DEPARTMENT OF COMMUNICATION AND JOURNALISM

ACTIVITY REPORT 2024-2025

“Ezhuthinte Rasathanthram” (The Chemistry of Writing)

Department: Communication and Journalism
Date: 26/03/2025
Venue: MAJMC Dept.
Target Group: MAJMC – First and Second Year students
Number of Participants: 21 students

Program Overview

As part of the department’s flagship media fest ETC, the Department of Communication and Journalism organized a Malayalam writing workshop titled “Ezhuthinte Rasathanthram” (The Chemistry of Writing) led by eminent writer Rameshan Blatore, which focused on the art and craft of writing in Malayalam.

The speaker shared valuable insights from his own writing journey, explored the stylistic brilliance of renowned Malayalam authors, and spoke about how their elegance and narrative techniques have influenced his work. The session also encouraged students to read widely and critically, drawing inspiration from diverse literary voices. It was highly interactive and intellectually engaging, with students asking thoughtful questions and reflecting on their own writing practices.

Outcomes

Students gained an in-depth understanding of various writing styles and storytelling techniques in Malayalam.
The session helped them appreciate the creative process behind effective writing.
It encouraged a reading habit among students and inspired them to develop their personal writing style.
Students were motivated to go beyond classroom writing and explore creative and journalistic expressions more deeply.







Clean Campus- Cleaning Drive

Department: Communication and Journalism
Date:
Venue: Front Ground of Department
Target Group: Students and Staff of the Department
Number of Participants: 26 (Students and Faculty)

Program Overview

As part of the Department of Communication and Journalism's commitment to environmental awareness and campus hygiene, a one-day cleaning initiative titled "Clean Campus" was organized as part of campus cleaning drive. Both students and staff actively participated in the program, focusing on the ground area in front of the department building.

Participants engaged in the removal of dried leaves, plastic waste and other non-biodegradable litter, working collectively to beautify the surroundings and promote a sustainable and responsible campus culture. The initiative also aimed to instill a sense of ownership and pride among students regarding their academic environment. Faculty members joined hands with students, setting a positive example of teamwork and civic responsibility. The program concluded with a reflection session where participants shared their thoughts on cleanliness, environmental stewardship, and the role of media in promoting such values.

Outcomes

The department premises were visibly cleaner and more aesthetically pleasing.
Students developed a greater sense of environmental responsibility.
The activity encouraged collaboration between faculty and students outside the classroom.
It reinforced the role of media students in advocating and modeling community-oriented initiatives.





Research Concept Creation Contest

Department: Communication and Journalism
Date: 28/03/2025
Venue: MAJMC Department
Target Group: MAJMC – First Year Students
Number of Participants: 16 Students

Program Overview
As part of its research promotion initiatives, the Department of Communication and Journalism organized a **Research Concept Creation Contest** aimed at nurturing original thinking, analytical skills, and academic curiosity among postgraduate students.
Participants were asked to individually or in groups propose innovative research ideas relevant to media, communication, journalism, and societal impact. The activity encouraged students to formulate clear research questions, identify appropriate methodologies, and explore current issues with a critical lens.
The contest provided a platform for students to showcase their creativity and understanding of research design. The presentations were evaluated by a panel of faculty members based on originality, relevance, clarity, and feasibility.

Individual Winner:

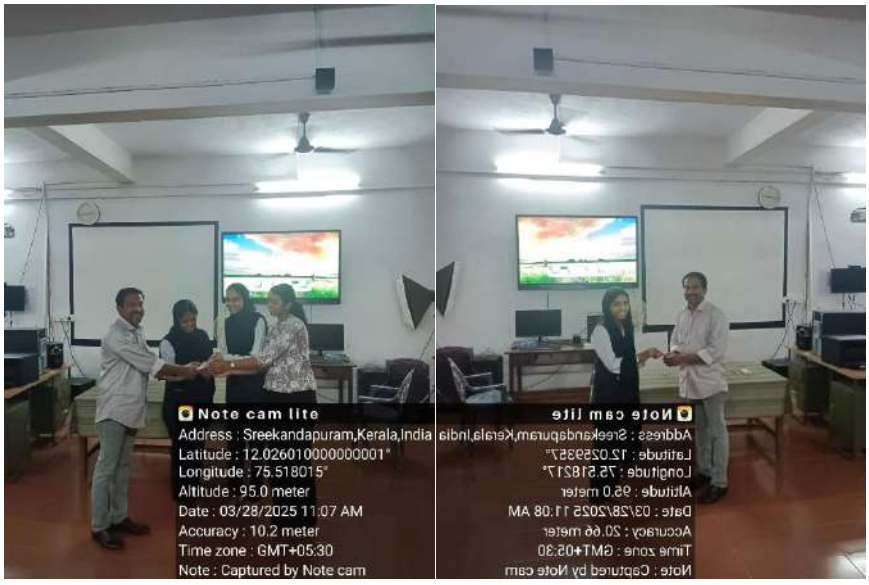
- **Sana Naushad** (First Prize – Best Individual Concept)

Group Winners:

- **Sana Naushad, Farisa, and Anjitha** (Best Group Concept)

Outcomes

Students gained hands-on experience in developing research concepts.
The event boosted confidence in public speaking and academic pitching.
It encouraged collaboration and critical thinking.
Winning concepts may be developed into full research projects or academic papers.
The initiative aligned with the department's objective to foster research culture among students.



The Challenges and Opportunities in Print Media

Department: Communication and Journalism
Date: 29/01/2025
Venue: MAJMC Department
Target Group: MAJMC – First Year Students
Number of Participants: 16 Students

Program Overview

As part of the academic enrichment activities, the Department of Communication and Journalism organized an interactive session titled “The Challenges and Opportunities in Print Media”. The guest speaker was Ranjith N. P. C., Senior Subeditor at Malayala Manorama, one of India’s leading regional newspapers.

Drawing from his rich experience in the field, Mr. Ranjith shared his insights into the current scenario of print journalism, highlighting the major challenges faced by the industry, including digital disruption, declining readership, revenue shifts, and the demand for instant news. He discussed how legacy media like Malayala Manorama are evolving through integrated newsroom strategies, digital transformation, and quality content delivery to remain relevant.

The session was highly informative and interactive. Students engaged with the speaker on issues such as journalistic credibility, news curation, the relevance of print in the age of social media, and the importance of ethical reporting.

Outcomes

Students gained practical insights into the functioning and transformation of the print media industry.
The session deepened their understanding of the balance between tradition and technology in journalism.
It enhanced awareness about the career scope in regional print media.
The interaction helped students relate classroom theory to real-world challenges and solutions in media practice.
The session encouraged students to think critically about the future of journalism in the digital era.


Note cam lite
Address : Sreekandapuram,Kerala,India
Latitude : 12.0260841°
Longitude : 75.5181536°
Altitude : 95.0 meter
Date : 01/29/2025 03:20 PM
Accuracy : 26.714 meter
Time zone : GMT+05:30
Note : Captured by Note cam



Educational Visit to Deepika Newspaper

Department: Communication and Journalism
Date: 30/09/2024
Venue: Deepika Newspaper Office, Kannur
Target Group: MAJMC – First and Second Year Students
Number of Participants: 31 Students and 3 Faculty Members

Program Overview

As part of experiential learning and media industry exposure, the Department of Communication and Journalism organized an educational visit to the *Deepika* newspaper office in Kannur. The visit aimed to provide students with practical insights into the functioning of a professional newsroom and the print production process.

During the visit, students had the opportunity to interact with **Fr. Jobin Valiyaprambil**, the **Resident Editor of Deepika, Kannur**, who delivered an engaging session. He explained the daily workflow of newspaper production, editorial decision-making, content management, and the challenges regional newspapers face in the digital age.

The highlight of the visit was the **live observation of the printing process**, where students witnessed how newspapers are printed, assembled, and dispatched. The exposure to various departments such as editorial, design, and printing helped students connect theory with real-time industry practices.

Outcomes

Students understood the real-time workflow of a print newsroom.
The visit strengthened their knowledge of editorial and production practices.
Interaction with a senior editor helped students grasp the editorial values and responsibilities in journalism.
It enhanced students' enthusiasm for media careers by offering firsthand industry experience.
The visit bridged the gap between classroom learning and professional media operations.







Visit to Press Club – Media Interaction and Exposure

Department: Communication and Journalism
Date: 30/09/2024
Venue: Kannur Press Club
Target Group: MAJMC – First and Second Year Students
Number of Participants: 31 Students and 3 Faculty Members

Program Overview

As part of industry interaction and professional exposure, the Department of Communication and Journalism organized a visit to the **Kannur Press Club**. The visit was aimed at introducing students to the working environment of professional journalists and providing them with insights into press associations and their role in supporting journalistic practice.

During the visit, students interacted with senior journalists and office bearers of the Press Club, who shared valuable insights on the current media landscape, the responsibilities of journalists, ethical challenges in reporting, and the importance of press freedom in a democratic society.

Students were given a tour of the Press Club facilities, including the newsroom, conference areas, and press briefing sections. They also observed how press meets are organized and covered.

The session concluded with an interactive discussion on how aspiring journalists can prepare for careers in the field, and how press clubs act as vital hubs for information exchange and professional networking.

Outcomes

Students understood the role and significance of press clubs in the media ecosystem.
The visit provided an opportunity to interact directly with working journalists.
It enhanced awareness of the practical challenges and ethical standards in the profession.
The experience motivated students to participate in journalistic communities and networks.
The exposure bridged the gap between academic training and real-world journalism.


PRESS CLUB, KANNUR
Note cam lite
Address : Padanapalam,Kannur,Kerala,India
Latitude : 11.8740961°
Longitude : 75.3660824°
Altitude : 16.0 meter
Date : 09/30/2024 01:20 PM
Accuracy : 120.101 meter
Time zone : GMT+05:30
Note : Captured by Note cam


PRESS CLUB, KANNUR

Population Day Celebration – Documentary Screening and Discussion

Department: Communication and Journalism
Date: 11/07/2024
Venue: MAJMC Dept
Target Group: Students from Various Departments
Number of Participants: 42 Students

Program Overview

To observe World Population Day, the Department of Communication and Journalism organized a documentary screening and discussion session aimed at raising awareness about the critical issues related to population growth. The documentary titled “Population Bomb” was screened for students from various departments, highlighting the global consequences of overpopulation, such as resource scarcity, environmental degradation, and social inequality.

Following the screening, an open discussion was held, during which students reflected on the themes presented in the documentary. Faculty members moderated the discussion and encouraged students to express their views on sustainable development, family planning, and the media’s role in spreading awareness about population-related challenges.

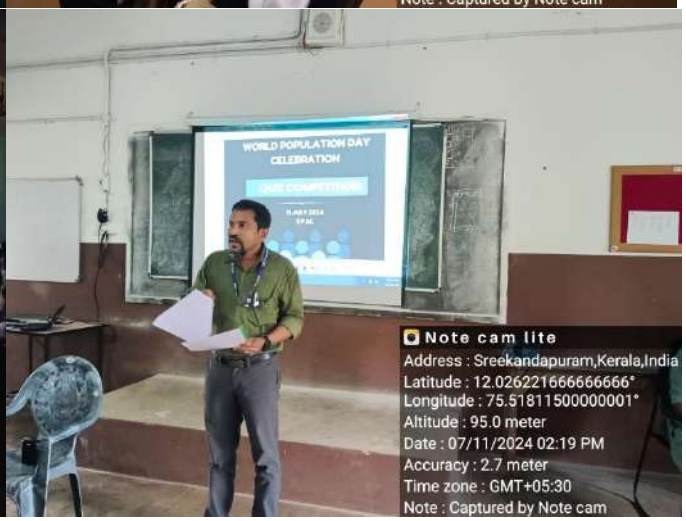
Outcomes

Students became more aware of the implications of unchecked population growth.
The documentary sparked critical thinking and discussions on sustainability and social responsibility.
Interdepartmental participation fostered collaborative learning.
Students understood the significance of World Population Day as a platform for advocacy and awareness.
The event demonstrated the power of media in influencing public opinion on global issues.


Note cam lite
Address : Sreekandapuram,Kerala,India
Latitude : 12.026209999999999°
Longitude : 75.51809166666666°
Altitude : 95.0 meter
Date : 07/11/2024 02:14 PM
Accuracy : 2.4 meter
Time zone : GMT+05:30
Note : Captured by Note cam


Note cam lite
Address : Sreekandapuram,Kerala,India
Latitude : 12.025979°
Longitude : 75.5181697°
Altitude : 95.0 meter
Date : 07/11/2024 02:57 PM
Accuracy : 20.0 meter
Time zone : GMT+05:30
Note : Captured by Note cam




WORLD POPULATION DAY
CELEBRATION
Note cam lite
Address : Sreekandapuram,Kerala,India
Latitude : 12.026221666666666°
Longitude : 75.51811500000001°
Altitude : 95.0 meter
Date : 07/11/2024 02:19 PM
Accuracy : 2.7 meter
Time zone : GMT+05:30
Note : Captured by Note cam

Mother Language Day Celebration

Department: Communication and Journalism
Date: 21/02/2025
Venue: MAJMC Department
Target Group: MAJMC – First Year Students
Number of Participants: 11 Students and Faculty Members

Program Overview

To commemorate International Mother Language Day, the Department of Communication and Journalism organized a vibrant cultural program celebrating the richness and beauty of the Malayalam language. The event aimed to promote linguistic pride and cultural heritage among students.

As part of the celebration, students and faculty members recited Malayalam poems, performed 'Nadan Pattu' (traditional folk songs), and delivered speeches highlighting the significance of Malayalam as a mother tongue. The performances showcased the expressive depth and cultural identity carried by the language.

The event provided a platform for creative expression and also reminded students of the need to preserve and promote their native language in an increasingly globalized and digital world.

Outcomes

Students appreciated the literary richness and emotional depth of their mother tongue.
The celebration reinforced the cultural identity and pride associated with Malayalam.
It encouraged students to value and use their native language in personal and academic spaces.
The event fostered creative participation through poetry, music, and public speaking.
It emphasized the role of communication professionals in preserving linguistic diversity.





Methodology in Qualitative Research

Title: *"Understanding Methodology in Qualitative Research"*
Department: Communication and Journalism
Date: 09/07/2024
Venue: MAJMC Department
Resource Person: Mr. Latheed, Assistant Professor, Sir Syed College
Target Group: MAJMC – First Year Students
Number of Participants: 15 Students

Program Overview

The Department of Communication and Journalism organized a lecture session on **"Methodology in Qualitative Research"**, led by **Mr. Latheef**, Assistant Professor at **Sir Syed College**. The session was designed to enhance the research understanding of postgraduate students, especially in qualitative approaches within media and communication studies.

Mr. Latheef introduced students to the fundamentals of qualitative research, including various methodologies like ethnography, grounded theory, case study, and narrative analysis. He explained how to frame research questions, collect and interpret qualitative data, and apply theoretical frameworks. The session was interactive and informative, offering real-life examples and current academic trends.

Outcomes

Students gained clarity on the scope and application of qualitative research methods.
The session strengthened their foundation for thesis work and academic projects.
Participants understood the differences between qualitative and quantitative approaches.
The speaker inspired students to explore critical and humanistic perspectives in media research.





Career Opportunities in Advertising

Title: *"Exploring Career Opportunities in the Advertising Field"*
Department: Communication and Journalism
Date: 18/11/2024
Venue: MAJMC Department
Resource Person: Ms. Varsha K. T., Media Professional
Target Group: MAJMC – First Year Students
Number of Participants: 16 Students

Program Overview

The Department of Communication and Journalism conducted a career-oriented session on **"Opportunities in the Advertising Field"**, led by **Ms. Varsha K. T.**, a practicing media professional with experience in creative and strategic roles in advertising.

The session focused on the evolving landscape of the advertising industry, including digital trends, content creation, copywriting, media planning, and client servicing. Ms. Varsha shared her career journey and gave insights into agency life, freelance opportunities, and portfolio building. She also emphasized the importance of creativity, communication skills, and adaptability in this competitive field.

Students actively participated by asking questions about internships, required skillsets, and career pathways in the industry.

Outcomes

Students gained exposure to real-world advertising practices and career paths.
The session helped them understand industry expectations and job roles.
Participants received guidance on how to build a career in advertising, including resume tips and portfolio development.
It motivated students to explore both traditional and digital advertising opportunities.



