



# St Joseph College of Communication

Media Village, Changanassery

Affiliated to Mahatma Gandhi University, Kottayam, Kerala

Vision: Transforming Media for a Wholesome World

Founded in 2004

**ANNUAL REPORT OF THE ACADEMIC YEAR 2020-21**



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## INTRODUCTION

With immense joy and pleasure, we present the annual report of St Joseph College Of Communication for the year 2020-21. St Joseph College has completed 17 years of its extraordinary service to society with a vision of transforming the media for a wholesome world. Since its inception, St Joseph College Of Communication has grown manifolds, today standing as a premium institution for media studies in India. Our college has 978 students on roll with 7 undergraduate and 5 postgraduate programs. We have 54 regular faculty members along with the administrative staff.

Strengths of the students of SJCC at a glance

COURSE	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2018	47	
BA VISUAL COMMUNICATION	2018	33	216
BA ANIMATION AND GD	2018	44	
BA ANIMATION AND VEX	2018	31	
BA VISUAL ARTS	2018	39	
BA AUDIOGRAPHY AND DIGITAL EDITING	2018	22	
PROGRAMME	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2019	45	
BA VISUAL COMMUNICATION	2019	42	
BA ANIMATION AND GD	2019	53	



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BA ANIMATION AND VEX	2019	36	273
BA VISUAL ARTS	2019	37	
BA AUDIOGRAPHY AND DIGITAL EDITING	2019	20	
B.COM	2019	40	
<b>PROGRAMME</b>			
	<b>BATCH</b>	<b>STRENGTH</b>	<b>TOTAL</b>
BA MULTIMEDIA	2020	50	
BA VISUAL COMMUNICATION	2020	48	
BA ANIMATION AND GD	2020	49	370
BA ANIMATION AND VFX	2020	49	
BA VISUAL ARTS	2020	39	
BA AUDIOGRAPHY AND DIGITAL EDITING	2020	28	
B.COM BI + B2	2020	53+49	
B.COM T	2020	5	
<b>MA PRINT AND ELECTRONIC JOURNALISM</b>			
	2019	8	
<b>MA CINEMA &amp; TELEVISION</b>			
	2019	14	
<b>MA GRAPHIC DESIGN</b>			
	2019	6	
<b>MA ANIMATION</b>			
	2019	10	47



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MA MULTIMEDIA	2019	9	
MA PRINT AND ELECTRONIC JOURNALISM	2020	10	
MA CINEMA & TELEVISION	2020	16	55
MA GRAPHIC DESIGN	2020	12	
MA ANIMATION	2020	10	
MA MULTIMEDIA	2020	7	

Due to the pandemic, Covid- 19 we began this academic year through online mode. The classes were conducted on Zoom. As the classes were disrupted, not many official gatherings took place in the college. A few webinars and exhibitions were conducted.

College Youth Festival and academic inauguration took place online.

## WEBINARS

Due to the pandemic, there was a scope of webinars and we at SJCC conducted several webinars. Several academicians and experts from both inside and outside Kerala were brought in to conduct the webinars. They include Mr. Shahid Hussan Pattan for a webinar on UX design. Prof. Prakash Moorthy gave a webinar on sequential Design and animation. Mr. Midhun Antony Senior Business Analyst, TCS Christiana Henmistad on Trends in Fashion Photography. We also conducted a webinar series entitled "Transformation of Media Landscape'. The topics included artificial intelligence, E-learning and the power of personalization in Media.



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All webinars were conducted on the Zoom platform and had an overwhelming response from across the country. All participants were given digital certificates.

## COLLEGE YOUTH FESTIVAL

The college youth festival for the academic year 2020 -21 was conducted online due to the pandemic. The students responded enthusiastically. Judges were from among the teachers. Both online and offline competitions were conducted.

The university youth festival did not take place this year.

## ACHIEVEMENTS

We at SJCC proudly appreciate our BA and MA final-year students for successfully completing their graduation and post-graduation. We are also happy that we secured many ranks at the university level for both our BA and MA programmes.

## CELEBRATIONS

The college day was celebrated on 15<sup>th</sup> March 2021. The BA first-year students were welcomed to the campus on this day. Regular offline classes begun for the first years , classes were conducted online. The inaugural ceremony for the commerce department was conducted separately.

The Fresher's Day celebration for MA students was conducted and the second years gave a hearty welcome to the first year.

## EXHIBITIONS

An online art exhibition entitled "Mixing Memory and Desire" was organized by the Visual Arts 2019 batch. The students put their artwork together and uploaded it. It is the official YouTube channel of SJCC. The exhibition received much acclamation and viewership.



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An exhibition entitled "Arteza" was organised by the second-year BA Visual Arts (2019) batch. Kerala Lalithakala Academy winner Shri. T R Udayakumar inaugurated the exhibition. The works included Carving, Textile Art and Paper Art.

## PROGRAMMES

An orientation programme was conducted for new students department-wise. This helped them to transition from school to college easily.

Staff meetings were conducted regularly. Zoom meetings were also conducted to take account of the programs of classes and to plan for the next month.

HOD meetings with the management were also conducted to take note of all the requirements for each department.

## PTA MEETINGS

PTA meetings were conducted online for various batches. Meaningful discussions were held with parents regarding the functioning of the college and the student's personal and professional development.

## PLACEMENT CELL

The placement cell is ever active to lead the students to the open doors of the industry. It is in touch with many companies across the country. Infosys, IBM and TCS are the major companies that recruit our students.

## NAAC and IQAC

Meetings of the NAAC were conducted. The meeting had members from all sections of the academia stipulated within the NAAC framework. Mr Alwin Johnson is the IQAC coordinator and he ensured all aspects of the quality of the college following the criteria provided by NAAC.



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## INFRASTRUCTURE

The college to conduct smooth online classes, took paid Zoom IDs for all classes including BA and MA. All classes were hosted by the college, which ensured accountability. The college also used paid Google IDs and created classrooms for each department to maintain the assignments and tests conducted during online classes.

## RADIO MEDIA VILLAGE AND MVTV

Radio Media Village 90.8 FM owned by the college completed another year successfully. Radio and MVTV come up with many innovative programs. It engaged the community during the pandemic. Radio and MVTV provided opportunities for students of SJCC to work and gain experience while they study. The students get first-hand experience in recording, editing, mixing, and telecasting programs.

## APPOINTMENTS

Fr. Joseph Elanjimattom took over as the new academic director.

## FACULTY DEVELOPMENT PROGRAMMES

In AY 2020-21, faculty development programmes are conducted in the college for the teaching and non-teaching staff. A series of enriching sessions and interactions were conducted at SJCC, aimed at fostering continuous learning, professional growth, and excellence among faculty members. The programme was inaugurated by Dr Joseph Parackal, underlining the college's commitment to academic excellence and faculty empowerment.

### **5-Day FDP in Research Methodology:**

The Faculty Development Programme commenced with classes on Research Methodology on 22-26 March 2021 by Rev.Dr. Sony Thekkekara, Assistant Director, St. Johns Medical College,



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Bangalore. This foundational session aimed to equip SJCC teachers with the skills and knowledge to design, conduct and analyze research studies effectively.

## CONCLUSION

In short an excellently coordinated teamwork under the leadership of the Executive Director Rev. Fr. Anthony Ethackad, Principal Rev. Dr. Joseph Parackal, Bursar Rev. Fr. Jophy Puthuparampu, once again SJCC Proved itself a premium destination for media studies. Thanks to the dedication of all staff and teachers of SJCC.

Ms. Elizabeth George

Staff Secretary

