



ST.PAULS COLLEGE KALAMASSERY
NAAC ACCREDITED WITH 'A' GRADE
AFFILIATED TO MAHATMA GANDHI UNIVERSITY, KOTTAYAM

ANNUAL REPORT 2024 -2025
B.VOC BROADCASTING AND JOURNALISM



broadcasting@stpauls.ac.in

INDEX

Sl.No	Title of the programme	Page Number(s)
1	Seminars/Workshops Conducted by the Department	3
2	Seminars/Workshops Attended	5
3	Media Visits	6
4	MESE Sector skill exam Conducted	8
4	Seminars/Workshops attended by the faculty members	9
5	PTA Meetings	9

DEPARTMENT OF B.VOC BROADCASTING & JOURNALISM

BRIEF ACTIVITY REPORT OF THE YEAR 2024-2025

Seminars/Workshops Conducted by the Department

1. Patra Vismayam

The Department of B.Voc Broadcasting and Journalism of St. Paul's College, Kalamassery, organized a newspaper exhibition titled "*Patra Vismayam*" on 11 December 2024. The event showcased 25-year-old Malayalam newspapers under the theme "*A Journey Through Time.*" The exhibition, held at the department premises, was inaugurated at Baccinelli Hall by the resource person, M. Pradeep, HSST in Journalism, GVHSS Vattenad. The event highlighted the evolution of print journalism and its role in documenting history. The programme was graced by the presence of Self-Financing Coordinator Rev. Fr. Baiju Ben, B.Voc Nodal Officer Dr. Stalin P. C., faculty members from the Department of Tourism, and students who Coordinated by faculty member Manjusaranya M. M. and student coordinator Navanitha Vijayakumar, the exhibition offered students a meaningful glimpse into the media of the past. actively participated in the seminar and expo.





2. Unlocking Boundless Media Opportunities

The Department of Broadcasting and Journalism at St. Paul's College, Kalamassery, organized a seminar titled “*Digital Marketing: Unlocking Boundless Media Opportunities*” on 6 January 2025 at Baccinelli Hall. The session, held from 12:00 PM to 1:30 PM, featured Jayesh P, Research Scholar at SMS-CUSAT, as the guest speaker. He provided an engaging and insightful presentation on the latest trends, tools, and career prospects in digital marketing, particularly in the media landscape. The seminar aimed to familiarize students with the dynamic digital ecosystem and equip them with foundational knowledge in marketing strategies. The event was coordinated by Manjusranya M. M. and Raiza V. S.

ST. PAUL'S COLLEGE
KALAMASSERY

Department of Broadcasting and Journalism

Digital Marketing: Unlocking Boundless Media Opportunities

Our Speaker:
JAYESH P
Research scholar, SMS-CUSAT

On 6 January, 2025
From 12:00 PM to 1:30 PM at Baccinelli Hall

Faculty Coordinator
Manjusranya M M
70347 78454

Student Coordinator
Raiza V S
8590360186



Seminars/Workshops Attended

1. Hands-On Learning at AKPA Photo Fest 2024

Students from B.Voc Broadcasting and Journalism of St. Paul's College, Kalamassery has participated in the All Kerala Photographers Association (AKPA) Photo Fest 2024 held on 15 June 2024 at Adlux Convention Centre. Accompanied by faculty members Ashwin K.V. and Julie John, the students engaged with leading camera brands, attended expert-led workshops on photography and videography, and explored award-winning photographic works. The event also featured a fashion show and saw participation from over 2,000 renowned Indian and international photographers. At the fest, students explored interactive stalls by top global camera brands such as Canon, Nikon, Sony, Fujifilm, and Panasonic, gaining first-hand experience with cutting-edge photography and videography equipment. Expert-led workshops and classes introduced students to practical concepts in lighting, framing, and digital imaging, bridging the gap between theoretical learning and real-world application.



2. Student Participation and Exposure at Lumimar Film Festival

A group of 15 students from the Department of Broadcasting and Journalism participated in the **Lumimar Film Festival** on **15 January 2025**, hosted by the Department of Multimedia, Carmel College. The festival featured film screenings, panel discussions, interactive sessions, and competitions that offered students valuable exposure to cinematic storytelling and media practices. The event fostered creativity, collaboration, and

critical thinking while allowing students to present their short films and network with peers and professionals. The experience aligned with the department's commitment to experiential learning. We extend our gratitude to Carmel College and look forward to future collaborations. **Training in TV Programme Production**



MEDIA VISITS

A Training Experience in TV Programme Production

As part of the Television Production course, the Department of Broadcasting and Journalism organized a media visit to the Asianet studio floor during the live shoot of the popular weekly game show *Engile Ennodo Para*. The show is hosted by renowned actress Swetha Menon and Bigg Boss fame Sabu. This visit provided students with a unique opportunity to witness the behind-the-scenes production of a television program, including the technical setup, direction, camera work, lighting, and coordination involved in a professional studio environment. The experience offered valuable industry exposure, enhancing their practical understanding of television production and broadcast workflows. The program was coordinated by Ms. Manjusaranya M.M.



1. Media Visit to Radio Kochi

As part of the Radio Production course, the students of the Department of Broadcasting and Journalism visited Radio Kochi, a prominent community radio station in Kochi, on 5th March 2025. The team received a warm welcome from Station Director Mr. Krishna Kumar, Program Producer Ms. Taniya, and Sound Engineer Mr. Chandru. The visit offered students practical exposure to radio operations. They had the opportunity to test their voices on professional studio microphones, with some students singing and recording short segments. The sound editor demonstrated various audio editing techniques and shared insights on enhancing voice quality and post-production processes. . The program was coordinated by Ms. Archana Sankar and Ms.Anulekshmi L



Sector Skill Council Exam Conducted

1. MESCC Exam Conducted for 6th semester Students

The MESCC exam for 6th-semester Graphic Design students was conducted on May 13, 2025, at the College Digital Library. Mr. Amirjaan, a representative from MESCC, oversaw the examination process. A total of 16 students attended the exam, which comprised three components: practical, theory, and viva. The comprehensive assessment evaluated students' technical skills, theoretical knowledge, and ability to articulate their design concepts. The results have been announced, and 15 students have successfully passed the examination. The students showcasing their creativity and technical skills. The exam was a significant milestone for the students, marking an important step in their academic journey.



Seminars/Workshops attended by faculty members

1. Ms. Manjusaranya M.M and Ms. Anulekshmi L from the Department of Broadcasting and Journalism attended the Lumimar Film Festival on 15th January 2025, hosted by the Department of Multimedia, Carmel College. The festival featured film screenings, panel discussions, interactive sessions, and competitions, offering valuable insights into cinematic storytelling and contemporary media practices. Their participation provided opportunities for academic exchange and collaboration with peers from other institutions. The event also contributed to professional development by exposing faculty to emerging trends in digital media.

PTA Meetings

1. The PTA meeting for the 2022 batch (5th semester) was conducted on 01.10.2024. Mr. Ashwini Kumar from the Department of Broadcasting and Journalism delivered the welcome speech, which was followed by a detailed analysis of the internal marks of the students for Semester Two, presented by Mr. Ashwin K.V. The meeting concluded with a vote of thanks by Mr. Ashwin K.V. Parents of 12 students were present.
2. The PTA meeting for the 2024 batch (2nd semester) was conducted on 14th January 2025. the meeting began with an introductory speech by Ms. Anulekshmi L. of the Department of Broadcasting and Journalism, who is also the class in-charge. Ms. Anulekshmi L. briefed the parents on the academic progress and internal marks of the second-semester students. Parents of 20 students attended the meeting.