

**Department of Journalism &
 Communication**
**School of Information and
 Communication Studies**
University of Madras



1	Name of the Department	Department of Journalism & Communication
2	Year of establishment	1975 (Certificate in Journalism Started in 1947, the first programme in Journalism post independent India)
3	Is the Department part of a School/Faculty of the university?	Yes, School of Information and Communication Studies.
4	Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.)	(M.A Journalism & Communication (1979), M.J Online Media (2011), M.Phil Communication (1982), Ph.D Communication 1982).
5	Interdisciplinary programmes and departments involved	NIL
6	Courses in collaboration with other universities, industries, foreign institutions, etc.	NIL
7	Details of programmes discontinued, if any, with reasons	MSc Electronic Media was discontinued as the course nomenclature is not in the UGC list.
8	Examination System: Annual/Semester/Trimester/Choice Based Credit System	Semester – Choice Based Credit System
9	Participation of the department in the courses offered by other departments	We are planning to participate in the relevant courses offered by the Dept.of Library and Information Science)

10. Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor	1	1	1
Associate Professors	2	0	0
Asst. Professors	5	3	3
Others	1	1	1

11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./ M.Phil. students guided for the last 4 years
DrG.Ravindran	M.A., MPhil., Ph.D.,	Professor and Head	Digital Cultures, Film Cultures, Diasporic Cultures, Political Economy of Media, Tamil Journalism and Cross Cultural Communication	22 Years	PhD – 8 Awarded - 1 MPhil - 8 Awarded - 6
Dr T R Gopalakrishnan	MA MPhil MSc (UK) PhD	Assistant Professor	Communication Theory and Research, Communication for Development, New Media Studies, CATA/Text Analytics, Online Journalism and Documentary Film Making. (Science/Risk Communication)	12	10

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Mr NAT Leo Fernando	MA	Assistant Professor	Details Not Given	12 Years	Nil
Dr. Beulah Rachel Rajarathnamani	M.A., Ph.D.	Assistant Professor	Media Psychology, Media Effects Research, Media & Gender	8 Years	M. Phil - 8

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors - Nil

13. Percentage of classes taken by temporary faculty – programme-wise information

Year	Subject	Percentage of classes
2011-12	Broadcast Journalism	100%
	Indian Society, History & Politics	100%
	Online Journalism Practice	100%
	Online Media design	100%
2012-13	Tamil Society History & Politics	100%
	Visual Ethnography	100%

14. Programme-wise Student Teacher Ratio -

S.No.	Year	No. of Students	No. of Permanent Teaching Faculty	No. of Guest faculty	Total No. of Teacher	Student Teacher Ratio
1	2008 – 2009	72	5	6	11	72 : 11
2	2009 – 2010	69	5	11	16	69 : 16
3	2010 – 2011	92	5	7	12	92 : 12
4	2011 – 2012	84	5	9	14	84 : 14
5	2012 – 2013	68	5	8	13	68 : 13

15. Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual

S.No.	Year	Academic Support Staff (technical)	Administrative staff
1	2008 – 2009	Sanctioned-1, Filled -0	Sanctioned-2, Filled-2
2	2009 – 2010	Sanctioned-1, Filled -0	Sanctioned-2, Filled-2
3	2010 – 2011	Sanctioned-1, Filled -0	Sanctioned-2, Filled-2
4	2011 – 2012	Sanctioned-1, Filled -0	Sanctioned-2, Filled-2
5	2012 – 2013	Sanctioned-1, Filled -0	Sanctioned-2, Filled-2

16. Research thrust areas as recognized by major funding agencies

Cultural Studies of Youth in Chennai/India
(New Zealand India Research Institute) Dr G Ravindran with Dr Vijay Devadas of Otago University, New Zealand)



17. Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise.

TWO

Name of the Faculty	National/International Funding Agencies	Project Title	Nature of Contribution	Grant Amount
Dr G Ravindran	International – New Zealand India Research Institute, Victoria University of Wellington, New Zealand	Cultivating Futures: The Social Life of Youths in Chennai	Co-Investigator Principal Investigator: Dr Vijay Devadas, Head, Dept. of Media, Film and Communication, University of Otago, New Zealand	NZ Dollars 40000 Approx.
Dr G Ravindran	National - HiVos, Bangalore (2010-11)	Television Ownership and News Content Diversity	Co-Investigator Principal Investigator: Dr Biswajit Das, Director, Centre for Media, Culture and Governance, JamiaMiliaIslamia, New Delhi.	Rs. Eight Lakhs

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Dr G Ravindran	National – ICSSR, New Delhi (2010-14)	Mediated Publics and Machines of Democracies	Co-Investigator Principal Investigator:DrBis wajit Das, Director, Centre for Media, Culture and Governance, JamiaMiliaIslamia, New Delhi.	Rs.Thirty Seven Lakhs
Dr T R Gopalakrishnan	International - University of Passau, Germany. 2011-2014.	A North -South Network on Urban Self Organization and Public Life in Europe, India, and China- Urban Self	Co- Investigator/Resear ch Partner	Euro 2,22,600

18. Inter-institutional collaborative projects and associated grants received

- a) National collaboration - As given in item 17
b) International collaboration – Nil

19. Departmental projects funded by DST-FIST; UGC-SAP/CAS, DPE; DBT, ICSSR, AICTE, etc.; total grants received.

Nil

20. Research facility / centre with

The Department is recognized as the centre with international recognition based on the research activities of the faculty, the functional relationships with universities such as Nanzan University, Japan; Aalborg University, Denmark; Jaffna University, Sri Lanka; and Otago University, New Zealand and regular visits and interactions by eminent researchers from different parts of the world such as Professor Yoshitaka Terada of National Institute of Ethnology, Professor Heinz Bonfadelli of University of Zurich and Dr Vijay Devadas of University of Otago, New Zealand.

- state recognition
- national recognition
- international recognition

21. Special research laboratories sponsored by / created by industry or corporate

bodies - Nil

22. Publications:

- * Number of papers published in peer reviewed journals (national / international) - 16
 - * Monographs -
 - * Chapters in Books - 01
 - * Edited Books -
 - * Books with ISBN with details of publishers:
 - * Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.) –
 - * Citation Index – range / average -
 - * SNIP -
 - * SJR -
 - * Impact Factor – range / average -
- h-index

Name of the Faculty	Number of Peer Reviewed and Non Peer Reviewed Journal Articles/Book Chapters/Books Etc.,	Name of the Journal/Books and Title of the Article/Chapter/Book
Dr G Ravindran	Twelve (12) including 09 peer reviewed international journal articles	1."Zizek's The Fright of Real Tears:Theory, Post-Theory and Kieslowski," <i>International Journal of Zizek Studies</i> , Vol.I No.3 2007 (replication). ii."The Rhizomatic Flows of Transnational Tamil Cinema in Asia and Web 2.0", <i>Philippine Sociological Review</i> , Vol.55 Jan.-Dec.2007. iii."Malaysian Tamils and Transnational Tamil Cinema: Diasporic Identities, Crisis Heterotopia and Aura", <i>Jurnal Skrin Malaysia</i> , Vol.5, Issue 2, 2008. iv. "Communication Studies in the Age of Blogospheres: The Contexts and Challenges," in the book <i>Blinded by the Lights: Journalism and Communication Study in Malaysia since 1971</i> , UPENA, Malaysia, 2008.

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		<p>v. "Moral Panics and Mobile Phones: The Cultural Politics of New Modernity in India," in the book <i>Living the Information Society in Asia</i>, Institute of South East Asian Studies (ISEAS) and IDRC (Canada), Singapore, 2009.</p> <p>vi. "Review of The Matrix of Visual Culture: Working with Deleuze in Film Theory," <i>Bright Lights Film Journal</i>, Issue 63 Feb. 2009.</p> <p>vii. "Mobile Phone Intimacies and Moral Panics in India", <i>Plaridel</i>, University of Philippines, Vol.7 No.2, August 2010.</p> <p>viii. "The Contributions of Prof.K.Sivathamby to Tamil Film Studies," <i>Padapetti</i>, No.4 August 2011.</p> <p>ix. "Problems in Tamil Journalism: An Historical Analysis." <i>Iaignar Muzhakkam</i>, 2012.</p> <p>x. "Rethinking the Growth of Indian Press," <i>Media Development</i>, WACC, Toronto March 2013.</p> <p>xi. "Singing Bodies and 'Movement Images' in a 1937 Tamil Film: A Deleuzian Perspective," <i>Journal of Creative Communication</i>, Sage, Vol.6 March 2011 (issued in September 2013).</p>
Dr T R Gopalakrishnan		Three articles
Mr NAT Leo Fernando		Nil
Dr Beulah Rachel Rajarathnamani		One article and one chapter

23. Details of patents and income generated - Nil

24. Areas of consultancy and income generated- Nil

25. Faculty selected nationally / internationally to visit other laboratories /institutions / industries in India and abroad

Name of the Faculty	International/Institution	Nature of Contribution	Period/Duration
Dr G Ravindran	University of Philippines, Diliman, Philippines	Research Paper Presentation/Research Collaboration Initiative	April 2007 23-24
	National University of Singapore, Singapore	Research Paper Presentation/Research Collaboration Initiative	April 2008 24-25

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	International Communication Association (ICA)/ Nanyang Technology University, Singapore	Research Paper Presentation/Research Collaboration Initiative	June 22-26 2010
	National Museum of Ethnology, Osaka, Japan	Research Paper Presentation/Research Collaboration Initiative	July 17-25 2010
	Nanzan University, Nagoya, Japan	Research Collaboration Initiative	July 26-27 2010
	National University of Singapore, Singapore	Research Collaboration Initiative	Sept.17-19 2012

26. Faculty serving in

- a) National committees b) International committees c) Editorial Boards d) any other (please specify)**

Name of the Faculty	National Committee	International Committee	Nature of Contribution
Dr G Ravindran	Member of the Board, School of Journalism and New Media, Indira Gandhi National Open University, New Delhi		Governance, Curriculum Development and Research
Dr G Ravindran	President, Association of Communication Teachers of Tamil Nadu and Puducherry (ACT-TNP) Since March 2010		Academic and Research Networking
Dr G Ravindran		Member, Editorial Board, International Journal of Zizek Studies, since 2007.	Strengthening the Content Diversity of the Journal by Making Available Tamil Translations of Articles on Zizek
Dr G Ravindran	Member, Board of Studies, Dept.of Journalism, Calicut University, Kerala		Governance, Curriculum Development and Research
Dr G Ravindran	Member, Board of Studies, Dept.of Journalism, Malayalam University, Kerala		Governance, Curriculum Development and Research

27. Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

Nil

28. Student projects

Percentage of students who have done in-house projects including inter-departmental projects –98%

Percentage of students doing projects in collaboration with other universities / industry / institute – 2%

29. Awards / recognitions received at the national and international level by

- Faculty
 International = 1 (Dr G Ravindran received the best paper award for his research paper in the “Asia Cultures International Conference, Seoul, 2012)
- National = 2 ((i) Dr G Ravindran received the “Academic Achievement Award” from University of Madras in 2012; Dr Beulah Rachel Rajarathnamani received the “Jewel in the Crown of Adarsh”).
- Doctoral / post doctoral fellows - NA
- Students



Dr G Ravindran, Professor and Head, Receiving the “Academic Achievement Award” from the Hon’ble Minister for Education, Govt. of Tamil Nadu, Thiru P Palaniappan (2012).

30. Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.

Details furnished in appendix II

Name of the Faculty	Title of the Seminar/Conferences
Dr G Ravindran	<i>Dr G Ravindran started the innovative research oriented seminar series titled “Media and Society Seminar Series” in 2008 with the objective of providing a research forum for faculty, students and scholars of the Dept. to engage themselves with the research work of scholars from India and abroad. This forum also provides scope to engage with media and communication interfaces of extension and social development.</i>

2008

1. *Performing Arts and the Empowerment of Marginalised Communities*, Prof. Yoshitaka Terada, National Museum of Ethnology, Osaka, Japan, 28 08 2008.

2009

2. *Photographs as Processes and Artefacts*, Prof. Frank Heidemann, University of Munich. 18 09 2009.

3. *Urban Space, Urban Poor and the Media*, Seminar on the Urban Poor in Chennai. 30 10 2009

4. *Marginalised Performing Artists*, Seminar on Communication Skills Through Marginalised Performing Arts.

5. *New Directions in Documentary Filmmaking*, Seminar with Marc Huraux, a well known documentary filmmaker from France. 10 12 2009.

2010

6. *Searching for the Origins of Cinema in Colonial India*, Dr Stephen Hughes, School of Oriental and African Studies, University of London. 03 02 2010.

7. *Women in Contemporary Tamil Society*, International Women's Day Seminar. 10 03 2010.

8. *Revisiting the Information Revolution and Web 2.0: Who is on First, Habermas or Foucault?* Prof. Daniel Drache, York University, Canada. 01 11 2010.

2011

9. *Tamil Journalism Workshop 2011*, organised in association with the Media Resources and Training Centre, University of Jaffna. 05 01 2011. 10. *Buraku Taiko: Drumming for Empowerment in Japan*, Prof. Yoshitaka Terada, Professor, National Museum of Ethnology, Japan. 28 02 2011.

11. *From Mass Communication to Communication Studies; A Paradigm Shift*, Dr Biswajit Das, Director, Centre for Media, Culture and Governance, Jamia Millia Islamia, New Delhi, 01 03 2011.

12. *Women in Work Environments*, international women's day seminar. 16 03 2011.

14. *Tamil Journalism Workshop 2011*, organised in association with the Media Resources and Training Centre, University of Jaffna. 20-23 10 2011.

15. *Communication Education at the Cross Roads*, Prof. K V Nagaraj, Dept. of Mass Communication,

Assam University. 21 10 2012.

16. Socially Responsible Journalism: Going Beyond the Call of Justice Markandeya Katju, Seminar on National Press Day. 16 11 2011.

2012

17. Ethnology of Communication, Performing Arts and Marginalisation, Dr Yoshitaka Terada, Professor, National Museum of Ethnology, Japan, 05 01 2012.

18. Television Production: Challenges and Strategies, Dr Indira Somani, Washington and Lee University, USA. 09 01 2012.

19. Transformations of an Academic as an Actor: Some Reflections, Dr Vaidyanathan Natarajan, Periyar University. 23 01 2012.

20. Reinventing Film Studies: Cinema and Tamil Migrant Workers. Dr Vijay Devadas, Dept. of Media, Film and Communication, Otago University, New Zealand. 27 01 2012.

21. Knowledge Gaps and Media Effects Research, Prof. Heinz Bonfadelli, Institute for Mass Communication and Media Research, Zurich University, 01 03 2012.

22. Sociology of Migration, Dr Annalies Debrunner, Debrunner Research Projects, Zurich. 02 03 2012.

23. The Life Struggles of Marginalised Women, International Women's Day Seminar. 08 03 2012.

24. Rethinking Design, Communication and Critical Theory, Dr Kishore Budha, Culture, Society and Innovation Hub, University of Leeds, UK, 22 03 2012.

25. Intercultural Communication Workshop 2012, organised in association with the Dept. of Philosophy and Anthropology, Nanzan University, Japan. 16 08 2012.

26. Tamil Filmmaking in the Studio Era, Mr Ashokamitran, Fmr. Public Relations Officer, Gemini Studio, 29 10 2012.

27. "Public Service Broadcasting in India: Opportunities Gained and Missed," 09 11. 2012.

2013

28. Ideological Contexts of Performance and Communication, Prof. Yoshitaka Terada, National Institute of Ethnology, Osaka, Japan. 04 01 2013.

29. Conflicts, Communication and Memories, Mr Philip Lee, Editor, Media Development, London, 10

	<p>01 2013.</p> <p>30. <i>Linguistic Rights, Identities and Communication: Reflections on the Language Martyrs' Day</i>, Prof. K P Aravanan and Prof. Vedagiri Shanmugasundaram, Former Vice Chancellors, Manonmaniam Sundaranar University, 24 01 2013</p> <p>31. <i>Mapping Media Pluralism: Opportunities and Challenges</i>, Prof. Vibodh Parthasarathy, Associate Professor, Centre for Culture, Media and Governance, Jamia Milia Islamia, New Delhi, 26 03 2013.</p> <p>32. <i>Singapore's Media Ecology and Tamil Murasu</i>, Dr A. Raa. Sivakumaran, Associate Professor and Director, Indian Languages, Nanyang Technological University, Singapore, 27 03 2013.</p> <p>33. <i>Media Literacy Campaigns for Children</i>, Dr Mohammed Zin Nordin, Professor, Dept. of Languages and Communication, Universiti Pendidikan Sultan Idris, Malaysia, 28 03 2013.</p> <p>34. <i>Crime Reporting: Trends in USA and Lessons for India</i>, Dr Vivian B Lord, Professor of Criminal Justice, North Carolina University, USA and Mr Allan Cowan, Senior Journalist, USA, 17 04 2013.</p> <p>35. "Toward a New Commons: Hardt, Negri and Political Documentaries of Aanand Patwardhan", Dr Vijay Devadas, Head of the Dept. of Media, Film and Communication, Otago University, New Zealand on 07 08 2013.</p> <p>36. "Master Class for PhD Scholars in Communication", Dr Vijay Devadas, Head of the Dept. of Media, Film and Communication, Otago University, New Zealand on 08 08 2013.</p> <p>37. "Circulation of News/Echoes of Tea Shops in Tamil Newspapers: Print Mediated Public Spheres in Tamil Nadu", Dr Francis Cody, Assistant Professor, Dept. of Anthropology, University of Toronto, Canada, 14 08 2013</p> <p>38. "ICTs and Rural Development in South India," Ms Rakhee Chatpar, Otago University, New Zealand on 16 08 2013.</p>
<p>Dr T R Gopalakrishnan</p>	<p>1. <i>Alzheimers Disease Health Communication Campaign/Workshop, with Kilpauk Medical College, Communication for Development Campaign, October 23, 2008.</i></p> <p>2. <i>Alzheimers Disease Health Communication</i></p>

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	<i>Campaign/workshop, with Kilpauk Medical College, Communication for Development Campaign, October 23, 2009.</i>
Dr Beulah Rachel Rajarathnamani	<i>I.Organized a one day Pupperty workshop cum educational field trip for the students at Thiruverkadu on April 4, 2013.</i>
Mr NAT Leo Fernando	Nil

31. Code of ethics for research followed by the departments -

UGC Regulation on minimum standards and procedure for the award of M.Phil/ Ph.D degree – 2009 are followed.

32. Student profile programme-wise:

Name of the Programme (refer to question no. 4)	Year	Applications received	Selected		Pass percentage Male Female
			Male	Female	
M.A Journalism & Communication	2007 - 2008	-	-	-	100% passed
	2008 – 2009	80	15	06	
	2009 – 2010	54	13	08	
	2010 – 2011	73	20	08	
	2011 - 2012	89	05	15	
	2012 - 2013	74	11	09	
M.Sc Electronic Media or M.J. Online Media	2007 - 2008	-	-	-	100% passed
	2008 – 2009	40	09	01	
	2009 – 2010	46	14	02	
	2010 – 2011	32	20	04	
	2011 - 2012	27	08	02	
	2012 - 2013	40	08	06	
M.Phil Communication	2008 – 2009	12	01	10	100% passed
	2009 – 2010	10	05	05	
	2010 – 2011	15	02	03	
	2011 - 2012	11	01	04	
	2012 - 2013	40	04	03	
Ph.D Journalism & Communication	2007 - 2008	-	-	-	-
	2008 – 2009	-	-	-	
	2009 – 2010	-	-	-	
	2010 – 2011	-	-	-	
	2011 - 2012	-	03	02	
	2012 - 2013	-	03	02	

33. Diversity of students

Name of the Programme (refer to question no.4)	Year	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
M.A Journalism & Communication	2008 – 2009	72.24%	Nil	2	2
	2009 – 2010	33.75%	33%	11%	16.6%
	2010 – 2011			5.5%	27.7%
	2011 - 2012				
	2012 – 2013				
M.Sc Electronic Media or M.J. Online Media	2008 – 2009	89%	11%	1	-
	2009 – 2010	50%	42.8%	Nil	Nil
	2010 – 2011			7.14%	Nil
	2011 - 2012				
	2012 – 2013				
M.Phil Communication	2008 – 2009	50%	Nil		
	2009 – 2010	83%	16.6%	-	-
	2010 – 2011				
	2011 - 2012			Nil	50%
	2012 – 2013			0%	16.6%
Ph.D Journalism & Communication	2008 – 2009	-	-	-	-
	2009 – 2010	-	-	-	-
	2010 – 2011	-	-	-	-
	2011 - 2012	03	01	-	01
	2012 – 2013	03	01	-	01

34. How many students have cleared Civil Services and Defence Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

	NET	SET
2009-10 = Several		-
2010-11 = Several		-
2011-12 = Several		-
2012-13 = 5		2

35. Student progression

Student progression	Percentage against enrolled
UG to PG 2008 – 2009 2009 – 2010 2010 – 2011 2011 - 2012 2012 – 2013	Not Applicable
PG to M.Phil. 2008 – 2009 2009 – 2010 2010 – 2011 2011 - 2012 2012 – 2013	9.5% 4.7% 10.7% Nil Nil
PG to Ph.D. 2008 – 2009 2009 – 2010 2010 – 2011 2011 - 2012 2012 – 2013	4.7% Nil 3.5% Nil Nil
Ph.D. to Post-Doctoral 2008 – 2009 2009 – 2010 2010 – 2011 2011 - 2012 2012 – 2013	Nil Nil Nil Nil Nil
Employed • Campus selection • Other than campus recruitment	100% Employed Nil 100%
Entrepreneurs	25% for the total period under review

36. Diversity of staff

Percentage of faculty who are graduates	
of the same university	100%
from other universities within the State	-
from universities from other States	-
from universities outside the country	-

37. Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period

Nil

38. Present details of departmental infrastructural facilities with regard to

- a) Library One Dept. Library with a very good collection of books sourced from a multidisciplinary perspective.
- b) Internet facilities for staff and students - Yes
- c) Total number of class rooms - 4
- d) Class rooms with ICT facility - 2
- e) Students' laboratories -2 (One Apple Mac Based Audio Video Production Studio and One Apple Mac Based Online Journalism Lab)
- f) Research laboratories - NA

39. List of doctoral, post-doctoral students and Research Associates : Enclosed

- a) from the host institution/university -4 (full-time)
- b) from other institutions/universities -1 (part-time)

40. Number of post graduate students getting financial assistance from the university.

One

41. Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

Yes. A need assessment of the growing sector of internet and mobile journalism sector with reference to the human resource gap in the sectors was undertaken on the basis of inputs from trade sources and insider reports before the introduction of the Masters in Journalism Online Media.

42. Does the department obtain feedback from

a. faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?

Yes, Regular inputs from faculty on curriculum, teaching and learning environments are gathered in the monthly faculty meetings by the Professor and Head of the Dept. The corrective measures are discussed and implemented immediately.

b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

Yes, Regular inputs from students on curriculum, teaching and learning environments are gathered in the bi-annual faculty student meetings by the

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faculty and the Professor and Head of the Dept. The corrective measures are discussed and implemented immediately.

c. alumni and employers on the programmes offered and how does the department utilize the feedback?

Yes, Regular inputs from alumni on the programmes offered and the learning environments are gathered in the meetings of the Mass Communication Alumni of University of Madras (MCAUM) by the Professor and Head of the Dept. The corrective measures are discussed and implemented immediately.

43. List the distinguished alumni of the department (maximum 10)

Mr Naryanaswamy, Senior Journalist (Retd.) Indian Express, (First Batch student of Certificate in Journalism) 1947.

Mr V T Sambandan, Founder Editor, Asian Almanac, Singapore and First South East Asia Correspondent, The Hindu, (First Batch student of Certificate in Journalism) 1947.

Mr Ramasubbu, Editor, Dinamalar, Chennai.(Last Batch student of Bachelor's in Journalism BJ) 1979.

Mr KN Arun, Resident Editor (Retd.), Indian Express, Chennai and Senior Journalist (First Batch student of MA in Journalism and Communication) 1981.

Dr C Pichandy, Associate Professor and Head, Dept.of Communication, PSG College of Arts and Science, Coimbatore (First Batch student of MA in Journalism and Communication) 1981.

Dr Uma Vangal, Head of the Dept.of Media and Entertainment, LV Prasad Academy of Television and Film, Chennai (Third Batch student of MA in Journalism and Communication) 1983.

Mr Premnath, Administration Executive, Airports Authority of India,(Third Batch student of MA in Journalism and Communication) 1983.

Dr P Govindaraju, Professor and Head, Dept.of Communication, Manonmaniam Sundaranar University (Second Batch Student of MPhil in Journalism and Communication).1984.

Dr Uma Vangal, Associate Professor and Deputy Director, LV Prasad Academy of Television and Film, Chennai (Eighth Batch Student of MA in Journalism and Communication) 1986.

Dr S Nandakumar, Associate Professor, Dept.of Journalism and Mass

Communication, Periyar University, Salem (Fifth Batch Student of MA in
Journalism and Communication) 1985.

Mr R Chidambaranathan, Editor, SainikSamachar Tamil Edition (Thirteenth Batch
student of MA in Journalism and Communication) 1992.

44. Give details of student enrichment programmes (special lectures / workshops /seminar) involving external experts.

Dr G Ravindran started the innovative research oriented seminar series titled “Media and Society Seminar Series” in 2008 with the objective of providing a research forum for faculty, students and scholars of the Dept. to engage themselves with the research work of scholars from India and abroad. This forum also provides scope to engage with media and communication interfaces of extension and social development.

2008

- Performing Arts and the Empowerment of Marginalised Communities, Prof. Yoshitaka Terada, National Museum of Ethnology, Osaka, Japan, 28 08 2008.
- 2009
- Photographs as Processes and Artefacts, Prof. Frank Heidemann, University of Munich.18 09 2009.
- Urban Space, Urban Poor and the Media, Seminar on the Urban Poor in Chennai. 30 10 2009
- Marginalised Performing Artists, Seminar on Communication Skills Through Marginalised Performing Arts.
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- Tamil Journalism Workshop 2011, organised in association with the Media Resources and Training Centre, University of Jaffna. 05 01 2011.
- Buraku Taiko:Drumming for Empowerment in Japan,Prof.Yoshitaka Terada, Professor, National Museum of Ethnology,Japan.28 02 2011.
- From Mass Communication to Communication Studies; A Paradigm Shift, DrBiswajit Das, Director, Centre for Media, Culture and Governance, JamiaMiliaIslamia, New Delhi, 01 03 2011.
- Women in Work Environments, international women's day seminar.16 03 2011.
- Tamil Journalism Workshop 2011, organised in association with the Media Resources and Training Centre, University of Jaffna. 20-23 10 2011.
- Communication Education at the Cross Roads, Prof.K V Nagaraj, Dept.of Mass

Communication, Assam University. 21 10 2012.

- Socially Responsible Journalism: Going Beyond the Call of Justice MarkandeyaKatju, Seminar on National Press Day. 16 11 2011.

2012

- Ethnology of Communication, Performing Arts and Marginalisation, Dr Yoshitaka Terada, Professor, National Museum of Ethnology, Japan, 05 01 2012.
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- Knowledge Gaps and Media Effects Research, Prof.HeinzBonfadelli, Institute for Mass Communication and Media Research, Zurich University, 01 03 2012.
- Sociology of Migration, DrAnnaliesDebrunner, Debrunner Research Projects, Zurich.02 03 2012.
- The Life Struggles of Marginalised Women, International Women's Day Seminar.08 03 2012. 22.Rethinking Design, Communication and Critical Theory, Dr Kishore Budha, Culture, Society and Innovation Hub, University of Leeds,UK, 22 03 2012.
- Intercultural Communication Workshop 2012, organised in association with the Dept.of Philosophy and Anthropology, Nanzan University, Japan.16 08 2012.
- Tamil Filmmaking in the Studio Era, MrAshokamitran, Fmr.Public Relations Officer, Gemini Studio, 29 10 2012.
- "Public Service Broadcasting in India:Opportunities Gained and Missed," 09 11.2012.

2013

- Ideological Contexts of Performance and Communication, Prof.Yoshitaka Terada, National Institute of Ethnology, Osaka,Japan.04 01 2013.
- Conflicts, Communication and Memories, Mr Philip Lee, Editor, Media Development, London,10 01 2013.
- Linguistic Rights, Identities and Communication:Reflections on the Language Martyrs' Day, Prof. K P Aravanan and Prof.VedagiriShanmugasundaram, Former Vice Chancellors, ManonmaniamSundaranar University, 24 01 2013
- Mapping Media Pluaralism: Opportunities and Challenges, Prof. VibodhParthasarathy, Associate Professor, Centre for Culture, Media and Governance, JamiaMiliaIslamia, New Delhi, 26 03 2013.
- Singapore's Media Ecology and Tamil Murasu, DrA.Raa.Sivakumaran,Associate Professor and Director, Indian Languages, Nanyang Technological University, Singapore, 27 03 2013.
- Media Literacy Campaigns for Children,Dr Mohammed ZinNordin, Professor, Dept.of Languages and Communication, UniversitiPendidikan Sultan Idris, Malaysia, 28 03 2013.
- Crime Reporting: Trends in USA and Lessons for India, Dr Vivian B Lord, Professor of Criminal Justice, North Carolina University, USA and Mr Allan Cowan, Senior Journalist, USA, 17 04 2013.
- Alzheimers Disease Health Communication Campaign/Workshop, with Kilpauk Medical College, Communication for Development Campaign, October 23, 2008.

- Alzheimers Disease Health Communication Campaign/workshop, with Kilpauk Medical College, Communication for Development Campaign, October 23, 2009.
- Organized a one day Puppetry workshop cum educational field trip for the students at Thiruverkadu on April 4, 2013.

45. List the teaching methods adopted by the faculty for different programmes.

Name of the Faculty	Innovation (Teaching Methods)
	<p>i) Facebook 24/7 online class room for subjects such as Film Studies, Tamil Journalism and Critical Media Studies was started as an experimental, alternative learning platform for students to overcome the language and cultural barriers in the physical class room. The podcasts of the lectures are uploaded and Dr G Ravindran teaches students who enter the <i>Facebook</i> class room on a daily basis. This class room also serves as a discussion forum and clearing house for important resources on the subject. This innovation was introduced in 2008. Average No.of students in the subjects (Film Studies, Tamil Journalism and Critical Media Studies) 65.</p> <p>ii) Introduced detailed course plans with complete lists of lecture topics, suggested and essential readings for my subjects such as Film Studies, Tamil Journalism and Critical Media Studies. This innovation was introduced in 2008. Average No.of students in the subjects (Film Studies, Tamil Journalism and Critical Media Studies) 65.</p> <p>iii) Introduced the alternative learning forum, <i>Muttram</i>, which uses the medium of theatre and folk arts to teach group communication skills, concept development and script writing skills, besides life skills and cultural skills to excel in written, spoken and public communication skills. This innovation was introduced in 2008. No.of students in this alternative learning forum 20.</p> <p>iv) Introduced field based journalism training in 2011 when the urban affairs reporting was introduced as a thrust area for</p>

students. Students are taught reporting skills through field based journalism training that involves visits to the neighbourhood slums.

v) Introduced the field based visual anthropological and sociological approaches to the study of communication in 2010. So far 12 field based group learning sessions have been conducted in Kalvarayan Hills of Salem, Kumbakonam, Nagercoil, Kanchipuram and Western Ghats.

vi) Introduced in 2010 value addition to conventional journalism and communication teaching by starting newspaper reading skills session before the commencement of regular classes every day.

46. How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?

Close monitoring of the programmes offered in the Dept. from the perspective of the students, alumini, media owners and media professionals is undertaken periodically and the corrections required are implemented immediately. External faculty from India and abroad are regularly invited to monitor and suggest measures reg.theprogrammes and the learning outcomes. More importantly, the regular sessions of faculty-student meetings provide an important mechanism to ensure timely feedback on the learning outcomes.

47. Highlight the participation of students and faculty in extension activities.

The students of the Dept. participate actively in the Visual Anthropology Group – an innovative field/extension based learning programme to teach field/extension based visual anthropological and sociological approaches to the study of communication. This programme was introduced in 2010. So far 12 field/extension based group learning sessions have been conducted in Kalvarayan Hills of Salem, Kumbakonam, Nagercoil, Kanchipuram and Western Ghats.

ii. The students of the Dept. participate actively in the Urban Affairs Journalism – an innovative field/extension based learning programme. This programme was introduced from the academic year 2011-12 when the urban affairs reporting was introduced as a thrust area for students. Students are taught reporting skills through field/extension based journalism training that involves visits to the neighbourhood slums.

iii.Ten students of the Dept. participated actively in the extension programmes of the Tamil Nadu Corporation for the Development of Women on the SHG movement

in TN among women and children during 2012 in various districts of Tamil Nadu. They also were invited to attend the residential internship programme on SHG movement organised by TNCDW in association with UNICEP during July 2012.

Iv, The students of the Dept. participated actively during May 2013 for data collection reg. user feedback of Tamil Nadu Govt.'s Commissionerate of Municipal Administration's Namma Toilet Scheme in Tambaram Bus Terminus.

v. The students affiliated to the Muttram, the folk and theatre arts group of the Dept. regularly undertake field visits to villages in Tamil Nadu to stage awareness programmes through theatre and folk arts.

48. Give details of “beyond syllabus scholarly activities” of the department.

i. The students of the Dept. participate actively in the Visual Anthropology Group – an innovative field/extension based learning programme to teach field/extension based visual anthropological and sociological approaches to the study of communication. This programme was introduced in 2010. So far 12 field/extension based group learning sessions have been conducted in Kalvarayan Hills of Salem, Kumbakonam, Nagercoil, Kanchipuram and Western Ghats.

ii. The students of the Dept. participate actively in the Urban Affairs Journalism – an innovative field/extension based learning programme. This programme was introduced from the academic year 2011-12 when the urban affairs reporting was introduced as a thrust area for students. Students are taught reporting skills through field/extension based journalism training that involves visits to the neighbourhood slums.

iii. The students of the Dept. participated actively in the extension programmes of the Tamil Nadu Women Development Corporation during 2012-13 in various districts of Tamil Nadu.

Iv, The students of the Dept. participated actively during May 2013 for data collection reg. user feedback of Tamil Nadu Govt.'s Municipal Affairs Dept's Namma Toilet Scheme in Tambaram Bus Terminus.

v. The students affiliated to the Muttram, the folk and theatre arts group of the Dept. regularly undertake field visits to villages in Tamil Nadu to stage awareness programmes through theatre and folk arts.

49. State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.

NA

50. Briefly highlight the contributions of the department in generating newknowledge, basic or applied.

As a pioneer in Journalism Education in India, the Dept. has succeeded in generating and imparting new knowledge in both basic and applied modes in the different areas of journalism and communication since 1947. Through the imparting of ethically and socially grounded journalism and communication practices for more than six decades, the Dept. has paved way for the emergence of a new domain of knowledge as applicable to the local media industries through its graduates.

51. Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths:

- i) Two Masters' programmes with interdisciplinary focus and heterogenous/international student composition
- ii) Two Masters' programmes with streaming possibilities
- iii) M.Phil programme with interdisciplinary focus
- iv) Research initiatives of the team leader and the international network made possible by him
- v) Field/Extension based learning environments.

Weakness:

- i) Inadequate infrastructure to meet the growing needs of Two Masters' programmes with interdisciplinary focus and heterogenous/international student composition
- ii) Inadequate faculty strength
- iii) Lack of Dept./Group level research initiatives instead of individual research initiatives
- iv) Lack of Reward/Penal system for innovations in research and teaching
- v) Inadequate student support services

Opportunities:

- i) Growing demand for intellectually stimulating and socially relevant journalism and communication education
- ii) Growing demand for human resources with varied skill sets for the rapidly growing media and communication industries in India

- iii) Growing interest of international partners to enter into research and academic relationships
- iv) Growing number of students from different countries and
- v) Growing/untapped research potential in the areas of journalism and communication.

Challenges:

- i) Mushrooming of private and state institutions in journalism and communication sector
- ii) Absence of an apex body to regulate journalism and communication education
- iii) The implications of the growing mismatch between teaching and research priorities of university and state
- iv) Inadequate budgets for infrastructural and research growth
- v) Inordinate Delay in Recruitment of faculty

52. Future plans of the department.

- i) The Dept. envisages a leap in its growth and development by transforming itself into a School of Communication Studies in the next five years. The school will have streams in journalism, communication, broadcast media studies, performing arts, film studies and new media studies.
- ii) To emerge as an international regional centre for journalism and communication studies in Asia in the area of cross cultural communication.