

4.10

Department of Mass Communication and Journalism

1. Name of the Department : Department of Mass Communication and Journalism
2. Year of establishment : 2010
3. Is the Department part of a School/Faculty of the university? : Faculty
4. Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.) : PG
5. Interdisciplinary programmes and departments involved : Nil
6. Courses in collaboration with other universities, industries, foreign institutions, etc.: Nil
7. Details of programmes discontinued, if any, with reasons : Nil
8. Examination System: Annual/Semester/Trimester/Choice Based Credit System: CCSS
9. Participation of the department in the courses offered by other departments: Nil
10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

| | Sanctioned | Filled | Actual (Including CAS & MPS) |
|-----------------------------------|------------|--------|------------------------------|
| Professor | | | |
| Associate Professor | | | |
| Asst .Professor | | | |
| Others | 4 | 4 | 4 |
| Assistant Professor (on contract) | | | |
| Course Director | 1 | 1 | 1 |

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

| Name | Qualification | Designation | Specialization | No. of Years of Experience | No. of Ph.D./ M.Phil. Students guided for the last 4 Years |
|----------------|--------------------------------|-----------------------------------|--------------------------------|----------------------------|--|
| Prasannan A. | M.C.J., M.Phil., NET | Course Director | Development Communication | 5 | 0 |
| Aruna K.C. | M.C.J., NET | Assistant Professor (on contract) | Reporting | 3 | 0 |
| Rishna K.K. | M A in Mass Communication, NET | Assistant Professor (on contract) | Television, Film | 2 | 0 |
| Saniya Saljith | M A in Mass Communication, | Assistant Professor (on contract) | Television, Radio Broadcasting | 2 | 0 |

12. List of Senior Visiting Fellows, Adjunct Faculty, Emeritus Professors : Nil
13. Percentage of classes taken by temporary faculty – programme-wise information: Nil
14. Programme-wise Student Teacher Ratio: PG programme- 10 : 1
15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual : One Administrative on contract and a part time sweeper
16. Research thrust areas as recognized by major funding agencies : Nil
17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise: Nil
18. Inter-institutional collaborative projects and associated grants received : Nil
 - a) National collaboration
 - b) International collaboration
19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received. : No
20. Research facility / centre with : Nil
 - state recognition
 - national recognition
 - international recognition
21. Special research laboratories sponsored by / created by industry or corporate bodies : Nil
22. Publications: NA
 - Number of papers published in peer reviewed journals (national / international)
 - Monographs
 - Chapters in Books
 - Edited Books
 - Books with ISBN with details of publishers
 - Number listed in International Database (For *e.g.* Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)
 - Citation Index – range / average
 - SNIP
 - SJR
 - Impact Factor – range / average
 - h-index
23. Details of patents and income generated : Nil
24. Areas of consultancy and income generated : Nil
25. Faculty selected nationally / internationally to visit other laboratories / institutions / industries in India and abroad : Nil
26. Faculty serving in
 - a) National committees
 - b) International committees
 - c) Editorial Boards
 - d) any other (please specify)
27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).
28. Student projects
 - percentage of students who have done in-house projects including inter-departmental projects : all students are doing internship with other media industries.
 - percentage of students doing projects in collaboration with other universities / industry / institute: no

29. Awards / recognitions received at the national and international level by
- Faculty
 - Doctoral / post doctoral fellows
 - Students
30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any: No
31. Code of ethics for research followed by the departments : Nil
32. Student profile programme-wise:

| Name of the Programme (refer to question no. 4) | Applications received | Selected | | Pass percentage | |
|--|-----------------------|----------|--------|-----------------|--------|
| | | Male | Female | Male | Female |
| PG (2010- 12) | 38 | 9 | 4 | 100% | 100% |
| PG (2011-13) | 78 | 4 | 8 | 100% | 100% |
| PG (2012-14) | 71 | 6 | 9 | 100% | 100% |
| PG (2013-15) | 105 | 3 | 15 | 100% | 100% |
| PG (2014-16) | 95 | 9 | 16 | 100% | 100% |

33. Diversity of students

| Name of the Programme (refer to question no. 4) | % of students from the same university | % of students from other universities within the State | % of students from universities outside the State | % of students from other countries |
|--|--|--|---|------------------------------------|
| PG(2010-12) | 35 % | 57 % | 7 % | 0 % |
| PG(2011-13) | 33 % | 66 % | 0 | 0 % |
| PG(2012-14) | 60 % | 33 % | 6 % | 0 % |
| PG(2014-16) | 66 % | 22 % | 11 % | 0 % |
| PG(2014-16) | 52 % | 40 % | 8 % | 0 % |

34. How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.
: JRF – 2, NET – 1, SET - 2

35. Student progression

| Student progression | Percentage against enrolled |
|------------------------|-----------------------------|
| UG to PG | |
| PG to M.Phil. | |
| PG to Ph.D. | |
| Ph.D. to Post-Doctoral | |

| | |
|--|-----|
| Employed | |
| <input type="checkbox"/> Campus selection | |
| <input type="checkbox"/> Other than campus recruitment | 90% |
| Entrepreneurs | |

36. Diversity of staff

| | |
|---|------|
| Percentage of faculty who are graduates of the same university | 25 % |
| From other universities within the State | 75 % |
| from universities from other States from Universities outside the country | |

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period : 1
38. Present details of departmental infrastructural facilities with regard to
- Library – 1018 book, 120 CDs and 9 periodicals and 7 newspapers
 - Internet facilities for staff and students – 2 computer and one laptop with wifi connection
 - Total number of class rooms :2
 - Class rooms with ICT facility :No
 - Students’ laboratories : No
 - Research laboratories : No
39. List of doctoral, post-doctoral students and Research Associates NA
- from the host institution/university
 - from other institutions/universities
40. Number of post graduate students getting financial assistance from the university: 35
41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology: Nil
42. Does the department obtain feedback from
- Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?
No
 - Students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?
Yes
 - Alumni and employers on the programmes offered and how does the department utilize the feedback?
No

43. List the distinguished alumni of the department (maximum 10)

| Sl no | Name of the Alumni | Batch | |
|-------|--------------------|-----------|-------------------------------|
| 1 | Adbul Samad | 2012-2014 | Bureau Cheif, Thejas Daily |
| 2 | Viju V.V. | 2010-2012 | Sub-Editor, Mathrubhumi Daily |

| | | | |
|----|--------------------|---------|-----------------------------------|
| 3 | Bincy Raveendran | 2011-13 | Reporter- Media one TV |
| 4 | Vineesh P. P. | 2011-13 | Senior Sub-Editor Madhyamam Daily |
| 5 | Susmitha P. Namath | 2011-13 | Reporter- Media one TV |
| 6 | Ashik Chandran | 2012-14 | Sub-Editor, Kerala Kaumudi Daily |
| 7 | Rajeesh | 2012-14 | Sub-Editor, Mathrubhumi Daily |
| 8 | Sainul Abid | 2011-13 | Sub-Editor, Madhyamam Daily |
| 9 | Aniru Asokan | 2011-13 | Sub-Editor, Kerala Kaumudi Daily |
| 10 | Thejaswini | 2012-14 | Sub-Editor, Reporter TV |

44. Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.
 *The Communication Club of the department organised
 (1) Guest talk by Raveendran Raveenwaram, senior sub-editor Madhyamam Daily.
 (2) Guest talk by K N Babu, Secretary, Kannur Press club.
 (3) An interactive programme with P.K. Parakkadavu, Periodical Editor of Madhyamam Daily.
45. List the teaching methods adopted by the faculty for different programmes.
 Power point presentation, screening of videos and films, Outdoor reporting and field visits, Skype classes.
46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?
 Evaluation forms distributed for collecting the feedback
 Regular internal assessment tests
47. Highlight the participation of students and faculty in extension activities.
 The students and faculty members participated in seminars and workshops conducted by PRD Kannur, Kila, Press Club, Kerala State Chalachitra Academy, etc.
48. Give details of “beyond syllabus scholarly activities” of the department.
 1. Regular Newspaper and magazine review, and discussion based on a political issue of the day.
 2. Weekly world classic movie screening and discussion
 3. Communication club organizes debate and guest talk in a weekly basis
 4. Media folk organizes programmes to enrich the extracurricular activities of students and publish regularly.
49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details. : No
50. Briefly highlight the contributions of the department in generating new knowledge, basic or applied.
 *Practical oriented special training on videography, editing and layout designing, radio production.
 *Inviting guests from media organizations for exchanging practical tips.

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

| Strength | Weakness | Opportunities | Challenges |
|-----------------------------|---------------------------------------|--|---|
| Library and digital library | Lack of laboratory | Internships from media organizations | Lack of studio and editing room |
| Spacious | Lack of computers | Students productions | Lagging of course |
| 100% placement | Lack of practical training equipments | Participation in international festivals | No video camera, computers and recording facility available |
| PTA, Alumni associations | No technical staff | Invitations from reputed organizations. | Lack of financial assistance |
| Students publications | Lack of ICT classroom facility | Collaborative programmes with PRD and press club | |

52 Future plans of the department.

- The department decided to conduct a yearly short film festival, and wish to start a campus radio this year. We decided to have a regular publication and a wall magazine once in a month. The department wish to conduct exhibitions occasionally and also to start a language lab in order to enrich the students' proficiency in English language.