

KSN Govt. Degree college (w), Anathapuram. Department of Journalism

Departmental Activity month of the JUNE -2020-21

1. Minutes of the Department: Journalism

The staff members of the Journalism met in the Department On 16-06-2020 and resolved to have class room seminars

2. Brief Report:

- Seminars and group Discussion and Quiz Students of all the Second years
Students are assembled in room no-27 to conduct To class seminar

A. Objectives

- Identify and define various kinds of Television Channels in India.
- Compare and contrast various Radio FM Channels and Television Channels in India
- Analyze the Duties and Responsibilities of Radio Staff

B .Procedure

- Students of all the Second years are assembled in room no-27 to conduct To class seminar
 - Evaluate the Duties and responsibilities of Television Channels Staff
 - Identify and define various kinds of Television Channels in India

D. Photos:

KSN Government Degree College for Women, Ananthapuram
Department of Journalism

Activty: Student Group Discussion
Name of the Student: III BA

Date: 8/06/2020



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Topic ----భారతీయ సమాజంపై ప్రపంచీకరణ ప్రభావాలు

గ్లోబలైజేషన్ అనేది పోటీ ప్రపంచంలో ఒక ముఖ్యమైన అంశం, ఇది ప్రపంచ స్థాయిలో ప్రజల సాంస్కృతిక విలువలను సమగ్రపరచడం మరియు సమీకరించడం. వేగవంతమైన సాంకేతిక పురోగతి యుగంలో, ప్రపంచీకరణ ప్రక్రియ కారణంగా అనేక దేశాలు ఏకీకృతం చేయబడ్డాయి మరియు రూపాంతరం చెందాయి. ప్రపంచీకరణ దేశాల సాంస్కృతిక, సామాజిక, ద్రవ్య, రాజకీయ మరియు సామూహిక జీవితంపై భారీ ప్రభావాన్ని చూపుతుంది. సమృద్ధిగా ఉన్న సైద్ధాంతిక అధ్యయనాలు అనేక క్లిష్టమైన సమస్యలను లేవనెత్తే జనాభా యొక్క సాంస్కృతిక జీవితంలో ప్రపంచీకరణ జోక్యం చేసుకుంటుందని నిరూపించాయి (రాబర్ట్స్, 1992). విస్తృత కోణంలో, 'గ్లోబలైజేషన్' అనే పదానికి ఆర్థిక వ్యవస్థలు మరియు సమాజాల కలయిక అని అర్థం, సమాచారం, ఆలోచనలు, సాంకేతికతలు, వస్తువులు, సేవలు, మూలధనం, ఆర్థిక మరియు ప్రజల క్రాస్ కంట్రీ ప్రవాహాల ద్వారా.

OUTCOME: Students will demonstrate understanding of the impact of the press on society

Objectives:

- The Objective behind to organize Quiz competition is to evaluate the knowledge of the participants within academics as well as beyond academics and to make them familiar with the prospects of quizzes and the objectivity of the questions.
- The main purpose of the competition to develop interest in subject areas of Commerce and Management including competitive aspects.
- **OUTCOME:**
 - to evaluate certain attributes in a candidate that can be otherwise difficult or time consuming to ascertain
 - to evaluate certain attributes in a candidate that can be otherwise difficult or time consuming to ascertain
 - it helps you to train yourself to discuss and argue about the topic given, it helps you to express your views on serious subjects and in formal situations

D. Students feed back

- They get classified their doubts.
- The expressed that their exposed to different teaching environment.

E. Lcturer observations:

- It is observed that they have given complete information of the topic.



Brief Report: TOPIC: **Elements of the Communication Process:**

Communicator (sender or encoder) is the one who initiates the communication process

Encoding is the formulation of messages in the communicator's mind, that is, the communicator not only translates his purpose (ideas, thoughts or information) into a message but also decides on the medium to communicate his planned message. **A channel** is the vehicle through which a message is carried from the communicator to the receiver. **The receiver**, at the other end of the communication, is the recipient of the message and must possess the same orientation as the communicator. **Decoding** is the interpretation of the message by the receiver. Actually, the receiver looks for the meaning in the message, which is common to both the receiver and the communicator.

Feedback is the response or acknowledgement of receiver to the communicator's message. The exchange is possible only if the receiver responds.

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Brief Report: **TOPIC:** Television

Television is one of those topics that everyone has an opinion about. The irony of it is that even though more and more programming is viewed on computers and tablets, television is still a hot topic classes love to discuss. TV will enable you to showcase native English forms and provide some great context before diving into discussion questions. Good questions include:

- How often do you watch TV?
- Should everyone have a television in their home?
- What is the best way to watch television: On a television set, computer, tablet or phone?
- What television programs are popular in your country?
- What do you think will be the future of television? What is your opinion on television? If you had your own TV show, what would it be like?

If your students enjoy learning from TV and other native content, you can try a media-focused resource like [Fluent](#). This website and app teaches English with authentic videos, including clips from TV shows, news segments and commercials. All the videos on Fluent come with interactive subtitles that let students look up words while they watch. This video dictionary includes definitions, example sentences and a pronunciation guide. It also lets students see clips from other Fluent videos that use the word for additional context and an addictive watching experience. Students can also take quizzes based on the videos and their flashcard learning

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Activty: Student Seminar

Date:22/08/20

Name of the Student: G.Neelima (IIBA)





Brief report: The intermediary model of communication is frequently depicted in introductory texts in mass communication, focuses on the important role that intermediaries often play in the communication process. There are, many intermediary roles associated with communication. Many of the intermediaries have the ability to decide what messages others see, the context in which they are seen, and when they see them. They often have the ability, moreover, to change messages or to prevent them from reaching an audience (destination). In extreme variations we refer to such gatekeepers as censors. Under the more normal conditions of mass media, in which publications choose some content in preference to other potential content based on an editorial policy, we refer to them as editors (most mass media), moderators (Internet discussion groups), reviewers (peer-reviewed publications), or aggregators (clipping services), among other titles. Delivery workers (a postal delivery worker, for instance) also act as intermediaries, and have the ability to act as gatekeepers, but are generally restricted from doing so as a matter of ethics and/or law.

Figure 3 Intermediary Model

1.7 THE COMMUNICATION PROCESS

Communication is the process of passing information and understanding from one person to another. The communication process involves six basic elements: sender (encoder), message, channel, receiver (decoder), noise, and feedback. Supervisors can improve communication skills by becoming aware of these elements and how they contribute to successful communication. Communication can break down at any one of these elements.

Out of the various models of Communication which have been discussed in the previous pages, the Interactive Model of communication is one of the most used, discussed and implemented model of Communication.

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Activty: Student Seminar

Date:22/08/20

Name of the Student: A.Sbasini (IBA)





Brief report: Environmental pollution is defined as the contamination of the physical and biological components of the earth and atmosphere system to such an extent that normal environmental process is adversely affected. Environmental pollution is one of the most serious problems facing humanity and other life forms on our planet today. Pollutants can be naturally occurring substances or energies, but they are considered contaminants when in excess of natural levels. Any use of natural resources at a rate higher than nature's capacity to restore itself can result in pollution of air, water, and land. The invention of plastic in 1907 was considered a breakthrough. Plastic products soon became omnipresent in our daily lives. For many years, we only perceived the benefits of plastic and knew little of the damaging consequences for human health, natural ecosystems and the climate. Plastics are a problem mostly due to their un-biodegradable nature, the materials used for plastic production (hydrocarbon molecules derived from the refining of oil and natural gas), and the challenges behind properly discarding them. Plastics are synthetic organic polymers, and though they have only existed for just over a century by 1988 in the United States alone, 30 million tons of plastic were produced annually of these materials has led to a great increase in their use over the past three decades, and they have rapidly moved into all aspects of everyday of human life .

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Date:22/08/20

Name of the Student: E,Karunasree (IIBA)





TOPIC: A Brief History of Television in India

Objectives: While the emphasis of the course is on the Subjects of JOURNALISM and MASS COMMUNICATION but the course also intends to introduce Students to practical experience and knowledge across the other related mediums. Students learn the way content is generated and used in the multi-platform and digitized environment of media industries. They also trained about the new media techniques in order to understand the processes of production, distribution, marketing and consumption.

Outcome: The primary and foremost goal of the course is to train the students in such a way so that they can acquire knowledge, skills and leadership quality to contribute in different trades and crafts of film making and television and production apart from other forms of media

Brief report: Television in India— a chronology of events Television came to India on September 15, 1959 with experimental transmission from Delhi. It was a modest beginning with a make shift studio, a low power transmitter and only 21 community television sets. All India Radio provided the engineering and programme professionals. A daily one-hour service with a news bulletin was started in 1965. In 1972 television services were extended to a second city— Mumbai. By 1975 television stations came up in Calcutta, Chennai, Srinagar, Amritsar and Lucknow. In 1975-76 the Satellite Instructional Television Experiment brought television programmes for people in 2400 villages in the most inaccessible of the least developed areas through a satellite lent to India for one year.

SNO	Name of the student
1.	A. Kavitha
2.	N. Anucha
3.	G. Rabiya Bactri
4.	H. Rajeswari
5.	G. Lakshmi Deepika
6.	M. Rajeswari
7.	D. Rehana
8.	Y. Pujitha
9.	N. Jayasree
10.	P. Sakala
11.	D. Haritha
12.	M. pavithra Devi
13.	G. prachanthi
14.	D. Nandini
15.	B. Akhila-Anitha
16.	D. Shireecha
17.	S. Nanyaa cree
18.	M. Nandini
19.	Y.L. shanthi
20.	M. Nagaveni
21.	M. Murnila
22.	G. Akhila
23.	P. pavithra
24.	D. Bharathi
25.	B. Akhila
26.	H. Rajitha
27.	P. Gayathri
28.	S. Akbar Bee
29.	Y. Yerramma

Activity: Class Room Quiz

Date: 10/08/21

Name of the Student: AII IIBA -Students

Team-A

Team-B



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