

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

DEPARTMENTAL ACTIVITIES

1.Workshop by Fujifilm- 27/07/2021

Name of the Guest Speaker: B A Abhishek

Occupation: An animator turned artist, was a full time wedding, corporate and travel photographer and is currently working with fuji film india as assistant manager

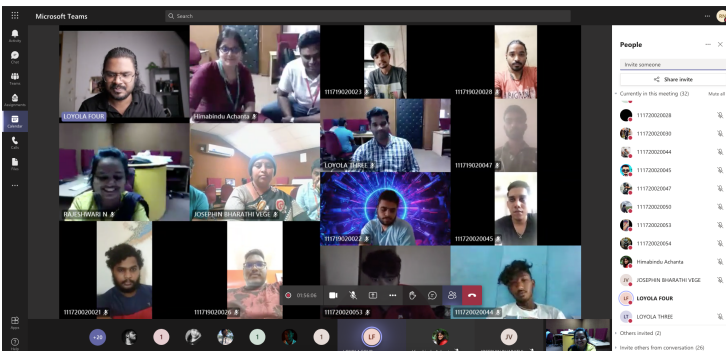
Past experiences: Technical support Executive NPS-South region Nikon India. And Creative manager in Oodio Pvt. Ltd.

Experience: Over 9 years in the field of photography and cinematography

Subject covered: Photography, types of cameras, tips and tricks.

Date: 27th July

Duration: 2 hours



Mr B A Abhishek, who is a man of expertise in the field of photography with an experience of over 9 years, conducted 2 hours workshop with the students of mass communication through an online platform known as MS

teams.

He started with sharing knowledge about the company he is working with, as an assistant manager, that is Fujifilm India and explained us why they are the most trusted brand since 85 years and sell top industrial cameras worldwide, he specified the 3 main element of their cameras that makes them the best (image quality, colour reproduction and lenses).

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He then moved on to explain the camera concept and explained to us the working of pinhole cameras.

He then explained to us the concept of DSLR cameras and mirrorless cameras and also emphasized on which one is better and why. And well in detail shared with us his knowledge on the main aspects of shutter speed, ISO, white balance, aperture etc .He then shared with us the different types of compositions and specifically mentioned the golden eye and framing being his favourite among all the others.

No. of the Students Participated in the Session: 100

2.Premiere launch of a film ULLU- By Chaitanya Suri (NMC Student)-14/08/2021

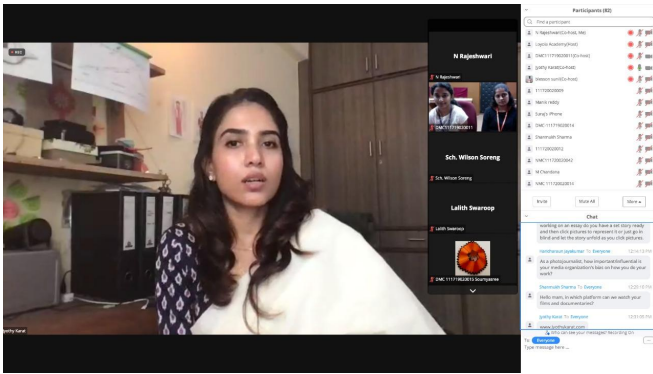
Faculty members Fr. Prabhu, Rajeshwari. N, Hima Bindu along with a few NMC students have attended ULLU premier film launch event at Prasad labs , which was filmed by the NMC student Chaitanya Suri. All the faculty members shared



their key note and appreciation words at the event. It was a proud moment for our entire department to see a baccalaureate pursuing student's success already.

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3.Lenzcape 2021- Photography Festival- 21/ 08/ 21

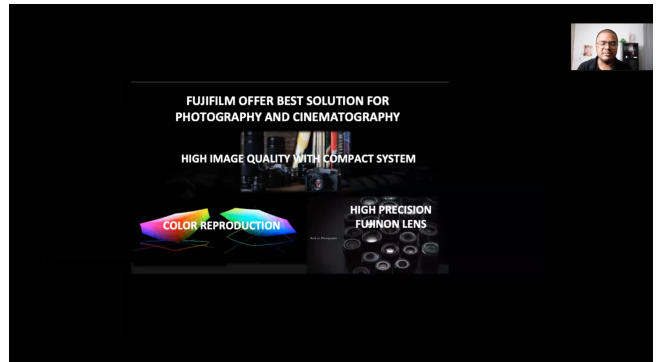


"Lenzcape" the annual fest conducted by the department of mass communication on the occasion of world photography day on august 19th, basing on that the event was planned and executed on 21st of august. A nationwide photography competition was held

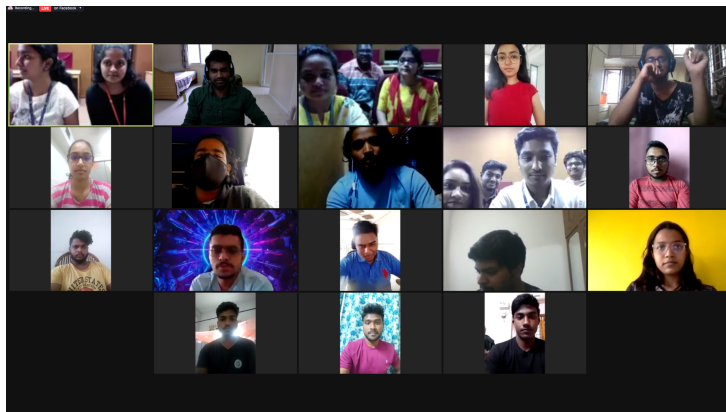
taking forward the legacy lenzcape has been embracing for a long time.

Virtual event Pre- activities:

Being an online fest attracting an audience was the main task. The social media team scheduled activities intending for engaging attention. The students of mass communication came up with posters, promo videos ,trailers,bts videos,etc planning out for the event. The registrations were open for enrollments according to the main theme yin and yang along with the sub theme the price of pride for the fest this year. The students prepared for the webinar as well as the culturals which includes dance and band performance.



On the day of fest:



The fest started off with a prayer song, father's speeches and a welcome speech by Rajeshwari ma'am. This is followed by a webinar and an interactive session conducted by Mr. B A Abhishek representing Fujifilms

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India. The session was filled with technical information regarding Fujifilm camera , technicalities, process and progress about photography and different aspects of it. The following gap was filled up with cultural and videos showing registered photographs. Onto the second part of the fest Jyothy Karat, a Nat Geo explorer, filmmaker, a documentation expert conducted a webinar speaking about various experiences and opportunities in photography, how she views a photograph and the different perspectives it takes to click a photograph . This was further led by an interactive session with the students. The fest came to an end with the vote of thanks given by Hima Bindu ma'am followed by a national anthem. The winners were announced later in the evening through the social media handle of lenzcape.

Details of the winners:

Main theme: 1st prize- Yohan George (Rs.2,500/-), 2nd prize- Shanaya (Rs. 1,000/-)

Sub theme: Winner- Peter Verghese (Rs.1,500/-).



No. of the People Participated in the Event: 250

Group Picture with Students of Mass Communication and with the Core team members of Lenzcape 2021.

4. Interactive session 2021-Date 07/09/2021



With the start of the offline classes and offline college, the department had a whole new batch of excited and talented students. On the 7th of September the students from the department of mass communication were

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assembled at the Loyola Hall after the lunch hour for an interactive session. All the 3 years gathered to know each other and about their areas of interest. DMC's started off the session by welcoming everyone and by introducing different aspects of college. Briefing the first years about various events Loyola conducts and the legacy mass communication holds in them. The event was followed by introducing the departmental fests such as Lenzcape and Infocus. Getting to know each other, everyone exchanged names, interests and aspirations. Few of them entertained everyone by singing and rapping for the rest. The session included topics from resonance, Lenzcape, music, NCC, writing, movies, opportunities, council, studio and many more.



No. of the Students Participated in the Session: 100

5. Interactive session with Fr.Lourduraj-15-09-2021



First Year Students had an interactive session with Fr.Lourduraj. The students had a discussion regarding the challenges and the scope in the media industry. He clarified doubts of the students.

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6. Development Communication Activity By 3rd Year Mass Communication Students

21st September 2021



The session started off at 12:00 with the attendance of all the three year students in Loyola hall . The session's purpose was to showcase the problems and real life targets of the issues. All the DMC'S were divided into 8 groups and each group is supposed to present the video they shot and edited in

accordance with their theme and topic. The topics ranged from hunger, unemployment, migration, starvation, poverty, water scarcity, gender equality ,education and another few. All the students went on to the field to make a report and made videos depicting the essence of the topic and the issues related to it. All the videos were played in order and an interaction followed it where all the year's students discussed and interacted based on the topic they were allotted. The session ended with reviews and feedback from the faculty.



7. Guest Lecture- Digital Audio Production By Assistant Professor Mr. Anees on 30-09-2021- MS TEAMS



AMCs got an opportunity to have an interactive session on Basics of Sound by Mr. Anees. Mr. Anees had a discussion regarding Sound, components of

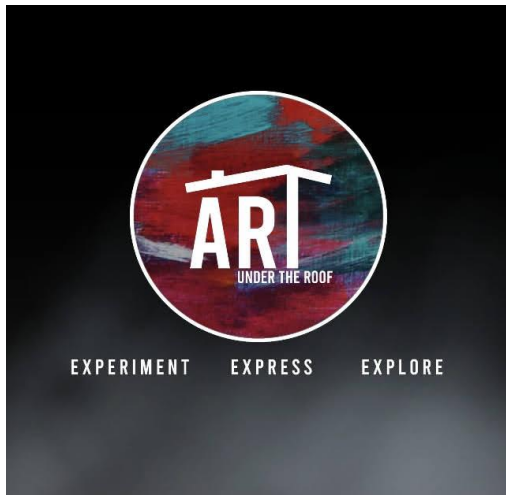
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sound, properties of sound and sound production. It was a very fun and useful session. The Session was conducted using MS TEAMS.

8. A Public Relation Campaign by 3rd Year Mass Communication Students- 23-10-2021

PR campaign -23,October 2021

Loyola hall



On the 23rd October 2021 the department of mass communication conducted a PR campaign called "Art under the roof " the purpose of the PR campaign was to give exposure and reach to underrated artists and underlying artforms. As a start DMC'S reached out to artists who were willing to participate in the campaign alongside

managing the social media status for the event where students came up with posters and videos related to the theme and making it resonate with the audience. The preparation started with the design team coming up with posters and invitations related to the theme and the guest performers. The final year students worked on the promo video and other



aspects of promotion including interviews, introductory video etc. This process followed up by inviting the chief guests as well as students from Loyola to register to perform themselves and their artforms. The core community worked on

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coordination of the guests, audience and participants with all the information regarding the event and its whereabouts.

The event started at 9:00AM with an introductory speech, a welcome dance and Father's acknowledgement. All the guest performers namely Prakash - Sculptor, Souvik Bhattacharya - Standup Comedian, Khyathi & Kshiteishh - Instrumentalists, Sri Manaswini - Dancer, Tony - Western Dancer were welcomed to the event and were requested to perform. After the guest performances they were felicitated with a sapling by the faculty of mass communication department. This brings to an end to the morning session.

The evening session has begun with welcoming all the artists from Loyola who registered themselves to showcase their talent. The session included chief guests from the industry, the students welcomed Manoj Krishna an acclaimed telugu actor and MC Mike a rapper come musician.

The event was followed by performances given by the students to showcase their art forms. It was a mixture of amazing talents and art under the same roof for that evening. The session came to an end with the felicitation of the guests and vote of thanks.

The PR campaign 'art under the roof' was successful in bringing talents and artists to a point of exposure and reach they deserve and aspire for.

No. of the Students Participated in the PR Campaign: 200

No. of the Students performed their Art in the PR Campaign: 30

Instagram Page: <https://www.instagram.com/artundertheroof/?hl=en>

9. PTM held on 6-11-2021



Parent - Teacher – Student Meeting – 06
November 2021

The department of Mass
Communication conducted Parent -

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Teacher – Student Meeting on 6-11-2021.

The main purpose of the meeting was to provide a common platform for both teachers and parents and enable them to enrich the students educational experience.

A variety of issues were discussed during the interactive session of the parents and faculty members with the main agenda of overall development of the students.

AMC was taken care by Mrs. Bharathi- IG 206

NMC was taken care by Mr. Vikram- IG 207

DMC was taken care of by Ms. Hima Bindu accompanied by Mrs. Rajeshwari (HoD).



10. The RETROUVAILLE (A Street Play)



On 23-02-2022, the department of EL (Psychology and English lit.) and MC (Mass comm.) presented a street play in the college. The main agenda of the play was to spread awareness on the topic – Gender Inclusivity. The play was carried out by the first-year students of both the departments. The play took place in front of the PG block, during the lunch break. The play was based on a fictional story, also written

by the students. The story of Kingdom Saketha.

Story line of the play: The play revolves around the idea of how the Kings, run after power and pride and



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forget how their Father, Shaktagraja had ruled the land. Soon after the demise of Shaktagraja, his sons – Thrishna and Vibhramah divide the kingdom into two. Both the sons – being blinded by their pride and power, did not value the people of the kingdom or the women they were married to. Taking the suggestions of their ministers into consideration, both the Kings get ready for a duel to claim their throne of Saketha. The kings then leave the thrones to the ministers who act as regions. And the thrones were soon taken over by the Queen (their wives)- Kundalini and Drishti, who believed in sharing power and building the kingdom and it's people through love and equality. The queens are bisexual and fall in love with each other and unite the kingdom and ruled Saketha together. The minister, Manojava – a trans man who was kicked out of the courts by their husbands, was called back to take his place in the court. The refugees were taken care of, the people of the kingdom were happy again. The kingdom then flourished and became prosperous like it once was.



About the play: The play is allegorical with each character name having a meaning to convey. All the names are derived from Sanskrit. The play is set in ancient India. The characters – Manojava, Drishti and Kundalini were included to represent the LGBTQ community as the play is about

gender inclusivity.

And through all the dedicated hours of practice and hard-work, the students were able to present it very beautifully - using all the necessary accessories and props, costumes and make up, poetry and drama. The play was a big success and maybe even one of the greatest collaborations in college history.

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11. Placement Drive By RJ Hemanth



RJ Hemanth with his team RJ Sameer and Goutham has conducted a Podcast workshop and also took the interview of students through a Dry Run Test. RJ Hemanth is going to launch Tom Tom Podcast and would like to hire talented freshers and mould them through his training.

Details: 18-03-2022

Venue: Loyola Hall, Loyola Academy.

Timings: 10:00 AM- 1:00PM

Participants: Interested students from multiple depts. (Approx 40 students).

This program is all about Podcast Hunt, RJ Hunt based on regional languages.



12. Guest Speeches by RJ Hemanth and Team

This was an informative and a guest session by the Tom Tom Podcast team with NTV students.



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Where the team members RJ Hemanth, RJ Sameer, Goutham and others enlightened our students on the topics present scenario of Radio, Podcasting, and also about the industry at present.

They also guided our students how to host a radio session or a podcast session.



Following this workshop, students who were hired also had a meeting at the Mass Communication Studio with regards to Dos and Don'ts as a Podcaster or an RJ.

Details:

Team: RJ Hemanth, RJ Sameer, and

Goutham.

Organization: Tom Tom Podcast.

Date:

Timings: 9:30 AM - 11:00 AM.

Venue: Mass Communication Studio.

Participants: NMC Students and their freshers.



13. Interactive session by CVR News Team

There was an interactive session conducted by the CVR news team for all the students of mass communication, psychology and multimedia department on 12.04.2022. The entire motive of this session was to introduce the students to the respective channel and offer them an opportunity to work and learn with them. Mr. Issac John and Mr. Sharma addressed the students regarding the purpose of their visit- i.e., to make the students aware of their channel and to offer internships to them and help them enhance their skills. The team offered

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internships in various fields like management, anchoring (in both telugu and english), editing and multimedia. By the end of the session all the questions of the students were addressed by the team and a fair number of students came forward to express their piqued interest in the respective fields. This session was helpful for most of the students in finding an internship that is not only appropriate to their areas of interest but also to the courses they've opted for in college.

14. Interactive session with Special Correspondent Rehanna- 13-04-2022



One of the top Special Correspondents Rehanna Ma'am from NTV News Channel, who is reporting for Andhra Pradesh State will from Vijayawada interacted with Mass Communication Students on 13-04-2022 from 10:00AM

to 12:15PM.

The interactive session improved skills on Journalism, by gaining all the knowledge shared by the industrial expert Rehanna Ma'am.

*Ma'am shared her works through experiences.

*Interactive session.

*Workshop.



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15. Industrial Visit to NTV News Channel, NTV Digital Medium.

The second year students had an industrial visit to a broadcasting network which gives a broader knowledge on the subjects Television Production, Media Presentation Skills and Online Journalism. The details regarding the visit are mentioned below.



Details:

Organizations: NTV News Channel, NTV Digital Medium, CVR News Channel.

Date: 19th April, 2022.

Timings: 10:00 AM.

Location: Jubilee Hills, Hyderabad.

No. of the Students: 48 Students

Fr. Prabhu and Hima Bindu Ma'am among the faculties who accompanied the NMC Students for the industrial visit. They made our students follow the ethics of Loyola while representing themselves and gain knowledge through this visit.



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16. PTM Meeting- 23-04-2022

Parent - Teacher – Student Meeting – 23 April 2022

The department of Mass Communication conducted Parent - Teacher – Student Meeting on 23 April 2022 through Teams (Online).

The main purpose of the meeting was to provide a common platform for both teachers and parents and enable them to enrich the students educational experience.

A variety of issues were discussed during the interactive session of the parents and faculty members with the main agenda of overall development of the students.

AMC was taken care by Mrs. Bharathi

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**STAFF ATTENDED SEMINAR/FDP/CONFERENCE, WORKSHOP,
CERTIFICATE COURSES**

S.no.	Achievements/Webinar	Date	Name of the Staff
1	Completed Udemy Certificate course on Master Editing in Adobe Premiere CC	27-04-2021	N Rajeshwari
 <p>Certificate of Completion</p> <p><i>This is to certify that Rajeshwari Natarajan successfully completed 2.5 total hours of Master Editing in Adobe Premiere CC For Beginners online course on April 27, 2021</i></p> <p><i>Omar Moujaes</i> Omar Moujaes, Instructor &  #BeAble</p> <p><small>Certificate no: UC-2bfa429-8255-4735-8f91-38-003641e82 Certificate url: udemy/UC-2bfa429-8255-4735-8f91-38-003641e82 Version 3</small></p>			
2	Completed Udemy Certificate course on After Effects for Graphic Design	23-05-2021	N Rajeshwari

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3	The Art of content Development for Branding and PR- Department of Public Relations, Stella Maris College, Chennai	17-07-2021	N.Rajeshwari
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4	International 5 Day Virtual FDP on “Innovation Research	26th-30th August 2021	N Rajeshwari
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Techniques”, Loyola Academy, Hyderabad		
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5	International 5 Day Virtual FDP on “Innovation Research Techniques”, Loyola Academy, Hyderabad	26th-30th August 2021	Mrs. Josephin Bharathi Vege
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6	International 5 Day Virtual FDP on “Innovation Research Techniques”, Loyola Academy, Hyderabad	26th-30th August 2021	Mr. Vikram Kumar
 <p style="text-align: center;">LOYOLA ACADEMY DEGREE & PG COLLEGE (Autonomous) Old Alwal, Secunderabad 500010 A College with potential Excellence.</p> <p style="text-align: center;">CERTIFICATE OF PARTICIPATION</p> <p style="text-align: center;">This is to certify that <u>MR. P VIKRAM KUMAR</u> Of <u>LOYOLA ACADEMY (DEGREE & PG COLLEGE)</u> has participated in International 5 Day Virtual Faculty Development Program on “Innovative Research Techniques” organised by Research Committee and IQAC, Loyola Academy, held during 26th to 30th August 2021.</p> <p style="text-align: center;"> Rev Fr Dr. L. Joji Reddy SJ PRINCIPAL Dr. K. Vijayalakshmi CONVENER </p>			
7	5 Days Workshop FDP “ Teaching Learning and Research Pedagogy for Excellence in Education”.	20-09-2021 to 24-09-2021	N. Rajeshwari

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	<p>8</p>	<p>42nd National Webinar of the Webinar Series of communication today. Mass Communication & Journalism MANUU, Hyderabad on “200 Years of Urdu Journalism”</p> <p>20-03-2022</p> <p>Dr.Fowzia Afaq</p>
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9	Five Days online FDP Programme on “Research Methodology in Social Science” organized by the Department of Management Studies in collaboration with Indian Council of Social Science Research (ICSSR)-SCR.	18th- 22nd April 2022	Dr. Fowzia Afaq.
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Bhavan
BHAVAN'S VIVEKANANDA COLLEGE
of Science, Humanities & Commerce
 Sainikpuri, Secunderabad - 500094
 Reaccredited with 'A' Grade by NAAC
 Autonomous College, Affiliated to O.U.
 in collaboration with

INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH (ICSSR)-SRC
CERTIFICATE
OF PARTICIPATION

This is to certify that Dr./Mr./Ms. Dr Fowzia Afaq
 of Loyola Academy
 has participated in a Five-day online FDP Programme on "Research Methodology in Social Sciences" organized by
 the Department of Management Studies in collaboration with Indian Council of Social Science Research (ICSSR)-
 SRC from 18th - 22nd April, 2022.


Dr. N. S. Chakravarty
 Convener & Head, Department of
 Management Studies


Prof. Y. Ashok
 Principal, BVC

10		July- Dec 2021	Josephin Bharathi
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CERTIFICATE
OF APPRECIATION
 is awarded to

JOSEPHIN BHARATHI VEGE
LOYOLA ACADEMY
 HYDERABAD, TELANGANA




in recognition of his/her role as mentor for the
 NPTEL Online Certification course

FILM APPRECIATION
JUL-DEC 2021


PROF. ANDREW THANGARAJ
 NPTEL Coordinator
 IIT Madras

Mentees Enrolled	Mentees Present	Score (in %)					
		<40	40-59	60-74	75-89	>=90	Toppers
31	21	13	7	1	0	0	0

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11		July- Dec 2021	N. Rajeshwari																						
<p align="center">   </p> <h1 align="center">CERTIFICATE</h1> <p align="center">OF APPRECIATION</p> <p align="center">is awarded to</p> <p align="center">RAJESHWARI NATARAJAN</p> <p align="center">LOYOLA ACADEMY HYDERABAD, TELANGANA</p> <p align="center">in recognition of his/her role as mentor for the NPTEL Online Certification course</p> <p align="center">PSYCHOLOGY OF EVERYDAY</p> <p align="center">JUL-DEC 2021</p> <table border="1" data-bbox="443 926 1190 1037"> <thead> <tr> <th rowspan="2">Mentees Enrolled</th> <th rowspan="2">Mentees Present</th> <th colspan="6">Score (in %)</th> </tr> <tr> <th><40</th> <th>40-59</th> <th>60-74</th> <th>75-89</th> <th>>=90</th> <th>Toppers</th> </tr> </thead> <tbody> <tr> <td align="center">6</td> <td align="center">4</td> <td align="center">1</td> <td align="center">2</td> <td align="center">1</td> <td align="center">0</td> <td align="center">0</td> <td align="center">0</td> </tr> </tbody> </table> <p align="right">  PROF. ANDREW THANGARAJ NPTEL Coordinator IIT Madras </p>				Mentees Enrolled	Mentees Present	Score (in %)						<40	40-59	60-74	75-89	>=90	Toppers	6	4	1	2	1	0	0	0
Mentees Enrolled	Mentees Present	Score (in %)																							
		<40	40-59	60-74	75-89	>=90	Toppers																		
6	4	1	2	1	0	0	0																		
12		July- Dec 2021	Hima Bindu Achanta																						



**CERTIFICATE
OF APPRECIATION**
is awarded to

ACHANTA S V N S HIMA BINDU

LOYOLA ACADEMY
HYDERABAD, TELANGANA

in recognition of his/her role as mentor for the
NPTEL Online Certification course

BODY LANGUAGE: KEY TO PROFESSIONAL SUCCESS




JUL-DEC 2021

Mentees Enrolled	Mentees Present	Score (in %)					
		<40	40-59	60-74	75-89	>=90	Toppers
16	12	2	1	7	2	0	0


PROF. ANDREW THANGARAJ
NPTEL Coordinator
IIT Madras

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STAFF ADDITIONAL EDUCATIONAL QUALIFICATIONS

S.no.	Additional Educational Qualification	YEAR	Name of the Staff																																																										
1	PG Diploma in Media Law from NALSAR UNIVERSITY	2021	Hima Bindu Achanta																																																										
<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;">  <p align="center">Directorate of Distance Education NALSAR University of Law, Hyderabad</p> <p align="center">GRADE CARD</p> <p align="center">POST-GRADUATE DIPLOMA IN MEDIA LAWS</p> <p>Name: Achanta S V N S Himabindu I.D.No: MLH31_20 Year of Admission: 2020 Year of Completion: 2021 Duration of the Course: One Year Mode: Open and Distance Learning</p> <table border="1"> <thead> <tr> <th>Paper</th> <th>Subject</th> <th>Max. Marks</th> <th>Min. Marks</th> <th>Marks Secured</th> <th>Grade Secured</th> </tr> </thead> <tbody> <tr> <td>I</td> <td>Media, Ethics and the Constitution</td> <td>100</td> <td>50</td> <td>80</td> <td>O</td> </tr> <tr> <td>II</td> <td>Media and the Law</td> <td>100</td> <td>50</td> <td>74</td> <td>A++</td> </tr> <tr> <td>III</td> <td>Advertisement and the Law</td> <td>100</td> <td>50</td> <td>71</td> <td>A++</td> </tr> <tr> <td>IV</td> <td>Electronic Media and Regulatory Law</td> <td>100</td> <td>50</td> <td>80</td> <td>O</td> </tr> <tr> <td colspan="2">Total</td> <td>400</td> <td>200</td> <td>305</td> <td></td> </tr> </tbody> </table> <p align="center">Overall Grade D</p> <p align="center">Date: December 19, 2021</p> <div style="display: flex; justify-content: center; align-items: center;">  <div style="margin-left: 20px;">  <p>REGISTRAR</p> <p>F.T.O.</p> </div> </div> </div> </div> <div style="width: 45%;"> <p align="center">EXPLANATION</p> <p>The medium of instruction and examination is English.</p> <p>The performance of the student in all the subjects shall be evaluated with corresponding grades as follows:</p> <table border="1"> <thead> <tr> <th>Percentage of Marks</th> <th>Grade</th> </tr> </thead> <tbody> <tr> <td>80 and above</td> <td>O (Outstanding)</td> </tr> <tr> <td>75 – 79</td> <td>D</td> </tr> <tr> <td>70 – 74</td> <td>A++</td> </tr> <tr> <td>65 – 69</td> <td>A+</td> </tr> <tr> <td>60 – 64</td> <td>A</td> </tr> <tr> <td>55 – 59</td> <td>B+</td> </tr> <tr> <td>50 – 54</td> <td>B</td> </tr> <tr> <td>Below 50</td> <td>F (Fail)</td> </tr> <tr> <td>Absent (AB)</td> <td>F (Fail)</td> </tr> <tr> <td>Not Applied (NA)</td> <td>F (Fail)</td> </tr> </tbody> </table> <p>A student to be successful has to obtain a minimum of 50% marks or the grade equivalent to that i.e., 'B' in every subject. Those who secure 'F' grade shall be declared as failed.</p> <p>Once a candidate attempts a paper and is declared as 'Failed (F)', his/her grade shall carry @ with the grade obtained later.</p> <p>The students will be eligible for the award of the Post-Graduate Diploma only when he / she has successfully completed all the prescribed subjects obtaining atleast a 'B' grade.</p> </div>				Paper	Subject	Max. Marks	Min. Marks	Marks Secured	Grade Secured	I	Media, Ethics and the Constitution	100	50	80	O	II	Media and the Law	100	50	74	A++	III	Advertisement and the Law	100	50	71	A++	IV	Electronic Media and Regulatory Law	100	50	80	O	Total		400	200	305		Percentage of Marks	Grade	80 and above	O (Outstanding)	75 – 79	D	70 – 74	A++	65 – 69	A+	60 – 64	A	55 – 59	B+	50 – 54	B	Below 50	F (Fail)	Absent (AB)	F (Fail)	Not Applied (NA)	F (Fail)
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DEPARTMENT OF MASS COMMUNICATION (2021- 2022)



OFFER LETTER

Dear Applicant,

Greetings from Lovely Professional University and Congratulations !!

We are pleased to inform that based on your performance in LPUNEST and interview you have been offered admission to the Ph.D. Programme at Lovely Professional University. Your admission is subjected to the verification and submission of the following documents:

- a) Four copies of passport size photographs.
- b) NOC from employer (in case of part-time candidate).**
- c) Original degrees, certificates, mark sheets/grade cards from 10th onwards and M.Phil. (if applicable) **for verification.**
- d) Self-attested photocopies of degrees, certificates, mark sheets/grade cards from 10th onwards and M.Phil. (if applicable) **for records.**
- e) Birth certificate / High School Certificate of the Board/University specifying the date of birth.
- f) Copy of certificate of UGC (NET/ JRF)/ CSIR (NET/ JRF)/ ICAR (JRF/ SRF) examination/ SPM/ SLET (Punjab only)/ GATE or GPAT valid score card/ ICAR (NET), Teacher Fellowship (in case of exemption claimed from LPUNEST)
- g) Proof of residence (Aadhar card/ driving license/passport/ration card etc.)
- h) Migration certificate
- i) Gap certificate
- j) Copy of certificate or other proof based on which scholarship is claimed.

Last date of admission is 5th January 2022

Best Wishes !!
Head
Centre for Research Degree Programmes
Lovely Professional University

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

PAPER PRESENTATION BY FACULTY

S.no.	Paper Presentation	Date	Name of the Staff
1	Dr. Fowzia Afaq presented the paper titled “The trial faced by Urdu Media in Freedom Struggle in National Seminar on Indian Media and the Freedom Movement organized by Indian Institute of Mass Communication.	April 28-29 April 2022	Dr.Fowzia Afaq

   Sl. No. IIMC/ICHR/2022/23

भारतीय जन संचार संस्थान
Indian Institute of Mass Communication

CERTIFICATE OF PAPER PRESENTATION

प्रमाणित किया जाता है कि प्रो./डॉ./श्री/सुश्री फौज़िया अफ़क ने ‘भारतीय मीडिया और स्वतंत्रता आंदोलन’ विषय पर 27-28 अप्रैल, 2022 को नई दिल्ली में भारतीय जन संचार संस्थान और भारतीय इतिहास अनुसंधान परिषद् के संयुक्त तत्वावधान में आयोजित राष्ट्रीय संगोष्ठी में द ट्रायल फेसट बाय उर्दू मीडिया इन फ्रीडम स्ट्रगलविषय पर शोध पत्र प्रस्तुत किया।

This is to certify that Prof./Dr./Mr./Ms..... Fowzia Afaq presented the paper titled The trials faced by Urdu Media in Freedom Struggle in the National Seminar on Indian Media and the Freedom Movement jointly organised by Indian Institute of Mass Communication and Indian Council of Historical Research in New Delhi from April 27 to 28, 2022.


(Prof. Pramod Kumar)
Convener


(Prof. Sanjay Dwivedi)
Director General, IIMC

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

STUDENT SCHOLARSHIP

SL. NO.	UID NO.	NAME OF THE STUDENT
1.	111719020007	G Manasa
2.	111719020009	G Trisha
3.	111719020015	P Soumya Sree
4.	111719020024	G Sai Kiran
5.	111719020028	K Mohan Raju
6.	111719020032	Pandari Naik
7.	111719020037	Chetan Krishna
8.	111719020046	Muskaan
9.	111719020047	Sohail
10.	111720020027	Sai Ram
11.	111720020030	Michael
12.	111720020038	Nikhil
13.	111721020003	Vennela
14.	111721020010	Haripriya
15.	111721020018	Sravanthi
16.	111721020026	Salma
17.	111721020043	Sushanth
18.	111721020047	Vivek

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

STUDENTS RESULTS

AMC

S.No.	Subject	Total No. of Students	Appeared	Failed	Pass Percentage
1	English-I	60	59	7	88.14
2	Indian Heritage And Culture	60	59	6	89.83
3	Introduction To Mass Communication	60	59	2	96.61
4	Introduction To Socio-Political India	60	59	6	89.83
5	Digital Audio Production	60	59	7	88.14
6	Word Processing Skills	60	57	0	100
7	Digital Audio Production	60	57	0	100
8	Principles Of Visual Design	60	59	0	100
9	Graphic Design	60	57	0	100

NMC

S.No.	Subject	Total No. of Students	Appeared	Failed	Pass Percentage
1	Media Culture And Society	55	54	20	62.96
2	Writing For Media	55	55	0	100
3	Tvnep	55	53	0	100
4	Reporting And Editing	55	53	9	83.02
5	Tvnep	55	55	0	100

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

6	Reporting And Editing (Pr)	55	53	14	73.58
7	Web Design	55	55	0	100
8	Magazine Journalism	55	54	0	100

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

DMC

S.No.	Subject	Total No. of Students	Appeared	Failed	Pass Percentage
1	Radio Production	28	28	1	96.43
2	Online Journalism	27	27	0	100
3	Development Communication	55	55	1	98.15
4	Mass Media Research	55	55	1	98.15
5	Media Management	26	26	1	96.15
6	New Media Studies	29	29	1	96.55
7	Public Relations	55	55	3	94.55
8	Media Laws And Ethics	55	55	1	98.18

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

MENTORING LIST

S.No.	Name of the Faculty	Class	UID. No.	Total No. of Students
1.	Mrs. N.Rajeshwari	AMC	1-10	10
	Mrs. N.Rajeshwari	NMC	1,6,11,16,21,26,31,36,41,46,51,56	12
	Mrs. N.Rajeshwari	DMC	111718020018,111719020002,7,12,17,22,27,32,37,42,47	11
2.	Fr.A. Prabhu	AMC	11-20	10
	Fr. A.Prabhu	NMC	3,8,13,18,23,28,33,38,43,48,53	11
	Fr. A.Prabhu	DMC	4,9,14,19,24,29,34,39,43,49,54	11
3.	Mrs. V.J.Bharathi	AMC	21-32,59,60	14
	Mrs. V.J.Bharathi	NMC	2,7,12,17,22,27,32,37,42,47,52	11
	Mrs. V.J.Bharathi	DMC	5,10,15,20,25,30,35,40,45,50,52	11
4.	Ms.Achanta Hima Bindu	AMC	33-44	12
	Ms.Achanta Hima Bindu	NMC	5,10,15,20,25,30,35,40,45,50,55	11
	Ms.Achanta Hima Bindu	DMC	111718020032, 11171902003,8,13,18,23,28,33,38,44,48,53)	12
5.	Mr.P.Vikram Kumar	AMC	45-58	14
	Mr.P.Vikram Kumar	NMC	4,9,14,19,24,29,34,39,44,49,54	11
	Mr.P.Vikram Kumar	DMC	6,11,16,21,26,31,32,36,41,46,51	11
	TOTAL STRENGTH			172

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

STUDY PAPER PROJECT REPORT

BATCH 2019- 2022

SL. NO.	UID NUMBER	NAME OF THE STUDENT	RESEARCH TITLE
1.	111718020032	Bhukya pavan Sai	Development of Indian Film Industry in International Market.
	111719020002	A Vidushi Kishore	
	111719020034	Surya Sai Kumar	
	111719020047	Haji Sohail	
2.	111719020003	B Akshitha	Impact of the Online Classes on School-going Children.
	111719020050	Gayathri	
3.	111719020004	B Dharani	Audience Perception regarding Women Empowerment in India.
	111719020006	Diya Johny	
	111719020017	Mounya Reddy	
4.	111719020005	Bhoomika Yadav	Role of Instagram in Imparting Sex Education among late teens and Young Adults.
	111719020020	Sreeja Maitra	
5.	111719020007	G Manasa	Impact of Social Media Advertising on Youth.
	111719020015	Soumya Sree	
	111719020032	Pandari	
	111719020042	Susrutha	
6.	111719020008	Charis	Impact of Social Media Advertising on Consumer's.
	111719020014	Sahasra	
	111719020025	Jeffrey	
7.	111719020009	Trisha G	Online Approaches during Lockdown by the Government and Internet
	111719020013	Dhanu Sri	

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

	111719020024	Sai Kiran	Addiction
	111719020043	Sandeep	
8.	111719020010	Ishika Jha	Content marketing Effect on Customer Engagement.
9.	111719020011	M Alekhya	Characterisation in Shekar Kammula's Films.
10.	111719020012	Munira	Usage of Social Media during Lockdown and Post Lockdown.
	111719020018	Khyati	
	111719020028	Mohan	
	111719020053	Joel	
11.	111719020016	R Manasa	Effectiveness of Advertisements on Big Bazar's Brand Promotion.
	111719020027	Chaitanya	
12.	111719020019	Simran	Growth of Social Media Crimes.
	111719020031	M S Shankar	
	111719020038	Arvind	
13.	111719020021	Abhishek	Kashmir's Hamlet: Haider.
14.	111719020022	Akash Nair	Comparative Study on Batman by Burton (1989) & Nolan (2005 & 2008).
	111719020040	Balraj Singh	
15.	111719020023	B V Sri Pranav	Impact of Social Media on Opinion Formation of Young Adults.
16.	111719020026	Moses	Impact of Digital Music and Technology over the years on the Primitive Modes of Music Making, Recording, and Sound Production.
	111719020036	Nirmay	
	111718020018	Rithika	
17.	111719020029	Blesson	A Study on Film Making style of Christopher Nolan.
18.	111719020030	Joseph Akil	Evolution of Technology in Television Broadcasting.

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

19.	111719020033	Gyaneshwar Reddy	Evolution of Direction in Indian Cinema.
	111719020035	Charan Reddy	
	111719020048	Laxmi Narayana	
	111719020045	K Sai Kiran	
20.	111719020037	Chetan Krishna	Impact of Science Fiction Movies on People.
	111719020041	Vamsi	
	111719020049	Sowmya C	
	111719020054	Pranay Kumar	
21.	111719020039	Nikitha	How Gen-Z is Evolving a New Lang with the help of Social Media.
	111719020052	Jiteesh	
22.	111719020044	Dharani Chandana	Impact of Biopics on Indian Society.
23.	111719020046	Muskaan	Change in the landscape of Newspapers from print to Digital: An Audience preference Analysis.
24.	111719020051	Jayitri	A Study on Effects of Trolling on Social Media.

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

STUDENT'S INTERNSHIP REPORT
BATCH 2019- 2022

Sl No.	Uid Number	Name of the Student	Internship Title	Name of the Organization
1.	111718020018	Rithika		
2	111718020032	Pavan Sai	Photographer & Light Officer	Light and Shadow Production.
3	111719020002	Vidushi	Public Relations	Artemis Foundation.
4	111719020003	Akshitha	Content Writer Intern	TV5.
5	111719020004	Dharani	Decathlon	Decathlon.
6	111719020005	Bhoomika	Social Media Executive	Adept Overseas Education.
7	111719020006	Diya	Digital Marketing-Intern	Vincgcoz.
8	111719020007	G Manasa	Logger	EndemolShine India.
9	111719020008	Charis	Digital Photographer	Thinespo.
10	111719020009	Trisha	Public Relation	Artemis Foundation.
11	111719020010	Ishika	Mass Communication Intern	Dais World.
12	111719020011	Alekhya	Creative Executive	Tetraminds.
13	111719020012	Munira	Content Writer	Digibros.
14	111719020013	Dhanusri	Public Relation	Artemis Foundation.
15	111719020014	Sahasra	Logger	BigBoss.
16	111719020015	Soumya	Social Media Marketing	Learn for Cause.
17	111719020016	R Manasa	Creative Executive	Tetramind.
18	111719020017	Mounya	Social Media	Learn for Cause.

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)


			Marketing	
19	111719020018	Khyati	Editor and Reporter	Hans India.
20	111719020019	Simran	Social media manager	Fandrum.
21	111719020020	Sreeja	Social Media Marketing	Things2do.
22	111719020021	Abhishek	Short Film	Acumen Connect.
23	111719020022	Akash	Social Media Marketing	Aagam.
24	111719020023	Pranav	Intern Sub- Editor	Cricket Bleeds.
25	111719020024	Sai Kiran	Intern Photo Editor and Video Editor	Light and Shadow.
26	111719020025	Jeffrey	Associate Producer and Graphic Designer	Ingenious Advertising Pvt. Ltd.
27	111719020026	Moses	Asst. Audio Engineer	SMH.
28	111719020027	Chaitanya	Content Writer	AI Labs.
29	111719020028	Mohan	Logger	BigBoss.
30	111719020029	Blesson	Photographer & Graphic Designer	Minecraft Productionz.
31	111719020030	Akil	Intern Graphic Designer	ApoKos.
32	111719020031	Shankar	Direction Dept.	Chitralkha.
33	111719020032	Pandari	Jr. Content Writer	NG Mind Frame.
34	111719020033	Gyaneshwar	Asst. DoP	ARG Studios.
35	111719020034	Sai Kumar	Logger	EndemolShine India.
36	111719020035	Charan	Public Relation Officer	I- PAC.
37	111719020036	Nirmay	Freelance Music Producer	
38	111719020037	Chetan	Wedding Photographer	SOP

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

39	111719020038	Arvind	Editor and Designer	Wedding by Kishor.
40	111719020039	Nikitha	Jr. Content Writer	NG Mind Frame.
41	111719020040	Balraj	Video Editor	Vani Digital Studio.
42	111719020041	Vamsi	Graphic Designer	V Design labs.
43	111719020042	Susrutha	Translator	Conscript HR Advisors Pvt Ltd.
44	111719020043	Sandeep	Photographer and Lighting	Light and Shadow.
45	111719020044	Dharni Chandhana	Social Media manager	Weddings by Kishor.
46	111719020045	Sai Kiran	Asst Director/ Asst Casting	ARG Studios.
47	111719020046	Muskaan	Content Writer	Tutoroot.
48	111719020047	Sohail	Video Editor	Light and Shadow.
49	111719020048	Laxmi Narayana	Editing	ARG Studios.
50	111719020049	Sowmya	RJ Intern	Radio Ala.
51	111719020050	Gayathri	Intern Content Writer	TV5.
52	111719020051	Jayitri	Content Service Executive	Tetramind.
53	111719020052	Jiteesh	Public Relations	CMR Hospital.
54	111719020053	Joel	Social Media Marketing	Uead.
55	111719020054	Pranay	DoP	ARG Studios.

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

STUDENT ACHIEVEMENTS 2021- 2022

Uid And Class (Amc/Nmc/Dmc).	Student Name	Date And Month (21-22)	Name Of The Achievements. (Sports/ Webinar/ Seminar/ Cultural/ Literature) Anything
111720020043	CR SAI ARYAN	18/05/2022	Got selected in a reality show for Star Maa music
			
111721020033	Ashwin kumar	30/5/2022	Working as a freelancer for a clothing brand
111720020008	KARUNYA	24/03/2022 30/04/2022	VIGNAN JYOTHI INSTITUTE OF MANAGEMENT, (Throw ball) 2nd place INTRAMURAL MATCHES Throwball 2nd 100 mts, Volleyball 1st Carroms, Basketball 2 nd Long jump 3rd Discuss throw 2 nd INSTITUTE OF PUBLIC ENTERPRISE (Throwball) 1st place MALLA REDDY UNIVERSITY (MRIET) (Throwball)

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

		15/04/2022 - 16/04/2022	1st place
		29/04/2022 - 30/04/2022	



DEPARTMENT OF MASS COMMUNICATION (2021- 2022)



DEPARTMENT OF MASS COMMUNICATION (2021- 2022)



DEPARTMENT OF MASS COMMUNICATION (2021- 2022)





111720020012	SHANMUKHI	13/12/2021	Osmania university
		to	nationals(volleyball) (held at
		19/12/2021	Chennai SRM University)
			24th youth nationals
			championship(volleyball)(hel
			d at Maharashtra sangli
			district)
		10/05/2022	Nehru yuva Kendra- ministry
		to	of youth affairs and sports -
		15/05/2022	govt of India
			(volleyball)(held at
			gymkhana grounds
			2nd place
		27/12/2021	


DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

		to 28/12/2021	VIGNAN JYOTHI INSTITUTE OF MANAGEMENT, (Volleyball) 2nd place
		24/03/2022	INTRAMURAL MATCHES Throwball 2nd Volleyball 1st Basketball 1st
		30/04/2022	INSTITUTE OF PUBLIC ENTERPRISE (volleyball) 2nd place
		15/04/2022 - 16/04/2022	

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

 **Department of Physical Education** 
Board of Control, Inter University Tournaments
Osmania University, Hyderabad

No. **3836**

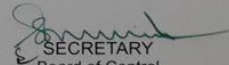


Certificate

This is to certify that S. J. SHANMUKHI S/o. D/o.
Mother's Name S. RADHATAYALAXMI Father's Name S. MARKANDEYULU
student of B. A. II. years of LOYOLA ACADEMY College, was a
member of the Osmania University VOLEY BALL team which participated
in the South Zone & All-India Inter-University Tournament (s) held at SRM UNIVERSITY
CHENNAI from 13-12-2021 to 17-12-2021

The team / player secured _____ position.

HYDERABAD
DATE: 02-02-2022


SECRETARY
Board of Control
Inter-University Tournaments,
Osmania University

नेहरु यूवा केंद्र, हैदराबाद जिला तेलंगाना
NEHRU YUVA KENDRA HYDERABAD - TELANGANA
युवा मामलों और खेल मंत्रालय, भारत सरकार
MINISTRY OF YOUTH AFFAIRS & SPORTS, Govt of India

CERTIFICATE OF PARTICIPATION

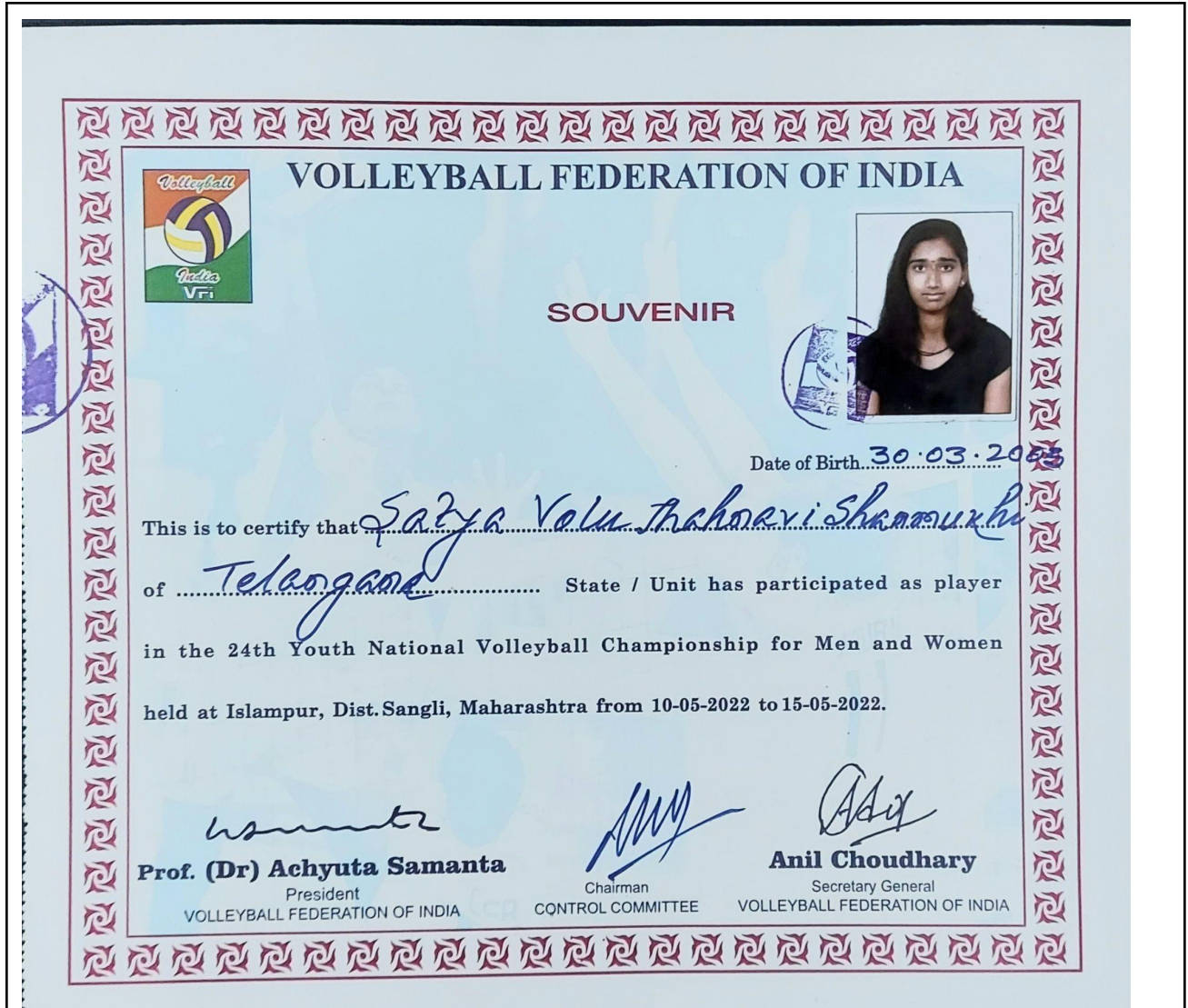
This is to certify that... S. J. Shanmukhi.....R/o.....

Mandal.....District.....

Participated in **Block Level Sports Meet** on 24/12/2021 and 28/12/2021 at Gyansikshana.....organized by
Nehru Yuva Kendra Hyderabad


DISTRICT YOUTH OFFICER
NEHRU YUVA KENDRA HYDERABAD

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)



111720020016	VEENITHA THAPA	30/04/2022 15/04/2022 - 16/04/2022	INTRAMURAL MATCHES Throwball 2nd Volleyball 1st Carroms 3rd place INSTITUTE OF PUBLIC ENTERPRISE (Throwball) 1st place VIGNAN JYOTHI INSTITUTE OF MANAGEMENT, (Throw
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DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

			ball) 2nd place
		24/03/2022	MALLA REDDY UNIVERSITY (MRIET) (Throwball) 1st place
		29/04/2022 - 30/04/2022	REPRESENTED OSMANIA UNIVERSITY (HANDBALL TEAM)
		18/02/2022 - 04/03/2022	STATE SENIOR INTER DISTRICT THROWBALL 1st place
		25/12/2021 - 27/12/2021	

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)



111720020004	M Chandana	30/4/22	INTRAMURAL MATCHES Throwball 2nd Basketball 2nd Volleyball 1st Table tennis 2nd place
		15/4/22-16 /4/22	INSTITUTE OF PUBLIC ENTERPRISES Throwball champions
		29/4/22-30 /4/22	MALLA REDDY UNIVERSITY Throwball champions
		14/4/22	One day Open tournament of basketball (victory ground) Winner

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

		25/3/22-26 /3/22	Spectrum Participated in Basketball
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DEPARTMENT OF MASS COMMUNICATION (2021- 2022)



DEPARTMENT OF MASS COMMUNICATION (2021- 2022)




111721020005	Deepika Jangid	26th Feb to 3rd march 30/04/2022 15/04/2022 - 16/04/2022	Delhi senior nationals (Throwball) INTRAMURAL MATCHES Throwball 2nd Volleyball 1st Carroms 3rd place INSTITUTE OF PUBLIC ENTERPRISE (Throwball) 1st place VIGNAN JYOTHI INSTITUTE OF MANAGEMENT, (Throw ball) 2nd place MALLA REDDY
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DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

		24/03/2022	UNIVERSITY (MRIET) (Throwball) 1st place
		29/04/2022 - 30/04/2022	STATE SENIOR INTER DISTRICT THROWBALL 1st place
		25/12/2021 - 27/12/2021	
111719020020	SREEJA MAITRA	30/4/22	INTRAMURAL matches- Basketball 2nd
		14/4/22	One Day Open tournament of Basketball (Winner) Victory Playground
			
111719020035	CHARAN REDDY	21st&22nd August 2021	Gold Medal in High Jump in “Telangana State Senior State athletics championship and

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

			national trails”- 1st Place.
			
111721020003	Vennela	23-dec-21 and 24-dec-21. 3-march-2 2 to 5-march-2 2	6th Telangana State Senior Inter District Throwball Championship- 1st Rank College Inter- Department Throwball. 50th Senior Men and Women Handball Championship. Southzone Korfball Championship. Open Handball Tournament.

DEPARTMENT OF MASS COMMUNICATION (2021- 2022)

		7-april-22 to 9-april-22 16/dec/21 and 17-dec-21	
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NPTEL COURSES

Sl. No.	Uid No.	Name of the Student	Name of the Course
1.	111720020002	Agnes Andrews	History of English language and Literature.
2.	111720020004	Chandana	brief introduction to psychology
3.	111720020006	Joshna	brief introduction to psychology
4.	111720020009	Tejaswini	Body Language
5.	111720020014	Sarah	brief introduction to psychology
6.	111720020017	Padmini	Entrepreneurship and IP strategy
7.	111720020027	Sai Ram	Film Appreciation.
8.	111720020028	Francis Jeremy	Everyday Psychology
9.	111720020035	Shanmukh	Film Appreciation.
10.	111720020043	Aryan	Entrepreneurship and IP strategy
11.	111720020044	Deep Raj	Film Appreciation.
12.	111720020048	Sai Kiran	Film Appreciation.