



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Department of Mass Communication and Journalism Curriculum feedback analysis and action taken report 2016-17

Feedback

- Feedback from the students pointed on the checking the existing syllabus and its relevance in the domain of study. The students suggested in a thorough analysis of the syllabus based on its employability and enhancement of skill.
- Media has emerged as a wave of rapidly changing currents with a scope of innumerable vocation. To stay updated with the recent areas of study, the alumnae suggested in including more programmes. It was recommended that job-oriented sessions would inspire the students to prepare prior to the work culture and help them choose the job most suitable for them.
- The teachers suggested in organizing personality grooming sessions for helping the students boost their self-esteem and self confidence, which would be supportive in maintaining a positive in their future endeavors.
- Maintenance of balance between academics and practical skills is a major criteria in the designed curriculum. Focusing this objective , the teachers suggested in organizing additional sessions for enhancing the students' practical knowledge in the field of study
- As an orientation of basic skills and for the enhancement of student activities , the employers suggested in the incorporation of a Certificate Course.

Actions taken

- The board members discussed and were satisfied with the existing syllabus. It was decided to adhere to it with no further alterations.
- Various platforms were hosted by the department, inviting reputed personas to give a deeper insight to student employment opportunities. Programs were conducted to allow the students to help them understand about various establishments that could offer exceptional careers.
- The department hosted personality grooming sessions with an ensured number of student participation.
- Workshops were conducted in order to enhance practical skills. The teachers increased the assignments and self-evaluation sessions for the students to promote the individuality in their work.
- A Certificate Course titled "Media basics" was introduced. The objective of the course was to understand the basics of contemporary skills required being a journalist.

Department of Journalism and
Mass Communication
St. Joseph's College (Autonomous)
Irinjalakuda
Thrissur - 680 121



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Department of Mass Communication and Journalism Curriculum feedback analysis and action taken report 2017-18

Feedback

- The teachers suggested in the change of 2016-17 syllabus and redesign the course content based on the students' ease of understanding. The teachers proposed in the removal of unnecessary and repetitive modules and replace them with novel area of studies like electronic journalism, aesthetic communication or feminist journalism.
- In the feedback received, the students suggested in the inclusion of courses and sessions that could elevate their practical skills required for the field of studies. It was proposed to incorporate sessions on photography, reporting and editing that could be advantageous in the gaining expertise and experience prior to their employment.
- The teachers suggested in the revision of International Communication paper with respect to the emerging trends and opportunities. As per the suggestion the re-designing of the paper could be based on encompassing the social, cultural, political and economic aspects.
- The alumnae emphasized on the practical sessions and suggested in the inclusion of practical based modules into the syllabus.
- The Employers suggested that the students make mandatory visits to recognized media houses to familiarize with the working mechanism and the setting. The suggestion was discussed in the department meeting and the faculty enlisted reputed companies for the visit.
- The students suggested in organizing an orientation programme about the core subjects to be given in the beginning and end of the course for the ease of their understanding.

Actions taken

- The suggestions for modifications were approved and the following courses were revised:
 - Core Courses
 - MCJ1C01- Introduction to Mass Communication
 - MCJ1C02- Mass Media History
 - MCJ1C03- News Editing
 - MCJ1C04- News Reporting
 - MCJ2C06- Themes, Theories & Issues in Communication
 - MCJ2C07- Public Relations
 - MCJ2C08- Advertising
 - MCJ4C16- Film Studies



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

- The following programmes based on photography were conducted:
 - ❖ **Photo Walk 2018** - One Day Photo Walk through Athirappilly-Vazhachal for experiencing the nature as well as learning the basics of photography
 - ❖ **Lensation 2K18** - Two Day Photography Exhibition & Photography Themed Competitions
- The Elective Courses MCJ3E03-International Communication was revised for 2018-19 syllabus
- After the discussion at BOS, Preparing a newspaper and PR campaign were included into the syllabus
- A media visit was arranged to Mazhavil Manorama office for gaining prior and practical knowledge in the visual communication sector.
- It was decided to give an orientation n the course contents before beginning the semester.

[Handwritten signature]

Department of Journalism and
Mass Communication
St. Joseph's College (Autonomous)
Irinjalakuda
Thrissur - 680 121



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Department of Mass Communication and Journalism Curriculum feedback analysis and action taken report 2018-19

Feedback

- The subject experts had suggested in giving equal importance to all both practical and theory courses. Accordingly the teaching faculty suggested in revising the modules of their practical course contents for the following academic year.
- Feedback from the students suggested in the incorporation of an unique yet relevant media reporting course that could provide them with innovative reporting techniques and hone their skills in writing. A course of common interest as well as one that provides better opportunities to excel was the major objective of the suggestion.
- The curriculum of the department is intricately designed accommodating a scope for timely inclusion of active waves of information. Owing to the emerging technological advancements and the novel techniques, the subject experts suggested in the revision of modules in the major core courses.
- The students suggested in organizing seminars and sessions where they could understand the various job opportunities in the domain of study.
- In order to gain expertise in the practical knowledge on the course contents, the employers recommended that the students be introduced to recognized print medias. Such collaboration with an external agency could help in the exposure to detailed presentation techniques and editing.
- The alumnae suggested that the students be mastered in Audio-Visual tools. As an supplementary course it could aid the student attaining additional skill, beneficial to their work culture.



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Actions taken

- The practical courses were revised –
 - ❖ SJ MJC 1L 01 Graphic Design and Print Media Production
 - ❖ SJ MJC 2L 01 Photography and Videography
- A new certificate course called 'Travel Journalism' was included into the syllabus of the following academic year
- As per the feedback, the following core courses were revised for 2019-20 syllabus:

Name	Code
Introduction to Mass Communication	SJ MJC 1C 01
Communication Laws and Ethics	SJ MJC 1C 05
Media, Culture and Society	SJ MJC 2C 01
Advertising and Marketing Communication	SJ MJC 2C 02
Public Relations and Corporate Communication	SJ MJC 3C 02
Development Communication	SJ MJC 2C 04
Online Journalism	SJ MJC 3C 03

- Invited talks and sessions were arranged to achieve knowledge related to the field of study
- An MOU was signed with Deepika Newspaper.
- Two Audit courses for 2019-20 were included into the syllabus-
 - ❖ SJ MJC 1A 01 Indian Politics
 - ❖ SJ MJC 2A 01 Audio Visual Editing

Department of Journalism and
Mass Communication
St. Joseph's College (Autonomous)
Irinjalakuda
Thrissur - 680 121



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Department of Mass Communication and Journalism

Curriculum feedback analysis and action taken report 2019-20

Feedback

- Students' feedback commended on the existing syllabus for its innovative and relevant portions. However, there was a suggestion to modify the paper 'Media culture and society'. It was suggested to omit the excess and repetitive modules for the students' ease of studying.
- The alumnae suggested in the implementation of a course that allows the students be recognize the significance of media in nation building. According to the alumnae's feedback a course detailing the function of media was necessary and the contents explaining its role as a bridge between the government and public was mandatory.
- Feedback from the parents suggested that the students be directed to internship opportunities to gain a firsthand knowledge on media industry and the challenges it poses.
- Focusing on the significance of print culture and its technicalities, the teaching faculty suggested in organizing a beneficial session related to the preparation of various news resources.
- Based on their syllabus and for the enhancement of the curriculum, the students suggested in conducting programmes related Films and Visual Media. The students suggested in organizing activities relating to film culture and film analysis in which all the students and faculty of the college could partake in.
- Students feedback commended on that the revised syllabus is beneficial for them because it gives equal importance to both theory and practical
- Parents feedback commended on that the revised syllabus impact more on practical skills, which helps their wards to excel in job interviews



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Actions taken

- The paper SJ MJC 2C 01 'Media, culture and society was simplified as per the feedback.
- An elective Course called SJ MJC 3E 03 Political Communication was introduced for the academic year 2020-21.
- As part of a learning experience for B.Voc Multimedia students, an MOU was signed with Chethana Media Institute
- A One Day Workshop on Advanced art of Malayalam News Editing led by Shahala Kunjumuhammed, (Chief Sub Editor, Malayala Manorama) was held at Marian Hall at 10.30 am on 21/11/2019
- The department of journalism and mass communication conducted a two day film fest '70 mm' at college campus on 26th & 27th November 2019. Every week the Department of Journalism and Mass Communication organises film screening as well as film analysis on all genres of movies. The film fest and film screening served the students to enhance their vision towards global film culture.

[Handwritten signature]

Department of Journalism and
Mass Communication
St. Joseph's College (Autonomous)
Irinjalakuda
Thrissur - 680 121



St. Joseph's College (Autonomous)

College with Potential for Excellence

NAAC accredited at A grade in the third cycle

Irinjalakuda-680 121, Thrissur (Dt.), Kerala

Telephone: 0480 - 2825358, M.No. 8301000125

Email: info@stjosephs.edu.in

Website: www.stjosephs.edu.in

Department of Mass Communication and Journalism Curriculum feedback analysis and action taken report 2020-21

Feedback

- Feedback on the existing syllabus was collected from the stakeholders. The stakeholders appreciated on the course contents and expressed their satisfaction. Nevertheless the department is vigilant enough move along with the dynamic nature of the Journalism and Mass Communication. The teaching faculty suggested in the addition of certain topics that have surfaced lately.
- The students expressed their concern at the continuity of the classes during the pandemic scenario. The students suggested in continuing their classes via online mode and sought for a solution for the same.
- The parents suggested that the students should be directed to countless possibilities on online education which offers innovative courses. The parents recommended for an orientation session that could assist the students to find and enroll for informative lessons.
- Feedback from the alumnae suggested in the inclusion of extra-curricular activities that could mellow down the students' stress from their new learning experience. The teachers discussed the same in the HOD meeting.

Actions taken

- A revision committee was analyzed to prepare a draft on the requisite portions that need to be modified for 2021-22 syllabus.
- It was decided to conduct the classes and examinations via online. As per the HOD meeting, the college platform 'Linways' was used as a management tool for hosting the classes
- The teachers of the department encouraged the students to take up online internship and guided them to pursue valuable certificate courses via MOOC platforms. An orientation session was given for the students on online courses.
- Webinars and E-quizzes were organized to improve student skills. It helped the students to cope up with the new learning environment.

Department of Journalism and
Mass Communication
St. Joseph's College (Autonomous)
Irinjalakuda
Thrissur - 680 121