

**DEPARTMENT OF MASS COMMUNICATION**  
**ANNUAL REPORT**  
**2017-18**

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### FACULTY PROFILE

NAME	DESIGNATION	QUALIFICATION	EXPERIENCE
Shanu Salman	Guest faculty,HOD	MCJ	2 yrs
Archana	Guest faculty	MCJ	2 yrs

### STUDENT STRENGTH

CLASS	STRENGTH
D1 MASS	60 Students
D2 MASS	23 Students

## **Department activities**

### **Report on DISC**

Students of the Department of Mass communication got a wonderful opportunity to participate in DISC (FILM FESTIVAL) conducted by Don Bosco College, Iritti, Kannur on October 6th & 7th 2017. Joan Paul and Sajitha Madathil were the guest of honour.

### **Report on one day FILM FESTIVAL**

Mass communication department conducted a one day film festival showcasing socially relevant films in association with "CINEMA VANDI" on 9th November 2017. Our Principal, Dr. Muhammed Fareed inaugurated the program.

### **Report on publishing of hand written magazine**

First hand written magazine of the Department of Mass communication was published on 23<sup>rd</sup> August 2017. Name of the magazine is "AUGUST". College Principal, Dr. Muhammed Fareed, Mr. Siddhique Tharakan, Head of the Department of Mass communication addressed the gathering.

### **Honouring Narayanan Sir**

Department of Mass communication conducted a programme on December 7th 2017 to give an award to Narayanan Sir, Department of English, for achieving Doctorate. Principal and other faculties from English department participated in the programme.

### **ASSOCIATION INAUGURATION**

Association inauguration of the department was held on 29th December 2017. Malayala Manorama, Wayanad bureau Chief, Ramesh Ezhuthachan was the Chief guest.

## **LOGO LAUNCHING OF DIT**

On March 28, 2018, Principal Dr. Muhammed Fareed officially launched the logo of the upcoming Media fest DIT.

## **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.
- Mentoring system minimized dropouts through personal counseling, better discipline in campus and respectful relationship between teachers and students.

oThe vibrant interaction between teachers and learners creates an academic atmosphere conducive to enhanced scholarly pursuit

### **TUTORIAL HOURS/REMEDIAL CLASSES/BUDDY SYSTEM**

oAt 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