

S.NO	NAME OF THE FACULTY	UNIVERSITY
1	Shubhangi Misra	GITAM University, Vizag
2	Y Sravan Kumar	IGNOU, Delhi
3	Ram Prashanth Kumar	Central University of Pondicherry
4	Keshav Vivek	SRM University, Vijayawada

- No of faculty published papers details - peer reviewed, ugc care, scopus, was
- Citation index if any
- No of faculty presented papers details- 8

SNO	FACULTY NAME	TOPIC	NAME OF THE SEMINAR
1	D Nagarjuna		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
2	Glen D'Silva		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
3	Laasya Madhukar		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
4	Shubhangi Misra		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
5	Shiney Solomon		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
6	Shayne Reynolds		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
7	Y Sravan Kumar		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation
8	John Richie		ICSSR- National Seminar on NEP 2020- Challenges, Issues and Implementation

- In house Research projects
- External Funded Research Projects- 1 (ICSSR)

SNO	Faculty Name	Designation	Project
1	Prof .PLV Rao	Director	Infotainment in Telangana: An Analysis of Popular Culture's Transformation of Telugu News Programming

- Number of Books and Chapters in edited volumes/books published - 0
- Faculty as editor of Journals- 0
- Faculty as resource persons- 0
- Consultancy -0
- Faculty appreciations/Recognitions -5
- No of Collaborative Activities and Collaborations -0

Infrastructure

- Number of books available in the library of your courses
- Number of new editions during 23-24
- E-journals available
- Journals available

Name of Knowledge resource	Total Number and/or Description	Documents
Total no. of books	219	1. Extract from Library Accession Register signed by Librarian.
Database		

Software		
e-journals		
e-books		

- No. Of computers/labs

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ICT Facilities	Class Rooms	Labs	Computer Equipments	Documents
Projectors 6 TV 1	5	1	I mac Desk tops 21 Audio mixer 1 Video production console 1 Printer 1 Windows systems 2 Adobe Photoshop Final Cut Pro Premier Pro Adobe Audition Cannon 6D 1 Nikon 750D 1 Panasonic AG - HMC - Video Cameras 3 Panasonic AG UX 90 3	List of available facilities signed by the Head of the department. Details of ICT enabled sources.

- Videos prepared

- E-content links

Course Code	Brief description of E-content	Module in the Course	Name of Teacher	Date of creation	Date made available to students	Documents

1	Video Lessons developed by faculty	Theories of Human Communication- Social Penetration Theory Uses and Gratifications Theory Mass Communication Theory Medium as a message	Shiva kumar Reddy	August 2022	August 2022	<p>1. Details of e-content developed.</p> <p>2. List signed by Head.</p> <p>https://youtu.be/f6LA4FBu18?si=-GL20mKRjamTJaXX</p> <p>https://youtu.be/RGWxhv5Tnw?si=yms6P-tmMWYMUWZr</p>
2		Corporate Communication & its elements	Shubhangi Misra			https://youtu.be/n93wZjyI9Hk?si=v8kd6TSG2jrpc5j
3		Types of Microphones	Shiney Solomon			https://youtu.be/n75Ie14VWZk?si=4kinTUVuHaVc1M4X