



SAFA | COLLEGE OF
ARTS AND SCIENCE

Affiliated to University of Calicut | Recognised by UGC 2(f) | An ISO 9001-2015 Certified

ANNUAL 2023 REPORT 2024

DEPARTMENT OF JOURNALISM AND MASS
COMMUNICATION





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About the Department

Department of Journalism and Mass communication started in the academic year 2013-2014. The department provides students to learn contemporary journalistic practices with special focus on digital media.

Students will learn about the function and operation of print, electronic and online news media. Issues and concepts to be covered include the relationship of government to media; press freedom and controls; media ethics, and the impact of global communications.

The course also covers the relationship of journalism to advertising, public relations and telecommunications, particularly with regard to new technologies.



Vision and Mission

VISION

The Department envisions to provide quality education to students in journalism with specialisation in digital media and to provide opportunities for students to realize their full potential and equip them to deal with journalism practices.

MISSION

To create a dynamic learning and working environment this nurtures new ideas, creativity, research and scholarship and develops leaders and innovators in the domain of media and mass communication.



Department Council

| SL NO | NAME OF THE FACULTY | DESIGNATION | DEPARTMENTAL DUTY IN CHARGE |
|-------|---------------------|------------------------|---|
| 1 | YAHYA K | HOD | Department Coordinator Internal Examination Coordinator, Induction /Bridge Course Coordinator |
| 2 | SUMMAYYA JASMINE M | ASSISTANT PROFESSOR | Time Table Coordinator, Lab In Charge |
| 3 | FAHEEM BARAMI A M | ASSISTANT PROFESSOR | Club coordinator, IV/Field Trip Coordinator |



Department Club

- **Name of the club : Media Club**
- **Faculty coordinator : Yahya K**
- **Student coordinator : Shahana Sherin**
- **Objectives**
 1. Promote Media Literacy
 2. Provide Hands-On Experience
 3. Foster Creative Expression
 4. Promote Diversity and Inclusivity
- **List of activities**

| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
|-------|--|------------|--------------------------------------|---------------------------------|
| 1 | Media Seminar on Fake news and misinformation in media landscape | 24-01-2024 | Varun Ramesh-Kerala Media Academy | 80 |



Department Anti-Ragging Squad

The Department Anti-Ragging Squad is a dedicated team within the institution tasked with preventing and addressing instances of ragging – any form of physical, mental, or verbal abuse inflicted on new students by seniors. Their mission encompasses prevention through awareness campaigns and orientation sessions, monitoring premises to deter incidents, and swiftly responding to any reported cases. This includes conducting thorough investigations and providing support to victims while ensuring perpetrators face appropriate disciplinary measures. Collaboration with other departments and external stakeholders enhances their effectiveness in fostering a safe and respectful learning environment. Through proactive measures and responsive actions, the squad upholds the institution's commitment to eradicating ragging and ensuring the well-being of all students.

Anti-ragging Squad

First Year a. MUHAMMED JUNAID b. ANSILA K.K

Second Year a.) MOHAMMED NIYAS b. JAWAD K P

Third Year a.) RINSHA SHERIN b. FATHIMA SAIMA I



Department Senator System

The Department Senator System comprises elected representatives who advocate for student interests within the department. They facilitate communication, gather feedback, and organize initiatives to improve the student experience. Through collaboration with faculty and students, they promote transparency and empowerment, contributing to a vibrant academic community.

Student Senators

First Year a MUHAMMED SHIBILI P b AMINA NASWEEHA
M.K

Second Year a. . FIDA SHERIN L b. . MOHAMMED SHAKIR

Third Year a. SHAHMA THANIVEPI b. ADITHYA K



Student Statistics

| UG | | | | | |
|-------|----------------------|-----------|------|--------|--------------------|
| SL NO | YEAR | BATCH | MALE | FEMALE | Number of students |
| 1 | 1 st Year | 2023-2026 | 25 | 5 | 30 |
| 2 | 2 nd Year | 2022-2025 | 25 | 12 | 37 |
| 3 | 3 rd Year | 2021-2024 | 4 | 14 | 18 |



Mentor-mentee system

Mentor-mentee relationships in college pair experienced students or faculty with newer students to provide guidance, support, and advice. Mentors offer academic, personal, and professional assistance, aiding mentees in navigating college life, setting goals, and achieving success. These relationships foster personal growth, development, and a sense of community.

NAME OF MENTOR – YAHYA K

MENTEE LIST

| NAME OF MENTEE | BATCH |
|---------------------------------|---------|
| FATHIMA SHIFANA P P | 2022-25 |
| LUBINA NASRI K P | 2022-25 |
| MISNA SHERIN K P | 2022-25 |
| NOUFA SHERIN C P | 2022-25 |
| PALAKKA VALAPPIL KHADEEJA AFRAH | 2022-25 |
| ABU ANSHAD P | 2022-25 |
| ANSIL RAHMAN.M. T | 2022-25 |
| DILSHAD K P | 2022-25 |
| MOHAMMED NISHAD. M | 2022-25 |
| MOHAMMED NIYAS | 2022-25 |
| MOHAMMED RAMEES. K. | 2022-25 |
| MUHAMMED SHAKIR K T | 2022-25 |
| SALEEM SAIF T K | 2022-25 |
| SIBIN SAS | 2022-25 |
| ALEESHA P V | 2022-25 |
| AMIN SAFVANA K | 2022-25 |
| FIDHA JEBIN.C.V | 2022-25 |
| FATHIMA SHIFANA P P | 2022-25 |
| LUBINA NASRI K P | 2022-25 |
| MISNA SHERIN K P | 2022-25 |



NAME OF MENTOR – SUMAYYA JASMINE M

MENTEE LIST

| NAME OF MENTEE | BATCH |
|---------------------|---------|
| ARIFA.P | 2021-24 |
| RINSHA SHARIN CP | 2021-24 |
| MOHAMMAD NAFIL TT | 2021-24 |
| ADITHYA K | 2021-24 |
| HIBA ASHRAF KP | 2021-24 |
| SHANA HIRA K | 2021-24 |
| MUHAMMED YASEEN NI | 2021-24 |
| FATHIMA SAIMA. I | 2021-24 |
| MUBEENA. PO | 2021-24 |
| MUHSIRA P | 2021-24 |
| MUNAVVIRA | 2021-24 |
| PAVITHRA VP | 2021-24 |
| SHAHLA FARSANA. V | 2021-24 |
| SHAHMA THANIVEPPIL | 2021-24 |
| SHIJIMOL. M | 2021-24 |
| UNNIMAYA CT | 2021-24 |
| MOHAMMED FAZIL C P | 2021-24 |
| MOHAMMED MUNEEB T O | 2021-24 |
| ASNA SHIRIN | 2021-24 |
| SANA NASRIN K | 2022-25 |



NAME OF MENTOR- FAHEEM BARAMI A M

MENTEE LIST

| NAME OF MENTEE | BATCH |
|---------------------------|---------|
| AMINA NASWEEHA M.K | 2023-26 |
| ANSILA K.K | 2023-26 |
| FATHIMA RANEEM K.T | 2023-26 |
| MIRSHANA M | 2023-26 |
| ABOBACKER SIDHIQUE C.T | 2023-26 |
| HASSAN RIZWAN N | 2023-26 |
| MOHAMAD NIHAD | 2023-26 |
| MOHAMMAD JUNAID P.K | 2023-26 |
| MOHAMMED FASIL K.P | 2023-26 |
| MOHAMMED HASHIM KT | 2023-26 |
| MOHAMMED HUSSAIN RISHAD V | 2023-26 |
| MOHAMMED SABEEL M.K | 2023-26 |
| MOHAMMED SHAMIL | 2023-26 |
| MUHAMMAD FAHEEM P | 2023-26 |
| MUHAMMED ANAS P.T | 2023-26 |
| MUHAMMED FASIL P | 2023-26 |
| MUHAMMED JUNAID | 2023-26 |
| MUHAMMED RASHID C.K | 2023-26 |
| MUHAMMED RISHAN P | 2023-26 |
| MUHAMMED SHAJHAN | 2023-26 |



NAME OF MENTOR- UMMU KULSU

MENTEE LIST

| NAME OF MENTEE | BATCH |
|----------------------|---------|
| SHAHANA SHERIN U P | 2022-25 |
| VYSHNA T | 2022-25 |
| AJITH K | 2022-25 |
| AMIR SINAN C P | 2022-25 |
| ANSHAD P | 2022-25 |
| JAWAD K P | 2022-25 |
| MOHAMED ANAS K | 2022-25 |
| MOHAMMED RIYAS P | 2022-25 |
| MOHAMMED SAJAD P | 2022-25 |
| MOHAMMED SHABEEB P O | 2022-25 |
| MUHAMMED SAHIL C | 2022-25 |
| MUHAMMED SHAFI | 2022-25 |
| SABITH ASLAM.V | 2022-25 |
| SHAHIR P | 2022-25 |
| MUHAMMED SHABEER P.T | 2023-26 |
| SREESHMA P.T | 2023-26 |
| ADHITHYAN V.T | 2023-26 |
| KAMARUDHEEN P | 2023-26 |
| MUHAMMED SHIBILI P | 2023-26 |
| MUHAMMED SINAN M.P | 2023-26 |
| NIDHIN K.V | 2023-26 |
| SARFAS HUSSAIN P.K | 2023-26 |
| SOORAJ S | 2023-26 |
| UNAIS E.P | 2023-26 |
| MUHAMMED SHABEER P.T | 2023-26 |



Tutor meeting

Tutor meetings in college provide personalized academic support for students. During these sessions, tutors offer guidance, clarification, and assistance with course materials, assignments, and study strategies. The meetings help students enhance their understanding, improve their performance, and build confidence in their academic abilities.

Tutor meetings in college serve as invaluable opportunities for students to receive personalized academic support and guidance. The primary purpose of these meetings is to help students enhance their understanding of course materials, improve their academic performance, and develop effective study strategies.

Typically, tutor meetings are scheduled at convenient times for both tutors and students, often during designated office hours or by appointment. The frequency of meetings can vary depending on student needs and tutor availability, but a common practice is to hold one-on-one or small group sessions once in a month.

Each student may be allotted a certain number of meetings per month, ensuring equitable access to support resources. Tutors focus on addressing specific challenges or questions raised by students, providing explanations, clarifications, and additional practice exercises as needed. These meetings not only aid students in achieving their academic goals but also foster a supportive learning environment where they feel valued and empowered to succeed.



Research Publication

| Sl No | Name of Faculty | Name of Article/Book | Name of Journal/Publisher | ISSN/ISBN/IMPACT FACTOR,ETC.. |
|-------|-----------------|--|---------------------------|-------------------------------|
| 1) | YAHYA K | Bridging the gap :integrating entrepreneurship, mentoring and experiential learning in education | Authors Press | ISBN 978-93-5529-701-3 |



Faculty Development & Professional Development

| LIST OF FACULTY DEVELOPMENT PROGRAMS | | | | |
|---|----------------------------|--|-------------------|---|
| SL NO | NAME OF THE FACULTY | NAME OF THE FDP | DATE | NAME OF THE ORGANISING INSTITUTION |
| 1) | YAHYA K | Hands on training on learning management system (Moodle) | 11 to 17 May 2022 | The Kerala State Higher Education Council |
| 2) | SUMAYYA JASMINE M | Hands on training on learning management system (Moodle) | 11 to 17 May 2022 | The Kerala State Higher Education Council |

| LIST OF PROFESSIONAL DEVELOPMENT PROGRAMS | | | | |
|--|----------------------------|---------------------------------------|-------------|---|
| SL NO | NAME OF THE FACULTY | NAME OF THE PDP | DATE | NAME OF THE ORGANISING INSTITUTION |
| 1) | YAHYA K | Artificial intelligence in Journalism | 14-06-2023 | Kerala Media Academy |



Student Centric Method

| Experiential Learning | | | | |
|-------------------------------|---|-------------|---|--|
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | Industrial visit to Mathrbhumi printing press | 6/12/2023 | MATHRBHUMI | 27 |
| 2 | Safa radio | | | |
| 3 | | | | |
| Participative Learning | | | | |
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | FILMIUM FILM FESTIVAL | 7-9/2/2023 | SHAMSU ZYBA (Malayalam film director) | 200 |
| 2 | Workshop on communication through art | 3/11/2023 | Nasrullah vazakkad | 50 |
| 3 | K.G George commemorative film festival | 5/10/2023 | | 50 |
| Problem Solving | | | | |
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | | | | |
| 2 | | | | |
| 3 | | | | |



Examinations and Results

| Result Evaluation - UG | | | | | | | | | | | | | | | | |
|--------------------------------------|-----------------------|-----------------------------|-----------|----------|---------------------------|-------|-------|----------|----------------------------|-----------|-----------|---------------------------|--------|--------|-----------|-----------------------------|
| NAME OF THE PROGRAM | B A T C H | NUMBER OF STUDENTS APPEARED | | | | | | | NUMBER OF STUDENTS PASSED | | | | | | | PASS PERCENT AGE (10/3*100) |
| | | GENDER WISE CLASSIFICATION | | | CASTE WISE CLASSIFICATION | | | | GENDER WISE CLASSIFICATION | | | CASTE WISE CLASSIFICATION | | | | |
| | | MALE(1) | FEMALE(2) | TOTAL(3) | OB C(4) | SC(5) | ST(6) | OTHER(7) | MALE(8) | FEMALE(9) | TOTAL(10) | OB C(11) | SC(12) | ST(13) | OTHER(14) | |
| BA JOURNALISM AND MASS COMMUNICATION | 2020-21 | 20 | 26 | 46 | 42 | 3 | 0 | 1 | 10 | 21 | 31 | 29 | 1 | 0 | 1 | 67% |



Student Progression to Higher Education and Placement details

| UG | | | | | |
|-----------|----------------------|-----------------------|-------------------------------|---|---|
| BATCH | TOTAL NO OF STUDENTS | NO OF STUDENTS PLACED | PERCENTAGE OF STUDENTS PLACED | NO OF STUDENTS PROGRESSING FOR HIGHER EDUCATION | PERCENTAGE OF STUDENTS PROGRESSING FOR HIGHER EDUCATION |
| 2020-2023 | 46 | 3 | 7% | 21 | 46% |



Research Methodology Workshop

| SI No | Name Of The Workshop/ Seminar/ Conference | Name Of The Resource Person/Collaborating Agency | Number Of Participants | Date From – To |
|-------|---|--|---------------------------|-------------------|
| 1 | Research Methodology workshop | Muhammed Swalih K | 20 | 11-01-2024 |
| 2 | Creative workshop | Nasrullah Vazhakkad | 80 | 03-11-2023 |



Seminars and conferences

| SEMINAR AND CONFERENCES | | | | |
|--------------------------------|-------------------------------|------------------|---|--|
| Sl No | Name Of The Program | Date | Resource Person/Collaboration Agency | Number Of Students Participated |
| 1 | Kerala Media Conclave | 2,3,4 March 2024 | Kerala Media Academy | 20 |
| 2 | Media Seminar on Fake News | 24-01-2024 | Kerala Media Academy | 80 |
| 3 | Discussion on Malayalam films | 08-02-2024 | Hilal Ahmed | 80 |



Extension and Out reaching Activities

Outreach extension activities of a college department involve engaging with the broader community beyond the campus. These initiatives include organizing workshops, seminars, and events aimed at sharing knowledge, resources, and expertise with local schools, organizations, and underprivileged communities. They promote mutual learning, collaboration, and social impact beyond the confines of the institution.

| Sl No | Name Of The Activity | Organizing Unit/ Agency/ Collaborating Agency | Date | Resources Person / Coordinator | Number Of Participants |
|-------|------------------------|---|------------|--------------------------------|------------------------|
| 1 | AIDS Awareness program | NSS | 01-12-2023 | SUMAYYA JASMINE M | 10 |
| 2 | AIDS Awareness video | NSS | 01-12-2023 | FAHEEM BARAMI | 4 |



Collaboration and MoUs

| Sl. No. | Name of the MoU / linkage | Name of the institution / industry with whom the MoU / linkage is made, with contact details | Purpose of the MoU/Linkage (Internship, on-the-job training, project work, student / faculty exchange and collaborative research) | Duration of MoU / linkage | List the actual activities under each MOU/ Linkage and web - links year-wise |
|---------|---|--|---|---------------------------|--|
| 1 | MOU between Safa college of Arts and science Pookkattiri & MES Arts and science college Angadipuram, Perinthalmanna | MES Arts and Science College Perinthalmanna | student & faculty exchange, collaborative research, workshop | 3 Years | Faculty Exchange Program: Workshop on Basics of Adobe Premiere Pro |



Library-Nlist User statistics

NIL



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Alumni

NIL



Cross cutting issues

| Gender | | | | |
|---------------------------------------|--|-------------|---|--|
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | Safa Women's conclave- Reinforcement women- rejuvenate learners | 09-08-2023 | WDC,ICC & Anti Sexual Harassment cell | 31 |
| 2 | Cervical cancer awareness | 21-01-2024 | WDC | 31 |
| Human Values | | | | |
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | A talk on media and democracy | 15-09-2023 | Adv. Massodali | 75 |
| Professional Ethics | | | | |
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | Media seminar on fake news and misinformation in media landscape | 24-01--2024 | Kerala media academy | 80 |
| Environment and Sustainability | | | | |
| SL NO | Name of the program | Date | Resource Person/collaboration agency | Number of students participated |
| 1 | Vidhya Vanam Project | 08-08-2023 | Kerala Forest department | 15 |



Conclusion

The Department of Journalism and Mass Communication, established in the academic year 2013-2014, focuses on contemporary journalistic practices with an emphasis on digital media. The curriculum includes print, electronic, and online news media, addressing issues like media-government relations, press freedom, media ethics, global communications, and the intersection of journalism with advertising, public relations, and telecommunications.

Vision and Mission

- **Vision:** To offer quality education in journalism with a specialization in digital media and provide opportunities for students to realize their full potential.
- **Mission:** To create a dynamic learning environment that fosters new ideas, creativity, research, and scholarship, developing leaders and innovators in media and mass communication.

Faculty and Department Council

- **Yahya K:** Head of Department, Internal Examination Coordinator, Induction/Bridge Course Coordinator
- **Summayya Jasmine M:** Assistant Professor, Time Table Coordinator, Lab In-Charge
- **Faheem Barami A M:** Assistant Professor, Club Coordinator, IV/Field Trip Coordinator

Media Club

- **Coordinator:** Yahya K
- **Student Coordinator:** Shahana Sherin
- **Objectives:** Promote media literacy, provide hands-on experience, foster creative expression, and promote diversity and inclusivity.
- **Key Activity:** Media Seminar on Fake News and Misinformation (24-01-2024) with 80 students participating.

Anti-Ragging Squad

A dedicated team to prevent and address ragging, fostering a safe learning environment through awareness campaigns, monitoring, and responsive actions.

Senator System

Elected representatives advocate for student interests, facilitate communication, gather feedback, and organize initiatives to improve the student experience.

Student Statistics (UG)



- **1st Year (2023-2026):** 25 males, 5 females (30 total)
- **2nd Year (2022-2025):** 25 males, 12 females (37 total)
- **3rd Year (2021-2024):** 4 males, 14 females (18 total)

Mentor-Mentee System

Experienced faculty mentor students, providing academic, personal, and professional guidance. Each mentor has a list of mentees from different batches to support.

Tutor Meetings

Regular tutor meetings provide personalized academic support, enhance understanding, and improve performance, fostering a supportive learning environment.

Research Publications

- **Yahya K:** Published a book titled "Bridging the Gap: Integrating Entrepreneurship, Mentoring, and Experiential Learning in Education" (ISBN 978-93-5529-701-3).

Faculty Development and Professional Development

Faculty participated in various programs to enhance their skills:

- **FDPs:** Hands-on training on Learning Management System (Moodle) by Kerala State Higher Education Council.
- **PDPs:** Training on Artificial Intelligence in Journalism by Kerala Media Academy.

Student-Centric Methods

- **Experiential Learning:** Industrial visit to Mathrbhumi Printing Press with 27 students.
- **Participative Learning:** Filmium Film Festival and workshops on communication through art and film.

Examinations and Results

- **BA Journalism and Mass Communication (2020-23):** 46 students appeared, 31 passed (67% pass rate).

Student Progression

- **2020-2023 Batch:** 7% placed, 46% progressed to higher education.

Workshops, Seminars, and Conferences



- Organized various workshops and seminars, including the Kerala Media Conclave and discussions on Malayalam films.

Extension and Outreach Activities

- Organized AIDS awareness programs in collaboration with NSS.

Collaborations and MoUs

- MOU with MES Arts and Science College Perinthalmanna for student and faculty exchange, collaborative research, and workshops.

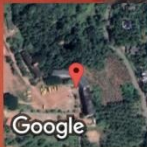
Cross-Cutting Issues

- Addressed gender issues, human values, professional ethics, and environment sustainability through various programs and awareness initiatives.

This summary highlights the key achievements and activities of the Department of Mass Communication and Journalism over the past year, reflecting its commitment to providing quality education and fostering a vibrant academic environment.



Photos



Pookkattiri, Kerala, India
W35W+R74, Pookkattiri, Kerala 676552, India
Lat 10.909546°
Long 76.095796°
24/01/24 12:03 PM GMT +05:30



Pookkattiri, Kerala, India
W35V+PRX, Pookkattiri, Kerala 676552, India
Lat 10.909705°
Long 76.094242°
24/01/24 12:03 PM GMT +05:30



Pookkattiri, Kerala, India
W35V+PRX, Pookkattiri, Kerala 676552, India
Lat 10.909524°
Long 76.094298°
08/02/24 02:24 PM GMT +05:30



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