

MASS COMMUNICATION

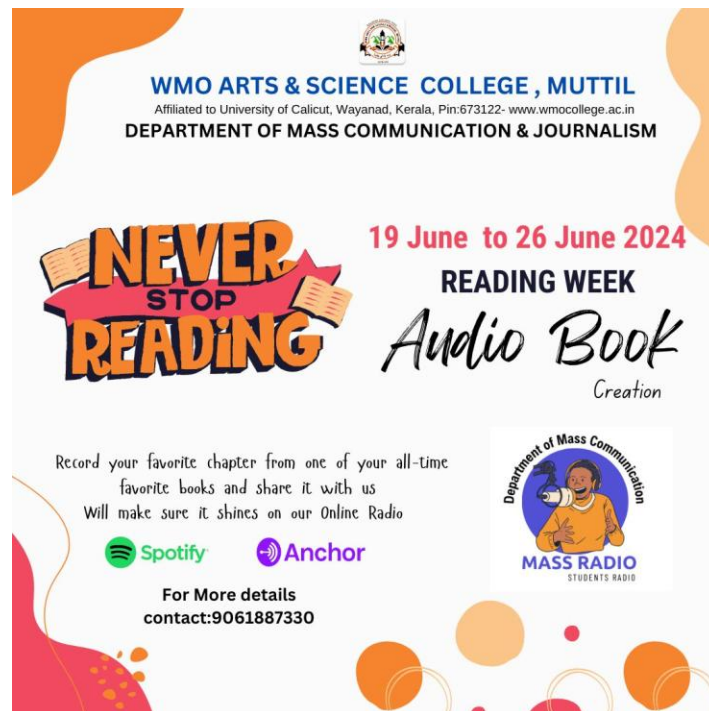
Department activities 2024-25

1.DIGITAL POSTER MAKING COMPETITION



The Department of Mass Communication organized an online Digital Poster Making Competition for World Environment Day on June 5, 2024. The theme of the competition was Land Restoration, Desertification, and Drought Resilience. Ten students participated by creating creative and informative posters. Each poster aimed to raise awareness about these important environmental issues using digital tools and artistic skills. The competition provided a platform for students to showcase their ideas and contribute to promoting sustainability and environmental awareness through visual communication.

2.AUDIO BOOK CREATION



The Department of Mass Communication started a task to create audio books during Reading Week, from June 19 to June 26, 2024. The goal was to add a large collection of audio files to our department library. This initiative aimed to celebrate the joy of reading through a different medium. Twenty-five students took part in the project. They were involved in reading books aloud, editing the audio, and producing high-quality recordings. This project not only expanded our library's resources but also gave students a chance to learn about narration and audio production techniques. It was a valuable learning experience that combined literature with practical skills in multimedia communication.

3.PIXEL PHOTOGRAPHY WORKSHOP (FACULTY EXCHANGE)

On June 21,2024 ,Pazhassiraja college,Pulpally hosted the PIXEL PHOTOGRAPHY WORKSHOP led by Mr.Aswin P,Asst.Professor of Mass communication Department,WMO Arts & science college.The workshop designed for post graduate media students covered essential topics such as the fundamentals of photography,composition, framing techniques,lighting and exposure control digital image processing & editing.The primary objective was to provide students with a thorough understanding of photography,enhancing both their technical skills & creative approaches.



4.RADIO PROGRAMME BASED ON MALALA DAY

A special radio program was aired on Malala Day (12-07-2024) to honour the courageous activism of Malala Yousafzai,a global icon of girl's education.The programme highlighted Malala's journey .The programme was nicely coordinated and aired by Fathima Lemiya,D3 Mass communication student.

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5.INVITED TALK

On August 23,2024 our department hosted an invited talk in the first yr classroom featuring Mrs.Anagha Reeja Bharadan,a renowned news reporter from the NEWS MALAYALAM channel.She shared her experiences in journalism,discussing the challenges & opportunities in news reporting.The session was highly interactive with active participation from both first yr and final yr students who engaged in a live Q&A session on various topics including ethical considerations.The event provided valuable insights and inspiration and the department expressed its gratitude to Mrs.Anagha Reeja Bharadan for her enriching contribution in the field of journalism.



6.ALUMNI CONNECT

The Department conducted an Alumni connect session on 23-08-2024 featuring Mr.Thasleem Punnaikkadan , an alumnus from 2020 batch & currently a News Reporter at JAIHIND TV.The session was attended by first yr and final yr students of Mass communication department,who had the opportunity to engage with Mr.Thasleem Punnaikkadan as he shared his professional experiences and insights into the field of journalism.



7.ASSOCIATION MEETING

The Department of Mass Communication conducted an Association meeting on 06-09-2024 at Third yr Mass com classroom. The agenda included discussions on academic conduct, preparations for the upcoming Fresher's day celebrations & concerns regarding the Nectos app. A total of 35 students from first yr, second yr and third yr students participated in the meeting. Key points and concerns were addressed and further actions will be taken based on the feedback provided by the students.

8.DISCUSSION

A group discussion was held by the students of the Mass Communication department to analyze and understand the findings and recommendations of the Hema Committee report, which addresses sexual harassment in the workplace, with a particular focus on the Malayalam film industry. The committee was set up by the Kerala government following multiple allegations of sexual misconduct in professional environments. The conversation aimed to critically evaluate the report's impact, its implications on gender equality in the industry, and potential solutions to the issues identified. The students began by outlining the major objectives and findings of the Hema Committee. The report focuses on the systemic exploitation and harassment of women in professional settings, with specific emphasis on the Malayalam film industry, where female actors and professionals are often subjected to sexual harassment, commonly referred to as the "casting couch." The report also highlights the lack of proper grievance mechanisms, patriarchal dominance, and the fear among women to speak out.



9. PODCAST

The Department of Mass Communication, WMO College, organized a podcast discussion on 29th January addressing the concerning issue of decreasing student participation in College Arts Day. The session aimed to explore the reasons behind this trend and propose potential solutions to encourage greater engagement.

The podcast featured insightful discussions led by student representatives, highlighting various factors such as academic pressures, lack of motivation, and changing interests among students. It also included expert opinions and student testimonials, providing a well-rounded perspective on the issue. The discussion concluded with suggestions such as better scheduling of events, enhanced promotional efforts, and increased student involvement in planning. The podcast successfully shed light on the issue and served as a platform for students to voice their concerns and ideas.

10. WORKSHOP ON RESEARCH METHODOLOGY

The Department of Mass Communication, WMO College, successfully conducted a one-day workshop on 6th February 2025. The workshop aimed to provide students with an in-depth understanding of media and communication strategies, fostering academic growth and practical knowledge.

The resource person for the workshop was Ms. Nitha S.V., a research scholar from the Regional Institute of Education (RIE), NCERT, Mysuru. She shared her expertise on contemporary trends in journalism, media ethics, and digital storytelling, providing valuable insights for students and faculty members.



11.MoU

The Department of Mass Communication, WMO College, and the Department of Journalism, Pazhassiraja College, Pulpally, formally entered into a Memorandum of Understanding (MoU) on 6th June 2025. This collaboration aims to foster academic exchange, research opportunities, and joint initiatives in media education and communication studies. This collaboration is expected to provide students and faculty members with enhanced learning opportunities, enabling them to adapt to the evolving landscape of mass communication and journalism.



12. NAVARASA WORKSHOP

On October 28,2024 the department of Mass communication organized an AERIAL PHOTOGRAPHY WORKSHOP covering essential topics on designing,videography and photography .Participants gained insights into various multimedia tools and practical skills in visual story telling .The Resource person was Mr.Lithin Mathew.



13. Film Festival NAVARASA

Mass communication Department, WMO College conducted a one day Film Festival on 14th February 2025 in association with Kerala Chalachithra Academy , screening Classic movies in two different screens at the same time followed by an open forum on the movie showcased.



14.PANEL DISCUSSION BELLAM PODCAST

Mass communication Department, WMO College conducted a Panel discussion as part of department's BELLAM PODCAST on 14th February 2025 at 3pm. Held at the open stage, the discussion centered on the theme **"Cinema vs. Reality."** A panel of experts, along with students, actively engaged in the conversation.



15.CINEMATIC RAMP WALK

The Mass Communication Department of WMO College organized a **Cinematic Ramp Walk** on **February 14, 2025**, as part of its creative initiatives. The event, held on the open stage, captivated the audience with its unique theme, where students showcased famous characters from various movies.

Participants walked the ramp dressed as legendary figures from cinema, bringing beloved characters to life with stunning costumes and engaging performances. The

event not only highlighted the artistic expression of students but also celebrated the impact of cinema on popular culture.

The event concluded with a round of applause for the participants, recognizing their efforts in making the **Cinematic Ramp Walk 2025** an entertaining and successful celebration of **film and fashion**.



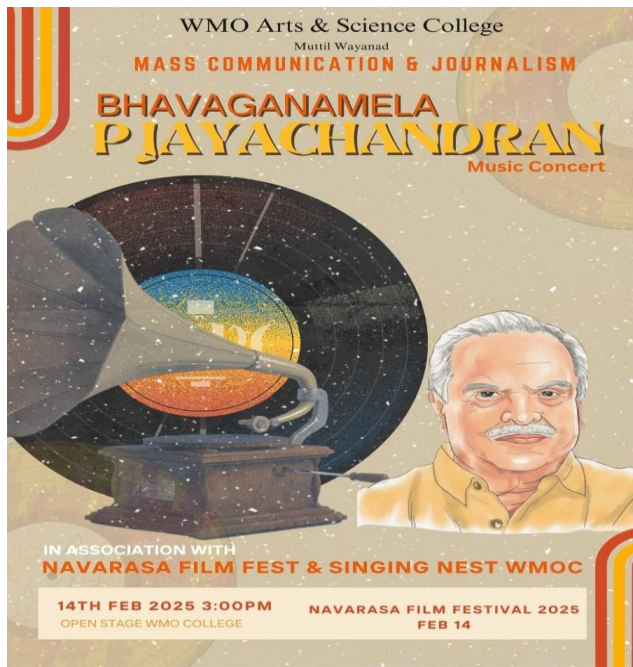
16.BHAVAGANAMELA(PJAYACHANDRANMUSIC CONCERT)

The Mass Communication Department of WMO College, in association with Singing Nest, organized a soulful musical concert, Bhavagaanamela, on February 14, 2025. Held at the open stage, the event was a heartfelt commemoration of the late P. Jayachandran, celebrating his immense contributions to the world of music.

The evening was graced by mesmerizing performances, featuring timeless melodies that immortalized the legendary singer's voice and legacy. Renowned artists and

budding musicians paid tribute through renditions of his iconic songs, creating an atmosphere filled with nostalgia and deep admiration.

The concert witnessed enthusiastic participation from music lovers, students, and faculty, making it a truly memorable occasion. The event not only honored P. Jayachandran's musical journey but also served as an inspiration for aspiring singers.

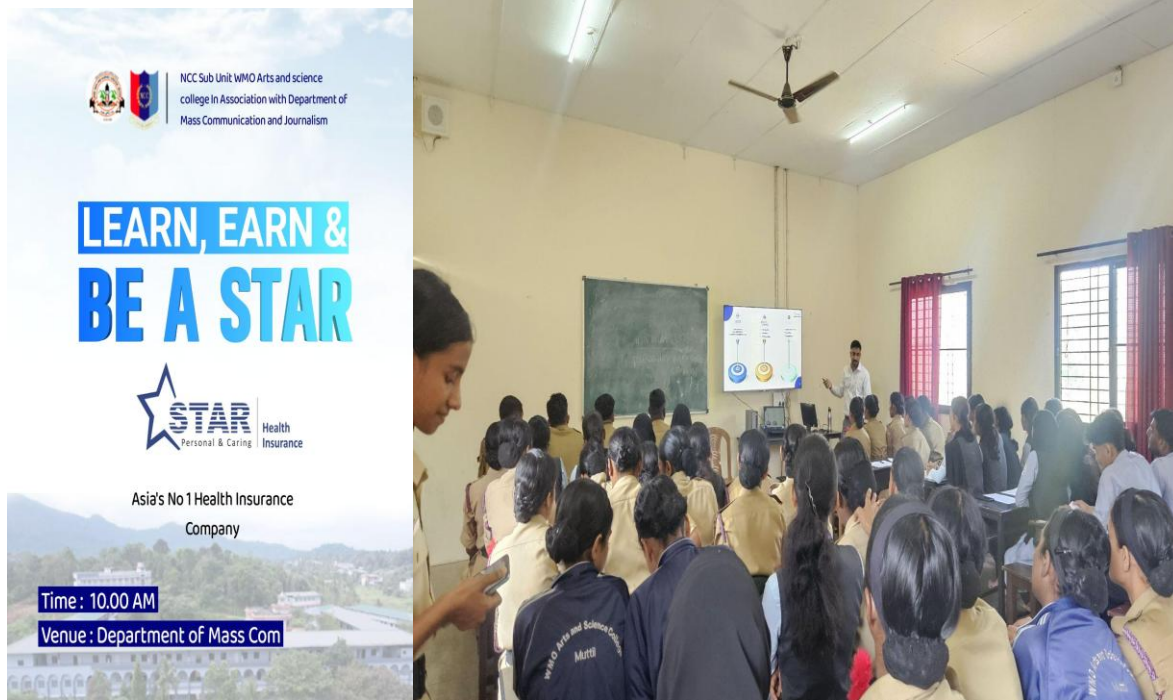


17.STAR HEALTH LIFE INSURANCE EMPLOYMENT ORIENTATION

WMO Arts and Science College, in collaboration with the NCC and the Department of Mass Communication, organized an employment orientation program with Star Health and Life Insurance on February 28, 2025, at 10 AM. The session was led by Mr. Jithin VJ, Sales Manager at Star Health Insurance, Sulthan Bathery.

The primary objective of the program was to recruit and train interested students as Star Health Insurance advisors. A total of 80 students from various departments actively participated in the session.

Ms. Anu Ann Varghese, Head of the Department of Mass Communication, welcomed the gathering, while NCC Coordinator Ms. Harsha Varghese delivered the vote of thanks.



18.LET'S TALK WOMEN

The Department of Mass Communication, WMO Arts & Science College, Muttill, successfully conducted an interactive session titled '*Let's Talk Women*' on March 7, 2025, at 11:00 AM. This event was organized in association with International Women's Day and aimed to provide a platform for open discussions on women's issues.

The session featured an engaging interaction among three esteemed lady faculty members of the department and the female students. The discussion centered around various challenges faced by women both within and outside their families. The students actively participated, sharing their personal experiences, concerns, and insights on societal and familial expectations, gender biases, and the hurdles they encounter in daily life.

The open and supportive atmosphere encouraged honest communication, making the session highly effective. It provided a safe space for students to express themselves and seek guidance from experienced faculty members. The event emphasized the importance of dialogue in addressing women's issues and fostered a sense of solidarity among participants.

The session concluded on a positive note, with participants expressing their gratitude for the opportunity to voice their thoughts and concerns. The event successfully reinforced the significance of open discussions in empowering women and promoting awareness about gender-related challenges.



19. IFTAR MEET EETHAPAZHAM

The Department of Mass Communication successfully organized an Iftar Meet on March 7, 2025, bringing together all students and faculty members for an evening of unity, reflection, and celebration. The event aimed to foster a spirit of togetherness and cultural harmony, emphasizing the values of sharing and gratitude during the holy month of Ramadan.

