





**DEPARTMENT OF MASS COMMUNICATION
ANNUAL REPORT
2019-20**



DEPARTMENT OF MASS COMMUNICATION ANNUAL REPORT 2019-20

FACULTY PROFILE

PHOTO	NAME	DESIGNATION	QUALIFICATION	EXPERIENCE
	Anu Ann Varghese	Guest faculty,HOD	MA.Multimedia	9 yrs
	Greeshma John MJ	Guest faculty	MJMC	5 yrs
	Aswin P	Guest faculty	MA Media studies	2 yrs
	Srijimol P.S.	Guest faculty	MCJ	3yrs

STUDENT STRENGTH

CLASS	STRENGTH
D1 MASS	62 Students
D2 MASS	27 Students
D3 MASS	48 Students



Faculty participation in seminars /Workshops

SL NO.	Name	Refresher/Orientation	Seminar/Workshop/Conference
	Anu Ann Varghese		☐ participated in TCI convention for teachers on 19,20 th of November 2019 organised by Department of social science,WMO College , Muttill in collaboration with RCI for TCI India.
	Srijimol P.S.		☐ participated in TCI convention for teachers on 19,20 th of November 2019 organised by Department of social science,WMO College , Muttill in collaboration with RCI for TCI India.

MEDIA VISIT

Students of Mass communication have visited newspaper institutions as part of their curricular practice. They were divided into several groups and given the task to visit any media organization, especially newspaper institutions.

Preferred news paper institutions by students are as follows: -

- 1) Malayala Manorama- Kozhikode
- 2) Madhyamam – Kochi
- 3) Mathrubhumi – Kozhikkode
- 4) Suprabhatham – Calicut



5) Deshabhimani –Calicut





Honors or recognitions received by the teachers

Ms.Srijimol PS got appointed as News Reader cum Translator on contract in AKASHAVANI,Kozhikode

Details of Seminars/ Workshops/ Symposia /Interactive sessions

Sl.no.	Name of the programme	A short description on the programme	Resource person
1.	Interactive session	Mass Communication department conducted an interactive session for its students with .Sri.Kamal Varadoor,Sports reporter and Editor in Chief of Chandrika .It was a lively session with students asking questions on the scope of Journalism and his experience as a sports journalist.All students from our department were present for the session.	Sri.Kamal Varadoor,Sports reporter and Editor in Chief of Chandrika 
2.	Interactive session	Mass Communication department conducted an interactive session for its students on 3 rd October 2019 .Sri.Suhail Ahammed,All Kerala Field Reporter, Asianet TV, was the Resource person.It was a lively session with students asking questions on the scope of Journalism and his experience and challenges as a Field Reporter.All students from our department were present for the session.	Sri.Suhail Ahammed,All Kerala Field Reporter, Asianet TV 
3.	Interactive session	Mass Communication department conducted an interactive session for its students on 5 th November 2019 .Smt.Dhanya,famous Writer and Journalist (Manorama News), was the Resource person.It was a lively session with students asking questions on the scope of Journalism and her experience as a Field Reporter.All students from our department were present for the session.	Smt.Dhanya,famous Writer and Journalist (Manorama News) 



4.	OTTAM THULLAL WORKSHOP	Mass Communication department conducted an Ottamthullal Workshop , Navarasa on 1 st November 2019 ,with the noble objective to familiarise students with the language and syntax of this poetic performance art form of Kerala. It was followed by a demonstration by Kalamandalam Nikhil ,a seasoned Ottamthullal artist	Kalamandalam Nikhil ,a seasoned Ottamthullal artist. 
----	------------------------	--	---

CERTIFICATE COURSE,VALUE ADDED & BRIDGE COURSE 2019-20

Our department conducted 2 certificate courses .PAGE MAKE UP - INDESIGN from 12/11/2019 to 08/01/2020 . 32 students successfully completed the course. Certificate course on Video Editing is conducted from 12/11/2019 to 08/01/2020 . Bridge courses are conducted every year to familiarize our first year students on the basics of communication studies.

Other activities

1. WORLD SERVICE DAY



Mass Communication department conducted a placard rally on 23rd June ,2019,in connection with World Service Day with the theme “a free handshake for all “.All students along with the teachers actively participated in the rally.

2. RADIO PROGRAM

Mass Communication department telecasted a Radio program on 26th June 2019, in connection with Anti Drug’s day .It was a 5 minute slot program which included a Skit which could ventilate the deadly effects of drugs on young generation. Anchoring was done by Amalu Sharly, Faseela and Sreekuttan



3. MASS GAZETTE



“Ideas shape the course of history as the Pen is mightier than the Sword”

Our Principal, Dr.Muhammed Fareed, published MASS GAZETTE, first Lab journal of Mass Communication department on July 12 th ,2019 and appreciated the great work. MASS GAZETTE is the window to the activities of the college.It widens the knowledge and helps in developing the power of writing of our budding Journalists.

4. INTER-DEPARTMENTAL COMPETITION



An inter-departmental competition was conducted by Mass communication department in connection with the Hiroshima-Nagasaki day on August 6th 2019.The competitions include Drawing ,Cartooning and Sodoku making .Five teams from various departments participated in the competition with great zeal and enthusiasm. Each team consists of five members.The topic was given on the spot .All teams came out with wonderful pieces of art .Prizes were distributed to the winners.

5. ORIENTATION CLASS FOR FIRST YEAR STUDENTS



Mass Communication department conducted a subject orientation for the first year students on 30th August 2019 with the objective of making the students familiar with Mass communication,its scope and promising career opportunities Ms. Soumya Mathai ,Associate Professor,Dept of Mass communication and Journalism,NMSM ,Kalpetta was the resource person.



6. REPORT ON ONAM 2019



Mass Communication department conducted an Onam celebration for all the students on 07th September 2019. The students along with the teachers celebrated the day with glam. The highlights of the program were onapookkalam, kaserakali, rusk kadikkal etc. It was a fulfilled program which reminded of the “good old days of every malayali”.

7. ANTIQUE EXHIBITION “OLAPEEPPPI”



Mass Communication department conducted an exhibition on antique items on 1st November 2019. It was a grand show with more than 100 antique items on display and multiple charts related with the subjects were displayed. The exhibition was inaugurated by Our Principal, Dr. Muhammed Fareed. The exhibition was open to all and all were highly impressed with the artistry and

effort behind the exhibits.

EXTRA EFFORT TAKEN FOR ACADEMICALLY WEAKER STUDENTS

ADVANCED LEARNERS & SLOW LEARNERS

- We cater to both the needs of the advanced learners and the slow learners.
- We continuously monitor and evaluate student progress through various methods, including timely examinations and feedback sessions.
- Our department also organizes invited talks, debates, and discussions to expose students to new and current knowledge.
- We encourage students to extract information from web resources and journals, and link curriculum with social issues.
- As a part of our holistic approach, we encourage exceptionally talented students to help in the remedial program meant for the weaker students. All these quality ensuring initiatives contribute to making our department a hub of innovative learning experiences.

MENTORING

- Our department follows a mentoring program which enables the students to provide feedback to teachers on curricular issues, college infrastructure and administrative matters.



- o Mentoring system minimized dropouts through personal counseling, better discipline in campus and respectful relationship between teachers and students.
- o The vibrant interaction between teachers and learners creates an academic atmosphere conducive to enhanced scholarly pursuit

TUTORIAL HOURS/REMEDIAL CLASSES/BUDDY SYSTEM

- o At our department, we conduct special and remedial classes for slow learners, with the aim of enhancing their academic performance.
- o Our dedicated tutorial hours provide a space for students to monitor their progress and seek guidance on any personal difficulties they may be facing.
- o Even during vacation time, we conduct revision classes to ensure that students are fully prepared for their exams.
- o Our buddy system entails assigning students to help and support each other with specific tasks and skills

POSITIONS HELD BY FACULTY MEMBERS

- Ms. Anu Ann Varghese , is Skill Development Executive Fellow in ASAP ,Kerala for the past 6 years.
- Ms. Srijimol PS , is Skill Development Executive in ASAP

RESULT 2019-20

Sl No	Item	Boys	Girls	Total
1	No of students in roll	29	19	48
2	No of students appeared for the examination	26	17	43
3	No of students passed with A+	-	-	-
4	No of students passed with A	-	2	2
5	No of students passed with B	1	4	5
6	No of students passed with C	6	5	11
7	No of students passed with D	3		3
8	No of students passed with E	-	-	-
9	Pass percentage	38%	65%	49%

