



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 2021-22



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INTRODUCTION

With immense joy and pleasure, we present the annual report of St Joseph College Of Communication for the year 2021-22.

St Joseph College has completed 18 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 1105 students on roll with 7 undergraduate and 5 postgraduate programs. We have 58 regular faculty members along with the administrative staff.

Strengths of the students of SJCC at a glance

COURSE	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2019	45	
BA VISUAL COMMUNICATION	2019	42	
BA ANIMATION AND GD	2019	53	283
BA ANIMATION AND VFX	2019	49	
BA VISUAL ARTS	2019	36	
BA AUDIOGRAPHY AND DIGITAL EDITING	2019	20	
B.COM	2019	38	
PROGRAMME	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2020	50	
BA VISUAL COMMUNICATION	2020	48	
BA ANIMATION AND GD	2020	49	370
BA ANIMATION AND VFX	2020	49	



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BA VISUAL ARTS	2020	39	
BA AUDIOGRAPHY AND DIGITAL EDITING	2020	28	
B.COM BI + B2	2020	53+49	
B.COM FT	2020	5	
PROGRAMME	BATCH	STRENGTH	TOTAL
BA MULTIMEDIA	2021	46	
BA VISUAL COMMUNICATION	2021	46	
BA ANIMATION AND GD	2021	50	290
BA ANIMATION AND VFX	2021	47	
BA VISUAL ARTS	2021	21	
BA AUDIOGRAPHY AND DIGITAL EDITING	2021	25	
B.COM T	2021	50	
B.COM C	2021	30	
MA PRINT AND ELECTRONIC JOURNALISM	2020	10	
MA CINEMA & TELEVISION	2020	16	
MA GRAPHIC DESIGN	2020	12	55
MA ANIMATION	2020	10	
MA MULTIMEDIA	2020	7	
MA PRINT AND ELECTRONIC JOURNALISM	2021	10	
MA CINEMA & TELEVISION	2021	10	
MA GRAPHIC DESIGN	2021	10	46



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MA ANIMATION	2021	4	
MA MULTIMEDIA	2021	12	

Due to the pandemic, Covid- 19 we begin this academic year online. The classes were conducted online. The college reopened after the Onam vacation but classes were occasionally disrupted. Not many official seat time gatherings occurred, but the online method was effectively utilized for academic and other requirements.

WORKSHOP AND TRAINING

Several academicians and experts from industry both inside and outside Kerala were brought to the campus to conduct workshops and trainings for the professional development of the students.

The workshop for students included eminent people like Rev. Fr. Dr Jacob Koippally CANA institute, K C Bipin, Chief broadcast journalist Asianet News Amit Sengupta, editor Hard News and others.

Workshop for teachers were also provided and eminent scholars such as Rev. Fr. Bobby Jose Kattikadu, Dr. Aju K Narayanan and Dr. Rosamma Philip were the resource persons.

OBSERVATION TRIPS AND STUDY TOURS

Lokame Tharavadu was a spectacular encapsulation of art born of Malayali culture. All of our batches were taken to the exhibition and some batches were given training on art and artistic articulations.

Due to the COVID-19 pandemic, there were travel restrictions in place so not many study tours were undertaken this year.



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CLUB ACTIVITY

Club Activity gained a lot of impetus this academic year. Several clubs were formed and each was given a teacher in charge. Student secretaries and presidents were elected and all club activities are in full swing in the college. The dance club and music club put up various programmes both inside and outside the college. Cells also worked ardently to create awareness among students.

The anti-drug Cell and women's Cell were active in their own domains to create awareness among the students.

COMPETITIONS AND ACTIVITIES

Various competitions were held both in online and offline mode. Competitions like Malayali Manka, Onapattu etc. were conducted online as classes were held online. The Department of Animation and Design organized Animation Day which conducted various competitions to which students responded enthusiastically. Cash prizes and certificates were also given away. Sports was conducted this year with much energy and fun. Department-wise teams were formed and various sports activities were conducted.

Youth festival is conducted at the college level. Both onstage and offstage winners will be sent to the university youth festival representing the college. The college will also send various dance teams to the University youth festival.

WEBINARS

Due to the pandemic, there was a lot of scope for webinars and we at SJCC conducted various webinars. Several academicians and experts from both inside and outside the college conducted the webinars. Important scholars like Mr. Vinod Lakshmanan from Amritha Vishwa Vidyapeetham University were brought in to give classes to our students. A webinar series on



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various topics like Time and Space in Photography, Visual Language, Artificial Intelligence and Virtual Reality was given by our own teachers and we had participants from across the county. All the webinars were conducted on the Zoom platform and all the participants were given digital certificates.

ACHIEVEMENTS

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

CELEBRATIONS

Festivals like Kerala Piravi, Christmas and other important days were celebrated in the college. The youth festival was named 'Unarv' and was celebrated with great energy and enthusiasm.

The first years were welcomed with great pomp and show and the event was called 'Vasantham'. We also had a Fresher's Day for first-year students. Competitions and programmes were conducted for World Animation Day. Women's Day was conducted on March 8 and World Photography Day was also organized with the participation of students, especially Photography club members.

EXHIBITIONS

Two main exhibitions were conducted in the college this academic year. The first was a photography exhibition conducted as part of "Vasantham"- the welcome given to first-year students. It was organized by the Department of Media Studies. The second main exhibition was conducted by the AGD students. The exhibition was entitled "Fine Stroke". Digital Paintings, Hand Paintings, thread art etc. were showcased in the event. A book exhibition was also conducted by the library club in association with St Joseph's Orphanage Press.



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LIFE SKILLS TRAINING PROGRAMME

The special training programme is organized every year by reputed trainees. We give soft skill training to all students at the beginning of each semester which gives them a positive orientation. It helps students to set an aim for themselves and enables them to stay focused and to achieve goals in life.

All teachers were given various FDPs which helped them cultivate a positive outlook and helped them take clone in a better way.

PTA MEETING

PTA Meetings of all batches were conducted online and meaningful discussions were held. Many parents could sit in the comfort of their homes and attend the meetings as it was conducted online. The parents were updated regarding the functioning of the college and students' personal and professional development. Parents were given the opportunity to interact with every teacher.

PLACEMENTS

The placements 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. About ten of our students are placed in Infosys. One of our students was placed in OLX with an attractive salary package. Byju's is another company which offers attractive jobs for our students. All the placements were coordinated by the placement cell and the HR Manager.

NAAC and IQAC

Under the leadership of the IQAC, the college has gained a lot of impetus in working for NAAC accreditation. Criteria-wise distribution was done and presentations and discussions were made



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on each criterion. Meticulous documentation is being done and several review meetings were conducted by Prof. Aniyankunju, Rtd. Principal St. Aloysius College who guides SJCC to attain NAAC accreditation. The IQAC coordinator Mr. Alwin Johnson ensured quality in the college activities as per NAAC.

INTERACTIVE DEVELOPMENTS

Great importance is given to digitalizing much of our academic infrastructure. The internet connectivity and speed in the entire college have been enhanced. All classes have been provided with internet connections. The college computer lab received new systems and has upped its quotient. New systems have been put in classrooms.

To conduct smooth online classes paid Zoom IDs were purchased for both BA and MA classes. All classes were hosted by the college which ensured accountability. The college also used Google IDs and created Google classrooms for each department and class, subject-wise. Assignments and tests were conducted in Google Classrooms, especially during online classes.

FACULTY DEVELOPMENT PROGRAMMES

Various faculty development programmes are conducted in the college for the teaching and non-teaching staff. At the beginning of this semester, a series of enriching sessions and interactions, 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.

Day 1&2:

The Faculty Development Programme commenced with classes on the Application of Media Theories in Research on 10,11 December 2021 by Dr Aju.K. Narayan. This foundational session



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aimed to equip SJCC teachers with essential skills in communication with an emphasis on listening and speaking.

Day 3, 4 &5:

The third, fourth and fifth days of the programme from 13-15 December 2021 featured enlightening sessions on the topic- "Psychological Skills for Effective Teaching and Learning" by Fr. Bobby Kattikad.

RADIO MEDIA VILLAGE AND MVTV

Radio Media Village 90.8 turned by the college completed another year successfully. We bagged the Pepper Award this year. Radio and MVTV provide opportunities to students of SJCC to work and gain experience while they study. The students get firsthand experience of recording, editing and telecasting programmes.

CONCLUSION

In short, an excellently coordinated teamwork under the leadership of the executive director Rev. Fr. Antony Ethackad; Principal Rev. Dr. Joseph Parackal and Bursar Rev. Fr. Jophy Puthuparambu. Once again SJCC proved itself a premium destination for Media Studies.

Thanks to all staff members for their dedication and sincere efforts.

Ms. Elizabeth George, Staff Secretary

