

**EVALUATIVE REPORT OF THE  
DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION**

**1. Name of the Department & Year of Establishment** : Journalism and Mass Communication 2008-2009

**2. Names of Programme /Courses offered:**  
(UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., etc.)

Sl. No.	Name of programme	Subject	Year of affiliation	No. Of sections	Sanctioned strength	Total student strength (2013-14)	Remarks
1.	B.A.	Journalism & Mass Communication	2008-2009	1	50 + 55 + 65	170	I, II & III Year
2.	Ph.D	Journalism & Mass Communication	2011	3	8	6	--

**3. Interdisciplinary courses and departments involved :**

In UG programmes, in **Part IV** interdisciplinary Courses are offered under **Skill Based Electives** in four semesters and **Non-Major Elective** in the second year and final year - as mandatory to all the students as prescribed by the University.

INTERDISCIPLINARY COURSES		DEPARTMENTS INVOLVED
UG Level	Skill Based Elective (Journalism as a package of three papers)	Any dept (Optional)
	Non – Major Elective (Editing and Proof Reading skills in two semesters)	Any dept (Optional)
	Women and legal rights	Any dept.

**4. Annual/ Semester/Choice Based Credit System :**

\* Semester pattern with Choice Based Credit System

**5. Participation of the department in the courses offered by other departments :**

\* Our under graduate students choose Non Major Elective from dept. of History. They choose "Freedom movement in India".

\* Handling non major elective to students who opt for papers related to Journalism.

**6. Number of teaching posts sanctioned and filled (Professors/Associate Professors/Asst. Professors):**

Sl. No.	POST	SANCTIONED	FILLED	VACANT
01	Professors	Nil	Nil	Nil
02	Associate Professors	Nil	Nil	Nil
03	Asst. Professors	2	1	1
04	Guest Faculty	1	1	-

**7. Faculty profile with name, qualification, designation, specialization (D.Sc./D.Litt./ Ph.D./M.Phil., etc.) :**

Sl. No.	Name & Qualification	Designation	Specialization	No. of Years Experience	No. of Ph.D. students guided in the last 5years
01	<b>Dr. V. Monica Hepzibah Pushpabai</b> M.Sc., M.Phil., Ph.D with UGC-NET	Assistant Professor	Journalism and New Media	17	6
02	<b>Mr. G. Suresh</b> , MFA	Guest Faculty	Photography and Video	5	--
03	<b>Ms. V. Nathiya</b> , M.A., M.Phil., B.Ed.	Guest Faculty	Human Rights and Mass Media	6	--

**8. Percentage of classes taken by temporary faculty – Programme-wise information :**

Sl. No.	Programmes	session
1.	UG	81

**9. Programme-wise Student Teacher Ratio :**

Sl. No.	Name of the Programme	Student teacher ratio
1.	UG	150:3

**10. Number of academic support staff (technical) and administrative staff sanctioned and filled:**

Sl. No.	Staff	Sanctioned	Filled
--	Not applicable	--	--

**11. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Mention names of funding agencies and grants received project-wise.**

**COMPLETED PROJECTS**

Sl. No.	Name of the Faculty	Project title	Name of the Project	Grant Agency	Amount Sanctioned (Rs.)
		Nil			

**ON-GOING PROJECTS**

Sl. No.	Name of the Faculty	Project title	Name of the Project	Grant Agency	Amount Sanctioned (Rs.)
		Nil			

## ACCEPTED PROJECTS

Sl. No.	Name of the Faculty	Project title	Name of the Project	Grant Agency	Amount Sanctioned (Rs.)
		-NIL-			

### 12. Departmental projects funded by DST-FIST; DBT, ICSSR, etc.; total grants received :

NIL

### 13. Research facility / Centre with

#### State recognition

- ❖ The one and only permanent staff member guides six research scholars as the Department has been recognized by Bharathidasan University, Thiruchirappalli, as an affiliated “Research Centre”.

#### National and International recognition

- ❖ One Staff member of the department serves as a reviewer in Hindustan Journal of Arts and Humanities.
- ❖ Served in the panel of examiners of Ph.D thesis of Dept. of Electronic Media of Anna University.

### 14. Publications:

#### NUMBER OF PAPERS PUBLISHED IN PEER REVIEWED JOURNALS (NATIONAL/ INTERNATIONAL)

S. No.	Name of the staff	No. of papers published in reputed journals	No. of books Published	No. of papers presented in Seminars	Citation Index	h-index	i10-index	Invited Lectures
1	Dr. V. Monica Hezibah Pushpabai	7	01	5				

### 15. Details of patents and income generated :

- ❖ Not applicable

### 16. Areas of consultancy and income generated :

- ❖ Talents and skills of the staff members are used in Photography, video graph, magazine designing, advertising and writing by the people in and around the institution.
- ❖ Serving as a member of SIGNIS –ASIA for writing books on Social Media Education

## 17. Faculty Recharging Strategies :

### ORIENTATION / REFRESHER AND TRAINING PROGRAMMES

Sl. No.	Name of the faculty	Number of Orientation / Refresher Courses Attended
1.	Dr. V. Monica Hepzibah	Orientation program -2 Refresher course - 1

### PAPERS PRESENTED IN SEMINARS

Sl. No.	Year	No. of Papers Presented		
		State	National	International
1.	Dr. V. Monica Hepzibah	2	2	1

### STUDENT PROJECTS

## 18. Student Projects :

Percentage of students who have done in-house projects including inter-Departmental

Not applicable

Percentage of students placed for projects in organizations outside the institution i.e. in Research laboratories / industry / other agencies:

Five of our students are placed in five different media.

**1. M.Suresh M.A.M.Phil.,**

(Assistant Professor in Visual Communication) , J.J.College of Arts And Science, Puthukottai

**2. M.Karikalan M.A.,**

Sub Editors,Dinakaran Tami9l Daily (Bangalore Edition) Chennai.

**3. Baskaran M.A.,**

Sub Editors,Dinakaran Tami9l Daily (Bangalore Edition) Chennai.

**4. K.Pushpavel M.A.,**

Sub Editor  
Satyam TV,Chennai.

**5. V.Dhurairaj**

Tamil nadu Special police Service.

## AWARDS / RECOGNITIONS

### 19. Awards / recognitions received at the national and international level by Students

- ❖ Mr. S. Arokiadoss, Full time research scholars, *Natramizh Illakkia Vithagar Viruthu*, Given by Catholic *Christhava Kalai Illakkia Mantram*, Tamilnadu.

## UNIVERSITY RANK

### University Rank Details from 2006-2007 to Onwards

Academic Year (Duration)	No. of Students appeared	Pass %	% of first class	No. of Dist.	University Rank obtained	Students went for higher education (%)	Students went for Job (%)
April 2009-2012	33	100	90	16	6	51.72	27.58
April 2010 -2013	58	98	82	7	12	38.46	30.76
April 2011-2014	54	98	64	12	5	64.00	25.00
April 2012-2015	49	99	65	5	5	50.00	20.00
April 2013-2016	45	94	61	8	5	2	---

## PLACEMENT & PRIZES

### Name of the Student with placement and prize won

Year	Name of student	Participated programs	Placement/Prize won	Month and Date	Organized by
April 2012	R. Kabila	University exam	1 st rank	April 2012	Bharathidasan university
April 2012	R. Bhuvaneshwari	University exam	2 nd rank	April 2012	Bharathidasan university
April 2012	M. Mathira	University exam	3 rd rank	April 2012	Bharathidasan university
April 2012	A.V.Kalaivani	University exam	4 <sup>th</sup> rank	April 2012	Bharathidasan university
April 2012	D. Maniventhan	University exam	5 <sup>th</sup> rank	April 2012	Bharathidasan university
April 2012	S. Thileeban	University exam	6 <sup>th</sup> rank	April 2012	Bharathidasan university
April 2013	S. Dhurga	University exam	1 st rank	April 2013	Bharathidasan university
April 2013	E. Amala	University exam	2 nd rank	April 2013	Bharathidasan university
April 2013	S. Sivaranjani	University exam	3 rd rank	April 2013	Bharathidasan university
April 2013	N. Karikalan & K.Tamilselvi	University exam	4 <sup>th</sup> rank	April 2013	Bharathidasan university

Year	Name of student	Participated programs	Placement/Prize won	Month and Date	Organized by
April 2013	N. Elakiyah	University exam	5 <sup>th</sup> rank	April 2013	Bharathidasan university
April 2013	P. Deepika	University exam	6 <sup>th</sup> rank	April 2013	Bharathidasan university
April 2013	N. Brindha	University exam	7 <sup>th</sup> rank	April 2013	Bharathidasan university
April 2013	A.Baby & D. Seethadevi	University exam	8th rank	April 2013	Bharathidasan university
April 2013	G. Malathi	University Exam	9 th rank	April 2013	Bharathidasan University
April 2013	K.Rajeswari	University Exam	10 th rank	April 2013	Bharathidasan University
April 2014	M. Sudarvizhi	University Exam	1 <sup>st</sup> rank	April2014	Bharathidasan University
April 2014	P. Priyadarshini	University Exam	2 <sup>nd</sup> rank	April2014	Bharathidasan University
April 2014	R. Dhurgadevi	University Exam	3 <sup>rd</sup> rank	April2014	Bharathidasan University
April 2014	J. Priyanka	University Exam	4 <sup>th</sup> rank	April2014	Bharathidasan University
April 2014	M. Suganya	University Exam	5 <sup>th</sup> rank	April2014	Bharathidasan University
April 2015	Saranya.J	University Exam	1 st rank	April 2015	Bharathidasan University
April 2015	A.Dhanalaksmi	University Exam	2 <sup>nd</sup> rank	April 2015	Bharathidasan University
April 2015	A.Lavanya	University Exam	3 <sup>rd</sup> rank	April 2015	Bharathidasan University
April 2015	P.Pappammal	University Exam	4 <sup>th</sup> rank	April 2015	Bharathidasan University
April 2015	M.Vennila	University Exam	5 <sup>th</sup> rank	April 2015	Bharathidasan University

**SEMINARS / CONFERENCES / WORKSHOPS**

**20. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.**

Sl. No.	Workshop Title	Status	Date	Grant from Agency	Amount sanctioned Rs.
01	Media and Science	Dept.	7. 2. 2011	--	--
02	“Olizezhai 2015”	Dept.	25. 02. 2015	--	--
03	“Olizezhai 2016”	Dept.	27. 02. 2015	--	--
04	Work shop in Soft skills	Dept.	4.8.2016	--	--

## 21. List of senior visiting faculty

- Dr. S. Niveditha, Associate Professor in Electronic Media, Pondicherry University, Pudhucherry
- Dr. K. Uma Maheswari, Assistant Professor in Electronic Media, Anna University, Chennai
- Dr. A. Poorani, HOD of Visual Communication, Ethiraj College, Chennai
- Dr. S. Nagarathinam, Associate Professor in Communication, Madurai Kamaraj University, Madurai
- Mr. S. Shanmugavelayutham, HOD of Visual Communication, ANJA College, Sivakasi
- Ms. I. Senthiladevi, Assistant Professor in Visual Communication, Periyar. E.V.R. Government Arts College, Trichy
- Mr. Joseph D. Rosario, Assistant Professor in Visual Communication, Holy Cross College, Tiruchy.
- Dr. K. Chinnappan, Associate Professor in Education, Tamil University, Thanjavur

## 22. Student profile course-wise :

Academic Year BA (JMC)	No. of Students appeared	Pass %	% of first class	No. of Dist.	University Rank obtained	Students went for higher education (%)	Students went for Job (%)
April 2012	33	100	80	10	5	25	3 %
April 2013	58	98	78	9	12	23	2 %
April 2014	54	98	75	6	5	19	--
April 2015	49	99	79	8	5	10	--
April 2016	45	90	61	5	5	5	--

### 22. (a) Admission Details :

Academic Year	Total Admission	OC		BC		MBC		SC		ST	
		M	F	M	F	M	F	M	F	M	F
2009 -2012		--	--	0	4	0	5	15	9	--	--
2010-2013		--	--	2	6	1	6	18	25	--	--
2011-2014		--	--	2	6	0	1	11	34	--	--
2012-2015		--	--	0	5	2	4	12	26	--	--
2013-2016		--	--	7	5	1	4	18	10	--	--
2014-2017		--	--	5	3	5	5	16	31	--	--
2015-2018		--	--	5	4	2	2	14	28	--	--
2016-2019		--	--	--	--	--					

**22 (b) UG Programmes :**

Year of study	Applications received	Selected		Total
		Male	Female	
2009-10	33	15	18	33
2010-11	58	21	37	58
2011-12	54	13	41	54
2012-13	49	14	35	49
2013-14	45	26	19	45
2014-15	65	26	39	65
2015-16	55	21	34	55
2016-17				

**22. (d) Ph.D. Programmes**

Doing		Awarded before the assessment period		Awarded during the assessment period		Thesis Submitted
Male	Female	Male	Female	Male	Female	
4	2	-	--	--	-	--

**23. Diversity of students**

Name of the Course (refer question no. 2)	% of students from the College	% of students from the State	% of students from other States	% of students from other countries
B.A.	--	100	--	--
Ph.D	--	100	--	--

**24. How many students have cleared Civil Services, Defense Services, NET, SLET, GATE and any other competitive examinations?**

Sl. No.	Name of the Examination	No. of Students
1.	Competitive examinations	01

Mr. **D. Durairaj**, B.A. 2009-12 got selected in Police service in the examination processes.



## 25. Student progression

Student progression	Percentage against enrolled
UG to PG	20
PG to M.Phil.	--
PG to Ph.D.	--
Ph.D. to Post-Doctoral	--
Employed	
Campus selection	-
Other than campus recruitment	--
Entrepreneurs	--

## 26. Diversity of staff

Percentage of faculty who are graduates	
Of the same parent university	--
From other universities within the State	100%
From other universities from other States	--

## 27. Number of faculty who were awarded Ph.D., during the assessment period.

-Nil-

## 28. Present details about infrastructural facilities

### a) Library:

Department: **92 books**

The Following Journals are available for the students and research scholars:

International Journal of Communication

International Journal of Media Studies

### b) Internet facilities for staff and students :

BSNL's 24 Hours unlimited broad band internet facility is available for staff research scholars

c) Total number of class rooms : **03**

d) Class rooms with ICT facility : **- Nil-**

e) Student Laboratory : **-Nil-**

f) Research Laboratory : **-Nil-**

g) Other facilities :

Copier facility, LCD, Television, DVD player, Mics, Amplifier, Still camera (digital) Computer , printer

Number of students of the department getting financial assistance from College and Government.

Year	No. of students getting financial assistance
2009-10	33
2010-11	58
2011-12	54
2012-13	49
2013-14	45
2014-15	65
2015-16	55
2016-17	55

**29. Was any need assessment exercise undertaken before the development of new program(s)? If so, give the methodology.**

-Nil-

**30. Does the department obtain feedback from**

**a) Faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize it?**

- Yes, improvements and modifications suggested by the staff are accepted by the University in the BOS meeting, and implemented in the new syllabus.

**b) Students on staff, curriculum as well as teaching-learning- evaluation and what is the response of the department to the same?**

- Oral feedback from the students is obtained often and the teaching methods are changed according to the need.
- Though the department has a very handful of staff, syllabus has been completed without fail.
- Whenever the students ask the teachers to explain everything in Tamil, they are given immediate attention.

**c) Alumni and employers on the Programmes and what is the response of the department to the same?**

- A written test was conducted in 2011 – 2012 by *Puthia Thalaimurai* TV channel.
- Our alumnus working in Chennai and other areas visit our department once a year and give the necessary guidelines to the students.

**31. List the distinguished alumni of the department (maximum- 05) :**

-Nil-

**32. Give details of student enrichment Programmes (special lectures/ workshops / seminar) with external experts.**

Occasional guest lectures are organized for the students.

**33. List the teaching methods adopted by the faculty for different Programmes.**

Sl. No.	Programme	Teaching Methods Adopted
1.	UG	Chalk and Talk Oral presentation Using TV Using DVDs Using LCDs Power point presentations Hands on training in magazine production Hands on training in photo journalism

**34. How does the department ensure that Programme objectives are constantly met and learning outcomes monitored?**

- The progression of the students is measured through internal and continuous assessment.
- Results are reviewed and students who are weak are motivated to write and clear the arrear papers.
- Oral and written feed backs are obtained from the students and the needs are satisfied

**35. Highlight the participation of students and faculty in extension activities.**

Students participate in NSS, YRC , plantation of saplings and blood donation.

**Participation of faculties in Various Extension Activities: -NIL-**

**36. Give details of “beyond syllabus scholarly activities” of the Department.**

- Coaching to students for the preparation of UGC-CISR JRF cum Lecturer Test, SLET and other competitive examinations.
- Training the students to participate in Chemistry Quiz Programmes
- Training the students to inculcate the learning skills, inter- personal and intra-personal skill and career choosing skills (through workshops)

**37. State whether the Programme/ department is accredited/ graded by other agencies. Give details:**

Nil

**38. Detail any five Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department**

**Strengths:**

- Highest number of students join the course B.A (JMC)
- Though the department has a handful of staff it has been producing 90% and above pass results.
- Students are provided with all possible information for their employability.
- Number of girls is higher than those of boys.
- The students have a friendly attitude towards the staff members.

### **Weaknesses:**

- i. As the number of courses and the number of seats have been increasing in other departments and the surrounding institutions, the cut off marks for JMC declines, and it has negative influence on the attitude and behaviour of students.
- ii. Students have difficulty in grasping the lessons in English.
- iii. Lack of sufficient staff members is a great problem.
- iv. As Journalism falls under the faculty of humanities, as per the syllabus prescribed by the University the students cannot have practical classes.
- v. Unable to reduce students' dropouts.

### **Opportunities:**

- i. As the number of newspapers and TV channels are increasing daily, the students have more opportunity in the job market.
- ii. Students have more scope for self employment since they learn photography and videography.
- iii. Those who are interested in advertising have good future in the local channels and local news papers.
- iv. There is good scope for online journalists in regional language.
- v. More openings are waiting for students with good designing skills.

### **Challenges:**

- i. Since the students are not able to pick up English, they find it difficult to cope up with the syllabus.
- ii. For teachers it is really a challenge to give study materials translated from English to Tamil.
- iii. Standard text books are not available for Journalism and Mass Communication.
- iv. Taking the students for field trip to various media organizations is a tough task.
- v. After graduation students are not willing to go out for job, though opportunities are knocking.

### **Future plans of the department.**

- i. To start post graduation in Journalism and Mass Communication.
- ii. To conduct workshops symposia, seminar and training programmes for students.

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