

# ANNUAL QUALITY ASSESSMENT REPORT

**Name of the School: Journalism and Mass Communication**

**Year of Report: 2012-2013**

**PART A: The plan of action chalked out by the IQAC in the beginning of the year towards quality enhancement and the outcome achieved by the end of the year.**

1. Curricular Aspect	<ul style="list-style-type: none"><li>• Grade-Credit System is followed</li><li>• The course curriculum is regularly updated. Last updated in 2012-13.</li><li>• Curriculum development process is based on the recommendation of various experts from the academics and corporate sector and student feedback on course content and design.</li><li>• The updating of syllabus focused the changing needs of Media industry.</li><li>• Informal feedback from ex-students is also taken into consideration.</li><li>• Extra focus on <b>Hindi typing, Page-maker and other related skill development works</b> to enable our students to fulfill the industry demand.</li><li>• State governments norms are followed in admission process for reserved categories and women.</li><li>• Remedial sessions are organized for weaker students and enrichment sessions for the brighter ones. Along with that we also <b>provide soft skill development classes</b>.</li><li>• Our faculties provide full freedom to students that they can <b>ask any query any time</b>.</li></ul>
2. Teaching – learning and Evaluation	<ul style="list-style-type: none"><li>• Seminar hall is equipped with multimedia projectors</li><li>• Lectures are supplemented by assignments, seminars and practical.</li><li>• To hone the research skills and thinking, a 06 months</li></ul>

	<p>dissertation is a part of our course curriculum of M.A.M.C and M. Phil.</p> <ul style="list-style-type: none"> <li>• Teacher student ratio is <b>21:1</b>.</li> <li>• We have a good team of young, energetic and qualified faculties under the guidance of a senior professor (01Professor, 05 Lecturers(2permanent+3 contract))</li> <li>• Ph.D. qualified faculty as on date is <b>2</b> and <b>3</b> are NET qualified and pursuing Ph.D.</li> <li>• Vacancies in regular faculty positions are being met by contractual appointments and visiting faculties.</li> <li>• Training programs and workshops in the area of Journalism and Mass communication are conducted every year.</li> <li>• Continuous and comprehensive evaluation process is followed with 2 sessional examination, 1 Assignment and end semester exam in each course.</li> <li>• Complete transparency is a key feature of our evaluation system.</li> <li>• Timely evaluation of answer sheets and declaration of results.</li> <li>• Students' are given feedback on their performance and answer sheets are shown to them.</li> <li>• Result processing is computerized.</li> <li>• Teaching learning process with ICT component.</li> <li>• Comprehensive Viva-Voce provides an external audit to the evaluation system.</li> <li>• Many cultural and sports activities are conducted including Annual function, freshers, farewell, induction program.</li> </ul>
<p>3. Research, consultancy and Extension</p>	<ul style="list-style-type: none"> <li>• <b>Science writing workshop</b> (22-25 jan.2013) was hosted by the department.</li> <li>• <b>Journalist-Teacher interaction</b> was organized by the department on 05/09/13.</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Youth conference on climate change</b> was hosted by the department on 13-15 Sept 2013.</li> <li>• Approximate <b>29 research papers published</b> in 2012-13.</li> </ul>
4. Infrastructure and Learning Resources	<ul style="list-style-type: none"> <li>• We have more than 27 computers for students and faculties.</li> <li>• Our students having complete freedom to access of any practical facility.</li> <li>• We have <b>1</b> well equipped computer lab, <b>1</b> studio, <b>1</b> photo studio and <b>1 Prayog</b> publication house.</li> </ul>
5. Student Support and Progression	<ul style="list-style-type: none"> <li>• Most of the students absorbed in national and regional Media houses and some are engaged in teaching with different government and private institution.</li> <li>• <b>One</b> student cleared NET-JRF in this year.</li> <li>• Students avail of Hostel, internet and Health facilities of the University.</li> <li>• Grievances redressal mechanism exists and counseling is provided to students by conducting teachers-student meetings.</li> <li>• Remedial classes are arranged for weak students.</li> <li>• Special Guidance is given to students aspiring to National or International level competitions and research publications.</li> <li>• Students participated in University Cultural and Sports activities.</li> </ul>
6. Governance & leadership	<ul style="list-style-type: none"> <li>• Full academic autonomy</li> <li>• Faculty involved in Examination and Professional Development activities of the Universities.</li> <li>• Academic Calendar is strictly followed. Teaching schedule is adhered to and syllabus is covered on time.</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong emphasis on classroom teaching.</li> <li>• Results declared on time.</li> <li>• Assessment of students is undertaken through regular and continuous evaluation and end semester examination.</li> <li>• Student feedback system is followed for continuous improvement.</li> </ul>
7. Innovative practices	<ul style="list-style-type: none"> <li>• We have established a facility for <b>Communication Consultancy</b> to provide guidance to Small and medium level Newspapers and Magazines in the area of reporting and editing. Along with that, Consultancy also would provide guidance for PR and corporate communication activities, Advertisement planning and all the other related activities.</li> </ul>

## Part B: Action Taken during the Year

01	Activities reflecting the goals and objectives of the institution	A. Regular teaching with teaching aids and Syllabi coverage: 100 %. B. The gap between industry and institution was tried to be reduced by organizing lectures of people working in distinct fields. Field visits and excursions were organized for the students.
02	New academic program initiated	Ph. D (coursework).
03	Innovations in curricular design and transaction	Board of Studies frames the syllabus every year and updates the curriculum in an appropriate manner at regular intervals. In which we focus to update the curriculum according to industry demand.
04	Inter-disciplinary programmers started	No.
05	Examination reforms implemented	Semester system is followed and the answer sheets were shown to the students after evaluation. Transparency maintained in examination conduction and result declaration process.
06	Candidates qualified NET/SLET/GATE etc.	NET-JRF: 01
07.	Initiative towards faculty development	Regular Faculty training programs are organized.

	programme	
08	Total number of seminars/workshops conducted	<b>03</b>
09	Research projects a)Newly implemented b)Completed	Nil
10.	Patents generated if any	Nil
11.	New collaborative research program	Nil
12.	Research grants received from various agencies	Nil
13	Details of Research scholars	
14.	Citation index of Faculty members and impact factor	NA
15	Honors/Awards to the faculty	Nil
16	Internal resources generated	Only Self Finance courses are offered.
17.	Details of departments getting SAP, FIST, etc assistance/recognition	None
18.	Community services	We always provide career guidance without any charge to students of all classes and we always are in forefront to help the down people of the society. Our Students also participate in community services through NSS.
19.	Teachers and officers newly recruited	Assistant professor- <b>3</b> on Contract.
20.	Teaching-Non-teaching staff ratio	6:8
21.	Improvements in the library services	New Books with latest titles have been added in the Departmental Library. We provide students easy access to library.
22.	New books/journals subscribed and their Value	Nil.
23.	Courses in which Student Assessment of Teachers is introduced and the action taken on student feedback.	BAMC MAMC BJ M.Phil  Teachers are advised based on feedback of students. Student's Feedback was analyzed. Overall rating about the department and teachers was very

		good.
24.	Unit Cost of Education. Unit	
25.	Computerization and Administration and the process of Admissions and examination, result issue of certificates.	Our department library is with computer facility. Admissions are strictly on the merit basis in the entrance test CET. Computerized examination result processing system.
26.	Increase in the infrastructural facilities.	New building with G + 3 with all required facilities. Completely equipped studio, Computer Laboratory and library.
27.	Technology up gradation.	Networking facility through IT center with 15 Computers.
28.	Computer and internet excess and training to teacher and students.	Computers with internet facility made available to students. Training programs are arranged at regular intervals for faculties and students.
29.	Financial aid to students.	Students belonging to SC/ST/OBC are awarded scholarships.
30.	Activities and support from the Alumni Association.	Alumni placed in reputed media houses support the placement activities of the department.
31.	Activities and support from the parent Teacher Association.	We use to have regular interaction with the parents and we always welcome their valuable suggestions.
32.	Health Services.	Students are provided Health Centre facility by the University.
33.	Performance in sports activities.	Students actively participate in the sports activities organized at department and university level.
34.	Incentives to outstanding sports persons.	As per university norms and guidelines.
35.	Students achievements and awards.	1 NET-JRF. Some students participated in different cultural fests and other activities and won several prizes.
36.	Activities of the Guidance and Counseling Units.	Discussion with students and research scholars is held to provide information and to encourage them in various activities during regular student teachers meetings.
37.	Placements services provided to student.	One teacher is placement Incharge, who provide the counseling regarding placement and work for their skill development.
38.	Development	Our school having 3 regular non-teaching staff. We are hiring contract

	programmes for Non- teaching staff.	services.
39.	Healthy practices of the institution.	Innovations are made every year for quality teaching. For quality assurance, self analysis and feedback from students was practiced. We promote interactive and technology supported education.
40.	Linkages developed with National/ International, Academic/Research bodies.	No
41.	Any other relevant information the institution wishes to add	Department works for the overall development of the students through regular teaching and discussion with the students. We are sincere about their placement and holistic development.

## **Part C:**

### **Detail the plans of the institution for the next year 2013-14:**

- To promote Research activities we have planned **to organize 3 seminars** on Media ethics/credibility crisis, Communication research and New media.
- Our placement cell planned to organize **15 days practical workshop for skill development** of final year students.

The school is planning to initiate new courses during the next session. The syllabus has been framed and approval has been obtained from the concerned authorities. The new courses planned to be introduced are –

- M.A in Corporate Communication
- M.A in Broadcast Journalism
- M.A in Advertising and Public Relations.
- PG Diploma in Photography.

Along with that department is also planning to start some innovative courses in the year-:

- PG Diploma in NEW MEDIA.
- PG Diploma in VIDEO PRODUCTION.
- PG Diploma in Electronic Media Management.
- MA in SPEECH COMMUNICATION.

The school needs a minimum of **5 Assistant professor on permanent basis** for the proper execution of academic curriculum and also **5 administrative and technical staffs on permanent basis** for proper functioning of the department.

**Name & Signature of the Coordinator**  
**QAC**

**Name of Signature of the Head, UTD**