



## ST. JOSEPH'S DEGREE & PG COLLEGE

(Autonomous), Affiliated to Osmania University

Re-accredited by NAAC (3<sup>rd</sup> Cycle) with B<sup>++</sup>

King Koti Road, Hyderabad

Ref No: SJC/MCJ/ 16-01/ 37

Hyderabad

16-01-2024

To

The Principal

St. Joseph's Degree and PG College

Hyderabad

Sub: Approval for IIIrd Industry Academia Meet

Respected Father

As part of our endeavor to include inputs from our stake holders, the Dept of Mass Communication and Journalism is planning to conduct Industry – Academia meet on the 19<sup>th</sup> January 2023. Timing 2.00 pm to 5.00 pm

Composition of IIIrd Industry Academia Meet.

1. Mr. Anjaneya Verma [Alumini / Executive Producer Gemini TV]
2. Ms. Haritha Nori [ Content Head, Sunnetwork]
3. Ms. Coreena Enet Suares [Editor – NewsMeter]
4. Mr. Ravi Kumar [Head, Dept of Journalism, St. Francis College for Women]
5. Ms..Parveen Sultana [Asst Prof. Dept of Journalism– Govt. Women's College Begumpet]
6. All Faculty of Dept of MCJ

Kindly approve

Thanking you

Glen D Silva

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17/1/2024

*[Handwritten signature]*  
16/1/24

Fr. Anthony Sagayaraja

Principal



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### Dept of Mass Communication and Journalism

#### IIIrd Industry – Academia Interface Program Flow

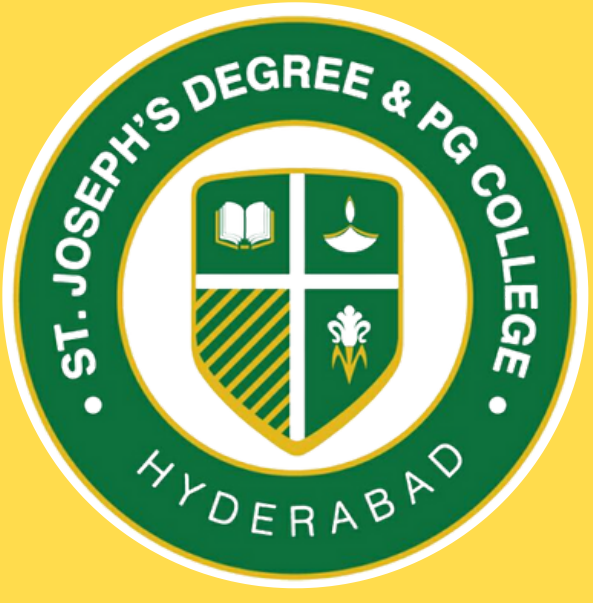
2.00 – 2.05	Opening Prayer
2.05 – 2.10	Introduction and Welcome – Glen D Silva , Head Dept of Mass Communication and Journalism
2.10 – 2.15	Overview- Prof. P L Vishweshwar Rao , Director , St. Joseph's College
2.15 - 2.30	Ms. Haritha Nori [ Content Head, Sun Network]
2.30- 2.50	Mr. Anjaneya Verma [Alumni / Executive Producer Gemini TV]
2.50 – 3.10	Ms. Coreena Enet Soares [Editor – NewsMeter]
3.10- 3.30	Mr. Ravi Kumar Kumar [Head, Dept of Journalism, St. Francis College for Women]
3.30 – 3.50	Ms..Parveen Sultana [Asst Prof. Dept of Journalism– Govt. Women's College Begumpet]
3.50- 4.10	Discussion
4.10- 4.25	Feedback
4.25- 4.30	Vote of thanks – Mrs. Laasya Madhukar

Glen D Silva

Head, Dept of MCJ

Fr. Anthony Sagayaraja

Principal



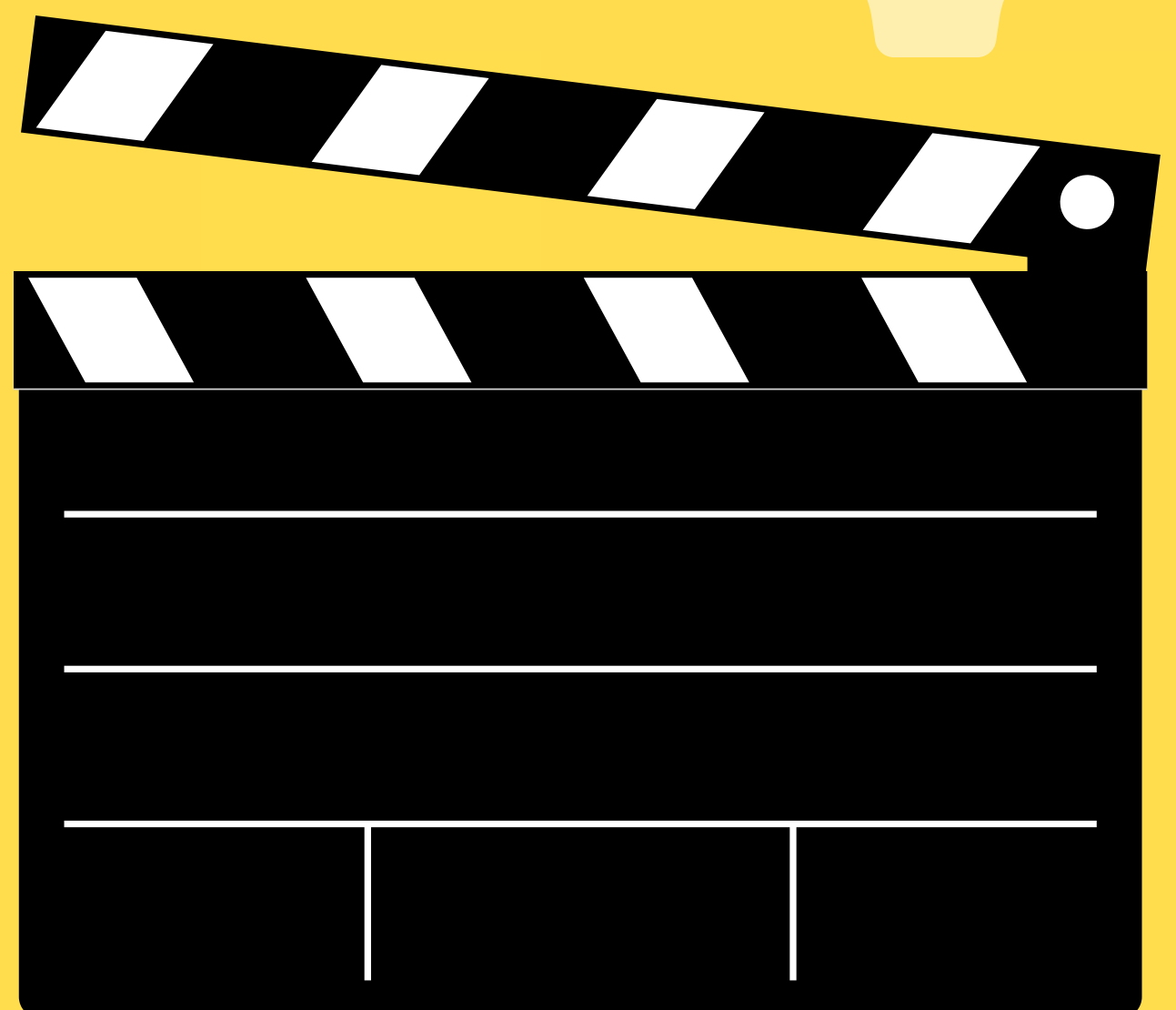
**ST. JOSEPH'S DEGREE AND PG COLLEGE**  
KINGKOTI, HYDERABAD 500044.

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

# **INDUSTRY - ACADEMIA**

# **MEET**

Venue: Conference Hall  
Date: 19-01-2024









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King Koti Road, Hyderabad

**Department of Mass Communication and Journalism**

**Title** – Industry – Academia Interface

**Date and Time** – 19<sup>th</sup> January 2024, 2:00 pm to 5:00 pm

**Venue** – Conference Hall

**Subject Experts**

1. Mrs. Coreena Enet Soares - Editor at NewsMeter
2. Mr. Anjaneya Verma - Alumni/ Executive Producer Gemini TV
3. Ms. Parveen Sultana - Asst Prof. Dept of Journalism - Govt. Women's college for women
4. Mr. Ravi Kumar - 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.

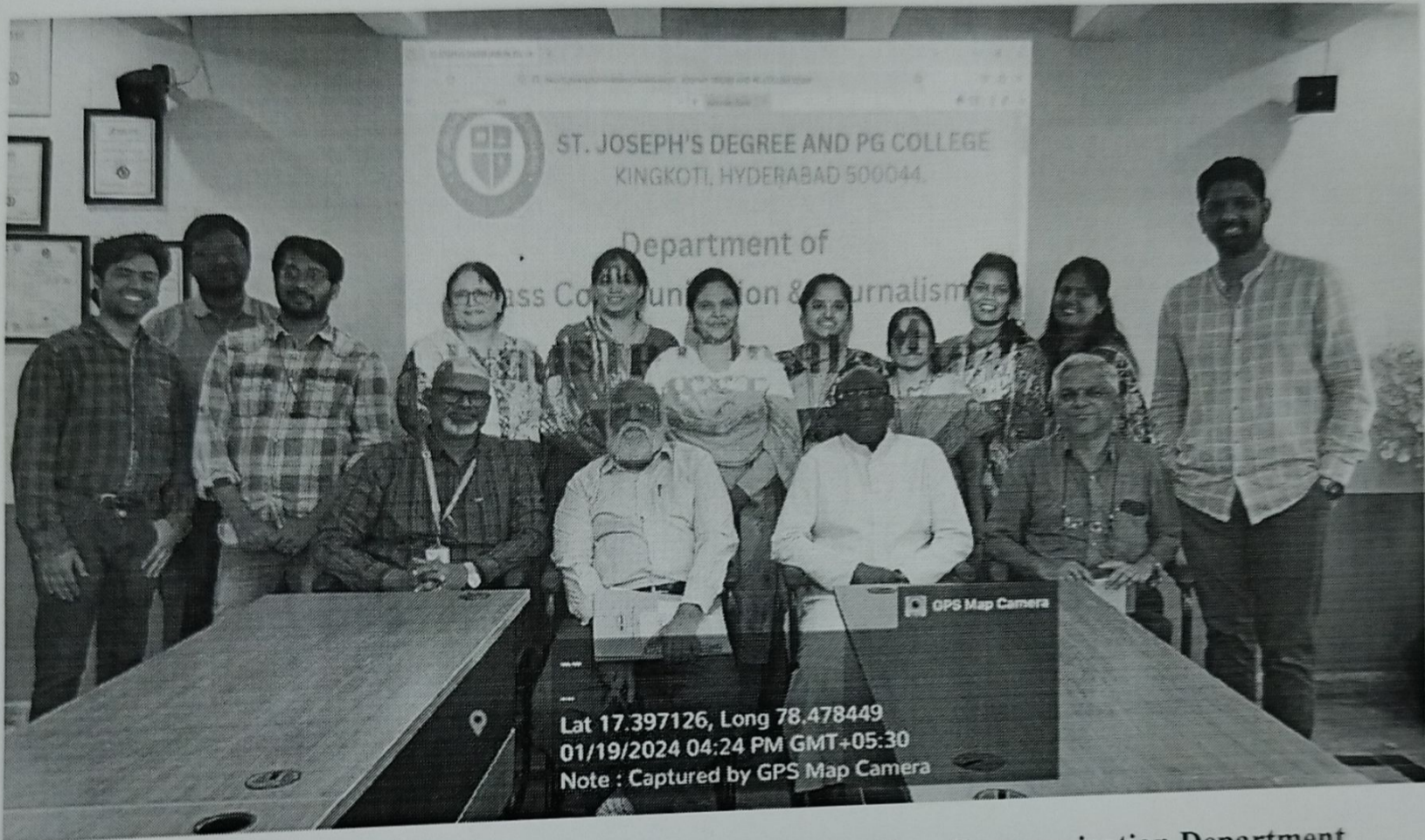
After this Prof. P L Vishweshwar Rao went on to give an insight about the Department and the subjects that are being taught in the 3 year degree program and 2 year post graduate program, Once the briefing was done views and ideas of each expert were taken, along with a discussion which followed.

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

1. Focus on Digital Media basics
2. Minimize theory and increase the practical aspect
3. Fact Checking tools to be incorporated
4. Stream Lining the field of interest of the students
5. Making students Industry ready
6. Include Media Entrepreneurship in the syllabus
7. Strengthen Audience behavior analysis and visual analysis tools
8. Summer Internship should be made mandatory for all students
9. Writing skills should be improved
10. Focus should not be just in the media industry but also the aspects such as Public relations, Corporate communication and Content/copywriting.

After the discussion, Mrs. Laasya Madhukar 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**

*[Handwritten Signature]*  
HOB

*[Handwritten Signature]*  
Principal  
20/2/24